

Challenges and opportunities of heritage tourism for European youth - The role of memorial houses in promoting European destinations

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Abstract: This research focuses on youth interest in an underexploited niche of heritage tourism, namely memorial houses. A memorial house is a small museum dedicated to a personality who lived or was created in that house or both. Thus, sometime after the departure of this person to eternity, the house was established to be visited for cultural, educational and tourist purposes. The study was aimed at young people between the ages of 18 and 26 and was conducted online between May 23 and 26, 2022. The 506 respondents were mainly students. The collected data were processed using SPSS and several statistical tests were performed. The main results showed that young people are interested in visiting memorial houses to enrich their level of general culture, learn new information in an attractive way, and better understand the past. From the results, some recommendations for action can be derived in order to raise awareness and encourage young people to visit memorial sites. These can be a link between youth communities in Europe and contribute to the consolidation of a European cultural identity.

Keywords: heritage tourism, memorial houses, young tourists, types of culture tourists, destination management organizations

JEL Classification codes: Z30, Z39, M30

INTRODUCTION

Cultural tourism is probably one of the oldest forms of tourism. Even in Roman times, people traveled for reasons that we now call cultural tourism, but at that time they were not recognized as a distinct group of tourists. Visiting historical sites, cultural landmarks, participating in festivals and special events or visiting museums have always been part of the overall tourist experience. So, it can be said that every trip contains a cultural element. By its very nature, the art of travel takes tourists away from their home culture and temporarily transports them to a different cultural environment, be it a big city or a village forgotten by the world.

In recent years, cultural tourists have attracted more and more research interest because of the social and cultural dimensions of cultural tourism. Attracting cultural tourists has become a common strategy for countries and regions seeking to preserve their traditional culture, develop new cultural resources, and create a cultural image. Much of the research on cultural

tourism now focuses on the quality of the experience and the impact of cultural tourism, both on the tourists themselves and on the places and communities they visit.

Growth in cultural tourism was also marked by fragmentation into a number of emerging niches, such as heritage tourism, arts tourism, gastronomic tourism, film tourism and creative tourism (Richards, 2018). One component of cultural tourism is heritage tourism, that constitutes a large share of cultural tourism (Seyfi et al., 2019). It is based on a nation's cultural heritage. The definition of cultural heritage has been revised and changed several times over time. Cultural heritage has a broad meaning that encompasses many forms of heritage. Cultural heritage consists of tangible forms such as monuments, building complexes, and sites of outstanding universal value from a historical, aesthetic, ethnological, or anthropological perspective. Over time, the concept of cultural heritage has expanded beyond its tangible content to its intangible forms, such as the knowledge, beliefs, and traditions of various communities that are a source of identity for them.

According to this understanding of heritage tourism, memorial houses are a component of this form of tourism. A memorial house is a small museum dedicated to a personality who lived or was created in that house or both. Thus, sometime after the departure of this person to eternity, the house was established to be visited for cultural, educational and tourist purposes.

The aim of this article is to study the interest of young Romanians in visiting memorial sites. This interest is examined through the prism of the cultural motivations that could be the basis for these visits and through the prism of the factors that could reinforce this interest. The paper continues with an examination of the literature, research methodology, and presentation of the main findings. Finally, there is a section dedicated to the conclusions and the main practical implications.

1 LITERATURE REVIEW

Cultural tourism has its roots in the Grand Tour, which originated in Britain in the 17th century (Hibbert, 1969; Feifer, 1985). Although the Grand Tour is generally considered the origin of cultural tourism in Europe, there is much older evidence of travel that is now categorized as cultural tourism. For example, one of the oldest evidences of travel is the Diary of Egeria, which dates back to the 4th century, the oldest known pilgrim. Originally from Spain, Egeria describes a pilgrimage that she herself made to the Holy Places. Egeria made pilgrimages to Constantinople, and later to Syria, Palestine and Egypt. In the 15th century, Cyriacus of Ancona traveled in search of the classical past of the Mediterranean. He thus laid the foundation for the Grand Tour of the 17th century and the cultural celebrations of today (Belozerskaya, 2010). Cultural tourism was recognized as a distinct form of tourism product in the late 1970s, when marketers and tourism researchers recognized that some people travel specifically to gain a deeper understanding of a destination's culture or heritage (Tighe, 1986).

