

# THE PERCEPTION OF ROMANIAN TOURISTS ON THE ATTRACTIVENESS OF THE INDUSTRIAL HERITAGE. CASE STUDY: MUNICIPALITY OF CLUJ-NAPOCA

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## Abstract

*The radical changes generated by the process of industrial restructuring and accelerated urban development have brought to the center of attention the industrial heritage as a valuable cultural resource, but at the same time vulnerable. Regeneration projects focused on the adaptive reuse of industrial heritage elements take many forms, from economic, residential to cultural conversions, the latter being correlated with the use of industrial buildings as tourist attractions. The purpose of this study is to identify the interest of Romanian tourists to practice industrial tourism, based on assessing the degree of knowledge and their desire to visit industrial monuments. For this purpose, an online questionnaire was applied, the results of which were statistically interpreted using the Covariance Analysis (ANACOVA). The main results of the study reflect the fact that there is a low share of Romanian tourists who know the significance of the concept of industrial heritage and who consider it attractive. Selecting 5 representative industrial buildings for the Municipality of Cluj-Napoca selected as a case study, only a third of the respondents stated that they know them. However, there is a relatively high interest of respondents to visit industrial monuments, mentioning as main motivations: the age of the buildings, the specific architecture, and curiosity or even form of reuse of industrial monuments. Almost half of the respondents stated that they would introduce industrial buildings in their travel itineraries if they were better promoted. The main conclusion of the study is that industrial tourism is not sufficiently promoted at national level.*

## Keywords:

Industrial tourism, architectural value, urban regeneration, cultural conversion, Romania

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## 1. Introduction

The elements of technical and industrial heritage were included in the sphere of cultural heritage relatively late (starting from the second half of the 19th century) compared to other types of cultural goods (Iamandescu, 2018; Merciu & Stoica, 2010), in the general context marked by the deindustrialization that led to the reduction or in some cases even the closure of some industrial units (Cazacu, 2020; Cercleux & Merciu, 2010; Cercleux, Ianoș & Merciu, 2019; Pardo Abab, 2020; Valjarević et al., 2021).

The quality of historical monument and, implicitly, of tourist objective attributed to the old industrial buildings are related to the conservation of the plurivalences that they incorporate: historical,

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architectural, cultural, technological (sometimes partially preserved), scientific, social, symbolic and identity (Bottero, D'Alpaos & Oppio, 2019; Duşoiu, 2018; Iamandescu, 2018; Mazadiego et al., 2019; Merciu & Stoica, 2010; Merciu et al., 2014; Somoza-Medina & Monteserín-Abella, 2021). Symbolic and identity value are associated with the identification of the local population with the industrial buildings that they consider as elements of the local culture (Cercleux, Ianoş & Merciu, 2019). Abandoned industrial buildings are places of historical significance and collective memory (Gabor, 2014 citat de Cercleux, Ianoş, & Merciu, 2019).

As a result of the multiple valences they encompass and of the typological variety, the industrial heritage buildings require the thinking of a reuse in accordance with their status and that highlights their quality as cultural objectives, while also contributing to the preservation of social memory.

The reuse of the elements of industrial heritage also represents an action of awareness of the society regarding the significance of the history of these buildings and which allows at the same time the fixation, in the public consciousness, of their cultural importance (Iamandescu, 2018).

The purpose of this paper is to identify the interest of Romanian tourists for industrial tourism based on the assessment of the degree of knowledge and their desire to visit the elements of industrial heritage. The municipality of Cluj-Napoca was selected as a case study, which has 8 industrial heritage buildings (List of Historical Monuments, 2015, Cluj County) representative due to their valences: historical, architectural and cultural: e.g. the old paper mill, the train station, the Locksmiths' Tower, currently called the Firefighters' Tower, recently introduced in the restoration process, and that will be arranged as a center of urban culture, etc. In the city of Cluj-Napoca there are several examples of industrial buildings that, after the deindustrialization process, lost their original function, but were transformed into cultural centers that host various activities: theater performances, dance, concerts, exhibitions, festivals, etc. (former Brush Factory, former Tehnofrig Factory, former Cognac Factory) (Beligăr, 2019; Ilovan et al., 2020). Even if these industrial buildings are not classified as historical monuments, they are representative of the communist period, both architecturally, preserving the characteristics of socialist architecture and because of the symbolic function assimilated due to the fact that they represented industrial units of high economic importance, contributing significantly to the development of the city.

