



## THE ATTITUDE OF THE LOCAL POPULATION TOWARDS THE SAXON’S CULTURAL HERITAGE – A COMPARATIVE ANALYSIS BETWEEN SIBIU AND BRAȘOV COUNTIES

**Mărioara PAȘCU**

Doctoral School „, Simion Mehedinți”, Faculty of Geography, University of Bucarest  
email: marioara\_pascu@yahoo.com

**Abstract:** The purpose of the research consists in performing a comparative analysis between the counties of Sibiu and Brașov in relation to the attitude of the local population towards the cultural patrimony of the Saxons from the communities in which they live. Despite the transformations that have taken place at the landscape level in the last decades, those 10 Saxon communities in Sibiu and Brașov counties, which have been the subject of this study, currently preserve a series of visible insignia belonging to the Saxon colonists. The research methods used were: questionnaire and statistical analysis. The Sibiu sample includes the rural localities: Biertan, Cârța, Mălâncrav, Hosman and Șelimbăr and the one in Brașov the localities: Hălchiu, Hărman, Prejmer, Sânpetru and Vulcan. In order to compare those two samples in terms of population's attitude towards Saxon's cultural patrimony, Kruskal-Wallis test was performed. The test identified 15 total differences between the two samples. The differences of perception regarding the assessment of the Saxon cultural heritage were mainly due to individual and demographic factors. The experience, needs and expectations of the respondents were reflected in the answer choices. Sex and the locality had a high impact in the differentiation of the samples.

**Keywords:** *cultural heritage, cultural values, attitude, perception, Saxon*

### I. INTRODUCTION

The holistic approach of heritage starts with the Venice charter (ICOMOS, 1964) stating that a historic monument can also be an urban or rural setting in which evidence of a particular civilization is found, or a significant development or a historic event. The spatial dimension of heritage has grown from “monument” to the slightly larger concepts of site, thence to “setting”, areas and “landscapes” and cities, and finally to the landscape (UNESCO, European Landscape Convention, 2000). The various successive enlargements of “heritage” have created an all-

inclusive concept of the “historic environment” (Fairclough et al., 2008). At the turn of this century, the concern for landscapes as a cultural heritage re-emerged with a bigger role for the European Landscape Convention. Under the influence of some international organizations such as UNESCO, ICOMOS, HUL, the text of some older conventions has been adapted to the new realities which came up at the international level by adopting new charter for historic cities since 2005, to replace the Washington Charter. Since the 2003 UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage (ICH), heritage is mostly understood as encompassing two dimensions: a tangible (material) dimension and an intangible (immaterial/social) dimension (Ahmad, 2006). HUL, however, defines heritage as the attributes and values that constitute key testimony to humankind’s endeavours and aspirations, in geographical and cultural space (landscape) and in time (layering). Landscape is considered as a common *value* of society as a whole, and is used and valued by different types of people, which makes it a multifunctional concept (Antrop, 1997). Value is no longer seen as something inherent to an attribute, which can be understood by experts, but as something that is created in every instance between object and subject. Value is a culturally and historically constructed concept, and heritage is a “value-loaded concept ” (Harvey, 2001; Pendlebury, 2013). Based on this premise, heritage is seen as an ever present interplay between resources and values, past and present (Avrami et al., 2000; De la Torre, 2014). The associative aspect of value are those that express significant connections: connections to people, events, places, practices, traditions, stories, objects etc.

Perception is the process in which information is derived through senses. It is an active process which takes place between the organism and environment (Hilgard, 1951; Kaplan and Kaplan, 1978). People feel comfortable and relaxed in environments with which they are familiar (Kaplan et al., 1998). Landscape perception is considered as a function of the interaction of humans and the landscape (Dewey and Bentley, 1949; Ittelson and Cantril, 1954; Zube et al., 1975). The human component encompasses past experience, knowledge, expectations and the socio- cultural context of individuals and groups (Zube, 1982). In the case of landscape perception assessments, the criteria are typically scenic beauty or preference (Parsons and Daniel, 2002). However other criteria are sometimes used (Palmer and Lankhorst, 1998). Preference for specific landscapes is about the organization of the space, rather than the individual elements (Kaplan and Kaplan, 1989).

**The purpose of the research:** consists in performing a comparative analysis between the counties of Sibiu and Brașov in relation to the attitude of the local population towards the cultural patrimony of the Saxons from the communities in which they live.

