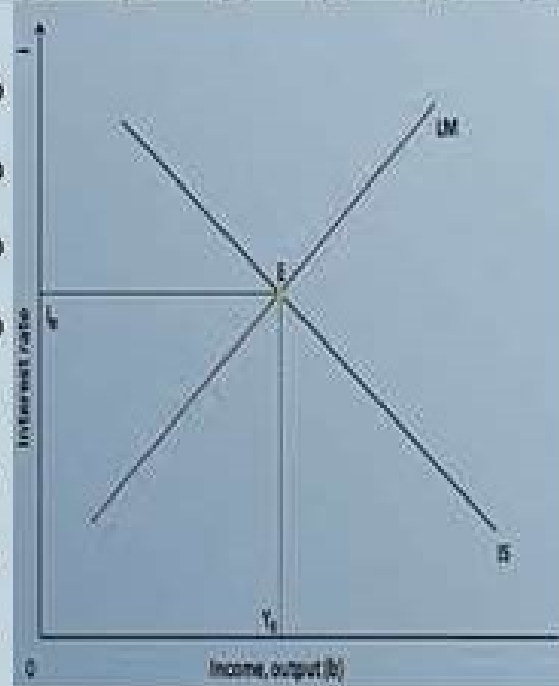


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CULTURAL TOURISM CONSUMPTION MODELS IN RURAL AREAS

Anca CRISTEA, PhD

Institute of National Economy-Romanian Academy, 13 Calea 13 Septembrie, Bucharest,
Romania, e-mail: lcancacristea@yahoo.com

Raluca MAZILESCU, PhD

Institute of National Economy-Romanian Academy, 13 Calea 13 Septembrie, Bucharest,
Romania, e-mail: ralucamazilescu@gmail.com

Marius SURUGIU, PhD

Institute of National Economy-Romanian Academy, 13 Calea 13 Septembrie, Bucharest,
Romania, e-mail: mariussurugiu@yahoo.com

Abstract: *Rural areas may contribute to tourism development. Through the rural tourism activities, the natural and human potential of the villages is used and the way of life of the communities in the areas concerned may be enhanced. In this paper, the cultural tourism consumption models specific to the rural area at national and European level are discussed. The rural area is constantly changing, without losing identity and disappearing. Rural communities have their own dynamic, maintaining interdependence links with the urban areas.*

Keywords: *tourism consumption models, rural areas, cultural heritage*

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1. Introduction

Tourism is an economic activity with a significant contribution to value added, jobs, budget revenues, diminishing regional disparities, preserving and valorizing the cultural heritage. The paper discusses various aspects of tourism and cultural consumption models in Romania and other European countries.

2. Consumption models specificities

2.1. Romanian experience

Tourism is characterized by a structural complexity with multiple forms of service (1). The implementation of long-term strategies in the field of rural tourism provides the premises for accelerated development. In Romania, some of the tourists are attracted to rural or agro-tourism areas, due to the advantages offered by this form of recreation, low prices, away from the often-polluted urban areas.

The rural areas have a homogeneous structure, with their own cultural heritage (2). The type of tourism specific to these areas has been present in Romania since the 1920s and 1930s, and between 1973 and 1974 there have been attempts to revitalize it by identifying 33 "tourist villages".

For Romania, the following points highlight the model of cultural consumption (3):

- Collecting books – the book collectors' segment that is comparable in size to other EU

countries;

- Musical taste is different from those in other EU countries;
- Cultural activities (participation in public celebrations, music shows and museum visits) differ from those in other EU countries, being mainly influenced by the relatively limited individual budget allocated to these types of activities;
- Private infrastructure (household facilities) - can be comparable to other EU countries; in Romania there is a trend of cultural consumption that is centered on TV, the Internet, etc.

Romania has an attractive cultural heritage, with the possibility of valorizing the following elements (2): architecture; traditional costume; traditional music; artistic creation, with specially designed workshops, where tourists, guided by experts and local artists and artisans, can learn to paint on glass, to manufacture ceramic objects etc., to fish and hunt, etc. Due to the need for relaxation, a growing number of tourists prefer a return to nature, irrespective of age group, profession or social status.

The desire to learn more about rural life, the appreciation and understanding of old customs and traditions, the need for harmony are elements that determine tourists to prefer rural houses. All these factors underline the motivation of some tourists to look for an ideal holiday in the countryside.

Rural areas in Romania are very rich in tourist attractions. Considering this configuration of the main factors and obstacles to tourism development, it is possible to underline some tourist products/services that could be provided in rural areas in the short term. In order to organize and promote them, little financial resources are needed, and the effort of organizing and motivating local people is more important. These products/services could be: organizing holidays in “grandparents” houses, offering periods of convalescence in the countryside, practical demonstration workshops for amateurs and / or tourists, interactive forms of tourism, valorizing mineral and therapeutic springs, rental of vacation homes and/or small fields of arable land, annual meetings with people born in the village who have gained a good financial status or became famous, proud of their origins, areas of interest for religious tourism, rural tourism for shopping and animal husbandry in mountain areas (4):

- Organizing holidays at grandparents. This old practice consists of sending children to the countryside to “adoptive” grandparents during the holiday. Children can experience the proximity of rural world, being closer to nature, eating local healthy foods and breathing a cleaner air.
- Providing periods of convalescence in rural areas refers to the possibility of hosting a person during healing after a disease, the clean air and healthy food contributing to a faster recovery.
- Practical and demonstrative workshops for amateurs and / or tourists, with village craftsmen, working with ceramics, sculpture in wood, handicrafts, fabrics, etc.
- Forms of interactive tourism, including helping members of a rural household in various activities (digging, harvesting, etc.), specific to each season. The volunteers receive free meals and accommodation.
- Valorization of mineral springs with therapeutic effects used in various health problems.
- Holiday home development projects that will have positive effects on the rural economy: job creation, developing a market for agricultural products, generating tax revenues to local authorities, promoting personal relationships, etc.
- Renting small plots of arable land for practicing agriculture by urban residents, as a hobby, generating revenues for local budgets, from agricultural products sales, tourists' accommodation, etc.
- Regular meetings with persons born in the village, allowing contacts to exchange ideas

for local development, better knowledge of economic potential, and effective use of tailored services for tourists.