The municipality of Cluj-Napoca is among the cities at national level with an accelerated dynamic of the urban regeneration process that also includes conversions of abandoned industrial spaces (Beligăr, 2019; Ilovan et al., 2020). Thus, the transformation of industrial buildings in Cluj-Napoca into cultural centers by artists and organizations that support art also contributes to increasing public participation in cultural activities.

## **2. Literature review**

### *2.1 Industrial heritage: significance and importance*

The industrial heritage consists of the testimonies of industrial culture represented by buildings, machines and installations, laboratories, mills and factories, mines and sites for processing and refining, warehouses, places where energy is generated, transmitted and used, transport structures and infrastructures, as well as places used for industry-related social activities such as housing, places of worship, buildings for education (Charter for Industrial Heritage, Nizhny Tagil, 2003).

The industrial heritage is represented by the testimonies of the industrial culture that have architectural, historical, social, technological and scientific significance. Industrial heritage is a testimony of the activities that have had, and continue to have, profound historical consequences (Charter for Industrial Heritage, Nizhny Tagil, 2003). The industrial heritage has a social value, allowing the reconstruction of the daily life of the people who worked in the industry and which generated the formation of the identity of the traditional industrial areas. Also, the elements of industrial heritage have technological and scientific value for the history of manufacturing, engineering, constructions and can have a considerable aesthetic importance due to the quality of the architecture, design, etc. To these values of industrial sites and buildings are added the intangible components preserved in the collective memory and in customs (Charter for Industrial Heritage, Nizhny Tagil, 2003). Rarity is a feature of industrial heritage associated with the preservation of certain technological processes, types of sites or landscapes. Rarity gives greater

value to the elements of industrial heritage that must be carefully assessed. This feature is associated with the oldest or pioneering examples (Charter for Industrial Heritage, Nizhny Tagil, 2003).

### *2.2 Urban regeneration versus sustainable capitalization of industrial heritage*

Abandoned industrial spaces are an important resource for the process of regeneration of territories. The varied typology of buildings and industrial sites, their state of conservation, the connection to infrastructure elements, their size, as well as their location, facilitate multiple forms of reuse transposed into viable urban regeneration solutions (Bărbuică, 2012; Bottero, D'Alpaos & Oppio, 2019; Dușoiu, 2018; Merciu, Merciu & Stoian, 2012; Merciu et al., 2014; Pardo Abab, 2020).

Urban regeneration of abandoned buildings and industrial sites, especially those classified as historical monuments, is a complex process, taking into account on the one hand multiple values associated with industrial monuments that are not easily measurable, and on the other hand the profitability of the project. Moreover, non-functional buildings and industrial sites involve processes of physical, social and environmental degradation, so their reuse requires specific management (Preite, 2001; Somoza-Medina & Monteserín-Abella, 2021; Zhang, Cenci & Becue, 2021).

The need to implement urban regeneration projects, which aim at the conversion of buildings or industrial heritage sites, aims, on the one hand, to preserve the elements of industrial heritage. On the other hand, the identification of an adaptive reuse must correspond to the needs of the local population, in socio-cultural plan, or to give a new economic reuse that will contribute to the increase of the quality of community life.

Internationally, there are many examples of cultural reuse of industrial buildings that currently house museums, exhibitions, concert halls or theaters (Bărbuică, 2012, Cercleux & Merciu, 2010; Dușoiu, 2018; Merciu, Merciu & Stoian, 2012; Merciu et al., 2014; Somoza-Medina & Monteserín-Abella, 2021) indicating the regeneration potential they have (Bărbuică, 2012, Dușoiu, 2018; Somoza-Medina & Monteserín-Abella, 2021).

### *2.3 Industrial tourism*

In the context of the industry's diminishing importance in the economy of highly industrialized regions in different countries and as a result of the need to preserve the elements of industrial heritage, a new form of tourism has emerged. Thus, industrial tourism has been established as an alternative to the economic development of traditional industrial regions, allowing the use of industrial units and equipment as tourist attractions (Boros, Martyin & Pál, 2013; Merciu & Stoica, 2010; Zhang, Cenci & Becue, 2021), developing with the structural changes of local economies (Boros, Martyin & Pál, 2013). If initially industrial tourism involved the visit of closed economic units, with this time it expanded its area including the visit of active units (Boros, Martyin, Pál, 2013; Merciu & Stoica, 2010; Otgaar, 2010; Zhang, Cenci & Becue, 2021).

