
INDUSTRIAL HERITAGE TOURISTIC CAPITALIZATION IN A HISTORICAL TOWN

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Abstract

The industrial heritage, especially the architectural one, represents an important cultural resource nowadays. Generally, it is in a precarious state of preservation and a predominantly private property. Its conservation and revitalization involve the conversion of the primary function, and this involves many factors - political, social and economic. The paper presents the possibility of capitalizing on this type of heritage in a historical city, from the perspective of the local community. The results of the research show that its inclusion in the urban structure has multiple advantages - improving the quality of life, social and environmental benefits. Local communities and other stakeholders can influence the decisions regarding the future conservation and capitalization of these elements of post-industrial heritage as potential tourist locations, thus developing new alternatives to traditional tourism.

Keywords

Industrial heritage, local communities, Târgoviște, tourism, capitalization

JEL Classification

Z320, Z390

Introduction

Tourism is, in recent years, the main functional unit of the economy and it is considered the third largest "exporter" in the world after the oil and auto industry (Borges Scalabrini and Remoaldo, 2020, p.235). The adaptation of the tourism phenomenon to the current socio-economic dynamics has determined transformations in the level of its types of manifestation which have led to the rethinking of traditional forms. A viable alternative was the integration of the industrial heritage in the tourist offer by rethinking thematic tourist circuits or defining new attraction poles that have as a basis the valorisation of the architecture of old industrial sites and its "immersed" elements-the workers' houses or the urban workshops (Bocquet, 2008), of technology, but also of the social history of work. Thus, the re-imagining of

industrial areas partially or totally abandoned, allowed both the restoration and preservation of heritage, as well as the development of industrial tourism by speculating the urban preferences of the modern tourist.

In Romania, the diversity of the categories of industrial architectural heritage is the expression of the industry's evolution at the national and local level. The preservation of the elements of industrial heritage results, on the one hand, from the need to preserve the identity of the places and the memory of the buildings of the work (Ronchetta and Trisciuoglio, 2008), and on the other hand from the theistic use. Many cities were created and developed having as their epicentre the industry based either on local resources of the basement or on the development of branches whose products were intensely used by society. Overcoming the industrial period, through the development of modern technologies and the depletion of basement resources, has led to abandonment, thus degradation and, sometimes, destruction.

Case Study Element Profile (UPET Hall)

Târgoviște is no exception, its economy, based on the industrial activity is being replaced, gradually, with tourism and the economy based on consumption. The former capital of the Țara Românească (1396-1714) represents today a city that lives from exploiting the history transmitted through its numerous historical monuments. Thus, tourism constitutes a defining component of its social and economic life, being a phenomenon that coagulates around it important human and material elements, local and regional. The city has a cultural-historical heritage that allows it to offer quality, competitive tourism products, being able to satisfy the demands of all categories of Romanian and foreign visitors. Even though the central tourist point of the town is represented by the Curtea Domnească, an ensemble comprising numerous historical monuments that evokes the main transformations of over six centuries of socio-political and administrative evolution. Thus, the mix between old and new, elegant and cumbersome, functional and aesthetic, defines a city with multiple socio-cultural, economic and political implications and connections, which argue the current concerns for knowing the content of tourism and for deciphering its efficient operating mechanisms. The capitalization of the industrial heritage represents an opportunity that, used intelligently, can be an important asset for local tourism.