- Areas of interest for religious tourism, based on an important number of churches and monasteries;
- Rural tourism for shopping, based on agricultural and food products, alcoholic beverages, sweets, forest fruits, honey, rustic furniture, handicraft products, etc.
- Animal husbandry in mountain areas.

The Romanian tourists are paying more attention to spending (5). Low income, rising prices, job instability are all reasons to think twice before deciding to spend money. Romanians are interested in participating in cultural activities, attending festivals 2-3 times a year (6). Romanian tourists are willing to rediscover the country, participating in various cultural circuits.

2.2. Situation in some European countries

Rural tourism represents an important activity to sustain the economy. This type of tourism is a valuable component of the tourism industry. Rural tourism creates the conditions for preserving the identity of the villages. Moreover, it is one of the most effective solutions for the harmonization of tourism demand and environmental protection with the goal of sustainable development.

In **Bulgaria**, alternative forms of tourism are created for urban residents, looking for a clean environment. Alternative forms of tourism are chosen by tourists with high level of education and incomes (7). Persons interested in those activities are aged between 36 and 55, with tertiary education. They are attracted mainly by cultural and historical landmarks, low prices and nature. In eco-tourism, they combine mountain tours with culinary and cultural tourism. The rural tourism has specific characteristics:

- A high percentage of tourists use the services of travel agencies;
- They prepare their trip up to three months before;
- The planning time depends directly on the duration of the stay - the longer the duration of the stay, the earlier it is planned;
- Rural tourists are mainly the middle-aged persons (36-55 years), with tertiary education. However, young people are also an important segment of tourism demand.

Croatia has a rich biodiversity and protected natural areas, which attract a large number of tourists. Structural changes in agricultural production have contributed to the deterioration of the rural economy, which has led to the need to identify additional sources of income for farmers (8). Consumers of tourism products/services are searching for interesting stories related with their destination and local food, contributing to the increase of demand in rural areas. Growth in demand for rural tourism in Croatia has been driven by increased availability of cultural heritage, but also by the need for adventure and gastronomic experiences. Most tourists visiting the countryside are urban residents, from middle class. Rural tourism supports the revitalization of agriculture, the repopulation of rural areas and the creation of jobs for locals.

In **France**, visitors to rural areas prefer to relax and enjoy the landscapes. A study in three regions of France (Aquitaine, Auvergne and Rhône-Alpes) highlighted the features of rural tourism (9):

- Tourists are willing to travel less than 300 kilometers to reach the place to stay;
- Tourism has a more pronounced intra-regional character in the Rhône-Alpes than in Auvergne and Aquitaine;
- Visits to rural areas are mostly made by families with children from Rhône-Alpes, while in Aquitaine and Auvergne, visitors are generally single adults or couples;
- Rural areas seem to be the preferred destination for short stays (three nights or less) or very

long (at least a week);

- An important share of these stays generates reduced accommodation spending, as the main purpose of the stay of some tourists is to visit their family, friends, or visit their own holiday homes. As a result, tourists who pay for accommodation have a low share in total number of tourists.
- Accommodation to units offering a limited range of services (eg holiday cottages) represents about one-quarter of the total.

Different types of consumers are identified in rural areas: those who prefer not to do anything during the stay, those who participate in water activities, those who choose to visit natural and cultural heritage attractions, those who enjoy long walks in nature, those who prefer running and those who are interested in local gastronomy.

In Germany, the tourists choosing a farm as a holiday destination are about 44 years old, with an intermediate level of education and earning a regular monthly income. Large families dominate this group of tourists (10). The main reasons for choosing such a destination are the desire to escape from the routine of daily activities, and the need for relaxation and recovery. In order to meet the demands of tourists, there are various trips, local food/wine tasting and relaxing activities organized.

In Greece, the gastronomy is an important cultural product, influencing the decision to choose a particular travel destination (11). Tourists are interested in visiting the traditional restaurants (taverns) to enjoy the specialties of Greek cuisine, but also local wines or ouzo. They also visit the places where food and beverages are produced (eg wine cellars, beer factories, olive presses, farms, dairies, etc.). During these visits, tourists can actively participate, learning about the production process, how to use different specific tools, they can taste and buy the products. There are many vineyards and wine cellars in Greece that can be visited by tourists, such as ecological vineyards from the "Porto Carras" in Halkidiki, "Gaia" vineyards and wine cellars of Nemea, Achaia Clausin wine cellars in Patras, Boutari wine cellars from Santorini, which attract a large number of tourists, both Greeks and foreigners. Numerous cultural / gastronomic / wine routes and excursions are developed for tourists. One of the most popular routes in Greece is the "Wine Route in Northern Greece".

In Italy, the reasons to choose a certain destination are natural beauty and cultural attractions. An important project refers to Wine Routes, which are routes announced by road signs, with vineyards and wine cellars, open to the public. There are 154 wine routes in Italy, with about 1,450 cities, more than 400 protected designations of origin and 3,300 farms. The number of protected designations of origin is a determinant of tourist flows (12).

In Latvia, the tourists are focused on experiences, senses and knowledge (13), being interested in authentic cultural heritage, untouched nature and unpolluted and clean environment. Resources that can promote nature-based tourism refer to favorable climate, lakes, rivers, forests, swamps, meadows, wetlands, landscapes, natural monuments, biodiversity, natural parks, botanical gardens, etc. (13) Tangible cultural heritage is made up of over 9,000 cultural monuments of national or local importance. The important cultural resources are architecture (wooden architecture, castles, historical centers of cities, churches, etc.), gastronomy, military heritage, intangible cultural heritage (crafts, rituals, and customs), museums, theme parks, creative cultural spaces etc.

In Poland, many tourists choose to visit the countryside because they want to experience the local lifestyle (14). There are also reasons for improving health and spending time closer to nature. The products/services are grouped into several categories, including "unique nature", "traditional occupations", "wine traditions", "culinary heritage", "crafts", etc. On the market, the advantage of products is the competitive price.