Cultural tourism - defined by the UNWTO as tourism that focuses on cultural attractions and products- is one of the fastest growing segments of the tourism industry, accounting for about 40% of total world tourism (UNESCO, n.d.). This figure is derived from applying an operational definition of cultural tourists as people who visit a cultural or cultural-historical attraction or museum or attend a performance during their trip (McKercher and Du Cros, 2012). Cultural tourism occurs at the intersection of heritage and religious sites, arts and crafts, performing arts, gastronomy, creative industries, festivals, special events, among others and vibrant cultures with their lifestyles, values, systems, beliefs, and traditions. Cultural tourism is a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination (Richards, 2018). As part of cultural tourism, heritage tourism products and experiences can generate substantial economic and social contribution to local communities (Little et al., 2019).

From a policy perspective, countries around the world have used cultural tourism as a means to achieve a number of strategic goals. Cultural tourism can be used for cultural diplomacy as a form of *soft power* to build dialog between peoples and support foreign policy.

Cultural and historical resources attract more and more visitors every year. Cultural tourism is an increasingly consistent, widespread, and perhaps the fastest growing sector of today's tourism industry. In fact, cultural tourism appears to be growing much faster than any other form of tourism, especially in developing countries, and is therefore seen as a potentially important tool for poverty alleviation and community economic development (Timothy and Nyaupane, 2009).

McKercher and Du Cros (2002 and 2012) distinguish five types of tourists. These include (1) the intentional cultural tourist, the person usually associated with cultural tourism who travels for cultural tourism reasons and seeks an in-depth cultural tourism experience; (2) the visiting cultural tourist, who travels for cultural tourism reasons but seeks a superficial experience; (3) the casual cultural tourist, for whom cultural tourism is not a stated reason for visiting a destination but who has an in-depth cultural tourism experience; (4) the casual cultural tourist for whom cultural tourism is not a stated reason for visiting a destination but who visits heritage attractions; and (5) the casual cultural tourist who cites cultural tourism as a weak reason for visiting a destination and seeks a superficial experience.

Regarding gender, several studies have shown significant differences between women and men in terms of their behavior: Women can be more expressive (Hwang et al., 2015), interactive (Fournier, 1998), and emotional (Yelkur and Chakrabarty, 2006) than men; on the other hand, men can be more supportive (Milman and Pizam, 1988), benefit-oriented (Diep and Sweeney, 2008), and task-oriented (Eagly, 2013). Therefore, gender is not only an important variable to consider in terms of consumer behavior and decision making (Yoo et al., 2017), but also helps to understand that women as a group are becoming increasingly important in their capacity as consumers in general (D'Souza and Taghian, 2017) and in tourism products in particular (Jucan and Jucan, 2013). In this sense, Đeri et al.'s (2017) research related to travel decisions found that men make decisions faster and more intuitively, while women consider the opinions of their families and friends and, as Karatsoli and Nathanail (2020) point out, are influenced by social networks.

Regarding educational attainment, there is little controversy; most studies conclude that heritage site visitors generally have a college education (Silberberg, 1995; Huh et al., 2006; Correia et al., 2013; Remoaldo et al., 2014; Antón et al., 2017; Ramires et al., 2018). That is, as Adie and Hall (2016) and Remoaldo et al. (2014) conclude, the higher the educational level of people, the greater the motivation to visit a historic and heritage site, and therefore, the greater the lived experience is expected to be. It is also argued that heritage sites are attractive to students who visit them for educational purposes, and therefore this visitor group should be included in such analyzes (Chen and Huang, 2018).