The main element of our study was one of the emblematic buildings of the industry in Dâmbovița (code DB-II-m-B-17182.01), but currently in an advanced stage of degradation. This is the only one of the industrial architectural ensemble of the *Uzinei de Utilaj Petrolier Târgoviște* that survived the two fires-from 2nd of November 1918 caused by the German army and 14th of May 2008 and demolition. The history of the edifice of which the analysed object is part (Toma and 2012. p.66-67, p. 487-488) begins in 1864 when the ruler Al. I. Cuza sows the act which establishes the creation of the first industrial unit of the city. For financial and political reasons, its construction begins in 1865 on the extended site, through the expropriation of 24 private lands, the garden and the cemetery of the *Mitropolie* and lasts until 1872. It represented the *Fonderia de tunuri* with all the necessary units (workshops, administrative buildings, warehouses) and the facilities required by the assigned function. From 1876-1935 it is transformed into the *Arsenal de Depozit al Arsenalului Central București*. After a period of development as a workshop and armoury depot, between 1935 and 1943, it becomes successively the *Arsenal de Front* (until 1939), and then, by diversifying the activity and technical-administrative reorganization, the *Administrația Publică a Arsenalului Armatei*. Under the name of the RRW *Gheorghe-Gheorghiu Dej*, between 1945 and 1949, it started to produce machinery and machines, spare parts for wagons and maintenance of the railways. After 1950 it is taken over by the Ministerul Industriei Grele and it is transformed into a modern factory, the *Uzina de Utilaj Petrolier Târgoviște* (UPET) established both nationally and internationally. Its activity is constantly running until 1990 when it has more owners, and its production is reduced, as is the area it occupies (land sales).



Fig. no.1 UPET evolution moments

Source: <https://lobbyandadvocacy.weebly.com/halele-upet.htm>

The Role of the Local Communities in Tourism Development

The development of cities is closely related to the possibility of socio-political and economic factors to value the cultural heritage that they administer tourist worth. The role of local authorities and communities is becoming more and more important in the tourism planning process due to their direct or indirect interests. The integration of the industrial heritage, present in all Romanian cities, in tourist circuits presents a challenge for all the actors involved, especially for those from the cities that are identified and lives through its history. The issue raised by this article brings in discussion the local community as a basic element of the development of modern tourism. It is a topic present in the scientific literature that concerns the impact of the tourism phenomenon in the multiple hypostases of its interpretation, starting from general theoretical approaches and covering the wide range of local or specific particularities of the types/forms under which it can manifest.

Table no. 1 Participation motivation and opportunities of the main actors in the tourism process in promoting the industrial heritage

Interested parties	Motives of interest	Activities/Initiatives	Effects/Impact
Local Community	Landscape’s aesthetics Jobs Local cultural identity Social connections Education	Cultural projects Social attitude Training programs	Medium and long term
Local Administration	Landscape’s aesthetics Sustainable development Incomes Local cultural identity	Public initiative National and European funds access Promotion	Medium and long term
Buildings’ owners	Rehabilitation Conservation Incomes	Public-private partnership	Medium and long term
Tourists	Touristic attractions Forms/Touristic offers diversification Social experiences	Interest Circuits payment	Permanent

Source: authors

Methodology

Our research focused on the way of reporting the community of Târgoviște to the possibility of tourist valorisation of an element of industrial heritage that is in a state of degradation, but which is not part of the momentum category (predominantly medieval) by which the city is distinguished.

The purpose of the study was the validation of three hypotheses on which the authors support the idea of tourist valorisation of industrial architectural heritage in a historical city:

H1. The integration of industrial heritage in tourist circuits guarantees the restoration and preservation of buildings left to deteriorate;

H2. The tourism valorisation of the industrial architectural heritage of Târgoviște creates the premises for the resizing of the tourist concentration poles;

H3. Economic and social stimulation may be the consequence of finding alternatives to traditional forms of tourism.

Table no. 2 Hypothesis validation indicators

Hypothesis	H1	H2	H3
Indicators	Knowing the local industrial heritage	New town perimeters capitalization	It offers new jobs for residents
	Revitalization of degradation buildings	Friendly relationship between tourists and locals due to its location in an intensely frequented perimeter	Opportunities for local companies
	Area aesthetics change	Development of some creative tourism points/areas	Tourism offers a higher visibility of the destination, attracting more tourists
	Life quality rises	Decreased pressure on intensely visited historical monuments	Infrastructure development
	Improvement of the urban image and experience	Decreased pressure on the residential area in the vicinity of the main tourist hub	Important spending

Source: authors

The research had as an instrument the questionnaire (15 opinion questions, 5 for establishing the profile of the respondents) and was carried out during the period September-December 2019. 436 questionnaires were distributed, of which 409 were valid.