Frew (2008) defines industrial tourism as the visit of operational sites whose main activity is not oriented towards tourism, having among others the purpose of allowing the access of the public.

Industrial tourism involves not only visiting industrial objectives, but also various economic units (agricultural units, vineyards, service centers, IT centers, production of luxury goods) (Andrade-Suárez & Caamaño-Franco, 2020; Boros, Martyin & Pál, 2013; Merciu & Stoica, 2010).

Industrial tourism involves visits that make it easier for tourists to know the economic activities of the past, but also of the present (Otgaar, 2010), so that production is an attraction in itself (Boros, Martyin & Pál, 2013), correlated with observing the way of working that represents an opportunity through which tourists can understand how the old techniques work, as well as the new ones, within the industrial units and can observe the daily work of the employed staff. Along with production and technology, another attractive element for visitors is the particular architecture of the industrial buildings (Boros, Martyin & Pál, 2013; Lakatos, 2017; Pardo Abab, 2020), being called “cathedrals of industry” (Gurrieri, Massi & Tesi, 2001 quoted by Merciu, Merciu & Stoian, 2012). Unusual tourist attractions are included in the category of industrial tourism, in the sense that not all of them are characterized by aesthetic value (Boros, Martyin & Pál, 2013), even after their renovation and reuse as cultural resources. It is important

to note that some old industrial buildings have a remarkable architectural value beyond their historical significance (Duşoiu, 2018; Boros, Martyin & Pál, 2013; Merciu, Merciu & Stoian, 2012).

At international level, a typology of industrial tourist attractions has been developed, which includes 5 types: attractions related to primary production (mining sites, wineries), attractions of the manufacturing industry (factories, distilleries), traditional craft centers (ceramics-pottery), attractions in the field of transport (canals, railways), attractions of socio-cultural interest (administrative buildings, workers' houses) (Prentice, 1993; Eduards & Coit, 1996).

### 3. Methodology

Perception studies are often used in the field of tourism because it requires the knowledge and perception of visitors about different forms of tourism (Moira et al., 2009; Szubert, Warcholik & Żemła, 2021; Tîrca et al., 2010; Ţuclea et al., 2019; Wu, Xie & Tsai, 2015), the ambience, as an important component of the tourist experience (Crîşmariu & Ţigu, 2019), or for evaluating the market potential of various types of tourist heritage for cultural or recreational purposes (Bîţă, 2017; Mazadiego et al., 2019).

This paper is based on an exploratory research conducted in order to identify the interest of Romanian tourists to practice industrial tourism. An online questionnaire was applied to fulfill this purpose using the Google Forms platform. One of the main objectives of the paper was to analyze the degree of knowledge and appreciation of the industrial heritage among Romanian tourists, given the fact that this subtype of cultural heritage is less known in Romania.

The sample targeted in this study included people who visited Cluj-Napoca at least once. To choose the suitable respondents, a screening question was used in the questionnaire: "Have you visited municipality of Cluj-Napoca at least once?" Respondents who answered "yes" to the screening question continued with the survey, while those who answered with "no" were informed that the survey would end. Out of a total of 237 questionnaires, 193 were validated, depending on the answer given by the respondents to the screening question. The application period of the questionnaire was from March 1 to April 15, 2021.

The questionnaire contains of 11 questions. Due to the fact that the industrial heritage is less known, the first questions were introductory in order to identify the degree of knowledge of Romanian tourists of the concepts of cultural tourism and industrial tourism, but also of cultural and industrial heritage. Several attributes of the industrial heritage have been selected (age, uniqueness, basic function of the site, popularity), which the tourists appreciated the degree of importance on a scale from 1 to 5, where 1 means not at all and 5 very high. Romanian tourists were asked if the city of Cluj-Napoca is a benchmark for industrial heritage.