In addition, previous research agrees that visitors to heritage destinations, with the exception of students, have middle to high income levels (Huh et al., 2006; Correia et al., 2013; Bright and Carter, 2016; Ramires et al., 2018; Chen and Huang, 2018).

Tourists seek the "real thing," in other words, an "authentic experience," but they also want proof that these things are authentic (Stiebel, 2004). Other concepts sought in the current literary scene besides authenticity are nostalgia and an emotional connection to the author. Nostalgia refers to emotional attachment to the past, the evocative power of objects, and the need to escape a less meaningful present (Gentile and Brown, 2015).

Cultural tourism is generally based on living and built elements of culture and refers to the use of the tangible and intangible past as a tourism resource (Timothy and Boyd 2006). People visit heritage sites to learn, satisfy their curiosity, feel nostalgia, develop spiritually, relax, get

away from home, spend time with loved ones, or "discover" themselves (Confer and Kerstetter, 2000; Krakover and Cohen, 2001; Timothy and Boyd, 2003). Nyaupane et al. (2006) divided cultural tourists into three types according to their motivation: culture-centered, culture-conscious, and culture-admiring.

Regardless of the environment in which it takes place (cultural or natural) or the location of the destination, cultural tourism refers only to the activities that result from visiting a particular place and experiencing it (Nguyen and Cheung, 2014). Places associated with a famous person are an important component of the cultural heritage sector (Smith, 2003). In particular, the actual places where authors were born, lived, and wrote famous literary works represent essential values of destinations as an element of cultural heritage.

2 METHODOLOGY

Based on the literature review, a questionnaire was developed to examine young people's interest in visiting memorial houses, motivations for visiting, and the importance of sociodemographic characteristics in developing such interest in visiting. It also examined the sources of information that young people use. The questionnaire that formed the basis for the study consisted of four sections: (i) a profile of tourists (gender, age, place of origin, and personal monthly income), (ii) sources of information used or of interest, (iii) motivations for visiting, and (iv) a background related to personal interest in culture, schooling, or family. The question on information sources was adapted from Björk and Kauppinen-Räsänen (2016) and identifies 16 different types of information sources. The identification of visit motivation is based on the work of Seyitoğlu (2020), Negruşa and Yolal (2012), and Šimková and Holzner (2014). Items were measured on a 5-point Likert scale ranging from 1 (not at all or strongly disagree) to 5 (very much, to the greatest extent, or strongly agree).

The survey was conducted online between May 23 and May 26, 2022. The 500 respondents were mainly students of the Faculty of Business and Tourism and some of their friends from outside the faculty. The structure of the sample is as follows:

Tab. 1 The sample structure

Characteristics		Frequency	Percentage (%)
Gender	Boys	254	50,3
	Girls	252	49,7
Age	Under 21	207	40,5
	Between 21- 23	219	43,3
	Between 23-26	80	16,2
Place of origin	Bucharest	217	42,7
	Another city	188	37,4
	Rural	101	19,9
Income	Less than 1500 lei (300€)	223	43,3
	Between 1500 – 2500 lei (300 - 500€)	112	22,2
	Between 2501 – 4000 lei (500 - 800€)	109	21,6
	More than 4000 lei (800€)	62	12,5

Source: authors own computation

The SPSS program was used for thorough data analysis. Data were coded according to the program's specifications and various tests were performed, including regressions, T-tests, and

chi-square tests with Spearman's rank correlation. For data analysis, the questions and response options in the questionnaire were coded so that they could be processed.

3 RESULTS AND DISCUSSION

The initial results showed that more than 90% of the respondents had visited a memorial house. The same result was obtained when the young people were asked if they had ever heard about memorial houses in the institutional context of school. An interesting finding was that 81% of respondents had heard about memorial houses within their family or circle of friends.