Rural tourism in **Portugal** is an alternative to mass tourism. It is, at the same time, a way to support the local economy. Most of the rural tourist areas are located in the northern and the central parts of the country, offering visitors the opportunity to get to know valuable traditions (15). Several professional associations provide the information needed for tourists to choose the destination. Aldeias de Portugal (Portuguese villages) represents an initiative to attract visitors to rural areas in the northern part of the country. The association (Associação do Turismo de Aldeia) promotes a new rural tourism

concept based on developing and promoting local heritage, strengthening territorial identity, expanding local, regional, national and transnational partnerships. The Aldeias de Portugal network currently comprises 83 villages (17). Solares de Portugal, a trademark of TURIHAB (Associação do Turismo de Habitação), is a governmental organization that promotes historical locations, emphasizing local hospitality and the preservation of the rich cultural, historical and architectural heritage. Solares de Portugal includes four categories of locations with differentiated prices (16):

- Casas Antigas, mansions and historical properties in the countryside, most of them built in the 17th and 18th centuries. Their architecture is of great importance in terms of heritage, the different styles reflecting distinct chapters in the history of Portugal;
- Quintas e Herdades, representing farms and country houses, built in various architectural styles, from classic to rustic;
- Casas Rústicas, comprising residences that are distinguished by type of construction, having a simple architectural style and using regional materials;
- Casas no Campo (houses in the countryside), which offers tourists the opportunity to spend their holidays in a personalized way. Activities that can be organized on request include horseback riding, golf, canoeing, sailing, fishing at sea, garden visits, local cuisine or traditional dancing, walking or cycling, but also more modern activities, attractive especially for children and teenagers.

In Republic of Moldova, tourists are motivated to choose rural tourism due to the numerous opportunities for leisure, and recreation (18). When choosing leisure destinations in the countryside, tourists appreciate, among other things: hospitality, developed infrastructure, and accessibility. The most important factor in choosing the accommodation unit is the tranquility, the natural scenery, the level of comfort offered, and the proximity to the cultural and sports attractions. Active leisure opportunities in rural areas include hiking, fishing, horseback riding, hunting, and visiting cultural, historical and natural heritage sites.

In Spain, the practice of organizing rural tourism fairs is widespread. FITUR is one of the most important tourism fairs in Spain, with a long tradition. In order to meet the emerging preferences of tourists, since 1994, the FITUR Active Tourism Section has been set up - FITUR ACTIVE, dedicated to all potential consumers interested in this new form of travel. Exhibitors of the FITUR ACTIVE section are specialized in forms of tourism that focus on exploring natural surroundings, adventure tourism, rural tourism. Other fairs organized in Spain include INTUR (Castilia y Leon), Turinterior (Extremadura), AGROTUR (Catalunya), etc. According to the General Secretariat for Tourism, INTUR contributes to the diversification of the tourist sector in Spain (15). AGROTUR is a national rural tourism fair with a diverse offer. Turinterior is a fair dedicated to the promotion of tourism in Extremadura (rural, thermal, cultural, etc.). In Cinco Villas region (Aragon, Spain), the tourism activities are directly related to a high level of education of the tourists (19). Most tourists are aged between 31 and 40 years. They have a medium-high level of cultural knowledge, traveling with their family, partner or friends. The stay is between 3 and 7 days, with an average cost of 30-60 euros per day, not including accommodation or travel costs. Visitor's alternative activities focus on rural, cultural and religious tourism. Accommodation preferences show that 1-3-star hotels and rural houses (some of them belonging to family and friends) are the most chosen options for tourists.

Demand for rural tourism in **Hungary** was focused on cheap holidays for families with children, but this has changed over the last decade (20). The price still determines the decision to buy such type of vacations. Tourists have a growing interest in natural landscapes, searching for recreation in rural areas destinations. Those who choose countryside destinations are urban residents, especially retirees or families with young children, but also young adults without children. They prefer accommodation facilities that meet the contemporary demands or expectations and seek a high level of comfort. For tourists, the most important aspect is the quality of the accommodation services offered, followed by the opportunity to rest in that location, the price, the need to have a wide range of experiences in an authentic environment.

3. Final remarks

Rural tourism focuses on active participation in rural lifestyle. There is an important segment of the urban population interested in visiting rural areas. Rural tourism allows for additional income for residents, which can be used to develop folk art and crafts.

Romania has an important resource for supporting tourism development, namely the rural area. This potential can be harnessed by setting adequate strategic guidelines by the decision-makers. Romanian rural tourism represents a real engine of tourist activity that can have remarkable results. Although rural tourism is an opportunity in many regions, the necessary conditions for success are linked to the level of investment, integration into local and national networks to promote tourism products, development of new tourism activities, etc. The prospects for the development of rural tourism are related to the creation and promotion of rural tourism itineraries, the design of rural tourism products, the creation of partnerships in this field, etc. The experience of other countries has shown that the tourists are attracted by the rural areas for its valuable cultural heritage.

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CULTURAL HERITAGE ENTREPRENEURSHIP: CASE STUDY ROMANIA

Raluca MAZILESCU, PhD

Institute of National Economy-Romanian Academy, 13 Calea 13 Septembrie, Bucharest,
Romania, e-mail: ralucamazilescu@gmail.com

Anca CRISTEA, PhD

Institute of National Economy-Romanian Academy, 13 Calea 13 Septembrie, Bucharest,
Romania, e-mail: lcancacristea@yahoo.com

Marius SURUGIU, PhD

Institute of National Economy-Romanian Academy, 13 Calea 13 Septembrie, Bucharest,
Romania, e-mail: mariussurugiu@yahoo.com

Abstract: *Cultural heritage represent an important factor to support the local development. The paper discuss some examples of cultural heritage entrepreneurship, mainly based on the areas' development potential for boosting the creation of new opportunities for tourism products/services and partnership. The results underline the need to promote sustainable tourism and to strengthen partnerships.*

Keywords: *best practices, entrepreneurship, cultural heritage*

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1. Introduction

Cultural heritage is an important factor to support the local development. The best practices identified illustrate how cultural heritage can be a catalyst for social inclusion, dialogue and intergenerational exchange, by connecting different target areas, creating opportunities for young people and minorities, etc.

2. Cultural heritage entrepreneurship best practices

The cultural consumption package can be adapted by supporting:

- authentic consumption with the replication of the traditional village;
- consumption with modern facilities - accommodation and transport with a certain degree of comfort;
- post-consumption or repeated consumption, with genuine cultural package.

