



BANAT TRADITIONAL CRAFTS AND GASTRONOMY TOUR – AN ASSET OF CULTURAL AND EXPERIENTIAL TOURISM

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Abstract: The Banat traditional crafts and gastronomy tour is emerging as a relevant form of valorization of cultural heritage, combining local traditions with the current need for authentic tourist experiences. This type of circuit allows visitors to discover crafts passed down from generation to generation, such as pottery, weaving or wood carving, but also the gastronomic specificity of the region, based on traditional recipes and local products. Direct interaction with craftsmen and involvement in practical activities transforms the tourist into an active participant, contributing to the creation of memorable experiences and a better understanding of local identity. The traditional crafts and gastronomy tour contributes to the development of cultural and experiential tourism, supporting the local economy and the preservation of traditions. At the same time, this model responds to current trends in tourism, oriented towards authenticity, sustainability and active involvement of the tourist in the act of cultural consumption.

• Introduction

Cultural tourism is one of the most dynamic forms of tourism, with the role of valorizing the tangible and intangible heritage of a region, traditions, customs and local cultural identity. At the same time, experiential tourism offers tourists the opportunity to actively participate in activities specific to the destination visited, contributing to the creation of memorable and authentic experiences.

• Material and method

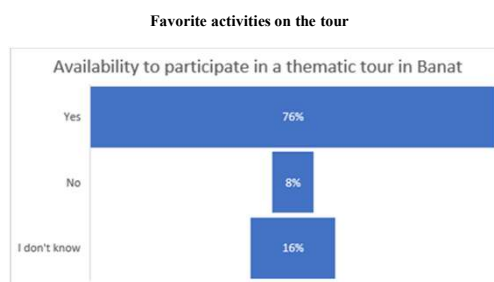
In order to analyze the perception of tourists on the Banat traditional crafts and gastronomy tour, the sociological survey method was used, based on the application of a structured questionnaire. This method allows the collection of relevant data on the preferences, motivations and behavior of potential tourists in relation to cultural and experiential tourism.

• Results and discussions

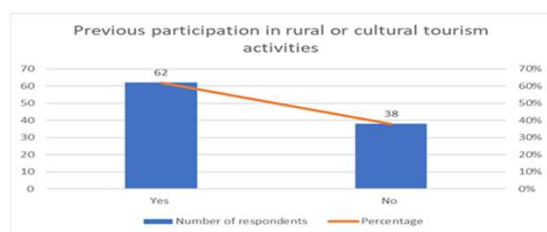
The questionnaire-based research was conducted on a sample of 100 respondents, aiming to identify interest in the Banat traditional crafts and gastronomy tour. Among the most representative we consider the following:



Source: results obtained after processing survey data

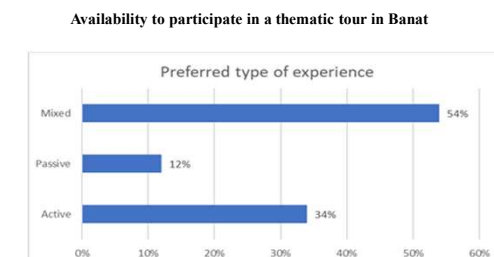


Source: results obtained after processing survey data



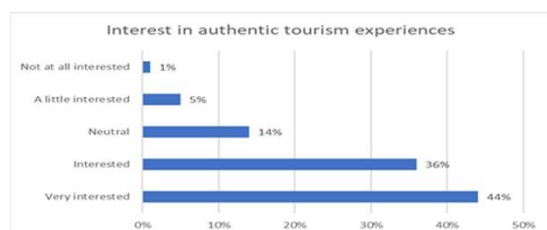
Source: results obtained after processing survey data

Previous participation in rural or cultural tourism activities



Source: results obtained after processing survey data

Preferred type of experience



Source: results obtained after processing survey data

Interest in authentic tourism experiences

• Conclusions

The Banat traditional crafts and gastronomy tour is thus emerging as a complex and competitive tourist product, which combines the valorization of intangible cultural heritage with the current requirements of tourists. It contributes not only to diversifying the tourist offer, but also to preserving traditions, revitalizing the rural environment and supporting the local economy. At the same time, the research highlights the need for an integrated approach, which ensures the balance between tourism development and protecting authenticity, avoiding the risk of excessive commercialization of traditions.