As for advertising such sites, 31% of young people had not encountered such campaigns. This fact may be due to several reasons, including campaigns that did not target the youth market or poorly executed campaigns. At the same time, young people's inattention could also be a cause.

The young respondents were asked what prompted them to visit such a memorial house. The answers received varied. The variant with the most answers (65%) is that it was included in the program of an excursion organized by the school. Thus, it can be said that the school and educational institutions, in general, are the main promoters of visits to such destinations.

The next variant with the most responses (39%) was that they visited it, but the visit was accidental, because the tourist destination was in the area where the young people were already vacationing. This fact shows that even if young people did not plan to visit such destinations in advance, they are eager to have new experiences and visit memorial houses.

On the other hand, about 22% of young people answered that visiting memorial houses was a personal desire, out of appreciation for the personality who lived there, and about 5% of respondents even answered that it was a family custom to visit such places. About 8.7% of the respondents said that they had never visited memorial houses.

Tab. 2 The importance of information sources in the decision to visit memorial houses

Website, blogs (e.g. Tripadvisor)	Travel guide	Internet	Family	Teachers	Friends, colleagues	Tourism brochures	Public tourist information	Newspapers	Websites of destinations
4.01	3.64	4.22	3.52	3.61	3.50	3.40	3.58	2.41	3.95
Travel agencies	Websites of local authorities	TV programs	Radio	Tourism fairs	TV advertising	Advertising on the Internet and social media			
3.70	3.17	3.35	2.97	3.46	3.33	3.90			

Source: authors own computation

Study participants were asked what sources of information they considered important when deciding to visit memorial houses (see Table 2). The given answers were processed and the average was calculated from them. Thus, young people believe that the most important source, in general, is the Internet (4.22), websites - blogs on tourism and websites of destinations in particular (4.01). It also showed that advertisements on the Internet and social networks are also considered very important. The least important were newspapers (2.41), radio (2.97), local government websites and even TV. These results can represent a real challenge for the

implementation of campaigns to attract the young target group to such cultural heritage destinations.

Regarding the achievements of famous people who lived or created in these memorial houses, young people indicate that they are most interested in "Famous people and their achievements in technology, science, medicine, etc." (3.8 on a 5-point Likert scale), in "Romanian artists and their creations" (3.56), and in "Romanian history and historical and political figures" (3.52). In last place was the interest in "Romanian literature and Romanian writers", with an average of 3.21. The results may indicate that young people's interest in reading in general and in Romanian literature in particular is decreasing.

As for the reasons for visiting memorial houses, as described in the academic literature, young respondents are most interested in the novelty and the learning experience they can have there. At the same time, such visits are seen as an opportunity for escape and relaxation. Young people are not so much of the view that visiting such sites is a good opportunity to socialize, nor do they see the experience as one from which they can grow personally.

There are many factors that drive young people to visit such heritage sites. Most of them would visit them if schools, faculties or student associations organized such visits. At the same time, respondents believe that the existence of tourist offers developed by travel agencies specifically for young people could be a good context that would make them want to visit memorial houses. The willingness of family or friends to visit such sites is also an important factor in the decision to have such an experience. A common factor in these responses is that young people want to have such experiences in a group, with family, friends, or colleagues. Participating in such activities with close people can be an important motivating factor.

Respondents cited "development of general culture" as the most important benefit of the visit, with an average of 4.26 on a 5-point Likert scale, followed by "acquisition of new information" (4.11) and "easier understanding of the past" (4.05). Not to be neglected is also the response showing that young people believe that by visiting such destinations "some lessons can be learned in an enjoyable way that might otherwise be more difficult to learn" (3.88) and that "the visit contributes to a better understanding of the works and lives of personalities" (3.87).

In order to deepen the analysis of the results, a T-test was performed to correlate the gender of the participants with their interest in the four areas indicated in the questionnaire, namely "Romanian literature and Romanian writers", "Romanian history and historical and political figures", "Romanian artists and their work (painters, musicians, etc.)", and "Famous figures and their achievements in areas other than those mentioned above (technology, science, medicine, etc.)". From the four tests, it appeared that there was a statistically significant difference between the two genders in three of the four possible areas of interest (Table 3).