**Research questions:**

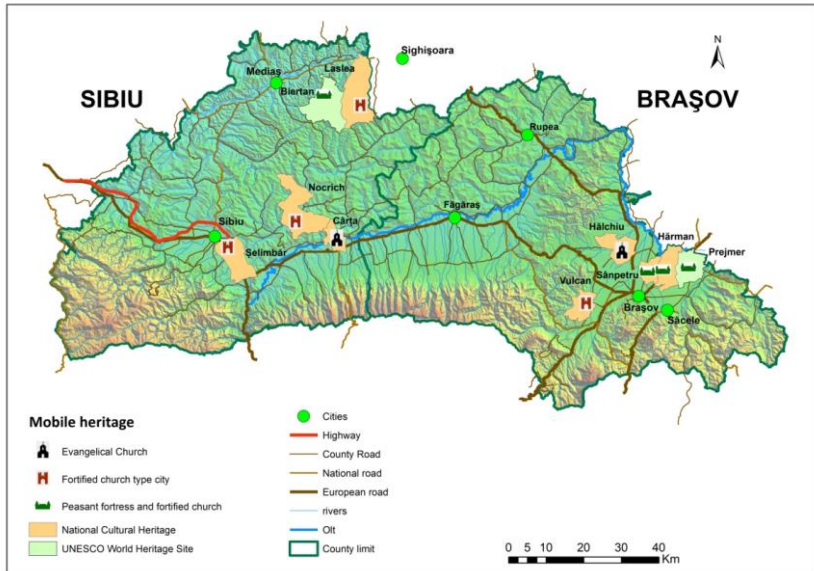
1. Are there differences between the counties of Braşov and Sibiu in relation to the attitude of the local population towards the Saxon cultural patrimony?
2. Which are the factors that influence the perception of the population in the two samples?

**II. METHODOLOGICAL FRAMEWORK**

**II.1. Area of study**

The natural and built Saxon heritage is still visible today (Akeroyd and Page, 2006) despite the various consequences of abrupt economic, political and social changes that took place in the region in the last century (Fischer et al., 2012). The rural buildings and structures in the area of study are included in the vernacular architectural model as they represent the work of Saxon traditional craftsmen which passed the construction technique from one generation to the other (ICOMOS, 1999). The Saxons brought this vernacular architectural style from their regions of origin. The repetition of the construction methods, of the form and materials used could indicate their construction success, proving the unique abilities of the traditional craftsmen. Also, the location of elements such as: the church, the square, the layout of the streets, the structure and plan of the settlement reflect the influence of the Saxon culture, being different, from this point of view, from the Romanian and Hungarian localities. The structure of the settlement offers information about the continuity of activities, the population of an area, the impact of the historic specificities of the ethnic group. Their roles, the materials, construction methods, period in which they appeared, the location in space reflect the traditional activities, the customs, the tastes and professional abilities of the Saxons. The houses, through their aspect, offer information about the size of the family, the relation with the community, the density and economic fluctuations which appeared in time (Hart, 1998). The 10 Saxon settlements presently preserve a valuable cultural heritage, numerous buildings are registered on the Romanian national heritage list, and two are on the UNESCO world heritage list (Figure 1).

It is important to understand that heritage is something that contains value, something that conveys value, and most recently something that constitutes or creates value.



**Fig.1:** The mobile heritage listed on national and international protection lists

## II.2. Used Dataset.

At the beginning of 19th century, the South part of Transylvania is characterized by a high density of Saxons settlements. The political, economic and social events that followed the Second World War lead to a massive exodus of ethnic Saxons to FRG, Austria and Germany and gradually the villages were depopulated by Saxons. Very few villages from Sibiu and Brașov counties have presently in the ethnic structure some German ethnic population. In selecting the sample composed by those 10 Saxon communities a decisive role had the following criteria: in the ethnic structure of the population to find Saxons (along the whole period of doctoral research, 2015-2018, to include between 10 and 100 persons of German ethnicity), to come from rural areas, a relatively balanced geographic distribution within the county, the origin of the villages to be set up by the Saxon colonists, to have a great historical past and last but not least the Saxons must represented a majority population in the past (compared to 1920, more than 50% of the total population were of German origin). In terms of equitable geographical distribution within the county it was envisaged to include some geographically isolated villages as well as those located in the metropolitan area of the county residences or those from larger cities.

**II.3. The research methods** used were: questionnaire and statistical analysis.

- a) Questionnaire method. The 370 questionnaires were divided in two equal samples, 185 for each separate county, Braşov and Sibiu. The method for obtaining the sample was impartial (Ardilly, 1994) as I have offered to the subjects equal opportunities to be part of it. The type of sample is a stratified random one (Ardilly, 1994) as it includes, for each separate county: residents from five localities, with ages between 14 and 88, 105 persons are females and 80 males. The Sibiu sample includes the rural localities: Biertan, Cârţa, Mălâncrav, Hosman and Şelimbăr and the one in Braşov the localities: Hălchiu, Hărman, Prejmer, Sânpetru and Vulcan.
- b) Statistical analysis. The data from the questionnaires was transformed in scale type variables, I have used the Likert scale for the answer variants, granting points from 1 to 5, as following: 1 - not at all, 2 - very little, 3 - relative, 4 - a lot and 5 - very much (Lohr, 1999). 4 and 5 indicate appreciation and 1 and 2 have a negative connotation, indicating lack of appreciation. To compare the two samples in terms of the population's attitude towards the Saxons' cultural patrimony, the Kruskal-Wallis test was performed (Field, 2013). This test indicates the existence of differences between the samples, the significance of this difference shall be measured using the frequency index. In order to identify which are the reasons for the difference of perception between samples, the data collected were standardized according to localities, obtaining the Index of contribution of the locality to the appreciation of the heritage, being called the CLAP index. This index was calculated only for the situations in which the Kruskal - Wallis test indicated differences between counties. The CLAP index shall have values between 0 and 1. The impact is higher as the values are closer to 0. For the 10 localities, the values of the CLAP index included between 0 and 0.3 are considered significant.

