

Heritage as an Alternative Driver for Sustainable Development and Economic Recovery in South East Europe

Rural tourism and its implication in the development of the Fundata Village

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Abstract

The role of tourism in the national economy of various countries is particularly important because of the complexity of this phenomenon. The powerful economic and social transformations in the contemporary period created and developed tourism which in turn stimulated the development of other branches of the national economy through the subject of its activity such as industry and agriculture, construction, transport, trade, etc. Thus, the development of tourism and his transformation into a huge phenomenon with far-reaching implications of economic, social, cultural, etc. has resulted in the establishment and consolidation of tourist market rural tourism is one of the forms of tourism that incorporates aspects of sustainable development, environmental protection, development of entrepreneurship, both in direct activities and those related to the practice of this form of tourism traditions and customs, ancient and unspoiled, rural life, computer games, and architecture, gives a specific identity of Fundata, the highest village in Romania. The identity of Fundata is complemented by natural landscape, lined the Bucegi and Piatra Craiului mountains. The paper presents aspects of rural tourism developments in the village of victory, as well as some methods and techniques to promote rural tourist offer in this locality.

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1. Historical background of Fundata village

At about 40 km from Brasov, on national highway those links Brasov to Campulung-Muscel, there are other villages as well, like Brănești watched by the Bucegi and Piatra Craiului mountains. Fundata is a beautiful mountain village that closes in the South-East the picturesque Rucar-Bran aisle, being placed at the highest altitude in the country (1360 m) (Figure 1).

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Climbing up towards to Fundata one can discover the sight of one of the biggest and nices views on the highway that goes winding, high mountains and endless tree forests. During the year, through these places numerous passengers are passing. Some come to breathe the cleanest mountain air (demonstrated by Weather Station Fundata), and others just to see the beautiful mountain landscapes or to know the Customs and traditions of unspoiled, authentic architecture and enjoy traditional dishes.



Fig. 1 The tourist map of Bran

The etymology of the word seems to be that of "dead end". It is difficult to say where the toponym comes from. The majority argue that the hypothesis was derived from geographical features. As toponym the Fundata mountain was discovered in Wallachia documents dated from the year 1642. As oiconim, appears in 1713, then in 1732 years when historians indicate that it is the year of founding of this village. Early was lost in times of settlement, about which we have little evidence left by. However, documents that are still preserved are often referring as the oldest and at the same time the most significant trade route of Principality of Wallachia leading from the Câmpulung to Barsei and Brașov through Fundata. It was the closest link between the capital of Wallachia and the powerful fortress of Brasov and Transylvania as a whole. Fundata village has experienced an economic and social development since 1836 by moving the customs from Bran to Fundata (Giuvala step) and also between 1879 and 1881 when was rebuilt the old road that was linking the Brasov from Câmpulung-Muscel. From the administrative point of view, until 1848, Bran, all villages respectively, formed a single municipality collective which was then administered by the Lord of Bran Castle, having a mayor elected in each village. In 1872, two parishes were formed: Bran on down with three villages and Bran on top with eight villages, including the village of Fundata, sitting on the border between Transylvania and Wallachia. In each village there was a mayor elected by the villagers. During the period 1884-1885 were established a number of ten municipalities in the Bran, among them the Fundata village as well. In all this time have been build up a number of two notary offices, that we can even called them town councils, based in Bran and Moieciul de Jos of which Fundata village had been allocated. The administrative territorial in 1925, Fundata village received Fundățica, a village belonging up to that point to the village of Dragoslavele, Muscel. Since 1930, Fundata village has become self-reliant with their own notary. During this period, over time, the Town Council had several elected mayors where various notaries have worked. All have brought an important contribution to the achievement of socio-economic objectives and administrative to their municipality.

2. Local traditions

Year after year, Fundata is hosting several festivals, which have become traditional in the way that they managed to maintain the attention of those who love the beauty of tradition and nature. The oldest secular traditions preserved celebrated in the place are: "The Fate of the Mountains", which is held on 20th July when is held the feast of Saint Elijah (Figure 2).

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