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Traditions of the Mureș Valley and Their Potential for Cultural Tourism Development: A Case Study on the "Dubăși" of Săvârșin

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Abstract:

In an era in which cultural tourism is increasingly driven by authenticity and experiential travel, such traditions have the potential to become valuable resources for sustainable tourism development. This paper examines the cultural heritage of the Mureș Valley, focusing on the Dubăși tradition as a case study, and explores how local customs can be integrated into tourism initiatives that support both cultural preservation and economic growth.

• Introduction

The Mureș Valley is a culturally distinctive area of Romania, where traditions, rituals, and collective memory have been preserved across generations. Among these, the "Dubăși" of Săvârșin represent an emblematic expression of local identity, known for their ceremonial music, symbolic roles within the community, and participation in important religious and social events.

Material and method

This research involve two-pronged approach: assessing cultural resources through field work and GIS analysis, and developing initiatives that directly involve local communities and traditional practices.

Conclusions

Mureș Valey have significant potential for cultural tourism development through sustainable and educational approaches. To capitalize on this potential, there is a need for a concerted effort to develop infrastructure, protect heritage sites, and implement strategic rural, educational, and gastronomic tourism initiatives to ensure long-term, sustainable growth for both local communities and the cultural landscape.

• Results and discussions

Through the promotion of intangible heritage, community engagement, and responsible tourism practices, the traditions of the Mureș Valley can contribute to strengthening regional identity, enhancing destination attractiveness, and fostering meaningful interactions between visitors and local communities.