The examples of cultural heritage entrepreneurship may be differentiated into several categories, where built heritage is integrated in different degrees in the products/services offered.

Table 1 The link between the type of consumption model and the entrepreneurial initiative

Consumption model	Main features	Entrepreneurial initiative
experience rural lifestyle	traditional farming and conservation of households	the "Viscri Whole Village" project in Braşov County, developed by the Mihai Eminescu Trust Foundation
	interactive workshops for visitors: tailoring, brickyard, weaving, carpentry, gastronomy and wicker knitted fabrics, manually carving oak wood, shaping brick clay, baking, learning the meaning of symbols of local woven or embroidered motifs	the Apafi mansion (Mălâncrav village of Sibiu County)
reproducing old habits	near Viscri, the brick and tile oven, built to create a source of traditional building materials necessary for the restoration of buildings of historical and architectural importance	project of Mihai Eminescu Trust Foundation developed in partnership with Horizon Foundation
	Mălâncrav village of Sibiu County - The Mălâncrav Oven, with a capacity of 12,000 pieces, was built in 2009 and is like the Viscri one, operating since 2006	project of Mihai Eminescu Trust Foundation developed in partnership with Horizon Foundation
	wool socks ("Viscri Socken"), slippers and jam	Viscri, Braşov - Mureş area
	living & working	"Ivan Patzaichin - Mila 23" Association in the Danube Delta
sightseeing	Mocăniţa - the last remaining forestry railway in Europe	Vişeu de Sus, Maramureş
	The Bucharest City Tour project, developed by STB SA (Societatea de Transport Bucureşti), in collaboration with Bucharest City Hall. This line is available in the spring - autumn seasons, and has four double-decker buses, equipped with an audio guide in Romanian, English and French	Bucharest City Tour project
reproducing local traditions	painted eggs	villages Paltinu, Moldoviţa, Vatra Moldoviţei, etc.
	fair of ceramics	Horezu, Vâlcea County
	traditional carpets – vertical loom	Bucerdea Vînosa, Alba County
	IA – the Romanian Blouse - the central piece of the national costume	Academia Doamnelor – Alba Iulia

	combining culture, education, creativity, cultural tourism and cultural sustainability	Tradition Group Association, Bucerdea Vinoasă, Alba County
reproducing local gastronomy	alternative events, innovative services and products	My Transylvania Sibiu Association
	Traditional Bread	"Pita/Bread of the Citadel" produced with the shape of a seven-pointed star, the shape of Alba Carolina Citadel in Alba Iulia
	Traditional Wine	"Wine of the Citadel" represents another promotional product of Alba Iulia, being part of the Jidvei portfolio, the largest Romanian producer of wines and champagne of controlled origin from Transylvania. The Wine of the Citadel is a product created exclusively for tourism and the hospitality industry.
exhibitions using ITC	exploration tours to visitors, presenting details that can remain undiscovered during a regular visit	the Museum of Dacian and Roman Civilization in Deva uses the Questo application, Hunedoara County

If we are looking for a consumer package that includes a built heritage asset, then the range of possible offers may be represented by the following models.

Table 2 Selection of consumption models and entrepreneurial initiatives that include built heritage assets

The model	The features
diving into cultural heritage	house-museum - the Vama Museum with four thousand eggs from 80 countries painted in different techniques, Suceava County
	Hurez Monastery Museum (Vâlcea County) hosts medieval artwork, fabrics, numerous documents and old books. The Horezu Ethnographic Museum is located within the Museum Complex of Măldărești - Horezu and is focused on ethnographic and medieval art, where objects of popular architecture, fabrics, paintings and traditional costumes are exhibited. Horezu House of Culture was built in 1966 and features a 400-seat hall, a library and a Contemporary Folk-Art Gallery that holds a large collection of pottery made up of objects donated for 30 years by popular artisans, participants at the Horezu Ceramics Fair. The "Ada Orleanu" town library is open permanently, has a reading room and a 40,000-volume book fund
experiencing cultural heritage	Tradition Group Association, Bucerdea Vinoasă from Alba County – village monography - old photos - Bucerdea Vinoasă Village Museum
	exhibitions using ITC - the Museum of Dacian and Roman Civilization in Deva (Hunedoara County) uses the Questo application - offers exploration tours to visitors

This selection highlights the high degree of flexibility and added value not only for the tourism sector, but also for education. From the economic perspective of local development, the promotion of cultural heritage consumption drives the diversification of local economic activities - production and consumption services, and generates a high potential for social inclusion through employment or/and entrepreneurial opportunities.

In discussing the youth cultural consumption model, it is important to take into consideration the discovery of the rural ecosystem, and to emphasize the need of interactivity, of finding new ways to present the products. The interactivity is important in the process of learning about heritage. In the following section, some examples of best practices in the area of cultural heritage entrepreneurship are presented.

2.1. Social entrepreneurship in the Danube Delta

The village of Mila 23 is located on the Sulina branch of the Danube, the only access being by water (1). The fishing village underlines the specificity of the Danube Delta settlements. The "Ivan Patzaichin - Mila 23" Association in the Danube Delta aims to design, implement and promote sustainable development projects of local and regional interest. The association aims to promote the concept of social entrepreneurship (2). The objectives of the Association are:

- Developing tourism projects / programs for nature and culture-based experiences, active outdoor experience;
- Developing programs and strategies to improve the quality of life and community development opportunities;
- Supporting private initiatives that lead to the economic, social and cultural development of communities and which ultimately aim at increasing the quality of life;
- Protect, promote and support the development of natural, historical, archaeological and cultural heritage.

2.2. Promoting local heritage and gastronomy

My Transylvania Sibiu Association promotes local heritage and gastronomy through events, innovative services and products (3). The Association performs activities in the field of tourism, with a focus on rural areas, local stories and cuisine, cultural landscape, customs and tourist attractions of the area.

2.3. Painting eggs in Bucovina households

In the Bucovina households, beginning on Tuesday of the Great and Holy Week, the Easter eggs are painted (4). In recent years, the tourists may experience the features related to this custom, that represents the predominant occupation of the inhabitants from the villages Paltinu, Moldovița, Vatra Moldoviței, etc. In Vama, a local entrepreneur managed to transform her house into a museum, with a collection of about four thousand eggs from 80 countries painted in different techniques.