### **III. RESULTS**

The heterogeneity of the sample from the point of view of ethnic, religious and socio-cultural identity has not influenced the results of the present study at all emphasizing the inexistence of a rivalry between minorities (Horea-Şerban, 2012).

$H_0$  null hypothesis: there are differences between the counties of Braşov and Sibiu in relation to the manner in which the local population appreciates the Saxon cultural heritage. The values of the Kruskal-Wallis test, at a significance threshold under 0.05 indicates the existence of differences between the samples (Table 1)

**Table 1. Kruskal- Wallis test**

<i>Quest.</i>	<i>Assessed attribute</i>	<i>Test statistic</i>	<i>Not at all</i>	<i>Very little</i>	<i>Relative</i>	<i>A lot</i>	<i>Very much</i>
Q1	Spatial organisation of the settlement	Kruskal-Wallis	15.991	0.061	0.097	2.658	10.998
		df	1	1	1	1	1
Q2	Structure of the settlement	Asymp. Sig.	0.000	0.804	0.755	0.103	0.001
		Kruskal-Wallis	3.092	0.553	0.244	8.543	8.653
		df	1	1	1	1	1
Q3	The architecture of the houses	Asymp. Sig.	0.079	0.457	0.621	0.003	0.003
		Kruskal-Wallis	0.510	0.716	0.021	18.338	24.227
		df	1	1	1	1	1
Q4	Church and fortified citadel	Asymp. Sig.	0.475	0.398	0.884	0.000	0.000
		Kruskal-Wallis	1.191	1.779	2.113	9.161	10.156
		df	1	1	1	1	1
Q5	Church and fortified citadel	Asymp. Sig.	0.275	0.182	0.146	0.002	0.001
		Kruskal-Wallis	0.093	0.000	1.236	7.428	3.997
		df	1	1	1	1	1
Q6	Panorama	Asymp. Sig.	0.760	1.000	0.266	0.006	0.046
		Kruskal-Wallis	2.005	0.000	5.166	8.378	1.824
		df	1	1	1	1	1
Q7	Saxon monuments	Asymp. Sig.	0.157	1.000	0.023	0.004	0.177
		Kruskal-Wallis	0.000	0.261	1.125	7.257	16.740
		df	1	1	1	1	1
Q8	Saxon touristic objectives	Asymp. Sig.	1.000	0.610	0.289	0.007	0.000
		Kruskal-Wallis	0.093	0.344	0.465	4.106	2.815
		df	1	1	1	1	1
Q9	Cultural heritage	Asymp. Sig.	0.760	0.558	0.495	0.043	0.093
		Kruskal-Wallis	1.042	0.426	0.346	3.000	0.328
		df	1	1	1	1	1
		Asymp. Sig.	0.307	0.514	0.556	0.083	0.567

The index of the frequency of the answers (Table 2 a, b) and the Kruskal-Wallis test allowed the comparative analysis of the counties. The statistical analysis confirms the existence of significant differences for the following elements of the Saxons' material heritage:

*The spatial organization of the settlement* is not appreciated at all by 9.7% from the total population of Sibiu County and by 0.5% from Braşov. The Kruskal-Wallis test has the value 15.991 for a 0.000 significance threshold. Differences were registered also for the answer choice very much, the frequency for the Sibiu sample is 17.8%, much lower than for the Braşov one, 33.5%. The Kruskal-Wallis test has the value 10.998 for a 0.001 significance threshold.

*The structure of the settlement* registers major differences in the two samples, the Braşov population appreciates it very much, in a 42.2% percentage, while in Sibiu only 27.6% prefer it. The Kruskal-Wallis test has the value 8.653 for a 0.003 significance threshold. In relation to the answer choice a lot, the Sibiu sample appreciates this feature in a 52.4% percentage, and in Braşov only 37.3%. For a lot, the Kruskal-Wallis test has the value 8.543 for a 0.003 significance threshold.