Results and discussions

Demographic profil of respondents: *Gender* 41,45% male, 57% female; *Age*: 20 7,09%, 20-40-43,52%, 40-60-34,96%, 60+-14,42%; *Employment status*: Employed-28,85%; Unemployed 16,62%; Self-employed -16,38%; Student-25,42%; Pensioner-12,71%; *Work in tourism*: Yes-30,56%; No-64,54%; Family members working in tourism industry- 9,29%; *Resident*: Yes- 85,81%; No -14,18%.

The interpretation of the provided data by valid questionnaires led to the establishment of indicators that would allow validation of working hypotheses. They represent the starting point of the analysis of the results and represent the key value of each question.

H1. *The integration of industrial heritage in tourist circuits guarantees the restoration and conservation of buildings left to degrade.*

Each element included in the cultural heritage has a story, and its defining coordinates are established according to its interaction with the society in different historical contexts. Thus, it is not just his story, but of a whole space and the people living there. The value of an element is given by the symbol it represents and its power to be transmitted over time. The UPET hall represents a cultural-historical value relevant to the group identity of a community (which in its period of maximum development meant 14000 workers, to which their families were added) and an aesthetic value reminiscent of the industrial architecture specific to the end of the 19th century. Some political-economic conditions the whole of the industrial buildings of the old Arsenal al Armatei were destroyed in turn either by the passing of time or by the negligence of the people. One of them, the Arsenal Building, has been restored and used both its architecturally and functionally (restaurant, headquarters of a bank). At several tens of meters, it is in a strong state of degradation, the last hall of the initial establishment of the *Fonderia de tunuri*. Located in private property, this monument disappears little by little. The respondents do not consider that its restoration and conservation is related to its classification in a tourist circuit (36%), leaving this to the owner, as well as the use. Moreover, they do not believe in changing the aesthetics of the area (13%) because the building is in the vicinity and in the shadow, of commercial spaces whose architecture is, in general, specific to the peripheral commercial areas of the cities, not the civic centres. However, they admit that its restoration and transformation into a tourist point could improve the urban image and experience (54%), but provided that it is a multivalent space that offers the same facilities to the resident and tourist (for example, the transformation into a restaurant or commercial space). Greffe points out that investments in cultural heritage are more sustainable if they are made in areas where it does not play a dominant role and where there is a high level of economic integration (Greffe, 2004).

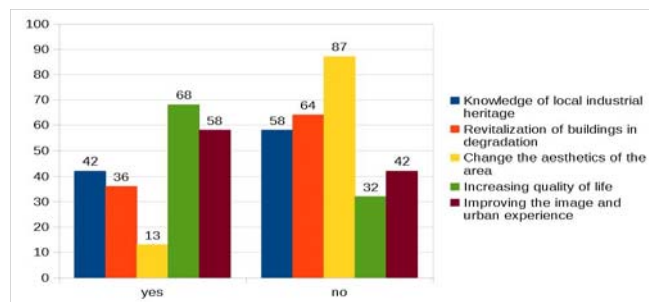


Fig. no. 2 Percentage interpretation of first hypothesis' indicators

Source: authors' data processing study

Analysing the answers of the interviewees, I found that many of them (58%) did not give them historical or aesthetic value, so for them, there were no conditions to be restored and preserved. Although in the public space there were numerous initiatives that supported the conservation of this heritage (for example, news articles, cultural projects, cultural events) whose historical and aesthetic value were still remembered, I considered that the lack of information is the main reason for this result. The solution would be to develop some programs to inform the residents about the cultural heritage of their locality because they can be much more involved in saving it. The same results show that the lack of a strong initiative from the community, leads to its non-involvement in establishing the patrimonial value of some buildings, regardless of the title of the property that strikes them. We protect for our benefit (Frînculeasa and Chițescu, 2018). However, the public interest in heritage knows a

continuous upward curve (42% know the heritage value of the analysed building). The presence of immovable property, such as Hall UPET, has far surpassed the mere tourist interest, being considered as an essential factor in increasing the quality of life (68%).