2.4. Mocănița from Vișeu de Sus, Maramureș County

Mocănița is an attraction that should not be missed by tourists. There is a nearly 60-kilometer trail through the forest on the Vaser Valley, originally built for timber transportation (5). Since 2000, steam trains for tourists have circulated regularly (6). The season begins in spring and ends in autumn. One of the most important cultural heritage assets of Maramureș County, Mocănița, represents the last remaining forestry railway in Europe.

2.5. Pottery Center in Horezu, Vâlcea County

At Horezu, on the first Sunday in June, the Rooster of Hurez Ceramics Fair is organized. Craftsmen from Satu Mare, Corund, Marginea or Oboga come to show their talent (7). In the Horezu area, tourists can admire handicrafts products such as ceramics, handmade fabrics, religious painting, etc. There is a cultural potential that is not well known and exploited, underlined by the existence of:

- Ceramists, artisans who respect and carry on local traditions, their products being veritable works of art;
- Cultural manifestations;
- Heritage sites - museums, cultural houses and libraries.

The Hurez Monastery Museum hosts medieval artwork, fabrics, numerous documents and old books. The Horezu Ethnographic Museum is located within the Museum Complex of Măldărești - Horezu and exhibits ethnographic and medieval art works, such as objects of popular architecture, fabrics, paintings, and traditional costumes. Horezu House of Culture was built in 1966 and features a 400-seat hall, a library and a Contemporary Folk-Art Gallery that holds a large collection of pottery made up of objects donated for 30 years by popular artisans, participants at the Horezu Ceramics Fair. The "Ada Orleanu" town library is open permanently, has a reading room and a 40,000-volume book fund.

2.6. Sustainable cultural, tourist and social development of communities

Tradition Group Association, Bucerdea Vinoasă from Alba County, combines culture, education, creativity, cultural tourism and cultural sustainability in its activities. The area of interest mainly refer to (8):

- Conservation and promotion of intangible cultural heritage;
- Identifying, preserving and promoting the local cultural heritage by developing and coordinating the Bucerdea Vinoasă Village Museum and the traditional viticulture exhibition;
- Supporting the research and valorisation of the real cultural heritage: organizing research campaigns and exhibitions, thematic presentations, camps, etc;
- Development and promotion of cultural sites in the community, in order to create a local, micro-zonal multifunctional cultural and touristic complex.
 - The objectives of the association include the development, support and promotion of:
 - Traditional Romanian and universal cultural values;
 - Sustainable tourism and the protection of the environment and nature;
 - Study and research activities on the history and civilization of Romanians;
 - Programs and projects related to culture and tourism in schools, high schools, universities.
 - Other activities of the association aim at:
 - Collaboration with various individuals, local authorities, other institutions and governmental, non-governmental organizations in the country and abroad, for the implementation of projects of common interest in areas such as culture and tourism;
 - Supporting the efforts of building, rehabilitation, modernization and endowment of social, cultural or other settlements, with the purpose of carrying out, among others, educational, cultural, economic, charitable, and social

activities.

2.7. Guided tour for smart phones

Starting in May 2018, the Museum of Dacian and Roman Civilization in Deva uses the Quesito application to offer unique experiences to visitors at the exhibitions at the Deva headquarters (9) (10). The mobile app offers free exploration tours and provides details that can remain undiscovered during a regular visit, but also exciting hints and fun riddles. Visitors are challenged to accept various exciting missions, being guided through objects exhibited in the museum. As the challenges in the application are solved, they find various stories about those objects or people that used them long time ago.

2.8. Revitalizing authentic villages

Viscri is one of the most emblematic Saxon villages in Transylvania, belonging to UNESCO World Heritage. The small village of Braşov County has become a true brand of rural tourism in Romania.

The "Viscri Whole Village" project developed by the Mihai Eminescu Trust Foundation (11), as well as similar projects developed in other villages in the area, consists in revitalizing authentic villages, composed entirely of historic houses from the 17th - 20th centuries, using only local construction materials and traditional local techniques.

The project supports traditional entrepreneurship and tourism based on traditional crafts. Local businesses were set up, such as guesthouses, traditional brick and tiles ovens, juice factories. Traditional agriculture was also supported.

A web travel platform has been created for promotion purposes (12). The website is structured on three key areas, offering accommodation units, opportunities to attend various trips and events, as well as places to visit. Reservations can be made online, and tourists can choose the accommodation unit among the restored houses included on the platform. The platform also contains information on the active involvement of various local stakeholders, the promotion of community (Sibiu Christmas Market 2017, Sibiu Serenades New Year's Concert, Astra Film Festival 2017, Transylvania Gastronomic Festival 2017, etc.), as well as places to visit in the Transylvanian valleys and forests, where tourists can travel back to the past in a "long forgotten period".

Viscri projects has used active and direct involvement of local residents who became responsible for its implementation. Traditional farming and conservation of households and farms were encouraged. The promotion of responsible tourism that valorize natural and cultural heritage was considered. This tourism activities provide additional income to locals, facilitates the development of traditional skills and products. Among the villagers, especially vulnerable groups, such as Roma and low-income people used cultural heritage as a source of economic and social gain.

Local brands were created, developing products such as socks, slippers and jam. "Viscri Socken" has become a famous brand not only locally, but also across borders (in Germany, this brand sold twice as many socks and slippers than in the Viscri store). Wool socks and felt slippers are handmade by approximately 90 women. An association and a shop were set up, where, besides these, honey and jam are offered as local products.

Local crafts have been revitalized. The village's blacksmith produces various products, including those used for the restoration of houses in the village, but he also embraced a new, up-to-date orientation, sharing the secrets of this craft with tourists. The tourists may experience the job of the blacksmith.

Other villagers are engaged in vegetable farming and husbandry, and the products obtained are delivered to the local guesthouses, while others organize carriage rides for tourists, including visits to the place where a traditional craft is still practiced today: producing charcoal by slow burning the wood found in the soil.