*The architecture of the houses* is highly appreciated by the population in Braşov, with a 47.0% frequency, while in Sibiu the values are much lower, 22.7%. The Kruskal-Wallis test has the value 24.227 for a 0.000 significance threshold. The Kruskal-Wallis test indicates differences for a lot, with a value of 18,338. For a lot the frequency varies from 55.7% for Sibiu to 33.5% for Braşov.

*Church and fortified citadel.* The church as sacred area is highly appreciated by those in Braşov, with a 43.8% frequency, and less by those in Sibiu, where only 27.6% preferred it. The Kruskal-Wallis test confirms this difference on a 0.001 significance threshold. For a lot, the frequency index varies from 39.5% for Sibiu to 24.9% for Braşov. Also in this case the Kruskal-Wallis test has values for a 0.002 significance threshold.

*The church and fortified citadel* in terms of *heritage value*. The differences of perception have the same tendency, the Braşov population has a 47.0% frequency for very much, while in Sibiu this is 36.8%. The Kruskal-Wallis test registers values for the 0.046 threshold. Instead we notice a preference of the Sibiu sample for the answer choice a lot, 44.3% compared to Braşov, with 30.8%.

*Panorama.* The Kruskal-Wallis test registers a difference between the counties for relatively, the significance threshold being 0.023. The percentage of population indifferent to the aspect of the village's landscape is high in Braşov county, 11.4% and much more reduced in Sibiu, 4.9%. But the landscape is highly appreciated by 48.1% of the population of Sibiu and by 55.1% of that of Braşov.

*Saxon monuments.* The Kruskal-Wallis test registers values at the 0.000 significance thresholds for very much and 0.007 for a lot. Very much varies from a 44.3% frequency for Braşov to 24.3% for Sibiu. The population in Sibiu appreciates a lot the Saxon monuments in a 42.9% percentage, with a lot less in the Braşov sample - 35.1%.

*Saxon touristic objectives*: The Kruskal-Wallis test registers a 4.106 value, the significance threshold being 0.043. The Sibiu population appreciates a lot the Saxon touristic objectives in terms of symbolical value, in a 47.0% percentage and the Brașov sample appreciates it less, with a 37.3% percentage.

**Tabel.2.a.** Index of the frequency of the answers for Sibiu county

<i>Assessed attribute</i>	<i>Not at all</i>		<i>Very little</i>		<i>Relatively</i>		<i>A lot</i>		<i>Very much</i>	
	%	N	%	N	%	N	%	N	%	N
Spatial organisation	9.7	18	4.3	8	23.8	44	44.3	82	17.8	33
Structure of the settlement	4.9	9	3.8	7	11.4	21	52.4	97	27.6	51
Architecture of the houses	2.7	5	4.3	8	14.6	27	55.7	103	22.7	42
Church and fortified citadel	14.6	27	7.6	14	10.3	19	39.5	73	27.6	51
Church and citadel	2.7	5	4.9	9	10.3	19	44.3	82	36.8	68
Panorama	0	0	2.2	4	4.9	9	44.9	83	48.1	89
Saxon monuments	0	0	4.9	9	21.1	39	49.2	91	24.3	45
Touristic objectives	2.7	5	3.8	7	16.2	30	47.0	87	30.3	56
Cultural heritage	3.2	6	9.7	18	13.5	25	45.9	85	27.6	51

**Tabel. 2 .b** Index of the frequency of the answers for Brașov county

<i>Assessed attribute</i>	<i>Not at all</i>		<i>Very little</i>		<i>Relatively</i>		<i>A lot</i>		<i>Very much</i>	
	%	N	%	N	%	N	%	N	%	N
Spatial organisation	0.5	1	4.9	9	24.3	45	36.8	68	33.5	62
Structure of the settlement	1.6	3	5.4	10	13.0	24	37.3	69	42.2	78
Architecture of the houses	1.6	3	2.7	5	15.1	28	33.5	62	47.0	87
Church and fortified citadel	10.8	20	4.3	8	16.2	30	24.9	46	43.8	81
Church and citadel	3.2	6	4.9	9	14.1	26	30.8	57	47.0	87
Panorama	1.1	2	2.2	4	11.4	21	30.3	56	55.1	102
Saxon monuments	0	0	3.8	7	16.8	31	35.1	65	44.3	82
Touristic objectives	3.2	6	2.7	5	18.9	35	36.2	67	38.9	72
Cultural heritage	5.4	10	11.4	21	15.7	29	37.3	69	30.3	56

#### IV. DISCUSSIONS

The Saxons heritage represents an instrument of social cohesion that is particularly useful in maintaining cultural and economic diversity, a key factor of the regional image, but also a marker of territorial identity (Melnychuk, Oleksiy and Rastvorova, 2014). Against the field of study, a number of parallel factors have acted which either have ensured continuity of the socio-cultural features of territory or produced a territorial break (Pușcașu, 2015). These parallel factors (Pușcașu, 2015) allowed the recording of some samples differentiations reflected in a concrete way through the CLAP index.