Tab. 3 Correlations between gender and respondents' areas of interest (T-test)

	F	Sig.	Sig. (2-tailed)	p-value (Sig. 2-tailed<0.05)
Romanian literature and Romanian writers				
Equal variances assumed	1,783	.182	.001	
Equal variances not assumed			.001	
Romanian artists and their work				
Equal variances assumed	4,099	.043	.000	
Equal variances not assumed			.000	
Famous figures and their achievements in other areas (technology, science, medicine...)				
Equal variances assumed	3,314	.069	.025	
Equal variances not assumed			.025	

Romanian history and historical and political figures				
Equal variances assumed	,726	.395	.385	
Equal variances not assumed			.385	

Source: authors own computation

Thus, there is a statistically significant difference between boys and girls in terms of interest in "Romanian literature and Romanian writers" (Sig. (2-tailed) < 0.05), "Romanian artists and their work (painters, musicians, etc.)" (Sig. (2-tailed) < 0.05) and "Famous personalities and their achievements in other areas (technology, science, medicine...)" (Sig. (2-tailed) < 0.05). For interest in "History of Romania and historical and political figures" there was no statistically significant result in terms of gender differentiation, Sig. 2-tailed > 0.05.

Therefore, it can be said that there are significant differences between girls and boys in terms of areas of interest. These differences can lead to different motivations and eventually to different behaviors, so that a gender-differentiated approach to the promotion of memorial houses can be proposed.

After applying another set of T-tests, it was found that there were no gender differences in these motivations for visiting memorial houses: "novelty and learning," "socialization," and "personal development," Sig. 2-tailed > 0.05 was found in all cases.

Statistically significant tests were found for the main motives to visit memorial houses: "escape and relaxation", "cultural experience" and "personal rewards" (Sig. (2-tailed) < 0.05) (see Table 4).

Tab. 4 Correlations between gender and types of visit motivations (T-test)

	F	Sig.	Sig. (2-tailed)	p-value (Sig. 2-tailed<0.05)
Escape and relaxation				
Equal variances assumed	0,003	.985	.042	
Equal variances not assumed			.042	
Cultural experience				
Equal variances assumed	,289	.591	.018	
Equal variances not assumed			.018	
Personal rewards				
Equal variances assumed	,263	.608	.003	
Equal variances not assumed			.003	

Source: authors own computation

It can be concluded that boys and girls have the same motivations for visiting memorial houses, but that they also have some differences in their motivations. It is important to see how these motivations can be used to attract tourists.

A T-test was also performed to relate the gender of the respondents and their opinion on the impact of such visits on information gathering. The results were statistically significant, so it can be stated that boys and girls have different opinions about the impact of such a visit on a tourist (see Table 5).

Tab. 5 T-test conducted to correlate gender and respondent's opinion on information gathering

	F	Sig.	Sig. (2-tailed)	p-value (Sig. 2-tailed<0.05)
Equal variances assumed	1,379	.241	.007	
Equal variances not assumed			.007	

Source: authors own computation

Regression was performed, with the dependent variable being young people's intention to visit memorial houses (Table 6). The predictors were all 6 motivators mentioned above ("novelty and learning," "socialization," and "personal development", "escape and relaxation", "cultural experience" and "personal rewards").

Tab. 6 Model summary (1)

Model	R	R squared	Adjusted R squared	Standard Error of the Estimate
1	,774 ^a	,599	,595	,61578
a. Predictor: (Constant), Q4REWORD, Q4NOVELTY, Q4ESCAPE, Q4SOCIALIZATION, Q4EXPERIENCE_C, Q4DEVELOP_P				

Source: authors own computation

From Table 6, it can be seen that there is a strong correlation between the independent and dependent variables. The R² value indicates how much of the total variation in the dependent variable, youth intention, can be explained by the independent variables. In this case, 59.9% can be explained, which is a good value. There must be a minimum difference between R² and the adjusted R². In this case, the value is .595, which is not far from .599 and thus a good value.

