
Ethnic Tourism development through Sustain-modification of Gypsies Culture in Moldova region of Romania.

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Abstract

Ethnic tourism is one of the emerging tourism attractions in Romania which is known for its diverse culture and heritages of thousand years. Romanian Gypsies are large ethnic minority groups who are believed to have travelled to Europe from the Northern India. They have a unique language, cultural heritage, historical important etc. This paper has tried to evaluate how ethnic tourism development can facilitate the growth of the tourism industry in Romania with focus on Romanian Gypsies.

This research has been carried out with the help of positivism philosophy under epistemology belief, deductive approach, descriptive design, quantitative method, close end structured survey strategy and simple random sampling. For quantitative data analysis, mathematical and statistical tools such as regression, trend analysis and central measures of tendency have been utilised through the applications and SPSS.

Data analysis showed that ethnic culture has a positive impact on ethnic tourism development. It showed that conducive environment such as good climate and beautiful scenery develop ethnic tourism. Socio-economic factors such as accessibility, accommodation, modern amenities and ancillary services develop ethnic tourism. Government patronisation plays a pivotal role to develop ethnic tourism and Government initiatives to protect ethnic culture develop ethnic tourism. The government of Romania should patronise Gypsies culture and take holistic initiatives to develop and protect the culture of Gypsy people.

Key words: Tourism, Development, Gypsies, Culture, Romania

Introduction

Cultural tourism is an essential subset of tourism related to the lifestyle of people from geographical area, art, architecture, religions etc. According to Baum (2015), around 40% tourist of total tourist visited in European countries in 2014 to explore cultural tourism. This indicates that 4 out of 10 tourists visited a tourist place based on cultural orientations. Among different cultural tourism, Ethnic tourism stands the most important. Ethnic tourism is based on the festivals, lifestyles, rituals, food habits, languages and songs etc. It is more attractive to conventional tourist.

Romania is a country well known for its unique culture. It has diverse ethnic groups. The recognised ethnic groups in Romania according to the last census made by Romanian National Institute of Statistics (2016) are Romanians (88.9%), Hungarians (6.1%), Roma or Gypsy (3%), Ukrainians (0.2%) and Germans (0.2%). It showed that Gypsy ethnic group is one of the significant ethnic groups in Romania. The populations of Gypsy have separate culture, language, dresses, festival, lifestyle etc.

The roots of Romani (Gypsies) language lies in India, which is indisputably proven. It is similar to the basic lexicon of Hindi and Punjabi. According to the genetic study conducted in Romania found that these people migrated to Romania in groups. These ethnic groups have or (can have) a significant impact on the tourism development. Every year number of visitors is increasing in Romania to see and learn more closely about the ethnic culture of Gypsy. People visited these places to know and gathered experiences about the lifestyle and cultural practices.

Manuel et al. (2016) showed how the development of cultural tourism turned London as a megacity and developed other business. Another study by Garson (2012) showed that how ethnic cultures and indigenous tribal group cultures helped Brazil to become one of the leading and exciting tourist place destination. Though there is some research conducted on the contribution of the ethnic groups to develop cultural tourism in Romania, it is not sufficient. Moreover, qualities of those studies are questionable. At present, the significance of Gypsy community has been overlooked. Therefore, the researcher has taken this issue to fill up the gap in the specific arena of research. The research would demonstrate the contribution of Gypsies cultural heritage to facilitate the development of ethnic tourism development in Romania.

Research aim

The aim of this paper is to evaluate how cultural Tourism through the ethnic tourism development of Romanian Gypsies can facilitate the growth of the tourism industry in Moldova region of Romania.

Research objectives

The underlying research study will fulfil the following objective:

- To evaluate Gypsies culture as a force to facilitate the ethnic tourism development in Moldavian region of Romania.

Literature Review

According to Baum (2015), the term tourism refers to the temporary movement of people from their usual destinations such as workplace or living house. Yildiz (2015) stated any trip taken voluntarily without earning a livelihood from these trips is a part of tourism thought the tour is a business trip or professional trip.

Ethnic Tourism

According to Eibner (2014), ethnic groups are the indigenous minorities who share a similar culture, language, background, history, attitudes and expressions. Fedotov (2015) stated that people's interest regarding the ethnic groups have been for a long-term and the history goes beyond in the early parts of the 19th century because of the mystery and uniqueness that these group hold. In the view of Yan (2016), ethnic tourism is driving and attracting tourists by demonstrating the unique cultural practices of specific groups and attracting tourists through arranging events letting them experience the cultures of the ethnic minorities and attain knowledge regarding them.

Bowen (2016) favoured ethnic tourism as it helps to preserve the culture of the ethnic minorities and leads to the economic development of the groups and helps to attain sustainable development of their lifestyles. On the other hand, O'Halloran (2017) criticized the concept of ethnic tourism stating that the authorities are using minorities to benefit themselves by exploiting them economically, and in most cases no real benefit is shared among the minorities.

Shackleford (2011) stated that the main attraction of ethnic tourism is cultural exoticism of local people. However, Lennon and Peet (2016) defined ethnic tourism as motivated primarily by the differences in culture, language, costume, foods, house, lifestyles etc. from the tourist people. Fedotov (2015) stated tourist emphasised direct experience gathered from ethnic people. The motivation of ethnic tourism is to experience exoticism. Exoticism usually defined as pre-modern as well rural societies isolated from mainstream livings Arkotong Longkumer (2015).

Role of culture to Develop Ethnic Tourism

Tylor (1871) defined culture as “*The complex whole which includes knowledge, law belief, morals, art, custom, and any other competencies and habits acquired by man as a member of society*”. However, recent trends in culture showed that culture is changing. According to Bowen (2016) and Eibner (2014), culture is the social behaviour and norms found in society. Supporting this, Garson (2012) noted that culture is the transmission of values, ideas, attitudes etc. to the human behaviour. In this regard, Meethan (2014) stated that culture is a shared value learnt and shared in the society. Hence, Yildiz (2015) identified culture as a method of transmission heritage.

In 1970 Hofstede had developed a model to describe intercultural communication which is named as “Hofstede cultural onions”. Hofstede cultural onion includes four layers which included symbols, heroes, rituals and values. Smith (2003: 37) highlighted that typology of cultural tourists is mainly defined by ‘typical places’; ‘arts tourist’ visiting theatre, concerts, festivals, events, galleries and literary sites, and ‘popular cultural tourist’ may visit, heritage sites, themed attractions, shopping malls, pop concerts or sport events, this study advocates the concept of mass-niche of cultural tourists visiting “typical groups” not “typical places.”

According to Sanyal (2009), the main obstacles to flourish ethnic tourism are socio-economic hindrances. He stated that lack of accessibility to the cultural orientation, accommodation problem, lack of modern amenities and lack of ancillary services had hindered the development of ethnic tourism. Ketchen and Bergh (2014) stated that the preconditions to develop ethnic tourism are to grow socio-economic parameter of the ethnic region. Lee (2014) considered that cultural diversity of ethnic group has potential and attract to tourists but lack of accessibility with ethnic group impedes ethnic tourism development. Further, Keys (2015) stated that historical and cultural factors have also played a pivotal role to develop ethnic tourism. It has been seen that historically significant place and rich cultural heritage attract tourist. By nature, tourist loves to watch spectacular architecture, ancient monuments, marvellous memorials, castle, sites, historical places etc. (Berki, 2014).

Gypsies Culture

According to a census made by the Romanian government in 2011, Romanian Gypsies constitute 3.08% of the total populations of Romania. The religious faith of the Romanian Gypsies is generally Christians, but only one word can change their religious history;”Trishul” Which means in their language “cross”, according to Greek scholar Paspaty who heard the gypsies praying looking to the sky of Istanbul and naming the word “trushul” made the connection with the word

“Trishul”, the trend of Shiva, the Hindu God of Cosmic Dance Pasty (1870), this fact will rise an anthropological question mark about the religious history of Gypsies.