1. *Are there differences between the counties of Braşov and Sibiu in relation to the attitude of the local population towards the Saxon cultural patrimony?*

The Kruskal-Wallis test did not register values of the significance threshold lower than 0.05 which confirm the existence of differences for the answer choice very little. Out of a total of 9 questions, the Kruskal-Wallis test indicated 6 differences for very much, 7 for a lot, 1 for relative and 1 for not at all. The test identified 15 total differences between the two samples. The interviewed population has a certain experience, a series of knowledge and expectations (Zube et al., 1982), reason for which a series of differences were registered in the two samples. The manner in which the local population interacts with the cultural patrimony of the Saxons influences the nature of the relation between the two elements. The assessment of this interaction through the perception model proves to be especially useful in the performance of the management plans in relation to the territorial layout, the preservation and protection of the heritage, the economic development through touristic activities, etc. The elements of the Saxon cultural heritage, through the values associated, become stimuli for the interviewed subjects, their preference for one feature or another being determined by a series of individual and demographic elements. A positive perception indicates the importance of the Saxon material heritage for the respondent.

*Similarities:* in both counties the *Panorama* is on the first place.

*Differences:* on the II<sup>nd</sup> place, the population from Braşov county appreciates a lot the Architecture of the houses, with 47%, occupying the second place together with the Church and Fortified Citadel, while in Sibiu this place is occupied by the Church and Citadel. The population of the county of Sibiu was much more demanding in choosing very much, preferring a lot.

In relation to the preference of the respondents for a lot, we noticed the following:

*Differences:* on the I<sup>st</sup> place in Sibiu we have the architecture of the houses, while in Braşov the population equally appreciates two elements: cultural heritage and the structure of the settlement. In Sibiu, on the second place we have the structure of the settlement and in Braşov the Spatial organization.

Instead the Church and fortified citadel, assessed in relation to their spiritual value, tend not to be appreciated at all by 14.6% of the Sibiu population and by 10.8% of the Braşov one. We have assessed the attitude towards the church and the fortified citadel from two value perspectives: a patrimonial and a spiritual one, noticing that among the two, the spiritual one is preferred. In relation to the space organization of the settlement, the choice relative registered a 24.3% frequency for Braşov and 23.8% for Sibiu, suggesting a possible future growth tendency of the population which is not happy with this urbanistic aspect.

2. *Which are the factors that influence the perception in the two counties, Brașov and Sibiu?*

It is considered that these values and attributes of the landscape can be perceived directly in the absence of cognitive processes (Gibson, 1966, 1977), the individual being influenced by a series of other factors, such as feelings, emotions, age, educational level (Clynes, 1969; Greenbie, 1975). Riley (1979) shows in his articles the importance of the individual's experience in the perception of the landscape. Sonnenfeld (1969) also emphasized the influence of the environment, the culture and the personality in the differentiated perception of the environment. Also there was a development of the theory according to which the preference of the individual for certain landscape elements is connected to his understanding need (Kaplan, 1979; Kaplan, 1975, 1979). The knowledge and familiarity of the interviewed subjects are considered two extremely important variables in the process of assessment of the rural landscape through perception (Beckett, 1974). Lowenthal (1975) also discussed the value of historic landscapes, providing feelings of "continuity, duration, accretion" of links with the past that are important to the identity of individuals and groups. In the present research, the heritage represents the result of the relation between human and environment. The landscape and humans are considered mutually-interacting entities, the landscape values developing over time in association with the individuals or groups in the interacting system (Zube et al, 1982). Also the hypothesis according to which the perception on the environment is learned, is selective, dynamic, based on interaction and individual was issued (Lee, 1973).

The paper did not want to assess the relation between the local population and the cultural patrimony of the Saxons in terms of aesthetic, purely visual opinions of the heritage elements, therefore argumentative phrases were set up intercepting the association between attribute and value. So I have associated two values to the church and fortified citadel: patrimonial and spiritual, to the buildings and equipment we associated a patrimonial value, to the spatial organization and structure an identity one, to the historical monuments a historical importance, to the touristic objectives a symbolic value, to the cultural heritage an economic value. In this manner we placed certain attributes which belong to the past in a present, symbolic, economic, heritage context through their association with a wide range a values. Practically I did not want to know the popular perception exclusively under the visual impact of the buildings, of recreational areas (Fitzsimmons, 1977; Wohlwill, 1978; Wohlwill and Harris, 1980) represented by museums, churches and fortified citadels, but mostly in terms of the relationship between respondent and patrimony within the community.