Tab. 7 ANOVA (1)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	283,067	6	47,178	124,419	,000 ^b
	Residual	189,214	499	,379		
	Total	472,281	505			
a. Dependent variable: Q5INTENTION_VIS						
b. Predictor: (Constant), Q4REWORD, Q4NOVELTY, Q4ESCAPE, Q4SOCIALIZATION, Q4EXPERIENCE_C, Q4DEVELOP_P						

Source: authors own computation

It turns out that the regression model significantly predicts the dependent variable (Sig.<0.0001, which is less than 0.05).

Table 8 provides the information necessary to estimate intentions to visit such destinations that are correlated with respondents' motivations, as well as to determine whether (and which) motivations contribute statistically significant to the model by analyzing the "Sig." columns. Thus, the table shows the strength of the relationship, i.e., the significance of the variable in the model and the extent to which it influences the dependent variable.

Tab. 8 Coefficients (1)

Model		Unstable coefficients		Standardized coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,012	,176		-,066	,947
	Q4NOVELTY	,249	,053	,153	4,692	,000
	Q4SOCIALIZATION	,078	,040	,091	1,959	,051
	Q4ESCAPE	,103	,044	,114	2,366	,018
	Q4DEVELOP_P	-,073	,044	-,088	-1,676	,094
	Q4EXPERIENCE_C	,506	,048	,513	10,471	,000
	Q4REWORD	,100	,042	,115	2,389	,017
a. Dependent variable: Q5INTENTION_VIS						

Source: authors own computation

The significant change in intention to visit by the motivations "Novelty and Learning," "Escape and Relaxation," "Cultural Experience," and "Personal Rewards" is statistically significant based on the Sig. values: ,000; ,018; ,000 and ,017, respectively, which are below the acceptable value of 0.05. Increasing by 1% each motivation increases the intention to visit by 0.249%, 0.103%, 0.506%, and 0.100%, respectively, values obtained from the analysis of column "B".

Thus, the analysis suggests that promoting the four motivations has a statistically significant positive relationship with intention to visit.

The second regression in which the dependent variable was represented by respondents' intention to visit memorial houses was performed. Predictors were all 4 areas of interest mentioned earlier in the paper (Q3A - "Romanian literature and Romanian writers", Q3B - "Romanian history and historical and political figures", Q3C - "Romanian artists and their work (painters, musicians, etc.)" and Q3D - "Famous figures and their achievements in fields other than those mentioned above (technology, science, medicine, etc.)").

Tab. 9 Model summary (2)

Model	R	R squared	Adjusted R squared	Standard Error of the Estimate
1	,609 ^a	,371	,366	,77022
a. Predictor: (Constant), Q3A, Q3B, Q3C, Q3D				

Source: authors own computation

From Table 9, it can be seen that there is a good correlation between the independent and dependent variables. The value R^2 indicates how much of the total variation in the dependent variable, respondents' intention, can be explained by the independent variables (in this case, 37.1%, which is a value that does not indicate a complete relationship). There must be a minimum difference between the adjusted R^2 and the R^2 . In this case, the value is .366, which is not far from .371 and thus a good value.

Tab. 10 ANOVA (2)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	175,065	4	43,766	73,774	,000 ^b
	Residual	297,216	501	,593		
	Total	472,281	505			
a. Dependent variable: Q5INTENTION_VIS						
b. Predictor: (Constant), Q3D, Q3A, Q3B, Q3C						

Source: authors own computation

From the analysis of the Sig., it appears that the result is statistically significant.