Yildiz (2015) mentioned that the dress sense of the Romanian Gypsies is also to some extent unique as the love to wear colourful dresses with unique designs. The women wear gold coin decorated headdresses and jewellery, and their cultural rituals conduct their marriages. The Romanian Gipsy’s old profession was music, bricks manufacture, and the art of transforming the wood into tools, animal trading and hunting but now they are involved in commodity selling and providing utility services but the main occupation remaining practising music (Crowe, et al.;1996).

By examining the historical background of Gypsy people, it has been confronted that the history of Gypsy’s is related to slavery. Crowe (1994) stated that Gypsy slavery was widespread in 15th century throughout the Romanian provinces. According to Bradford (2017), Gypsies (Rroma), people did not have official belief or faith. It has been observed that some Roma groups are Catholic, Muslims, Protestant, Anglican and Pentecostal. However, living standard people have been guided by a complex set of rules which made them ensure cleanliness, purity, respect, honour and justice.

The common language of Roma people is Rromanës or the Romani language. It is related to the dialect of northern Indian, called Punjab. According to FRUA, about 5 to 6 million Roma people use this language in Europe and America. Gypsies love opulence. Women of Gypsy culture love to wear gold jewellery as well as headdress decorated with coins. It symbolised propensity and generosity to others. Wedding dress has large affairs. Often girls compete to see who can wear largest and extravagant wedding dress.

Overview of Moldova in Romania

Medieval chronicles from the time of Stephen the Great (1433-1504), informed about existence on the current territories of the Iasi, Neamt and Vaslui counties. It's about a land of only 975 square kilometres, which today can be seen as the heart of actual Moldova region. Cezar Padurariu (2013)

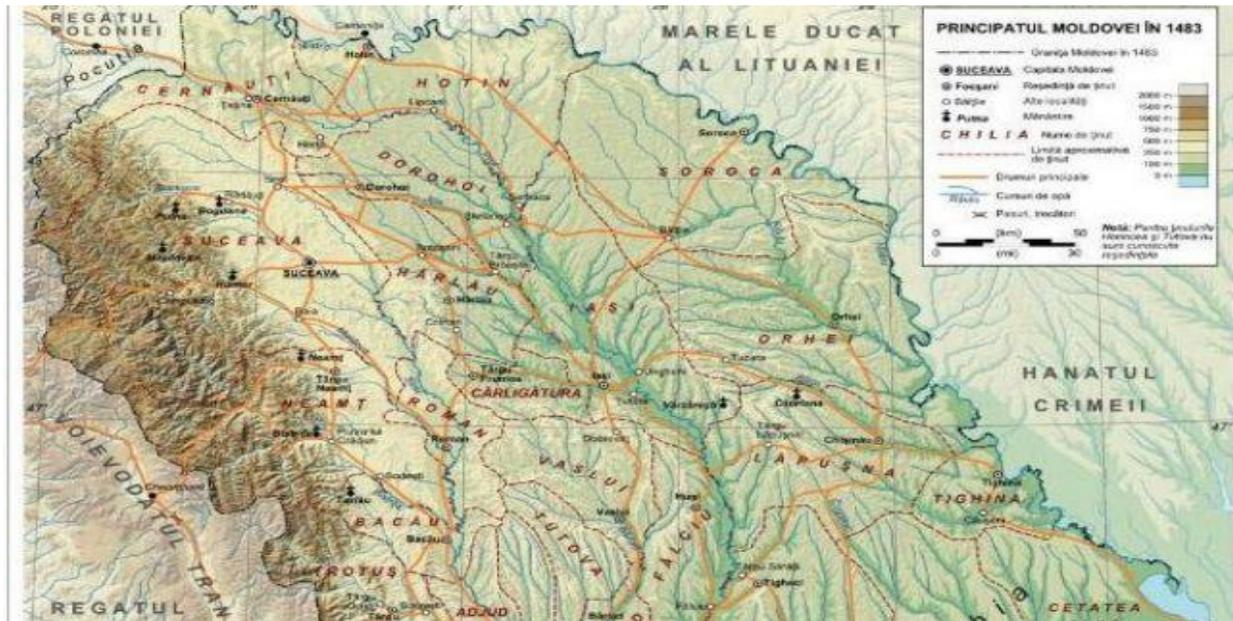


Figure 1: Historical region Moldova of Romania map

The actual and also historical Moldova is twined by the current regionalisation European project which aims at transforming Moldova into the North-East region of Romania Agency for Regional Development of Romania (1998). After the revolution, in 1990, Romania moved its spatial strategy from a central-based policy(Totalitarian regime) to a regional-based policy, in agreement with EU-standards (Benedek 2006: 105).

The present study will not follow the trend to handle these regions as homogeneous, but to concern only to Moldova part of this scheme. RROP (2007) as a principal Government institution, presents Moldova on its favourable conditions, created the beauty of the places, the waters, mountain areas in the counties of Bacău, Neamț and Suceava, as well as the precious existing cultural and religious heritage.



Figure 2. The eight Development Regions

Source. <https://www.google.co.uk/searchq=regions+of+romania>

More precisely they state; *Moldova has a “relative” tourist potential high, which can be compared to other famous tourist areas in the country and abroad.*(Table 1),Source: Author

| | |
|--------------------------|---|
| Region Name | Nord-Est |
| Development Agency City | Piatra Neamt |
| Major languages | Romanian (called "Moldoveneasca" in historical documents) |
| The number of population | 3.302 million (2011) |
| Legislature | Inside Romania Legislature |
| Area | 36,850 sq. km |
| GDP per capita (PPS) | €9,500 (2014) |
| Major religion | Christianity |
| Life expectancy | 66 years (men), 73 years (women) |

Currency

Same as Romania Leu

Conceptual Framework

The conceptual framework showed that change in the infrastructure, changes in the lifestyle, change the beliefs and practices and alterations and fabrications of core practices help to the facilitation and growth of the ethnic tourism. Thus, the ethnic culture of Gypsies impacted on the development of tourism sector and improved the living standard of this population

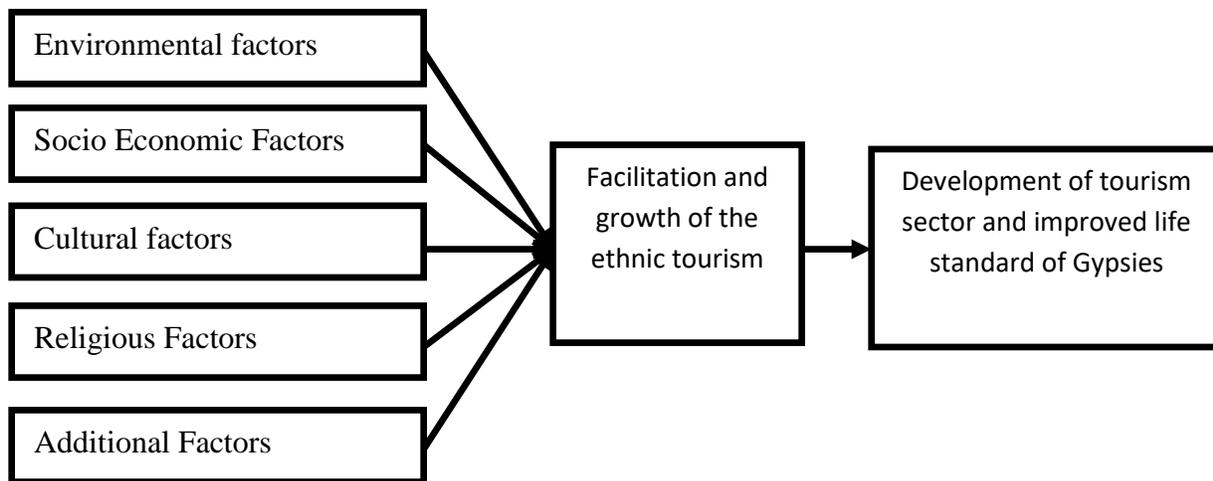


Figure 3: Conceptual framework

It has been stated that environmental factors, socioeconomic factors, historical & cultural factors, religious factors have a significant impact on developing the tourism industry in a country as well as ethnic tourism. It facilitated the growth of the ethnic tourism.

