

# **ADDRESSING OF MUSEUM AND MEMORIAL TOURISM FROM THE PERSPECTIVE OF APPLIED RESEARCH**

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## **Abstract**

Through the INCDT sociological research about the local museums and memorial houses, we've attempted to highlight the extent to which these local museums and memorial collections in Romania are prepared to participate in the development of the Romanian cultural tourism.

To get a more actual view, we have used as a model of research: a survey for local museums and other for memorial houses, no matter which is the category and profile they belong to.

With this analysis, the team aimed to find solutions to reintroduce the museums and memorial houses into the tourist traditional tours.

Also, we've noticed the need to create a distinctive brand and image of these communities through the existence of these cultural institutions, many with exhibits of great value and certain originality.

It has been noted that it is necessary to enhance the need to increase the inter-museum exchange at the level of the local, national and international community, regarding the mobility of heritage and specialists; promoting partnerships with educational, research, academic institutions, affiliated or linked to cultural and creative industries, media trusts and trade and building companies involved in urban regeneration or community development projects.

## **Keywords**

Local museums, historic houses, cultural tourism, sustainable local economy, cultural heritage tourism,

## **JEL Classification**

**Z320** Tourism and Development