Near the village is the brick and tile oven, built by Mihai Eminescu Trust, to create a source of traditional building materials necessary for the restoration of buildings of historical and architectural importance. This oven is lit 3 to 5 times a year and produces about 6,500 bricks and 12,000 tiles each time. Tourists have the opportunity to make a tile themselves, as a souvenir.

2.9. Cultural routes

In the Mălâncrav village of Sibiu County, the Apafi mansion, a 17th century building that has been restored with traditional techniques, has been transformed into a guesthouse. The artisans organize interactive workshops for visitors: tailoring, brickyard, weaving, carpentry, gastronomy, etc. Several experiences proposed to tourists address to all senses: manually carving oak wood, shaping brick clay, baking, tasting the local traditional bread or cakes, learning about the meaning of the symbols of local woven or embroidered motifs, etc. (13) (14).

In the tile and brickwork workshop, traditional bricks and tiles are handmade with raw material. The Mălâncrav Oven, with a capacity of 12,000 pieces, was built in 2009 and is like the Viscri one. Both projects belong to the Mihai Eminescu Trust Foundation and were developed in partnership with Horizon Foundation, to meet the growing demand for handmade bricks and tiles.

At the tailoring workshop in Mălâncrav there are traditional costume pieces with motifs specific of the area, as well as napkins, tablecloths, and embroidery. Tourists can buy this type of products, as a souvenir.

Among the products of Mălâncrav weavers, which use wool yarn and cotton to weave on a loom using techniques inherited from ancestors, include carpets, blankets, curtains, tablecloths, towels, wipes, bed covers, pillowcases, and other. The production process may take from one week to one and a half months, depending on the complexity of the motifs and the size of the object being created. In the carpentry workshops, the artisans still use traditional tools, carving techniques and types of wood joining. Guesthouses opened in some households receive tourists.

On the map of the cultural attraction, there is also the Thematic Path, located in the ecologically certified apple orchard that represents a valuable category of natural heritage.

2.10. The "Bucharest City Tour"

The Bucharest City Tour project was developed by STB SA (Societatea de Transport București), in collaboration with Bucharest City Hall, and offers tourists and residents the opportunity to explore the various important attractions of the city (15) (16). This touristic line is available in the spring - autumn seasons, and has four double-decker buses, equipped with an audio guide in Romanian, English and French. Using Bucharest City Tour, visitors can get information on the history, culture and traditions of this area on a single trip.

2.11. Pita/Bread and Wine of the Citadel, Alba Iulia

Alba Carolina Citadel is a fortress built at the beginning of the 18th century in the medieval town of Alba Iulia, having the role of a strategic fortification of the Habsburg Empire against the expeditions of the Ottoman Empire and the consolidation of the Habsburg power locally. The fortress is the largest Vauban fortification in Southeastern Europe (110 ha) and became the place where the Great Unification of Romania took place in 1918.

"Pita/Bread of the Citadel" was created to support the promotion of the city (17), with the shape of a seven-pointed star, reproducing the shape of Alba Carolina Citadel. The bread recipe is over 300 years old (18) and contains "40% Romanian soul, 30% local pride, 20% tradition and 10% flour, sourdough, salt and water". The bread was registered as a traditional Romanian product, being sold in stores all over the country, but also in various foreign shops with Romanian products.

"Wine of the Citadel" represents another promotional product of Alba Iulia, being part of the Jidvei portfolio, the largest Romanian producer of wines and champagne of controlled origin from Transylvania. The Wine of the Citadel is a product created exclusively for tourism and the hospitality industry.

3. Final remarks

Accessibility of cultural heritage and raising awareness of the need to improve it represent important aspects that should be considered when various entrepreneurial programs / initiatives are designed and implemented. From the sustainable development point of view, it is important that the valorization of cultural heritage and projects carried on in this area to make cultural attractions accessible to a broader group of tourists, including national minorities, people with disabilities, other disadvantaged groups, etc.

Moreover, the projects implemented in the area of cultural heritage should aim at promoting sustainable tourism and partnerships. They can revitalize forgotten, isolated areas, but rich in local traditions and crafts.

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PROMOTING VOLUNTEERING AND RAISING AWARENESS OF VOLUNTEERING'S IMPORTANCE

Amelia BOROS, PhD. Stud.

IOSUD-UTCN Tehnical University of Cluj-Napoca, Romania,
ameliaboros@yahoo.com

Liviu Onoriu MARIAN, Professor

IOSUD-UTCN Tehnical University of Cluj-Napoca, Romania,
liviu.marian@yahoo.com

Volodea MATEEVICI, PhD. Stud.

IOSUD-SDSE Valahia University of Targoviste, Romania,
volodeamateevici@gmail.com

ABSTRACT: *In modern times, volunteering has become an important element of all societies. The famous United Nations declaration "We, the people, have the power to change the world" has turned into concrete actions of volunteers globally. Volunteering is a fundamental component of society, enlivening the noblest values of humanity, values such as peace, freedom or security. Volunteering existed before the state and the economy and can generate social capital. Voluntary activities are based on the principle of solidarity. This article has as main objective the revision of the specialized literature in the field of volunteering in order to understand the sources of the volunteer action and what characterizes it.*

Keywords: volunteering, management, social responsibility, motivation.

JEL cod: M12, M14

INTRODUCTION

Volunteering is considered a noble activity, carried out of one's own free will, without constraints and without receiving any payment. Volunteering is defined as regular unpaid work that benefits other people outside the immediate family or social circle (Haeffliger & Hug, 2009, p. 3). Over the last few years, the number of studies and research on volunteering has increased and what can be seen in the scientific literature is that several theoretical models have been proposed in the fight to explain how this phenomenon has developed.

Volunteering makes a significant and positive contribution to improving people's lives and strengthening communities and civil society. Volunteer work is undertaken voluntarily by the volunteer, without financial gain. Volunteer support is a means of creating and supporting a network of people who are available to work and support organizations. Volunteers should be considered primarily for their individual contributions, enthusiasm and commitment, as well as for the experience and skills they can bring. Volunteering is a time commitment to improve the situation and capacity of young people, acting as a model for the behaviour and actions we hope young people will aspire to. Volunteering is a social activity necessary in the current context of extending the responsibility from the economic sphere to the social and environmental aspects (Ionescu, Coman, Paschia, Nicolau & Stanescu, 2020). In recent years,

the non-profit sector has grown and charities, also known as non-profits or non-governmental organizations (NGOs), have become more important.

