ECOMUSEUMS- SUSTAINABLE DEVELOPEMENT INSTRUMENTS OF THE LOCAL COMMUNITIES BASED ON ECOECONOMIC AND BIOECONOMIC PRINCIPLES

ECOMUZEELE – INSTRUMENTE DE DEZVOLTARE SUSTENABILĂ A COMUNITĂŢILOR LOCALE PE PRINCIPII ECOECONOMICE ŞI BIOECONOMICE

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Abstract: *The paper presents the concept of ecomuseum and the ecomuseums situation in the world. Based on extensive documentation, we describe the different types of ecomuseums. Some investigations in the field allowed us to collect data about the first ecomuseum in Romania and its work. Highlighting the advantages that local community is involved in performing the activities carried out by the ecomuseum.*

Key words: *ecomuseum, comunity, ecoeconomy, bioeconomy, development.*

INTRODUCTION

Museums today are more museums of ideas than museums of objects. In this new orientation it is difficult to establish a rigorous definition.

The most effective form of definition is to achieve a comparison between ecomuseums and traditional museums.

Leaving from the cabinets of curiosities from the XVth century, through the museum collection phase/ii, museology world today has reached a very rich spectrum of organizational forms and manifestations, the heritage centers, science centers and virtual museums. In this wide range the following were asserted farm museums, living museums, green museums, open air museum, the last ones beeing the forming enviroment for the ecomuseums.

MATERIALS AND METHODS

The paper is based on a detailed bibliographical study of a field investigation in areas that are part of the Association of Sibiu Regional Ecomuseums and the activities between 2007-2010 with association members.

RESULTS AND DISCUSSION

Ecomuseums origins are in France, the concept was developed by George Henri Rivière and Hugues de Varin, who have coined the term“ecomusée” in 1971 [BaryMarie-Odile, 1994].

The term “eco” is the compresed form of the word ecology, but is mainly related to the new idea of holistic interpretation of cultural heritage as opposed to focusing on specific objects as practiced in traditional museums [Davis P., 1999].

A ecomuseum is a museum interested especially on the identity of a particular place, based largely on the local contribution and aims to increase living standards and local communities [Stanciu Mirela, 2007].

In “the declaration of intent A Long Net Workshop”, Trento (Italy) in 2004, says that “a ecomuseum is adynamic way throught wich the communities keep, explain and manage their heritage for a sustainable developement. A ecomuseum is based on understanding of the community“.

There are currently about 300 ecomuzee operating worldwide, of which approximately 200 are in Europe, especially in France, Italy, Spain and Poland.

Cultural heritage made by man and the beauty of nature can be powerful turism agents. By its very presence, cultural heritage stimulates quality and value, as an engine to promote other sectors. Also, tourism stimulates cultural heritage, renovation of historic cities, the rise of business hotels, business in souvenirs etc.

Inacessible and unknown heritage does not have economic value and is not productive. On the other hand, it is too accessible, the patrimony (heritage) gradually degrades and is affected by over-exposure. Over-exploitation and improper disposal can become a form of intrinsic value. Therefore it is not possible to ensure the security of a site without becoming

involve in managing the economic potential of it, neighter developing the tourism industry without any considerents of heritage conservation.

Natural and cultural heritage can be seen as a means that generate wealth through their openness and accessibility to public appreciation but is irreplaceable and must be protected from damage by use, the paradox can be resolved through new ways established for the ecomuseum type.

Types of ecomuseums in the world:

Ecomuseums aiming man and his habita In Europe the Danish lake district ecomuseum offers an impressive nature, an interesting cultural history, important monuments and relics from different areas of Danish history. The area cover by this museum is the county Skanderborg, which was abolished in 1970, with 1719km^2.

County was named monastery County and was originally owned by a medieval monastery. The Danish lakes district ecomuseum aims to strengthen and improve the presentation of culture and nature in the region to offer locals and visitors alike the best experiences and opportunities.

A ecomuseum of the type mentioned above in the manner explained interdisciplinary connection between nature and culture and how it grew into what is observable landscape today: habitat, cultural patterns, buildings, pets, etc.

Ecomuseums aiming animals and their habitats

Montreal ecomuseum is a form close to the wildlife park, organized in nature, showing swamps and wooded areas, home to 30 different animals, all native to the land of Canada, mostof them can be found in the museum- St. Lawrence Valley. The museum has a section covered with night presentation.

Ecomuseums aiming human communities

The ecomuseum of Berslangen, Sweden offers a visit back in time to see how early industrialization process began. You can visit forges, coal mines, foundries, furnaces, mills, canals, dams and villages reconstructed.

These ecomuseums are members of the “Federation of ecomuseums

And society museums”, created in 1898 at the initiative of 28 ecomuseums, was at this time non-profit representative body of economic institutions interested in organizing human society and its relationship to habitat. They also have the role of local factors in territorial development, adhering to principles of museology and the deontology of ecomuseums.

The latest criteria for accession to the federation shows that there

must be: a reluctant financial management of material, a scientific project, a territorial project, the number of days of opening to the public to be at least 180/year, internet connections to be part of the network.

The Romanian ecomuseum - Regional Ecomuseum Sibiu - was initiated in 2006 through a project by Gaia Heritage society, economics consultancy firm in natural and cultural heritage, established in Paris, to which soon joined Astra National Museum Complex and the County departament of Culture, Cults and the National Culture Patrimony (heritage). Project co-organizers are municipalities in the next [following locations in Sibiu: Sălişte, Gura Raului, Valea Viilor, Biertan, Mosna and Chirpăr-Săsăuş, which actually are forming a network of ecomuseums sites [Stanciu Mirela, 2007].

The project was selected by the Ministry of Culture and Cults, and was part of the program- Sibiu, capital of culture 2007.

Common objectives promoted by Regional Ecomuseum Sibiu:

- Implementation of local and zonal development projects with the aim to protect cultural heritage and natural tourism potential;
- Preservation of customs and traditions;
- Creating a quality rural tourism as Ecomuseum objectives;
- Involvement of local communities and all stakeholders in Ecomuseums activities;
- Publishing its own publications.

Beneficiaries are primarily inhabitants of the territory covered by the ecomuseum and various categories of visitors and users of the results of the project.

In each of the six locations, were identified households that entered the circuit of the ecomuseum, some local attractions and events have been initiated, and now become celebrations of the village ("cabbage Festival" in Mosna, "Meeting craftsmen" at Saliste, etc..). The occasion of these events take place round tables on various topics, exhibitions of farm product sales and performances. Valuing direct local and traditional products made by farmers is based on the principles of sustainable development of the bioeconomic, ecoeconomice local communities.

CONCLUSIONS

Natural and cultural heritage can be seen as a means to generate wealth through their openness and accessibility to public appreciation but is irreplaceable and must be protected from damage by use, the paradox can be resolved through new ways like the established type, ecomuseum.

A ecomuseum in Sibiu region is extremely useful primarily for the conservation and enhancement of the specific identity of communities living in this area, presenting their stories for inclusion projects and conservation of cultural heritage currently scattered in a more complex approach and

sustainable involvement of the regional population to maintain the living character of the culture, habits, avoiding these communities and what characterizes them with their history to become just "museum objects".

The main activities of a specific ecomuseum already developed and would be organized here are: circuits thematic visits, presentation and experience for visitors of activities characteristic territory wokshop sites, research, information and education.

The Ecomuseum contributes to preserving and presenting a unified form of cultural and natural heritage of this territory, history and identity of communities that live in it.

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