Tab. 11 Coefficients (2)

Model		Unstable coefficients		Standardized coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,883	,150		5,886	,000
	Q3A	,217	,037	,251	5,777	,000
	Q3B	,196	,036	,237	5,502	,000
	Q3C	,130	,040	,147	3,246	,001
	Q3D	,145	,040	,156	3,638	,000
a. Dependent variable: Q5INTENTION_VIS						

Source: authors own computation

The significant change in intention to visit the memorial houses in relation to the topics of interest ("Romanian literature and Romanian writers," "Romanian history and historical and political figures," "Romanian artists and their work (painters, musicians, etc.)," and "Famous figures and their achievements in fields other than those mentioned above (technology, science, medicine, etc.)") is statistically significant based on the Sig. values: .000; .000; .001; and .000, all of which are below the acceptable value of 0.05. Thus, for a 1% increase in young people's interest in each topic, intention to visit increases by 0.217%, 0.196%, 0.130%, and 0.145%, respectively, values obtained from the analysis of column "B."

In this way, all topics contribute to increasing young people's intention to visit memorial houses. Thus, the more the young people are interested in these areas, the more likely they are to be interested in visiting memorial houses of personalities who created in these areas. This result is a conclusion in itself, but it can be used for targeted social media campaigns.

CONCLUSION AND PRACTICAL IMPLICATIONS

The definition of cultural heritage has been revised and changed several times over time. Cultural heritage has a broad meaning that encompasses many forms of heritage.

Considering the "McDonaldization" of destinations (Ritzer and Liska, 1997), cultural tourism could play an important role in the "dehomogenization" of destinations, as it also enriches the tourist experience. Therefore, cultural understanding can be enhanced through tourism.

The relationship between tourism and culture could also be beneficial for tourism. Several authors believe that this link is strategic for the development of tourism, as it can be the basis for a tourism strategy based on sustainability, authenticity, and a mix of traditional and modern

products, rather than a strategy that relies on a policy of low prices. Such a strategy could also help reduce seasonality.

Promoting memorial houses is an important way to increase the number of tourists and raise society's awareness of the existence of such an opportunity to visit. Ways to promote such goals can be developed at different administrative levels and time horizons. Within the framework of promotion for young people, some specific directions can be put into practice.

Local and central governments need to work with tourism operators to achieve coordinated and coherent promotion of memorial houses. First of all, local governments should properly signpost the routes to such tourist areas. Proper signage not only facilitates access, but also creates awareness of the existence of these places. Many young people said that they visited such places because they learned about this possibility on the spot.

In general, society tends to digitize, inform, and communicate online. Young people are the first to tend in this direction. Thus, the majority of respondents in the study cited the Internet and the various forms of advertising found there, such as websites and social networks, as the main sources of information for memorial houses tourism. They cited specialized travel websites, destination tourism websites, and Internet advertising and social media as the most important sources of information. A website allows a wider audience to access information and is also a mobile medium that can be accessed from anywhere.

Therefore, a very important advertising direction is for these tourist destinations to have their own website and social media pages. In order to attract as many visits and ultimately tourists as possible, the website must be adapted to today's requirements in terms of design and functionality. In addition to the form, the content of the site must be designed to present data about the destination itself, its history, but also data, information and stories from the life or work of the personality who lived in this place.

Such content could also be promoted on social networks and, finally, a coordinated campaign strategy could be created between the destination's digital platforms to raise awareness of what the tourist destination stands for, as well as the personality who lived there, with the ultimate goal of attracting tourists. The content of the posts can be both informative and cultural to meet the main tourist motives (novelty, learning and cultural experience) of young people. At the same time, campaigns and messages can be created to highlight that such a visit is an escape from everyday life and an opportunity to relax, through which one can also enrich oneself on a spiritual level. Messages can be created to point out that visiting such places with friends is an opportunity to socialize, find topics of conversation, and perhaps discover passions.