Hypothesis 1 is validated.

H2. The tourism valorisation of the industrial architectural heritage of Târgoviște creates the premises for tourist concentration poles' resizing

The city of Târgoviște, as a tourist destination, is known especially for its medieval historical monuments (ecclesiastical and vernacular) that have remained as testimonies of the domination of 33 rulers of the Țara Românească. Most form a tourist point of interest that is concentrated around the ruins of the Curtea Domnească și Turnul Chindia. There are also the most important museums of the locality, as well as recreational areas (Chindia Park and Zoological Garden). Thus, the main attraction pole is defined spatially, which is also the most exploited perimeter of the activities specific to the tourism phenomenon. The interdependence between the environment and society is complex, and the changes in their relationship are difficult to perceive (Grigorescu et al, 2020). The pressure exerted by the large number of tourists is felt by both residents and historical monuments. Dispersion of tourist points in different areas of the city leads to the diminution of the negative effects (for example, excessive noise, air pollution, increase of the amount of garbage, increase of the built area and reduction of the natural perimeters, degradation of monuments) as it considers 67% (for the residential area) and 59% (for monuments) of the respondents.

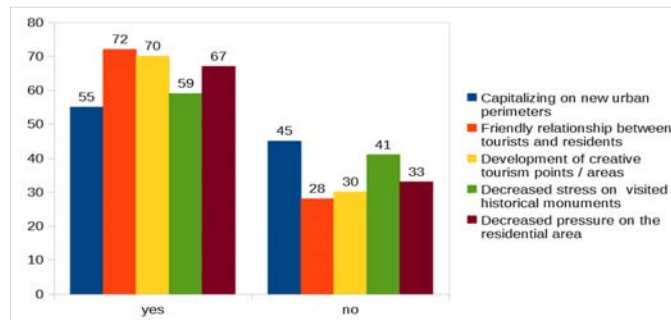


Fig. no. 3 Percentage interpretation of the second hypothesis' indicators

Source: authors' data processing study

The morphology of the areas is very important for tourists. Târgoviște is, except for the historical and commercial-tourist nucleus (Old Centre), a heterogeneous city from an architectural and cultural point of view, without a functional planning of urban tourism models. The revitalization of industrial buildings with historical-community value, located outside the established tourist bubble, creates multi-purpose spaces that allow interactions between tourists, workers and residents. UPET Hall is located in the centre of the city, in an area with complex development that contains a mixture of land uses (mall type commercial spaces, public market 1 May, housing blocks, public and private institutions, historical and spiritual monuments). The authenticity of the space, enhanced by the existence of such a building, is given precisely by the combination, in simultaneous arrangements, of elements with different history. This means that tourists have many options to experience the urban architectural form in detail, and residents to benefit from better services due to tourism. At the same time, the different lifestyle of the residents, their tangible and intangible cultural resources (the music they listen to, the art they consume and the day-to-day traditions) generate for tourists opportunities to accumulate cultural capital.

The tourist development of the UPET building (not only architecturally, but also exploiting the presence of creative producers) and its proximity to the city's major shopping centres

offers an attractive landscape of creative consumption and development (fashion, artisan and gastronomic products). This aspect is perceived and transmitted by 70% of those who participated in our research. The blurring of the boundaries between the consecrated tourist areas and those that mean the daily life of a city, by opening routes to different punctual cultural locations, allows friendly relations between tourists and residents (72%), and the development of organic and unplanned expression spaces of the tourist activity plays an important role in the development of the tourist experience (55%). Therefore, more poles of tourist attraction can be created, or the traditional one can extend its limits.

The validation of this hypothesis results from the high positive percentages offered to all the indicators.