Open-ended questions were also introduced to identify tourists' motivations for visiting industrial heritage buildings. For an easier statistical analyses of the data, multiple responses were coded (the authors tried to turn each qualitative variable into at least one rank / scale variable). Another question concerned the perception of the degree of promotion of industrial tourism in the vision of tourists.

The last part of the questionnaire includes questions to identify the socio-demographic characteristics. The structure of the sample is summarized in table no. 1. The socio-demographic profile of the respondents reflects a relatively balanced weight according to gender (54% women and 46% men). Most participants live in urban areas (96%).

**Table no. 1. Sample structure**

<b>Age</b>		
18-30 years	31-50 years	Over 50 years
67%	22%	11%
<b>Education</b>		
High-school studies	Post-secondary studies	University studies
22%	2%	76%
<b>Residence area</b>		
Urban	Rural	
96%	4%	

Occupation			
Employee	Student	Unemployed	Retired
57%	42%	0,5%	0,5%
Region			
Transylvania and Banat	Muntenia (Wallachia), Drobuja and Moldavia	Bucharest-Ilfov	
23%	12,3%	64,7%	

Source: Authors' own calculations

The statistical analysis of the factors determining the motivation for visiting the cultural heritage, identified with the answers to question 2: “How often to you practice cultural tourism?”, was based on the Analysis of Covariance (ANACOVA); the approach is similar in nature to Multiple Linear Regression, but includes categorical variables in addition to the numerical ones. The set of predictors included variables measuring the general interest of visitors in cultural tourism (knowing the concepts of “cultural heritage” and “industrial heritage”, attractiveness to the industrial heritage, and assessment of how representative is Cluj-Napoca for the industrial heritage), personal assessment of features related to the industrial heritage itself (age, core function of site, uniqueness, promotion strategy, popularity, and sufficient promotion), and socio-demographic characteristics of the respondents (gender, occupation, environment – urban/rural, county of origin, age, and level of education). Two models were created: a “full model”, including all predictors, was used to look at the particular influence of each predictor given the presence of the others in the model. Through successive runs, eliminating each time the predictor with the least influence (indicated by the highest p-value associated with the partial significance test), a “prediction model” was obtained, including only the variables with a significant influence.

#### 4. Results and Discussion

As previously highlighted, the first questions of the questionnaire concerned the level of knowledge of tourists about cultural tourism and industrial tourism. 45% of the respondents know the term cultural heritage very well, and a third of the respondents (30%) answered that the term is known to them. Appropriating this term, tourists denote a high degree of culture and education. It is also inferred that tourists appreciate the elements of cultural heritage and the values that compose it. 42% of tourists frequently practice cultural tourism. Almost 54% of respondents sometimes opt for this type of tourism.

Another item of the questionnaire aimed at identifying respondents' preferences regarding the types of cultural objectives visited. The largest share of respondents (82%) indicated palaces and castles as elements of cultural heritage visited (Fig. 1).

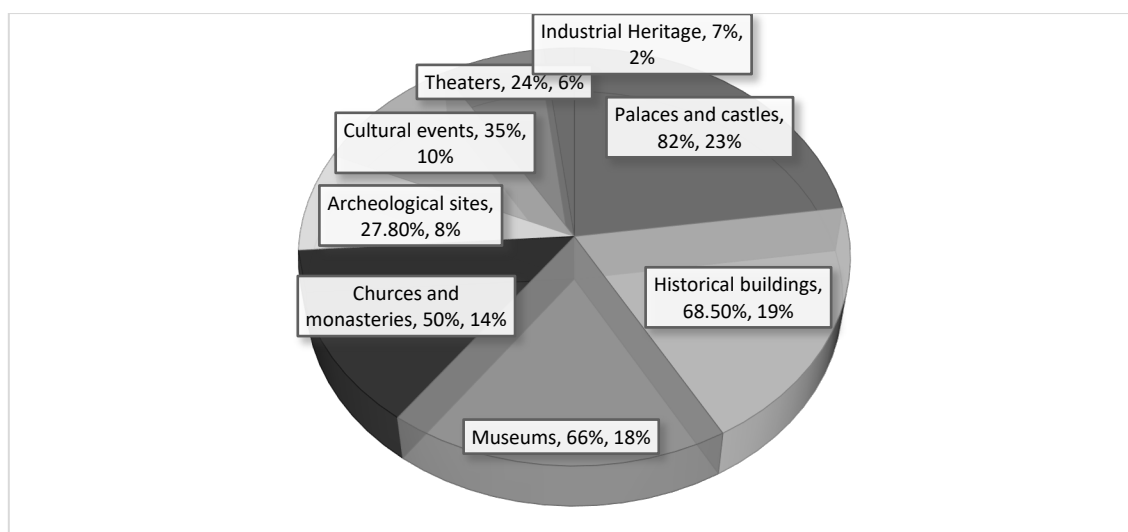


Fig. no. 1: Respondents' preferences regarding the types of cultural objectives visited