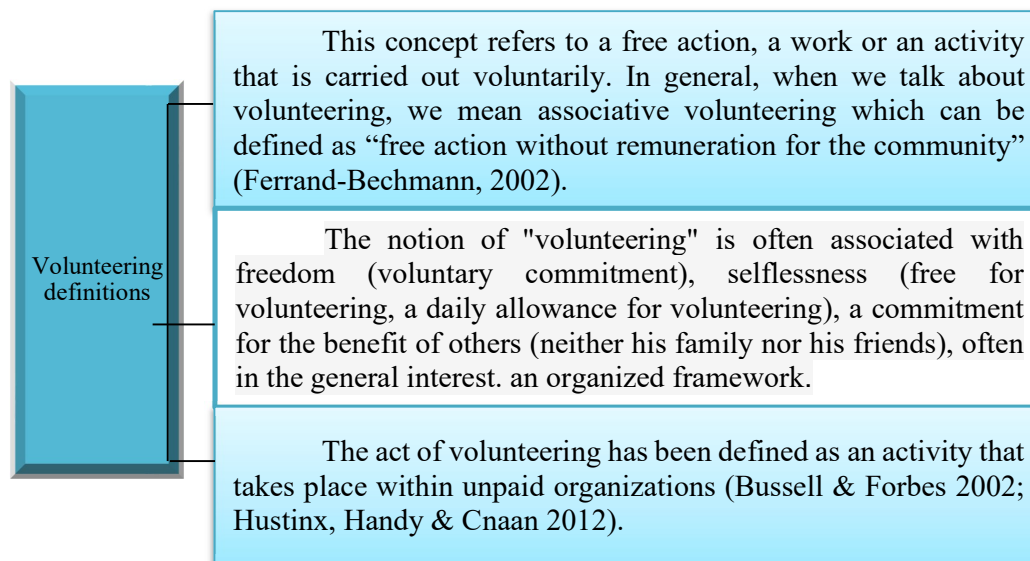
NGOs have existed for many years and have helped and saved the lives of people around the world for decades. These organizations not only save lives, each charity has a different purpose; some help people and fight for human rights, and others preserve our nature and environment. NGOs are an interesting type of organization. They operate in a different sector from many others and have specific characteristics. Charities are classified in the third sector (also called the non-profit sector); they belong neither to the public nor to the private sector (Foote, 2001). According to Fenwick (2005), they are not private because they are not for profit, nor are they public, because they are generally non-governmental. In the non-profit sector, the main goal is to focus on social rather than economic issues.

Volunteering is the highest form of social awareness, because it expresses the social responsibility of the active citizen towards his peers. The participation of volunteers and their contribution in society gives the necessary social character to strengthen the social cohesion of the citizens. There are also a number of personal benefits for those who practice volunteering, benefits that will translate into a major social gain. It is an experience of informal learning and personal development at any age. It contributes to the acquisition of knowledge, to an intercultural education but also to social inclusion, the fight against discrimination and employment. Volunteering is a catalyst for social solidarity and contributes to the consolidation of democracy.

1. DEFINITIONS IN THE FIELD OF VOLUNTEERING

There are a number of concepts and notions associated with the word "volunteering". Defining what volunteering is more complex than it seems. When talking about volunteering or volunteer activity, it is important to define the different approaches depending on the disciplines that have studied this type of activity. In addition, the cultural context in which volunteering takes place can also play an important role in defining and perceiving the population concerned.

Figure no.1. Definitions of volunteer activity



(Source: own processing)

Thus, voluntary activity is a work carried out free of charge, which should be distinguished from leisure activity. Indeed, there can often be confusion between voluntary participation for leisure and voluntary work.

The implementation of some models regarding the sustainability of the entity is meant to Volunteering in its true form is not results-oriented; rather, it is focused on the experience of volunteers (Kezar & Rhoads 2001). The development of global outcomes, including global citizenship and active civic responsibility, is embedded in the ideology of volunteering, as volunteering provides an attractive way for individuals to build their social and personal capital (Einfeld & Collins 2008). In general, three types of motivation in volunteering have been described in the literature: altruistic, utilitarian (Cnaan et al. 1991) and social (Cappellari and Turati 2004).

2. PROMOTING VOLUNTEERING

Promoting volunteering is a priority for all societies, especially for those who have no culture in this regard, especially if you start with a disability and here I refer to the obligation to practice volunteering in the form of patriotic work era in communism. Volunteering should be promoted in all backgrounds and in all age groups, highlighting the advantages and benefits of this practice. When I say advantages and benefits, I mean of course the acquired competencies and abilities, the spending of creative and constructive free time, the satisfaction obtained.

The increase of the living environment of the population requires the engagement of these people with potential in civic activities beneficial both to them, who are facing the crisis of retirement and to the society that needs volunteers. The way to promote volunteering can be done through public events information seminars, promotion, exchange of ideas, knowledge and experience in the field of volunteering, with members of organizations from countries with a culture in the field.

3. MODERNIZATION AND ITS ROLE IN THE DEVELOPMENT OF VOLUNTEER ACTIVITY

Nowadays, more research related to volunteering focuses on volunteering as an organizational work. Following modernization and globalization, it seems that a new type of volunteering has emerged, which takes place in organizations and associations called volunteer organizations. Inglehart (2003) argues that belonging and volunteering go together.

Voluntary organizations are considered as bridges between citizens and the state. In this sense, individuals acquire social and civic skills and habits, such as collaboration, feelings of responsibility and solidarity, common goals and public spirit (Halman 2003). According to Newton (1999), voluntary organizations teach people trust, moderation, compromise, reciprocity, which is the civic virtue. Through volunteering, people also develop their skills of discussion and democratic organization (Newton 1999). At the aggregate level, volunteering reduces deviant behaviour, such as drug use, criminal activity, teenage pregnancy, and so on. and increases democratic and economic development (Halman 2003). It is certain that volunteering is linked to the democratic regime. Democracy as the best political system is the seed bed of civil society, but it is also true that strong civil society is the key to maintaining democracy. To achieve this, it is important that citizens not only take part as voters, but also be present in civic, political and organizational tasks (Halman 2003). This has made possible the emergence in modern society of three types of volunteering: volunteering in "green" associations, social assistance organizations and healthcare; volunteering for political and interest organizations; volunteering in religious organizations (Inglehart 2003). Halman (2003) argues that one of the main gears of a society that becomes and remains democratic is the participation of individuals in voluntary organizations (Halman 2003). In other words, civil society is a transition to democracy, which strengthens democratic consolidation and develops various achievements of established democracies (Paturyan and Gevorgyan 2014).