Research Methodology

Positivism research philosophy has been used in this paper to illustrate the real facts and information regarding the research topic to develop a causal relationship to reach a valid conclusion regarding the exercise of cultural sustain-modification through ethnic tourism in the context of Romania. However, being an innate interpretive person but restricted by the limitation of the timeline of this study the researcher has presented his work in light of realism philosophy created by the combination of the positivism and the interpretivism born from the in-depth interviews with some of the persons interviewed

The researcher has preferred deductive research approach and preferred both mixed methods. The data collected from the local residents and tourists are quantitative in nature which requires quantitative analysis. On the other hand, nature of data collected from the government officials is qualitative which requires qualitative as well as descriptive analysis.

The researcher has preferred to select descriptive research method to analyse the underlying research. As the researcher first intention was to analyse the founded research issue on Gypsies context, Moreover, the researcher also rejected casual research design because research analysis is not confined to specific cause and effect relationship. Therefore, the researcher has selected descriptive research design to conduct the underlying research to find out the impact of Gypsy culture to develop tourism in Romania.

As the researcher intends to analyse the selected issue based on the mixed method of analysis, survey strategy has been selected, and observation as well as case study strategies have been rejected. Here, the researcher has prepared a structured close-ended questionnaire and open-ended questionnaire to collect information from the responders. The structured close-ended questionnaire is effective to quantitative collect information reliability as responders' needs to answer the questions based on same criteria as well as dimensions.

This paper is based on primary data collected from three distinct group of responders. First group of responders are the Gypsies people living in Moldova, second group of responders is the tourist people visiting Moldova and third group of people is the government. Information collected from the tourist and gypsy people are quantitative in nature whereas information collected from the government official of tourism department of Romanian government is qualitative in nature. However, researcher also collected qualitative information from the responders of Gypsy people and tourist in Moldova. Here, responders are given both close ended and open-ended questionnaire to get clear idea about their perception and realisation about the culture of Gypsies and their contribution to the development of tourism in the Romania. On the other hand, information collected from the government official of Romania is used to identify the importance of Gypsy culture and ways to improve and protect gypsy culture in order to develop tourism through ethnic tourism development.

The population of the research is Gypsies communities (villages) from Moldova area in Romania. However, it is not possible to collect information from all the population of the research as it is impossible to reach every population within the specified time (Brace, 2015). Moreover, it is costly to collect information from all the responders. In addition to that, it would increase complexity in data analysis (Corbin and Straus, 2008). Therefore, the researcher has preferred to use to sampling technique to collect required information from the responders. To choose the study participants,

the researcher has used simple random sampling, and 100 members of the Gypsies community have been selected by using this method. In addition to that researcher also collected information from 80 tourists and ten government officials to conduct the study.

SPSS software has been used to analyse the collected data. Different descriptive statistical tools such as mean, mode and standard deviation have been used to analyse the collected data. Inferential statistical tools such as correlation matrix and regression analysis have been applied to draw a relationship between different variables. The researcher has used descriptive statistics as well as inferential statistics.

Data analysis and Discussion

Analysis of data collected from local residents (Gypsies villages) from Moldova

Demographic information of residents of Moldova

The following table stated the demographic information of the responders. It showed that 60% responders are male, and 40% responders are female. On the other hand, the researcher has collected information from diverse age group such as 38% from 20-29 years, 28% from 30-39 year, 20% from 40-49 year, 13% from 50-59 year and 1% from 60 and above year. Most of the responders are self-employed. It showed that 11% responders are a student, 32% responders are self-employed, 29% responders are professional, 5% responders are executive, and 23% responders have different profession except for the student, self-employed, executive and professional.

| Demographic profile | Frequency | Percentage | |
|----------------------------|------------------|-------------------|--------|
| Gender | Male | 60 | 60.00% |
| | Female | 40 | 40.00% |
| | Others | 0 | 0.00 |
| Age | Under 20 | 0 | 0.00 |
| | 20-29 | 38 | 38.00% |
| | 30-39 | 28 | 28.00% |
| | 40-49 | 20 | 20.00% |
| | | | |

| | | | |
|----------------|--------------------|------------|----------|
| | 50-59 | 13 | 13.00% |
| | 60 and above | 1 | 1.00% |
| Marital status | Single | 25 | 25% |
| | Married | 65 | 65% |
| | Divorce/Separate | 10 | 10% |
| | Primary school | 31 | 31.00% |
| Education: | Junior high school | 27 | 27.00% |
| | Senior high school | 19 | 19.00% |
| | Undergraduate | 5 | 5.00% |
| | Graduate | 11 | 11.00% |
| | Others | 7 | 7.00% |
| | Total | 100 | 1 |

Table 1: Demographic information of the responders

Impacts of tourism on Gypsy culture and their community

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Mean | Mode | SD |
|---|------|------|------|------|------|------|------|------|------|-------|
| Tourism has created more job opportunity | 0.1 | 0.15 | 0.08 | 0.04 | 0.17 | 0.25 | 0.21 | 4.62 | 6 | 1.69 |
| Tourism has increased life standard | 0.12 | 0.13 | 0.06 | 0.05 | 0.21 | 0.28 | 0.15 | 4.54 | 6 | 1.73 |
| Tourism has increased economic conditions | 0.04 | 0.06 | 0.08 | 0.06 | 0.23 | 0.35 | 0.18 | 5.15 | 6 | 1.425 |
| Tourism has developed infrastructural development | 0 | 0 | 0 | 0.03 | 0.33 | 0.44 | 0.2 | 5.81 | 6 | 1.095 |
| Tourism has developed culture of ethnic group | 0.13 | 0.2 | 0.08 | 0.08 | 0.12 | 0.25 | 0.14 | 4.17 | 6 | 1.915 |

| | | | | | | | | | | |
|---|------|------|------|------|------|------|------|------|---|-------|
| Tourism has created awareness among Gypsies | 0 | 0 | 0 | 0.08 | 0.29 | 0.33 | 0.3 | 5.85 | 6 | 1.075 |
| Tourism increased social status of minority women in my community | 0 | 0.14 | 0.2 | 0.14 | 0.19 | 0.21 | 0.12 | 4.49 | 6 | 1.755 |
| Tourism has increased commercialization of local cultural product | 0.05 | 0.04 | 0.09 | 0.07 | 0.23 | 0.44 | 0.08 | 5.03 | 6 | 1.485 |
| Tourism has increased cultural assimilation | 0 | 0 | 0 | 0.12 | 0.28 | 0.39 | 0.21 | 5.69 | 6 | 1.155 |
| Tourism has increased stealing in my community | 0 | 0.12 | 0.17 | 0.21 | 0.09 | 0.28 | 0.13 | 4.63 | 6 | 1.685 |
| Tourism interfere with my enjoyment of festivals or cultural events | 0 | 0 | 0 | 0.14 | 0.22 | 0.39 | 0.25 | 5.75 | 6 | 1.125 |
| Tourism has increased competitions/ conflicts within my community and/or among minorities | 0.08 | 0.13 | 0.07 | 0.15 | 0.15 | 0.34 | 0.08 | 4.5 | 6 | 1.75 |

Table 2: Impacts of tourism on Gypsies culture and their community

Assessments of the quality of ethnic tourism products

The following table and graph showed residents (Gypsies) response regarding the quality of ethnic tourism products in Moldova. Residents (Gypsies) of Moldova believed that the ethnic Gypsies villages in Moldova represent Gypsies culture authentically. They have authentic Gypsies culture, and their music and dance are high quality with national resonance.