Source: Authors' own calculations

Other answer options, with approximately equal values, are the historical buildings, mentioned by 68.5% and the museums by 66.7% of the respondents, respectively. To these are added the churches and monasteries (selected by 50% of the respondents), the archeological sites (27.8% of the respondents), and the elements of industrial patrimony were mentioned only by 7% of the respondents (Fig. 1).

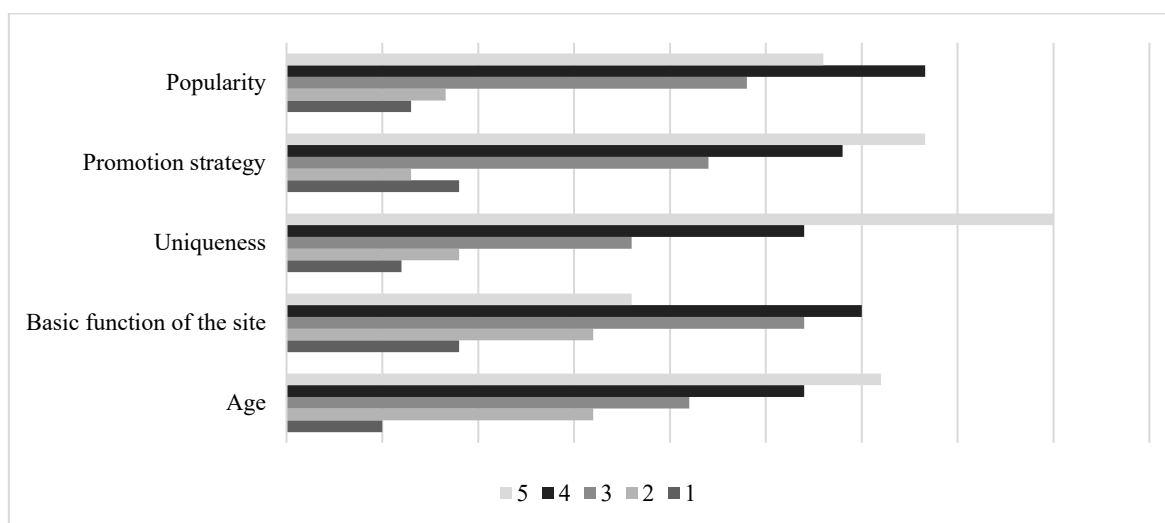
Regarding the degree of knowledge of the term "industrial heritage", respondents were able to select on a scale from 1 to 5, where 1 means "not at all" and 5 means "very well known". It is noted that a small share (7%) of the respondents indicated answer option 5, and 11% option 4. About 20% of the respondents mentioned that the term industrial heritage is somewhat known to them, and a third do not know this term at all or very little.

Subjects were asked to describe in at least 3 words what they think the concept of industrial tourism means and what it refers to. The most frequently used words in the subjects' answers were the objects of interest of the industrial heritage: architecture (58%), factories (49%), old industrial buildings (33%), mines (11%), plants (7%), warehouses (4%). 26% of the respondents mentioned the idea of reusing industrial buildings, especially for tourism, mostly associated with old buildings (technical museums, product tastings, suitable spaces for hosting cultural events). Other words mentioned by tourists with a lower frequency are: production, technology, machinery, mills, vineyards, railway stations, work science, garments etc. This indicates that some respondents have a well-formed idea of what industrial heritage is and what elements it includes.