H3. Economic and social stimulation may be the consequence of finding alternatives to traditional forms of tourism

The local community and the residents understand the benefits of tourism development through the alternative use of some areas that are not well used and which cannot be attributed to them, through the personal perception-age, education, cultural value. However, they are sensitive to the negative impact that the whole process of tourism valorisation- restoration, conservation, integration, through the necessary material and time resources- has on the community (61% consider that the costs of expropriation and restoration of the building are not justified). Speaking of a single building, although its utilitarian surface is quite generous, it was not regarded as an integrated element to a much more tender ensemble (for example a mall as thought in 2008 by a company so that in a relatively small percentage of respondents they think it can create opportunities for local businesses and new jobs for residents (48% and respectively 38%).

We consider that this interpretation is the consequence of human desire, specific to the society in which we live, that things should forward as quickly as possible, without a long-term vision. The lack of knowledge about how to exploit a cultural and cultural tourism objective makes respondents restrict the range of job-generating areas, also. Another high aspect was the fact that vacancies are not exclusively for the residents, they can be occupied by people who do not live in the city, according to the competences they require. The ways of exploiting the area, beyond its integration to the adjacent commercial space, can revive the businesses that promote local gastronomic (restaurants) or cultural traditions (exhibitions, educational events). The technical-urban infrastructure was not considered an important advantage (59%) offered by the integration of this building in a tourist circuit because the building is located in the city centre.

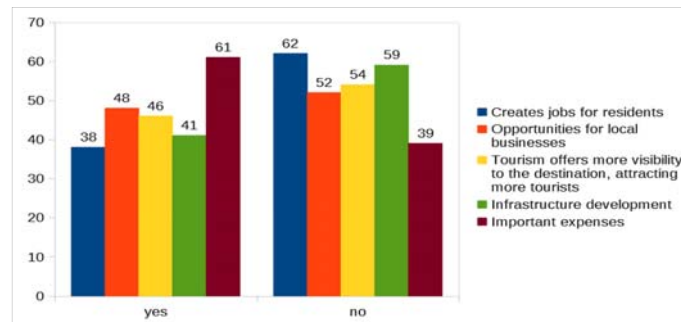


Fig. no. 4 Percentage interpretation of the third hypothesis' indicators

Source: authors' data processing study

Tourism is important for the city's economy, implicitly for the welfare of its inhabitants. The interviewed persons (54%) believe that finding new forms of tourist attraction will always be subsidiary to the one based on medieval historical values and should be ignored. Even if

smaller, the percentage (46%) of those who understood the importance of this aspect shows that the mentality of the local community evolves, it can understand the importance of any trace of the past, of its valorisation through modern modalities for personal and community benefit (Grigorescu, 2008). The social impact is harder to appreciate, being much more subjective (respondents were reported either on a personal level, either family or group, or community), but it can be understood from all the answers received in this section because anyone can have echo in the way of life and community organization, in family or personal relationships through the lifestyle and moral behaviour. Thus, the interpretation of the indicators partially validates the proposed hypothesis.

The integration of the industrial cultural heritage (UPET Hall) in a tourist circuit is validated by the respondents of our study. The lack of cultural concerns, the multivalent social experiences, as well as the identification with a certain type of monumental building (the medieval one) generates some resistance from the communities that easily; by understanding all the benefits obtained will disappear.

Conclusions

The current trends in tourism shape the social and economic behaviours of the touristic cities. The community is an important component in the management of this phenomenon, being the element of balance between these socio-economic and aesthetic transformations and the integrity of the cultural heritage. In this context, capitalizing on industrial heritage, as a slightly neglected resource in a city with a medieval iconic figure, represents a viable alternative for both the survival of this type of cultural element and a way to satisfy an increasingly sophisticated tourist and expecting a high level of quality and authentic experience. Urban aesthetics, well-being and identity preservation are important coordinates for the local community, which is a key marker for the sustainable development of the tourism phenomenon in Târgoviște.

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