| Dimensions | Statement-1 | | Statement-2 | | Statement-3 | | Statement-4 | |
|-------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | Frequency | Percent [%] |
| Strongly disagree | 5 | 5.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Disagree | 6 | 6.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |

| | | | | | | | | |
|--------------------|------|---------|------|---------|-------|---------|-----|---------|
| Somewhat disagree | 9 | 9.00% | 0 | 0.00% | 0 | 0.00% | 8 | 8.00% |
| Neutral | 11 | 11.00% | 0 | 0.00% | 21 | 21.00% | 12 | 12.00% |
| Somewhat agree | 25 | 25.00% | 24 | 24.00% | 28 | 28.00% | 28 | 28.00% |
| Agree | 31 | 31.00% | 44 | 44.00% | 32 | 32.00% | 36 | 36.00% |
| Strongly agree | 13 | 13.00% | 32 | 32.00% | 19 | 19.00% | 16 | 16.00% |
| Total | 100 | 100.00% | 100 | 100.00% | 100 | 100.00% | 100 | 100.00% |
| Mean | 4.9 | | 6.08 | | 5.49 | | 5.4 | |
| Mode | 6 | | 6 | | 6 | | 6 | |
| Standard Deviation | 1.55 | | 0.96 | | 1.255 | | 1.3 | |

Table 3: Assessments of the quality of ethnic tourism products

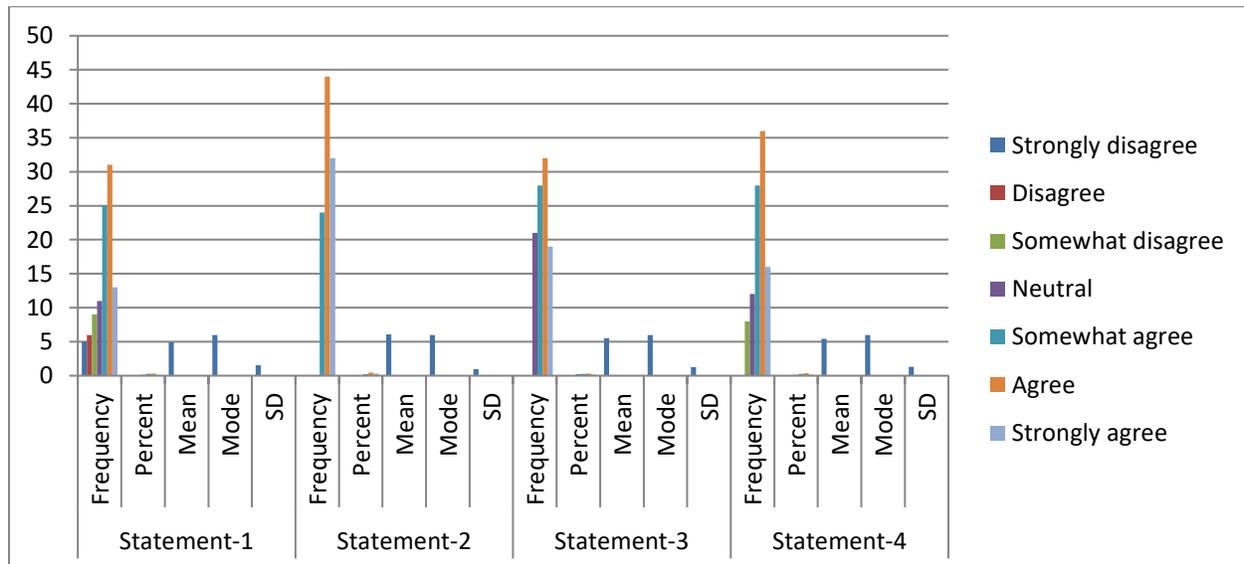


Figure 4: Assessments of the quality of ethnic tourism products

Tourism Development

Data analysis showed that residents (Gypsies) should try to attract visitors in holidays and represent their culture and heritage more authentically. The government should ensure adequate roads and accommodation and local communities should participate in ethnic tourism development. In addition to that government should reduce local taxes on tourism development. Finally, another crucial factor in developing tourism is to provide maximum hospitality to the visitors.

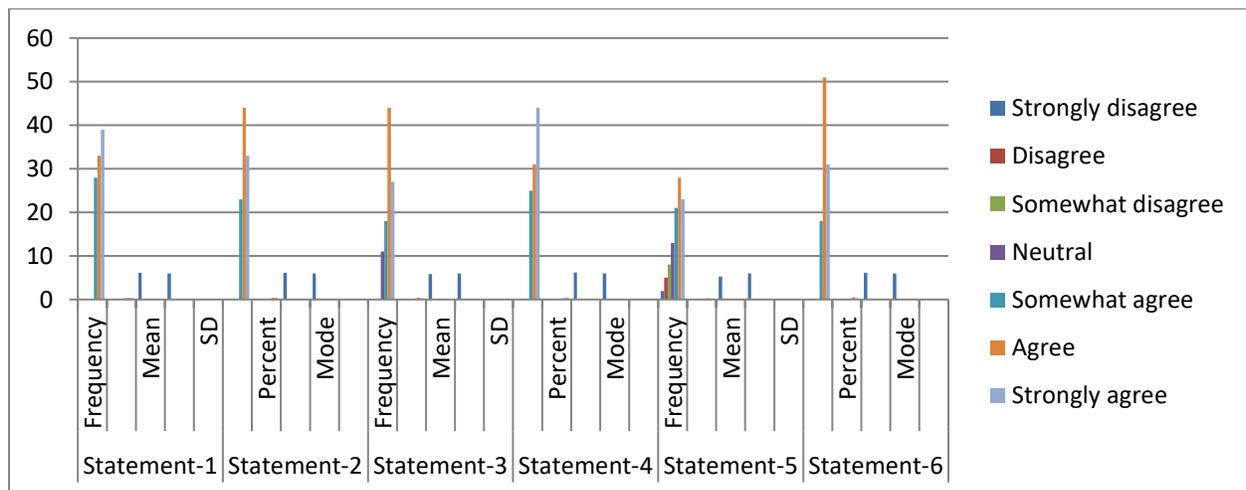


Figure 5: Tourism Development

Analysis of data collected from tourists visiting Moldova

The researcher has collected information from 80 tourists regarding Gypsies culture and its contribution to developing ethnic tourism in Romania. After collecting data, the researcher has applied different statistical tools and technique to analyse the data such as frequency, percentage, mean, mode. Results and interpretation of data analysis have been presented below:

Demographic information of the tourist

| Demographic profile | | Frequency | Percentage |
|---------------------|--------|-----------|------------|
| Gender | Male | 58 | 60.00% |
| | Female | 42 | 40.00% |
| | Others | 0 | 0.00 |

| | | | |
|----------------|--------------------|------------|----------|
| | Total | 100 | 100.00% |
| Age | Under 20 | 8 | 8.00% |
| | 20-29 | 21 | 22.00% |
| | 30-39 | 31 | 32.00% |
| | 40-49 | 25 | 25.00% |
| | 50-59 | 13 | 13.00% |
| | 60 and above | 2 | 1.00% |
| | Total | 100 | 100.00% |
| Marital status | Single | 35 | 35% |
| | Married | 60 | 60% |
| | Divorce/Separate | 5 | 5% |
| | Total | 100 | 100.00% |
| Education: | Primary school | 6 | 6.00% |
| | Junior high school | 14 | 14.00% |
| | Senior high school | 32 | 19.00% |
| | Undergraduate | 28 | 15.00% |
| | Graduate | 14 | 11.00% |
| | Others | 6 | 7.00% |
| | Total | 100 | 1 |

Table 4: Demographic information of the tourist responders

Exploring cultural and ethnic tourism

The following table and graph showed responders response regarding the impact of cultural factors to develop ethnic tourism. Data analysis showed 84% responders agreed Gypsy ethnicity has rich

historical importance and cultural heritage, 86% responders agreed Gypsy culture has a unique language, dress code and food habits, 85% responders agreed Norms and values of Gypsies culture are unique, and 92% responders agreed rituals and functions of Gypsy people are lucrative. In addition to that costume of Gypsies is unique and lucrative, a dance performance of Gypsies is outstanding, and Gypsies have unique food menu and habits. Descriptive statistics regarding CF 01 indicated on average responders agreed that Gypsy ethnicity has rich historical importance and cultural heritage. Here, mean, mode and the standard deviation are 5.6, 6 and 1.2 respectively.