The next question concerns the degree of attractiveness of the industrial heritage, and the respondents were able to select from 1 ("not at all attractive") to 5 ("very attractive"). The respondents' assessment regarding the degree of attractiveness of the industrial patrimony reflects a distribution of the answers similar to the one in the case of appropriating the degree of knowledge of this term. Thus, those respondents who know the term industrial heritage consider it very attractive (11.5%). The most answers were registered in the case of grades 3 and 4, with percentages of 15.5% and 20% respectively. A percentage of 19% answered that they find the industrial patrimony very unattractive or not at all.

Another item of the questionnaire was for respondents to give a grade from 1 to 5 (where 1 means "not at all" and 5 means "very high") for the importance of the following characteristics: seniority, basic function of the site, uniqueness, promotion strategy, popularity, in the capitalization of the industrial heritage.

It can be seen that the highest marks of 5, maximum, were given to uniqueness (40%), promotion strategy (33.3%) and age (31%). Furthermore, the respondents consider that the basic function of the site (30%) and the popularity (28%) are also quite important (Fig. 2).

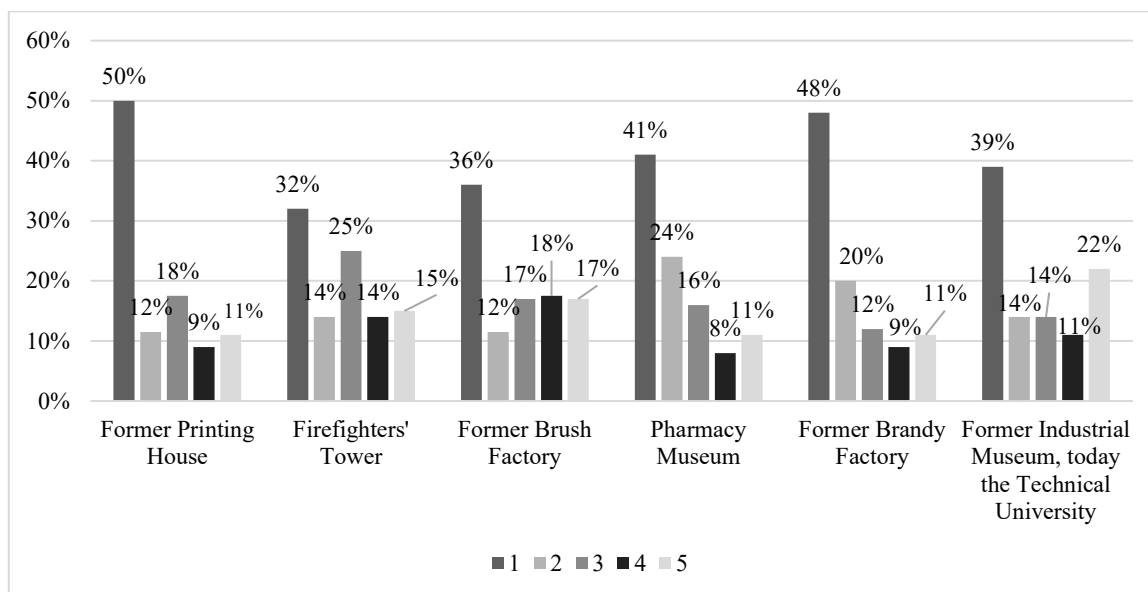


**Fig. no. 2: The weights of the importance of the characteristics of industrial heritage buildings in the tourists' vision**

*Source: Authors' own calculations*

When asked if the city of Cluj-Napoca is an emblem for the industrial tourism, a very large share of subjects (68%) answered positively.

In order to assess how well-known the selected industrial buildings within the municipality of Cluj-Napoca are, the tourists were able to give grades from 1 to 5 (where 1 means "not at all" and 5 means "very well known"). 5 industrial heritage buildings were mentioned, representative for their historical and architectural values or for their cultural conversion (fig. 3). It is noted that the highest share of responses was 1 (not at all), in the case of all industrial heritage buildings, sometimes the highest shares being between 40 and 50%. This situation indicates that about half of the respondents do not know the selected industrial buildings at all. However, some industrial heritage buildings such as the Firefighters' Tower, the former Brush Factory, the Pharmacy Museum and the former Industrial Museum, today the Technical University, are indicated to be known by about 40% of respondents (Fig. 3).