*ii) Individual factors.* The interviewed subjects show a positive perception on the Saxon cultural patrimony, their attitude can be connected with a whole series of personal factors, from experience, motivation and needs (McClelland and Keller, 1999). The high values of the populations' appreciation are due to:

- Coherence. In the analysed Saxon communities there is coherence (Kaplan et al., 1998) in the elements inherited from the Saxons, the whole landscape forms a patrimonial entity, preserving a large part of the structure and spatial organization of the historical centre, with elements such as: church, houses, citadels, cemeteries. The space is coherent as its elements are organized in a certain order, the local population is able to understand it. The high degree of focus and the compact nature of the movable heritage give to the landscape a coherence which the subjects felt and appreciated.
- Complexity refers to the diversity of the elements in a landscape (Kaplan, 1998) which encourage exploration. The whole area of study is characterized by a patrimonial diversity, an exception being Şelimbăr, with a reduced resilience of the movable heritage.
- Familiarity. The subjects have lived their whole life in the area of study, feel comfortable, safe, the patrimonial elements create a familiar picture and atmosphere. They were born and grew up in a multi-ethnic area which gives them a feeling of wellbeing, of attachment.
- Comparison with other localities. The respondents compared their village with the surrounding ones. So those from Prejmer, Hărman, Mălâncrav, Biertan recognized that the Saxon cultural heritage offers them visibility on national and international level.
- Uniqueness and authenticity. The architecture of the houses and their patrimonial value give uniqueness and authenticity to the village. The preference for this feature indicates that the subjects are aware of the value of the Saxon houses due to their historical age, the colours and the design, the special architectural style offers calm, inspiration and relaxation (Schwartz, 2012).
- The respondents have appreciated the spatial organization with reference to the structure and physiognomy of the settlement's historical centre (McClelland and Keller, 1999) as it offers information regarding the concentration of historical features, represents specific proof of a historical period from the evolution of the space.
- Identity The respondents, by appreciating the manner in which the houses in the centre of the village are grouped, the specific structure of the village, recognize that these are the expression of social and cultural traditions specific for the Saxons from which they inherited them.

- Relaxation. Saxon monuments due to the historical values encourage leisure and recreation, learning and education.
- The need of affiliation. The high values of appreciation of the Church and of the fortified citadel are due to the fact that the respondents, simple people from the rural environment, show attachment and respect for the Church as sacred area, feel the need of affiliation to the community by practicing spiritual beliefs.
- Pride and prestige. The positive appreciation the Church and the fortified citadel have among the respondents can be connected with the sense of history, identity, with the pride of having a valuable, authentic heritage which will remain also for the future generations.
- Beauty. The landscape, beyond the special visual impact it has due to its beauty, can also have a recreational role, contributing to the feeling of wellbeing.
- Symbols. The rural environment analysed outside the cultural patrimony which remained from the Saxons no longer possesses any other cultural resource to capitalize, the inhabitants feel the need to have local symbols and refer to them, in the present case the touristic objectives became symbols.
- Resource. The cultural heritage due to economical values represents a resource in the development of local communities. The cultural events organized in summer in Prejmer, Hărman, Sânpetru promotes some Saxon traditions but also support the touristic development at local level.
- Universalism. The appreciation of the Saxon cultural heritage derives also from the understanding of its universal value. Its universal value is recognized by including the rural sites Prejmer and Biertan on the UNESCO world heritage list. Equally valuable are the rural sites of Hărman and Mălâncrav.
- The need of preservation of the past and resistance to change (security, conformity and tradition)(Schwartz, 2012). It was noticed that the population over 55 shows, in a higher percentage than the young generation, the need to preserve the past. In case of the analysed communities, the past is represented by the heritage.

*ii) Demographic factors: sex and the locality of residence*

a) According to the sex criteria.

For the answer choice very much (Table 3) according to the frequency index it was noticed that the female population in Brașov registers, for all assessed heritage elements, net superior percentages compared to Sibiu. The differences are significant: 19.1% (for the architecture of the houses), 11.5 (Church and fortified

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citadel as sacred area), 2.8% for the cultural heritage element. For all 9 questions, the highest frequencies of appreciation of the population for the answer choice a lot are registered by the population of the county of Sibiu. The differences between counties are significant between 21.1% and 5.7%. We noticed a percentage increase of the indifference of the female population towards: Saxon monuments, touristic objectives and cultural heritage even if these differences between counties are relatively small (16.2% and 22.9%), in the future they can become higher. Among the male population of the two counties we notice major differences, all assessed attributes are maximally appreciated, mainly by the Braşov sample. The highest registered difference is the 31.2% one regarding the appreciation of the architecture of the houses. Instead the Sibiu population chose the option a lot for all assessed heritage elements. The highest perception difference is 30.0%. It is significant that there was no person which didn't appreciate at all the Panorama and the Saxon monuments.