| | CF 01 | | CF 02 | | CF 03 | | CF 04 | |
|---------------------------|------------|---------|-------------|---------|-------------|---------|--------------|---------|
| Dimensions | F | [%] | F | [%] | F | [%] | F | [%] |
| Strongly disagree | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Disagree | 0 | 0.00% | 0 | 0.00% | 3 | 3.00% | 0 | 0.00% |
| Somewhat disagree | 11 | 11.00% | 8 | 8.00% | 7 | 7.00% | 5 | 5.00% |
| Neutral | 5 | 5.00% | 6 | 6.00% | 5 | 5.00% | 3 | 3.00% |
| Somewhat agree | 21 | 21.00% | 19 | 19.00% | 25 | 25.00% | 21 | 21.00% |
| Agree | 39 | 39.00% | 42 | 42.00% | 40 | 40.00% | 44 | 44.00% |
| Strongly agree | 24 | 24.00% | 25 | 25.00% | 20 | 20.00% | 27 | 27.00% |
| Total | 100 | 100.00% | 100 | 100.00% | 100 | 100.00% | 100 | 100.00% |
| Mean | 5.6 | | 5.7 | | 5.52 | | 5.85 | |
| Mode | 6 | | 6 | | 6 | | 6 | |
| Standard Deviation | 1.2 | | 1.15 | | 1.24 | | 1.075 | |

Table 5: Exploring cultural and ethnic tourism

Similarly, descriptive statistics regarding CF 02 indicated on average responders agreed that Gypsy culture has a unique language, dress code and food habits. Here, mean, mode and the standard deviation are 5.7, 6 and 1.15 respectively. Descriptive statistics regarding CF 03 indicated on average responders agreed that norms and values of Gypsy culture are unique. Here, mean, mode and the standard deviation are 5.52, 6 and 1.24 respectively. Descriptive statistics regarding CF 04 indicated on average responders agreed that Norms and values of a Gypsy culture are unique. Here, mean, mode and standard deviation is 5.85, 6 and 1.08 respectively

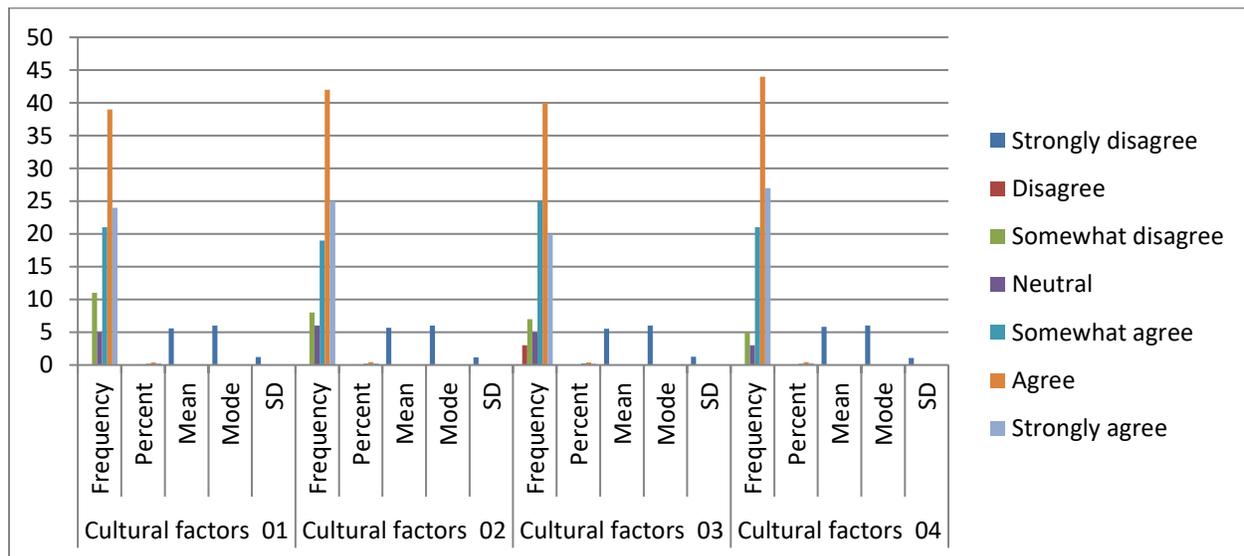


Figure 6: Exploring cultural and ethnic tourism

Therefore, based on responders’ response it has been stated that cultural factors of Moldova regarding Gypsy culture have played a positive role to improve ethnic tourism in Romania.

Ethnic, cultural tourism development

The following table and graph showed responders response regarding the Ethnic, cultural tourism development. Data analysis revealed 69% responders agreed Socio-economic factors such as accessibility, accommodation, modern amenities and ancillary services develop ethnic tourism, 90% responders agreed historically significant and culturally rich ethnic culture contribute to ethnic tourism development, 91% responders agreed government should patronise and invest to develop ethnic tourism, and 52% responders agreed structural setting is sufficient to develop ethnic tourism. Descriptive statistics regarding CTD 01 indicated on average responders somewhat agreed that living standard of Gypsies living in Moldova is increasing. Here, mean, mode and the standard deviation are 4.81, 5 and 1.09 respectively. Similarly, descriptive statistics regarding CTD

02 indicated on average responders agreed that economic recession negatively impacts on tourism. Here, mean, mode and the standard deviation are 5.78, 6 and 1.11 respectively.

| | CTD 01 | | CTD 02 | | CTD 03 | | CTD 04 | |
|--------------------------|--------------|---------|-------------|---------|--------------|---------|--------------|---------|
| Dimensions | F | [%] | F | [%] | F | [%] | F | [%] |
| Strongly disagree | 5 | 5.00% | 0 | 0.00% | 1 | 1.00% | 8 | 8.00% |
| Disagree | 7 | 7.00% | 0 | 0.00% | 2 | 2.00% | 12 | 12.00% |
| Somewhat disagree | 11 | 11.00% | 7 | 7.00% | 6 | 6.00% | 23 | 23.00% |
| Neutral | 8 | 8.00% | 3 | 3.00% | 4 | 4.00% | 5 | 5.00% |
| Somewhat agree | 33 | 33.00% | 22 | 22.00% | 21 | 21.00% | 24 | 24.00% |
| Agree | 20 | 20.00% | 41 | 41.00% | 39 | 39.00% | 20 | 20.00% |
| Strongly agree | 16 | 16.00% | 27 | 27.00% | 27 | 27.00% | 8 | 8.00% |
| Total | 100 | 100.00% | 100 | 100.00% | 100 | 100.00% | 100 | 100.00% |
| Mean | 4.81 | | 5.78 | | 5.67 | | 4.17 | |
| Mode | 5 | | 6 | | 6 | | 5 | |
| Standard Deviation | 1.095 | | 1.11 | | 1.165 | | 1.415 | |