Another result of modernization is the change in values, which also affects volunteering. Inglehart (2000, 2003) examined how changing values shaped volunteering. According to the author, modernization gives rise to two distinct dimensions of cultural change. The first change is typical in industrial societies, where traditional values have changed into secular-rational values. This change brings a lower rate of civic activism. The second change is typical of knowledge societies, where

survival values have changed into values of self-expression, leading to a higher level of civic participation, especially volunteering (Inglehart 2003).

4. UNDERSTANDING THE MOTIVATIONS AND TENDENCIES OF VOLUNTEERS

Volunteering is multilateral. Not only do people serve a variety of reasons, today's volunteers serve in a variety of ways and with varying expectations for the return on their energy and time. In addition, not all people who serve without expectations of remuneration gravitate to the term "voluntary". Students can talk about internships or community service requirements.

Teachers can look for learning opportunities through services in organizations in the area. Men tend to describe their services by the functions they perform (coach, administrator), while women have historically been more connected to the term volunteer. The theological interpretations of the service vary. Some religiously motivated volunteers feel called to serve, while others say they are forced to live their faith, while others try to promote social justice through service.

Another major factor for volunteers is affiliation with a system of causes or beliefs - such as the desire to make a difference, to support the work of a particular organization, a religious sense of obligation, or simply "wanting to give back." Others are motivated by external incentives of the affiliate relationship, such as the desire to meet others, to be part of a team, to meet a youth service requirement, or to meet the requirements of a club member services. Finally, the evidence suggests that an increasing number of volunteers are driven by an interest in learning a new skill, a desire to maintain their skills while temporarily leaving the labor market, and a desire to explore a new skill. Career opportunity or to use the skills they have developed over a lifetime (Musick & Wilson, 2008).

Each of these distinct reasons reflects the trends of society and volunteering in general. Volunteers continue to be better educated, more likely to have families and more socially connected than the general population.

5. THE SITUATION OF VOLUNTEERING IN EUROPE

Many European countries have a long tradition of volunteering, mutual self-help and civic participation. In others, however, voluntary sectors are much less advanced. Part of this discrepancy can be explained by the country's history or the type of social assistance system. Also, the less economically developed a country is, the less developed the volunteer structures are, which leads to fewer volunteer activities.

There are an estimated 100 million volunteers in the European Union - if they lived in the same country, they would be the largest EU Member State. Three out of 10 Europeans participate in volunteer activities and 80% say that active participation in society is a crucial part of their lives. Although there is still a lack of data and statistical analysis, research suggests that there has been an upward trend in the number of volunteers active in the EU over the last ten years. This is due to the awareness of social and environmental issues, the more volunteers involved contribute to changing public perceptions of volunteering, especially in the new EU Member States.

However, statistics still tell us that seven out of ten Europeans do not volunteer. Common barriers to volunteering include lack of information, time pressure and limited economic resources. Other factors include the negative image volunteering that is still felt in countries where it was once "mandatory"; discouragement of legal provisions or absence of a legal status; lack of protection of volunteers; and restrictions or other barriers for non-EU citizens.

As part of its preparations for the European Year of Volunteering, the European Commission has carried out a study to gather facts and figures about volunteering in each EU Member State. International studies on volunteering have shown that the level of volunteering has been: very high in Austria, the Netherlands, Sweden and the United Kingdom, where over 40% of adults are involved in voluntary activities. Large in Denmark, Finland, Germany and Luxembourg, where 30 to 39% of adults are involved in volunteering. High environment in Estonia, France and Latvia, where 20 to 29 percent

of adults are employed voluntarily. Relatively low in Belgium, Cyprus, the Czech Republic, Ireland, Malta, Poland, Portugal, Slovakia, Romania, Slovenia and Spain, where 10 to 19 percent of adults volunteer. Low in Bulgaria, Greece, Italy and Lithuania, where less than 10% of adults are involved in volunteering.

6. VOLUNTEERING DURING THE 2020 PANDEMIC

During the pandemic crisis caused by the COVID-19 virus, an impressive number of volunteers from all over the world enlisted.

Only in the U.K. 500,000 people have joined the NHS, the UK's state healthcare system.

In Romania they mobilized and acted either on their own, or as single structures or several NGOs joined forces coming to the aid of people in isolation, during the restrictions imposed by the pandemic with Covid 19.

People donated money to help others but also found impactful strategies, starting with online campaigns on social networks, food collection and distribution to people with disabilities, production of protective materials, volunteer activities in medical centers, call center nonstop, volunteering next to places of worship.

The crisis caused by the pandemic viewed with optimism and taken as a challenge was a good opportunity to learn, to know, to cultivate empathy and concrete expression of compassion, to re-evaluate the values of humanity. Even though military ordinances imposed restrictions, beauty was unity, solidarity, and mutual aid.

CONCLUSIONS

This article had as main objective the revision of the specialized literature in the field of volunteering in order to understand the sources of the volunteer action and what characterizes it.

Thus, in the first part of the present research, we focused our attention on the definitions brought to the volunteer activity by the specialists in the field, but also by expressing our own convictions.

According to their own opinions, volunteering is the activity carried out free of charge without expecting a certain financial benefit after performing this activity, but maybe only social, motivational, human benefits.

As we presented the volunteer activity has become more and more important in the society in which we live and social responsibility is a lever in promoting volunteer activity. The history of modern volunteering is associated with the beginning of the 19th century when the first charities were born.

After 1990, the number of non-governmental organizations and volunteers increased in most countries. In some European countries, the government itself promotes and initiates a series of actions in support of volunteering.

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