**Fig. no. 3: The degree of knowledge of the industrial heritage buildings in Cluj-Napoca of the tourists**

Source: Authors' own calculations

The next question refers to what would motivate tourists to introduce the selected industrial buildings in Cluj-Napoca in their travel itinerary. Thus, as can be seen, the most common motivations expressed by the tourists are: interest in the history of the place and industrial buildings, curiosity, desire to know details about age, uniqueness, architecture of buildings, and the modality to reuse them.



**Fig. nr. 4: A World Cloud generated to highlight the tourist motivations**

Source: Authors

Also, almost half of the respondents stated that they would introduce industrial buildings in their itineraries if they were better promoted. This answer also correlates with the degree of appreciation of the respondents regarding the idea that industrial tourism is not promoted enough.

The statistical analysis of the factors determining the motivation for visiting the cultural heritage, identified with the answers to question 2: “How often to you practice cultural tourism?”, was done using the Analysis of Covariance (ANACOVA), which yielded two models. The full model, presenting the particular influence of each predictor given the presence of the others in the model, is displayed in Table 2. Variables in Bold have a statistically significant influence at  $\alpha = 0.05$  and those in *Italic* at  $\alpha = 0.1$ , meaning that their influence can become significant with more responses.

**Table no. 2. Full Analysis of Covariance (ANACOVA) model testing the simultaneous influence of all predictors on the motivation for visiting the cultural heritage**

Variable	Degrees of Freedom	Type III Sum of Squares	Mean Square Error	F Value	p-value
<b>Knowing the concept of “cultural heritage”</b>	<b>1</b>	<b>15.014</b>	<b>15.014</b>	<b>25.79</b>	<b>&lt;.001</b>
Knowing the concept of “industrial heritage”	1	0.296	0.296	0.51	0.478
<b>Attractiveness to the industrial heritage</b>	<b>1</b>	<b>3.674</b>	<b>3.674</b>	<b>6.31</b>	<b>0.013</b>
<i>Assessment of how representative is Cluj-Napoca for the industrial heritage</i>	<i>1</i>	<i>1.657</i>	<i>1.657</i>	<i>2.85</i>	<i>0.094</i>
Age of the industrial heritage	1	0.002	0.002	0.00	0.952
Core function of site	1	0.020	0.020	0.03	0.852
Uniqueness of the industrial heritage	1	0.674	0.674	1.16	0.284
Promotion strategy of the industrial heritage	1	0.766	0.766	1.31	0.253
<i>Popularity of the industrial heritage</i>	<i>1</i>	<i>1.626</i>	<i>1.626</i>	<i>2.79</i>	<i>0.097</i>
Sufficient promotion of the industrial tourism	2	0.720	0.360	0.62	0.540
<i>Gender of respondent</i>	<i>1</i>	<i>2.043</i>	<i>2.043</i>	<i>3.51</i>	<i>0.063</i>
Occupation of respondent	1	0.672	0.672	1.15	0.284
Environment of respondent – urban/rural	1	0.413	0.413	0.71	0.401
County of origin of respondent	21	9.186	0.437	0.75	0.774
Age of respondent	1	0.876	0.876	1.50	0.22
Level of education of respondent	1	0.064	0.064	0.11	0.741

Source: Authors' own calculations

The “prediction model”, including only the variables with a significant influence, is shown in Table 3.

**Table no. 3: Prediction Analysis of Covariance (ANACOVA) model showing all predictors with a simultaneous statistically significant influence on the motivation for visiting the cultural heritage**

Variable	Degrees of Freedom	Type III Sum of Squares	Mean Square Error	F Value	p-value
Knowing the concept of “cultural heritage”	1	28.119	28.119	50.05	<.001
Attractiveness to the industrial heritage	1	7.918	7.918	14.09	0.000
Assessment of how representative is Cluj-Napoca for the industrial heritage	1	2.337	2.337	4.16	0.043
Uniqueness of the industrial heritage	1	4.843	4.843	8.62	0.003
Gender of respondent	1	2.536	2.536	4.51	0.035

Source: Authors' own calculations

Both models were statistically significant at  $\alpha = 0.05$ , meaning that each set of predictors was overall statistically significant. The two models are similar; first, they indicate that most factors determining the motivation for visiting the cultural heritage relate to the personal assessment of features related to the industrial heritage itself (popularity, uniqueness, and assessment of how representative is Cluj-Napoca for the industrial heritage) and general interest in cultural tourism (knowing the concept of “cultural heritage” and attractiveness to the industrial heritage), and to a lesser extent to the socio-demographic characteristics of the respondents (particularly their gender), although factors from all three categories are present in the prediction model. The popularity of the industrial heritage was found to have a marginal significance in the full model, but was not retained in the prediction model, and the uniqueness of the industrial heritage had no statistically significant influence when all predictors were included in the model, but was retained in the prediction model.