Table 6: Ethnic cultural tourism development

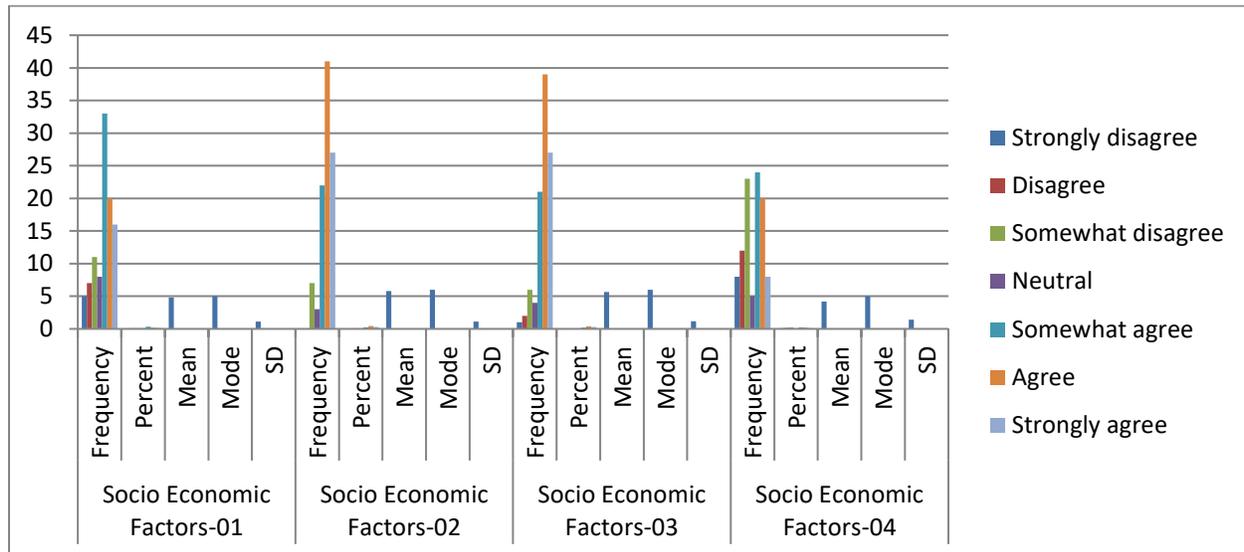


Figure 7: Ethnic cultural tourism development

Descriptive statistics regarding CTD 03 indicated on average responders agreed that economic boom positively impacts on tourism. Here, mean, mode and the standard deviation are 5.67, 6 and 1.17 respectively. Descriptive statistics regarding CTD 04 indicated on average responders agreed that structural setting is sufficient to develop ethnic tourism. Here, mean, mode and the standard deviation are 4.17, 6 and 1.14 respectively. Therefore, based on responders’ response it has been stated that socio-economic factors of Moldova have played a positive role to improve ethnic tourism in Romania though there has been lacking in the structural setting.

Gypsy culture and ethnic tourism development

| Dimensions | GC&ET 01 | | GC&ET 02 | | GC&ET 03 | | GC&ET 04 | | GC&ET 05 | |
|-------------------|----------|-----|----------|-----|----------|-----|----------|-----|----------|-----|
| | F | [%] |
| Strongly disagree | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% |
| Disagree | 0 | 0% | 0 | 0% | 2 | 2% | 0 | 0% | 0 | 0% |
| Somewhat disagree | 4 | 4% | 5 | 5% | 6 | 6% | 6 | 6% | 3 | 3% |
| Neutral | 7 | 7% | 3 | 3% | 9 | 9% | 5 | 5% | 14 | 14% |
| Somewhat agree | 21 | 21% | 19 | 19% | 22 | 22% | 25 | 25% | 27 | 27% |
| Agree | 42 | 42% | 41 | 41% | 36 | 36% | 45 | 45% | 33 | 33% |

| | | | | | | | | | |
|---------------------------|--------------|------|-------------|------|--------------|------|-------------|------|--------------|
| Strongly agree | 26 | 26% | 32 | 32% | 25 | 25% | 19 | 19% | 23 |
| Total | 100 | 100% | 100 | 100% | 100 | 100% | 100 | 100% | 100 |
| Mean | 5.79 | | 5.92 | | 5.59 | | 5.66 | | 5.59 |
| Mode | 6 | | 6 | | 6 | | 6 | | 6 |
| Standard Deviation | 1.105 | | 1.04 | | 1.205 | | 1.17 | | 1.205 |

The following table and graph showed responders that socio-economic factors such as accessibility, accommodation, modern amenities and ancillary services develop ethnic tourism. 83% responders agreed historically significant and culturally rich ethnic culture contribute to ethnic tourism development. 89% responders agreed spiritual significance has increased ethnic tourism. 83% responders agreed Government patronization plays pivotal role to develop ethnic tourism and 86% responders agreed on Government initiatives to protect ethnic culture and to develop ethnic tourism.

Table 71: Gypsy culture and ethnic tourism development

Descriptive statistics regarding GC&ET 01 indicated on average responders agreed that good climate develops ethnic tourism. Here, mean, mode and the standard deviation are 5.79, 6 and 1.11 respectively. Similarly, descriptive statistics regarding GC&ET 02 indicated on average responders agreed that Socio-economic factors such as accessibility, accommodation, modern amenities and ancillary services develop ethnic tourism. Here, mean, mode and the standard deviation are 5.92, 6 and 1.04 respectively. Descriptive statistics regarding GC&ET 03 indicated on average responders agreed that historically significant and culturally rich ethnic culture contributes to ethnic tourism development. Here, mean, mode and the standard deviation are 5.59, 6 and 1.21 respectively. Descriptive statistics regarding GC&ET 04 indicated on average responders agreed that spiritual significance has increased ethnic tourism. Here, mean, mode and the standard deviation are 5.66, 6 and 1.17 respectively. Descriptive statistics regarding GC&ET 05 indicated on average responders agreed that Government patronisation plays a pivotal role to develop ethnic tourism. Here, mean, mode and the standard deviation are 5.59, 6 and 1.21 respectively. Descriptive statistics regarding GC&ET 06 indicated on average responders agreed that Government initiatives protect ethnic culture develop ethnic tourism. Here, mean, mode and the standard deviation are 5.67, 6 and 1.17 respectively.

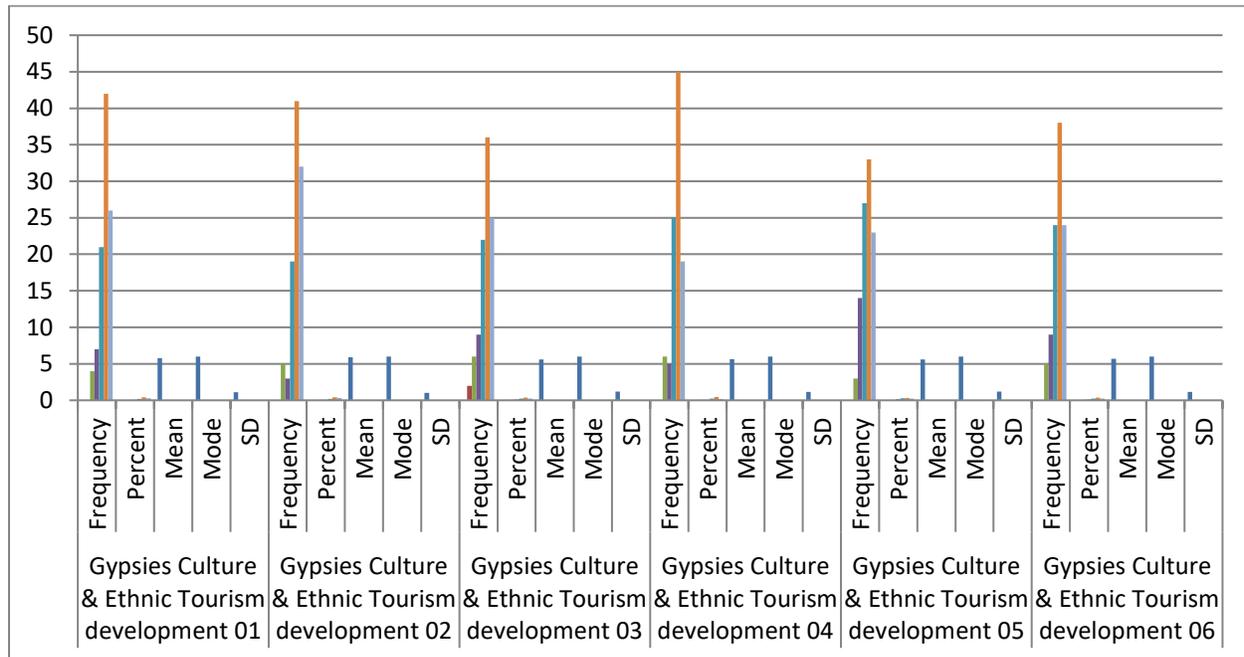


Figure 8: Gypsy culture and ethnic tourism development

Therefore, based on responders’ response it has been stated that Gypsy culture can play a positive role to improve ethnic tourism in Romania.

