

The Faces of Rural Modernity in the Age of Entertainment and Tourism

Wednesday, 6 March 2024 11:45 (15 minutes)

This paper examines the ways in which nationalism, folklore, peasant material heritage and concern for traditions and identity are intertwined in the case of promotional campaigns for rural tourist sites and folklore festivals in the Transylvanian area. I start from the premise that these types of campaigns are representative of a vast folklore entertainment industry and part of tourism marketing, reflecting a broad phenomenon in Romanian society and contributing to the perpetuation of an idealizing/mythologizing way of seeing and describing the rural world and the rural population. Following Regina Bendix's contribution on Authenticity, Folklore and Heritage (1997; 2018), I will examine the intertwining of Tourism, Festivals, Commodification and Narration, as another expression of rural modernity. The analysis is placed within a broader framework of transformations shaping the rural world, aiming to highlight the faces of rural modernity and the relationships between them.

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Session Classification: Cultural heritage, a testimony of the past and reference book for the future

Track Classification: General sessions: Cultural heritage, a testimony of the past and reference book for the future