**Table 3. a.** The frequency index of answers for Sibiu and Braşov counties, according to the sex criteria: female

<i>Q</i>	<i>Not at all</i>		<i>Very little</i>		<i>Relative</i>		<i>A lot</i>		<i>Very much</i>	
	Sibiu	Braşov	Sibiu	Braşov	Sibiu	Braşov	Sibiu	Braşov	Sibiu	Braşov
Q1	8.6	1.0	5.7	6.7	23.8	21.9	46.7	38.1	15.2	32.4
Q2	1.9	1.9	4.8	8.6	9.5	12.4	57.1	38.1	26.7	38.1
Q3	1.9	1.0	5.7	2.9	15.2	16.2	53.3	37.1	23.8	42.9
Q4	13.3	9.5	5.7	3.8	8.6	19.0	41.9	29.5	30.5	38.1
Q5	1.9	3.8	3.8	4.8	9.5	16.2	51.4	30.5	33.3	44.8
Q6	0	1.9	2.9	1.9	2.9	14.3	49.5	34.3	44.8	47.6
Q7	0	0	5.7	5.7	20.0	19.0	49.5	32.4	24.8	42.9
Q8	1.9	2.9	1.9	3.8	20.0	22.9	49.5	36.2	26.7	34.3
Q9	4.8	3.8	7.6	8.6	16.2	19.0	46.7	41.0	24.8	27.6

**Table 3. b.** The frequency index of answers for Sibiu and Braşov counties, according to the sex criteria: male

<i>Q</i>	<i>Not at all</i>		<i>Very little</i>		<i>Relative</i>		<i>A lot</i>		<i>Very much</i>	
	Sibiu	Braşov	Sibiu	Braşov	Sibiu	Braşov	Sibiu	Braşov	Sibiu	Braşov
Q1	11.3	0	2.5	2.5	21.3	27.5	42.5	35.0	22.5	35.0
Q2	8.8	1.3	2.5	1.3	13.8	13.8	46.3	36.3	28.8	47.5
Q3	3.8	2.5	2.5	2.5	13.8	13.8	58.8	28.8	21.3	52.5
Q4	16.3	12.5	10.0	5.0	12.5	11.3	36.3	18.8	23.8	51.3
Q5	3.8	2.5	6.3	5.0	11.3	11.3	35.0	31.3	41.3	50.0
Q6	0	0	1.3	2.5	7.5	7.5	38.8	25.0	52.5	65.0
Q7	0	0	3.8	1.3	22.5	13.8	48.8	38.8	23.8	46.3
Q8	3.8	3.8	6.3	1.3	11.3	13.8	43.8	36.3	35.0	45.0
Q9	1.3	7.5	12.5	15.0	10.0	11.3	45.0	32.5	31.3	33.8

## b) According to the locality criterion.

The CLAP index allowed the identification of the localities with a high impact in the differentiation of counties. In the county of Brașov (Table 4.a) the highest impact was that of the localities Prejmer and Hărman, in 6 cases they had values included in the 0 and 0.30 significance interval. These localities contributed to the registration of the highest value of appreciation of the cultural patrimony of the Saxons in the county of Brașov due to: touristic appeal, the cultural patrimony attracts annually thousands of Romanian and foreign tourists; the Germany diaspora comes back each summer to their native villages and every two years they organize a cultural event called “The meeting of the Saxons”. Folk groups, orchestras, various guests of honour from Germany attend. The Evangelical Church is involved in the organization of concerts. The fortified churches hosts, during summer, classical music concerts, an example being “Musica Barcensis”. In Hărman there is a village museum which completes the city’s cultural services. In Prejmer, in February each year there is a festival with deep roots in the Saxon culture, called “Fashing Festival - The Festival of Pancakes”. The historical centres of the two localities preserve pretty well the movable patrimony of Saxons, a few buildings are included on the National Romanian Heritage list and the rural site Prejmer is included in UNESCO. The Vulcan locality registers, in two cases, values of the CLAP index within the significance interval 0 and 0.30. This settlement preserves the historical centre very well, maybe also due to the geographic isolation.

**Table 4.a.** The index CLAP, Brașov county

<i>Assessed attribute</i>	<i>Indix CLAP</i>	<i>Hălchiu</i>	<i>Hărman</i>	<i>Prejmer</i>	<i>Sânpetru</i>	<i>Vulcan</i>
Spatial organisation of the settlement	Not at all	0.19	1	1	1	1
	A lot	0.94	0.68	0.51	0.64	0.85
	Very much	0.62	0.24	0	0.31	0.34
Structure of the settlement	A lot	0.40	1	0.60	0.35	0
	Very much	0.78	0	0.21	0.49	0.69
The architecture of the houses	A lot	0.68	1	0.71	0.39	0.89
	Very much	0.36	0	0.03	0.50	0.12
Church and fortified citadel	A lot	0.76	0.63	1	0.59	0
	Very much	0.41	0	0.2	0.47	0.90
Church and fortified citadel	A lot	0.93	0.80	1	0.59	0.22
	Very much	0.71	0.04	0	0.77	0.80
Panorama	Relative	1	0.61	0.76	0	0.87
	A lot	0.59	0.96	0.61	0.40	1
Saxon monuments	A lot	0.58	0.93	0.86	1	0.42

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THE ATTITUDE OF THE LOCAL POPULATION TOWARDS...