Analysis of data collected from officials

Ethnic tourism became an imperative form of tourism. It has vital importance to the overall tourism development. At present tourist visited different places to find out the natural beauty and cultural and ethnic heritage. The long-standing heritage had a significant role to attract new tourist to the tourist places. In Moldova, Gypsy’s culture is unique. Moreover, to that recent recognition by the government of India as Gypsy’s origin the culture of Gypsies becomes more focused, it has a unique language, dress code, eating habit, etc. In addition to that Gypsies have rich historical as well as a cultural background that attracted tourist. These factors motivated ethnic tourism development in Moldova.

Though ethnic tourism development has a significant role to develop local tourism it has both positive and negative impact. The positive impact is that it created job opportunity, develop roads as well as infrastructure setting and living standard of local people. Thus, it has significant contribution to develop the overall economy. On the other hand, increased tourism may destroy the balance of living; foreign culture may intrude into Gypsy’s culture, facing problem from tourist to perform ritual and historical functions. Still, tourist development based on ethnic tourism is

effective to increase overall economic condition. In addition to that, it increases local people awareness to protect their cultural heritage. Moreover, it makes them understand the importance of their ethnicity has.

Correlation analysis

Here, the researcher has tried to build a relationship between Gypsies culture and development of ethnic tourism in Romania.

| Correlations Matrix | | | | | |
|--|--------|--------|--------|--------|-------|
| | EF | SEF | CF | R&OF | GC&ET |
| EF | 1 | | | | |
| SEF | .676** | 1 | | | |
| CF | .656** | .693** | 1 | | |
| R&OF | .560** | .640** | .684** | 1 | |
| GC&ET | .522** | .585** | .727** | .615** | 1 |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | | | |

Table 8: Correlation Matrix

Correlation matrix showed a positive relationship between the Gypsy culture and ethnic tourism development. According to the correlation matrix, it has been stated that socio-economic supporting, cultural heritage, historical significance, religious importance etc. of an ethnic culture contributed a lot to develop ethnic tourism. So, from this fact, it could infer that Gypsy culture has played a pivotal role to improve ethnic tourism in Romania.

Regression analysis

Regression analysis showed interdependency of variables. In this research dependent variable is ethnic tourism development in Romania whereas independent variable is Gypsy culture. Here, Gypsy culture has been analysed from the perspectives of its cultural features, socioeconomic condition, historical significance and religious importance.

| Model Summary | | | | |
|--|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .774 ^a | .599 | .578 | .60006 |
| a. Predictors: (Constant), Environmental, Socio-economic, cultural, Religious and other factors | | | | |

Table 9: Regression model summary

| ANOVA | | | | | | |
|--|------------|----------------|-----|-------------|--------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 50.583 | 5 | 10.117 | 28.096 | .000 ^a |
| | Residual | 33.847 | 95 | .360 | | |
| | Total | 84.430 | 100 | | | |
| a. Predictors: (Constant), Environmental, Socio-economic, cultural, Religious and other factors | | | | | | |
| b. Dependent Variable: Ethnic tourism development | | | | | | |

Table 10: Anova

| Coefficients^a | | | | | | |
|--|--------------------|------------------------------------|-------------------|----------------------------------|----------|-------------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -.131 | .487 | | -.269 | .789 |
| | Environmental | .182 | .110 | .176 | 1.666 | .099 |
| | Socio-economic | .250 | .114 | .241 | 2.196 | .031 |
| | Cultural | .504 | .126 | .399 | 3.989 | .000 |
| | Religious & others | .026 | .108 | .024 | .245 | .807 |
| a. Dependent Variable: Ethnic tourism development | | | | | | |

Table 11: Coefficients

Regression analysis showed that R square value is 59.9% and adjusted R square value is 57.8%. Moreover, coefficient values showed that independent variable has a positive impact on the dependent variable. It showed that environmental factor has .176 betas, socio-economic factor has .241 betas, cultural factor has .399 betas, and religious & other factor has 0.024 betas. It showed that cultural heritage and rich historical background has a significant impact on ethnic Tourism development. This indicates that Gypsy culture has a high level of impact on ethnic Tourism development.

Discussion of data analysis

The objective of the research is to explore the concept of cultural and ethnic tourism in the context of Romanian Gypsies. It has been found that ethnic tourism is based on the uniqueness of that ethnicity. The Gypsy community is an important ethnic group. It has been state that there are more than 2 to 3 million Gypsies lived in Romania. The lifestyle of Gypsies is different from the majoritarian. It has been found that living standard of Gypsies are increasing. They have a unique dress code, and they wear traditional dress in different traditional functions. Gypsies love opulence. Women of Gypsies communities love to wear gold jewellery as well as headdress decorated with coins. It symbolised propensity and generosity to others. Wedding dress has large affairs. Often girls compete to see who can wear largest and extravagant wedding dress. Gypsies has placed great importance on extended families. They loved to live in extended and joint families.

It seen in general view that Gypsies got married at their early stage, but after many interviews the researcher choose that instead of “marriage at early stage” the verb can be translated in a kind of early proposal which determine a later marriage, in that way the “purity” of community s blood is kept. Gypsies culture is significant to develop ethnic tourism in Romania

Socio-economic factors have a significant impact on the Ethnic Tourism Development. Data analysis showed that living standard of Gypsies living in Moldova is increasing, economic recession impeded the development of ethnic tourism whereas economic stability contributes to the development of ethnic tourism. Structural facilities are very important to attract tourists. Findings of data analysis are similar to the findings of Sanyal (2009), Aubert and Csapó, (2012) and Ketchen and Bergh (2014). Data analysis showed that there is much scope to improve structural setting to ensure modern facilities for tourist. Sanyal (2009) disclosed that the main obstacles to flourish Ethnic Tourism are socio-economic factors hindrance. He stated that lack of accessibility to the cultural orientation, accommodation problem, lack of modern amenities and lack of ancillary services had hindered the development of ethnic tourism. Lee (2014) considered that cultural diversity of ethnic group has potential and attract tourists. But lack of accessibility with ethnic group impedes ethnic tourism development.

Cultural heritage and historical importance are most significant to develop ethnic tourism in a country. Data analysis showed that Gypsy ethnicity has rich historical importance and cultural heritage, unique language, dress code, food habits, norms, values, rituals and functions. Therefore, it is evident that Gypsy culture has almost all the dimension to attract ethnic tourists. Finding of data analysis is similar to Keys (2015) and Berki (2014). Keys (2015) stated that historical and cultural factors have also played a pivotal role to develop ethnic tourism. It has been seen that a historically significant place and a rich cultural heritage, attract tourist. Religious factors also played a significant role to develop a tourist place. Bowen (2016) started people visited great religious places to seek the inner peace of mind, to get the blessing of God and to attain salvation of soul before death.

It has been found that Gypsy ethnicity has long-standing cultural, social, and religious importance. Data analysis showed that socio-economic factors such as accessibility, accommodation, modern amenities and ancillary services develop ethnic tourism, historically significant and culturally rich ethnic culture contribute to ethnic tourism development, spiritual significance has increased ethnic tourism, Government patronization plays pivotal role to develop ethnic tourism and government initiatives to protect ethnic culture develop ethnic tourism. Therefore, it was evidence that Gypsy culture has a significant role to develop Ethnic Tourism in Romania.

UNESCO in their report on Cultural diversity said that money could contribute to an underpin cultural identity. This circumstance launched a discussion about the forms and genres of music in their original locations and some comments about the relocation of these forms to other places, making music an unforgettable souvenir UNESCO (2009).