At the national level, few studies have been conducted focusing on tourist' perception of industrial heritage. Several studies on the perception of the tourist attractiveness of the industrial heritage in different countries were identified, which were based on a questionnaire consisting of both closed and open-ended questions (Moira et al., 2009; Szubert, Warcholik & Żemła, 2021; Yiamjanya, 2020).

A comparative analysis of the results obtained in other studies focused on the analysis of tourists' perception of the attractiveness of industrial heritage highlights a number of similarities with the results obtained in this study. Thus, a large part of the respondents who consider the elements of industrial heritage attractive and intend to visit them have secondary and higher education (Bîță, 2017; Moira et al., 2009; Szubert, Warcholik & Żemła, 2021).

As in the case of Romanian tourists, in the other studies the respondents consider the old industrial buildings and the warehouses as elements included in the category of industrial heritage (Moira et al., 2009). In some studies, the way of reusing industrial buildings is the main motivation to visit (Wu, Xie & Tsai, 2015), as in the case of some Romanian tourists. Other tourist motivations associated with industrial tourism, identified in other studies, are: participatory experience and interpretation programs (Wu, Xie, Tsai, 2015) or tourist and cultural facilities (Szubert, Warcholik & Żemła, 2021), which indicates a higher tourist experience of tourists from other countries. In studies conducted in countries such as Greece and Poland, the number of tourists who consider industrial heritage very attractive is higher compared to Romanian tourists (Moira et al., 2009; Szubert, Warcholik & Żemła, 2021).

The importance of this study results from the fact that it brings additional useful information in the analysis of the tourist attractiveness of the Romanian industrial heritage, as well as regarding the perception of tourists related to the degree of knowledge and appreciation of industrial monuments.

## Conclusions

Due to the fact that in Romania the industrial tourism registers a development on a smaller scale, compared even with other Central and Eastern European countries, studies on the perception of tourists regarding the industrial heritage and the interest for practicing the industrial tourism are very few.

The promotion, conservation and cultural capitalization of the industrial patrimony represent conjugated actions applied at European level, with positive results, both in cultural and social plan, as in economic plan, which should represent for Romania a model to follow.

The results obtained in this paper and in other studies focused on the perception of the tourist attractiveness of the industrial heritage, reflect the fact that it represents a cultural resource appreciated by the tourists.

Although industrial tourism is a form of niche, it has experienced a continuous development in recent years as a result, on the one hand, of the efforts of conservation and promotion of the industrial heritage started at international level and, on the other hand, due to the openness of tourists to visit not only the "classic" cultural objectives, but also former buildings and industrial sites that present multiple valences that give them the quality of cultural and implicitly tourist attractions.

In this context, it is necessary at national level to identify active measures for conservation and capitalization of the elements of industrial heritage, through the involvement of central, regional and local public authorities. Their activity must be followed by the improvement of the legislation in the field, which will allow in an easier way the specialists and the cultural organizations to conserve and to reuse the industrial heritage. Another major action that emerges as a conclusion of this study is that the Romanian industrial heritage needs a more intense promotion.

Although significant results were obtained in this study, several limitations should be noted. This study focused on the perception of Romanian tourists on the attractiveness of the industrial heritage, using a single case study. Although Cluj-Napoca is a municipality with an accelerated dynamic of reuse of buildings and industrial sites, the results will have to be compared with other case studies at the national level. Therefore, further research will involve analyzing the perception of visitors on the attractiveness of buildings and industrial sites in other representative cities in terms of the dynamics of reuse of industrial heritage (e.g. large cities in Romania). Secondly, the study was based on a single method of assessing the perception of the tourist attractiveness of industrial sites and buildings. A more detailed

analysis is request using, for example, the contingent method to assess the non-use value of industrial buildings (e.g. willingness to pay for the conservation of industrial heritage).

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