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In the county of Sibiu (Table 4.b) we notice the locality Cârța, which in seven cases, registers values of the CLAP index within the reference interval. The local community appreciates a lot the cultural patrimony of the Saxons because: the interethnic relations are dynamic, the Saxons which immigrated to Germany kept their houses in the village and go back during summer; the Cisterciana Cârța Abbey and the evangelic priest are actively involved in the management and promotion of the Saxon material and immaterial heritage.

The fact that the whole sample of the county of Sibiu appreciates a lot the elements of the Saxon material heritage can be attributed to the high demands and expectations the local population has in relation to its capitalization and preservation. The interviewed population considers there is a lot to do about this. The CLAP index indicates an equal contribution of the localities Biertan, Hosman and Mălâncrav to the overall appreciation of the county due to: The dynamic relations between the local communities and the patrimonial structure, the Saxon specificity of Mălâncrav and the Saxon patrimony got this settlement out of anonymity, being included in the national and international touristic circuit. The Evangelic Church, the Saxon community in Mălâncrav, the publicity made by Prince Charles to the village, the activity of NGOs such as Mihai Eminescu Trust and the Horizon Foundation, all these contributed to the perpetuation of Saxon traditions and customs, to the preservation and capitalization of the heritage. It is among the few villages in Southern Transylvania with elementary education in German. The Biertan rural site is registered on the list of the UNESCO world heritage, being a special touristic attraction. The local communities keep in contact with the diaspora in Germany, receiving financial aid for various restoration works (tower, clock, cemeteries, etc.). Hosman is relatively different, a quiet and isolated village, significantly inhabited by two castes of Romany, whose community tries to find sustainability through Saxons and their patrimony. The beauty of the architecture of the Saxon houses, the presence of the citadel type church convinced an association ELIJAH in Austria that it is worth investing and getting involved in Hosman. The association bought more than 20 Saxon houses which they transformed in Social Centre, Clinic, Music School, Youth Centre etc. The poor children, especially the Romany ones, benefit from the help of the association. For the first time, Hosman hosted a cultural event called "Holzstock Festival", which took place in the yard of the citadel between 25-27 August, 2017.

**Table 4. b.** The index CLAP, Sibiu county

<i>Assessed attribute</i>	<i>Indix CLAP</i>	<i>Biertan</i>	<i>Cârța</i>	<i>Hosman</i>	<i>Mălâncrav</i>	<i>Șelimbăr</i>
Spatial organisation of the settlement	Not at all	0.37	0.32	0	0.21	0.57
	A lot	1	0.24	0.32	0	0.74
	Very much	0.39	0.27	0.88	0.77	1
Structure of the	A lot	0.07	0.25	0.04	0.09	0.06

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settlement	Very much	1	0.48	0.85	0.80	0.78
The architecture of the houses	A lot	0.14	0.26	0.06	0.16	0
	Very much	0.90	0.59	1	1	0.97
Church and fortified citadel	A lot	0.29	0.14	0.50	0	0.26
	Very much	0.32	0.65	0.77	0.73	1
Church and fortified citadel	A lot	0.88	0	0.06	0.74	0.08
	Very much	0.23	0.48	0.85	0.53	1
Panorama	Relative	0.06	0.22	0.23	0.10	0.18
	A lot	0.71	0.73	0.18	0.42	0
Saxon monuments	A lot	0.23	0	0.48	0.15	0.54
	Very much	0.49	0.67	1	0.60	0.79
Saxon touristic objectives	A lot	0.63	0	0.20	0.89	0.35

## V. CONCLUSIONS

The comparative analysis between the two counties, Brașov and Sibiu, highlighted a series of differences/distinctions. The statistical analysis shows that the Population in Sibiu appreciates A lot the material heritage of the Saxons while in Brașov, the population preferred it very much. The differences of perception were influenced by individual as well as demographic factors. The experience, needs and expectations of the respondents were reflected in the answer choices. Sex and the locality had a high impact in the differentiation of the samples. For Brașov, a significant contribution was that of the localities Hărman and Prejmer, while in Sibiu all the five localities had a relatively equal weight in obtaining the total values in the county. The interest for the preservation, capitalization and protection of the Saxon cultural heritage could reunite all local players, they would find in the local population a viable partner due to the appreciation shown towards the heritage of the Saxons. The valorization of the Saxon cultural heritage is not only a responsibility of the Saxon people, according to Lefebvre's foundational work on the social production of space (Lefebvre, 1991) but of the whole community (inhabitants, authorities, NGOs, companies).

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