Role of Gypsies culture to Develop Ethnic Tourism

According to Yan (2016) Romania has long been detached from the mainstream European culture because they have strong unique own cultures and is less exposed to global cultures until recently because of the boom tourism sector in the country the government of Romania has understood the urge of cultural commodification to facilitate their tourism sector let alone their ethnic tourism sector. Bowen (2016) mentioned the recent development driven by the promoting the value of culture, stating the infrastructural development, lifestyle change, values and attitude change and also the modernization of the surroundings to attract more tourists. All these issues have stimulated cultural growth in Romania. O'Halloran (2017) mentioned ethnic tourism through Romanian Gypsies population, can be the central stimulator of cultural commodification in Romania as it will help the relevant authority to gain more economic benefit, creating new employment for Gypsies, taking improved steps to preserve and spread their culture, and these facts will undoubtedly bring positive changes in their daily lifestyles and practices.

Meethan (2014) mentioned that 45% of the world's tourism is dominated by the cultural factors hence it is no way less important factors regarding attracting tourists around the world. He also mentioned that the critical reasons for cultural tourism had been the emergence of the educated and knowledge seeking travellers. Guerrón Montero (2014) said that ethnic groups constitute the more substantial part of the cultural tourism because of their unique behavioural traits, festivals and lifestyles. Bowen (2015) argued that the central theme of the cultural tourism has been exercised through the emergence of the ethnic tourism and respective authorities are taking prompt and fast actions to demonstrate the culture of the ethnic groups to the tourists in the most attractive ways by mixing modernism with them. As ethnic tourism has economic interest involved within it hence, the respective authorities are leaving no stone unturned to bring cultural commodification in the ethnic group's individual's culture and lifestyle to make business depending on them.

Tendera (2016) mentioned the countries like Brazil and Caribbean Island countries had put considerable effort in commercializing this concept by globalizing the unique cultures of the minorities at a global platform and has universalized their cultural feats to the global community. Labadi (2016) supported the argument of ethnic tourism being the main reason for cultural tourism and stated that the cultural perseveration and changes of the ethnic groups are mainly driven by it Mortensen, (2017) argued this statement by saying that ethnic tourism is not only responsible for

cultural tourism, but also globalisation and radicalisation of the culture are also significant factors responsible for cultural tourism.

Conclusion

Based on the descriptive as well as inferential statistical analysis, it has been found that socioeconomic factors are supportive of developing ethnic tourism in Moldova zone of Romania. The living standard of Gypsies living in Moldova is increasing, the fact that increase also a tourist attraction. However, there is no sufficient infrastructure to improve ethnic tourism. Cultural factor also impacts positively on Ethnic Tourism development. It has been found that Gypsy ethnicity has rich historical importance and cultural heritage. Gypsy culture has a unique language, dress code and food habits. Norms, values, rituals and functions of Gypsy culture is unique. In addition to that, religious importance as well as research significance, technological developments have a positive impact on the Ethnic Tourism development. Gypsies culture needs to be researched more to explore uniqueness, and in that sense, technology has played a vital role to develop tourist destination and global heritage recognition increase tourist attraction.

Finally, data analysis showed that ethnic culture has a positive impact on Ethnic Tourism development. It showed that socio-economic factors such as accessibility, accommodation, modern amenities and ancillary services develop ethnic tourism. Historically significant and culturally rich ethnic culture contributes to ethnic tourism development. Spiritual significance has increased ethnic tourism. Government patronisation plays a pivotal role to develop ethnic tourism and Government initiatives to protect ethnic culture develop ethnic tourism.

After the interview with one of the most known representative example of Rroma (Gypsies) community from Moldova region Ioan Vasile (Gringo) and comparing his statement with the statements of the priest from one locality researched, contrary from what FRUA noticed “*Gypsies does not have any believes and faith*” there is a generality of Christianity on Romma (Gypsies) population from Romania despite the fact found in the secondary research of this study regarding the historical question mark raised about the word “trousul” which can change the known history of Gypsies population.

If India as the external minister declares regarding future research about this community (named, it Indian diaspora) together with UN and The Romanian Government can create a platform of study regarding Gypsies history in Romania.

A grey area

If this work exposes only the bright part of this community, there is a possibility that the silent produced by the “fear not to be sell” to be followed by the Gypsies curse to remain unread, unused, covered by the eternity’s dust. There are tens if not hundreds of Gypsies communities not only in Moldova but in entire Romania who live in an unimaginable limit of poverty. It is simple to predict that those communities determine a collection of criminals including, beggars, prostitutes, thefts etc.

There is a possibility that one to say that money produced through an eventual Dark Tourism policy has already tested around the world (see Masada, Alamo, Ground Zero etc.) but the researcher intention is entirely in concordance with them and attempt to reject Dark Tourism and to direct research to a new direction. There is an insatiate desire of the researcher to go further in that sense, but it will form a way for another future study and it can be seen the part of what academics can change the sense of “Dark Tourism” versus “Celebrating Life Tourism”.

“Sustain-modification” of culture

However, this fact will rise a big question mark as; what is Dark Tourism? Even if is no clear definition of this tourism niche, Dark Tourism is a phenomenon, which refers to an event that has occurred in recent times, which force the visitor to question modernity Lennon and Foley (2002) In opinion to Marcel (2002) Dark tourism may be identified as ‘*Visitations to places where tragedies or historically noteworthy death has occurred, and that continue to impact our lives.*’

Peter E. Tarlow (2005) support researcher’s idea in that sense, of Thanatourism, referring to those historical events, which are considered more than just tragedies, but seeing and feeling the affection from our inner system of lives management not only from the emotional perspective but also how impacted our social life. Rojeck (1993: 141) seeing differently, explain the relation between the construction of cemetery culture by Bourgeois as a place of “dignity and solemnity” in which visitors were expected to show proper respect for the dead on one hand and the modernity which operate to break down the barriers between sacred and profane, showing that the extended relation created between the world of the cemetery and the outside world of “commerce and spectacle”, the most regular visitor to the star cemeteries is, in fact, the tourist replacing the most common accessory (The bunch of flowers) eventually with the “camera”.

This study is the continuation of what John Urry didn’t finish, ending the research only at “Gaze” phase of tourism through the introspection of inner feeling of the both part “The tourist and the host” and also the justification of what the academic tourism world, try to reveal, the social part of tourism and sustainability agenda, demonstrating the acute importance of Tourism not in the sense

of “Someone needs to visit something” but “Everyone has to be included in the process of understanding and most of all the process of holistic inclusion”, treating those processes as high influence of justice, with honesty, and an inner environmentally compassion.

Relating Tourism, today, is like dealing with the same issues but with different contemporary instruments, and equipped with a meta kind of vision as Einstein said, “We cannot resolve a problem with the same thinking we used when created that problem”. In terms of instruments, Rogers (1995) epitomises diffusion networks as interactive communication for “co-operative problem solving” and the achievement of common goals, describing it as a comprehensive lack of communication system.

Recommendations

Following recommendations have been made based on overall data analysis and findings

- The government of Romania should patronise Gypsy culture. The government should take holistic initiatives to develop and protect the culture of Gypsy people. Long term plan of the government would be effective to get the focus of global tourist.
- Gypsy culture has sufficient cultural heritage and historical evidence in Moldova. However, there is no sufficient accommodation, transportation, hotel, motel and restaurant. Therefore, the government should patronise to develop those villages to ensure modern facilities for travellers.
- Economic stability is essential to develop tourism. Without a stable economy, it is not possible to ensure structural development. The government should assist with regulatory authority to ensure economic stability.
- The government should offer different package tour global tourist so that tourist motivated to visit Gypsy villages. Different discount also offers effective to attain local as well as global tourists.
- Visa system could be easier for countries outside the European Community. Transportation facilities should be increased. The government should invest to prepare road so that tourist could visit easily and quickly.

- Most importantly, the government should arrange different campaign and competition so that Gypsy culture gets global exposure. If tourist did not know the uniqueness of Gypsy culture, then why they would visit. So, digital technology could be used to get maximum coverage. It will enable to reach target people.

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