Many young people responded that they would go or have gone there with their family or friends. A small portion answered that it was even a habit in their family. So, messages and campaigns can be created to convey the message that these types of tourist attractions, memorial houses, are just a good place to practice tourism with family or friends. Since few would travel specifically for these destinations, advertising can be done zonally to attract tourists from the surrounding areas. The other motivations can only be achieved by visiting "locally". Of course, few young people responded that the purpose of a tourist trip is to visit such destinations, but through these promotional methods you can attract people from near the destinations that they can visit as part of a weekend tourism or vacation.

At another level of management, it is important for local governments, as well as private providers or associations in the field, to approach schools, faculties, or student associations with suggestions for trips and excursions for students to such places. Most respondents indicated that they visited memorial houses primarily as part of a school-organized field trip. This possibility of culturalization must be used because it is the main driver of this type of tourism among young people. Apart from motivating young people, these visits, if they start

at an appropriate age in school, can create a clearer and more inclusive view of students on the topics covered in class.

For students, this type of tourism could be promoted and practiced by student associations and help to satisfy the needs and desires of young people expressed in the above motives. More than 60% of the respondents indicated that the organization of visits to memorials by schools, faculties and student associations would make them want to visit.

More than 40% of young people responded that if travel agencies offered special packages for young people that included visits to memorial houses, this fact would prompt them to visit and take such trips. Travel agencies could take advantage of this untapped market of cultural tourism in general, and memorial houses tourism in particular, to increase the profitability of their businesses. This type of tourism could also reduce seasonality, benefiting all players in the industry.

Last but not least, the Ministry of Tourism, the Ministry of Culture and the future local and regional DMOs (Destination Management Organizations) as well as the national DMO have a very important role to play in promoting this type of tourism. The Ministry of Tourism and the Ministry of Culture play an essential role in creating a favourable framework for the development of this type of tourism, promoting it through the attention they can give it, but also through funding lines that can be allocated for the restoration of these tourist destinations in collaboration with local authorities. The restoration of these objects is crucial for attracting tourists and promoting Romanian culture and cultural-historical tourism. There are many examples of memorial houses that have been restored through private initiative. The restored memorial houses attract not only tourists, but also the organization of events in the houses, creating successful businesses.

DMOs, both local and regional, must take care of integrated and coordinated development of tourist destinations. They must create tourist routes and cultural routes, promote their development, and promote tourist attractions in their area, including memorial houses. DMOs must take care of strategic coordination of tourism development and investment needs related to memorial houses in their area of action. The implementation of measures to promote and attract tourists must also be the responsibility of these organizations. Websites and applications could be created to promote cultural destinations in general and memorial houses in particular, as well as websites and applications to find tourist routes and cultural routes in the region. A large number of tourist routes and cultural routes are already approved at the Ministry of Tourism level. DMOs could facilitate school trips to such destinations and partner with travel agencies to attract tourists.

The national DMO could address the creation of an inclusive vision for the development of cultural and heritage tourism. At the same time, private initiatives can and should be encouraged to create profile websites and platforms. Special applications with routes and audio information can also serve as guides for tourists. This format allows tourists to interact with the site without having to hire a guide or carry a map. Online maps are a popular online tool for providing content for cultural tourism. The development of digital maps as ubiquitous mapping tools has led to the creation of numerous tourism maps. These maps have been created in various places around the world by various stakeholders, such as private companies, tourism boards, community organizations, the media, and individuals. Thus, the role of DMOs is also to coordinate and guide all interested parties to create products that satisfy the needs and desires of tourists and allow anyone interested to obtain the information they want.

Even though the sample of this research cannot be considered representative of the whole population (all young people in Romania), the results have been statistically validated so that the conclusions can be considered when making decisions to promote heritage tourism among young people. And if we assume that cultural tourism in general is of interest to people with a certain level of education, then the current sample can be used as a benchmark. Further

research could find out whether the profile of higher education influences the motivation for cultural tourism, but the fact that the respondents are students suggests to us that they have an interest in visiting cultural destinations.

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