



LIVING HERITAGE OF TOURISM. CASE STUDY: THE BIBLIOPHILE ION C. ROGOJANU

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Abstract Similarly to the results of other intellectual activities, achieving a collection of old books, documents and manuscripts, a library, seems to be an act of creation. It requires at least a certain level of culture and a conscious process of resource selection. „A man who collects a library throughout his life is in symbiosis with it” (Ion C. Rogojanu, bibliophile). It turns out that the movable heritage is directly connected to the person and personality of the holder, who thus acquires the character of living heritage. In the circle of professionals in the tourism domain and not only, as one of the greatest bibliophiles and... philanthropists is known to be Ion. C. Rogojanu. The unequalled, documentary fund which he created, has 6,000 bibliographical units, which he donated to the Botoşani County Library.

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Tourism heritage,
anthropogenic tourism
potential, movable cultural
heritage, immaterial
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1. Introduction

In view of the tourism economy, enshrined as academic discipline under the signature of teachers such as Rodica Minciu, heritage tourism has a broad scope, including both natural and anthropic tourism potential and specific technical and material base as well as infrastructure. Government Ordinance no. 58/1998, approved with amendments and completions by Law no. 755/2001, art. 2 confirm this meaning: „tourism heritage – tourism resources and structures completed in order to be exploited through tourism activities”. Also, the significance of terms and derived expressions is shown, as follows: „tourism resources – natural and anthropogenic environmental components, which by their qualities and specific nature are recognized, recorded and promoted in tourism, to the extent that those are not subject to a full protection regime”; „Tourism reception unit – any construction and landscaping meant, by the design and execution, for tourist accommodation, food services for tourists, entertainment, special transport for tourists, spa treatment for tourists, along with their services.”

Pursuing the Ordinance no. 58/1998, Government Decision no. 33/2000 the tourism heritage register was established, for the registration of both tourism resources in the public and private state domain, and the territorial administrative units, as well as those owned by individuals and companies, and also structures for tourist accommodation.

Somewhat nuanced, at the level of the Ministry of Culture, elements of tourism anthropogenic potential

are identified as cultural heritage, among them being included: a) historic monuments; b) movable heritage and museums; c) archeology; d) intangible heritage; e) public monuments and contemporary architecture.

In the same domain, the Monuments and Tourism Heritage Administration, established in 1999, under the General Council of Bucharest and coordinated by the Directorate of Culture of the City Hall promotes the town image of cultural tourism and highlights the public monuments, while increasing the city dowry of such monuments.

2. Written heritage

In the understanding of the Ministry of Culture, written heritage, especially old books, borrow the mobile heritage character. But the book „only finds its purpose in connection with other books and people. Only in this way the book, along with its similar element, becomes thesaurus” (I. Constantinescu), of both cultural and tourism nature. Through similarities with other intellectual activities, we consider that the creation of a fund of old books, documents and manuscripts, of a library, in general, is an act of creation. It requires at least a certain level of culture and a conscious process of selecting books to put into that library. Especially in a world of digitization, the „science” of creating a reference library has the character of intangible heritage.

According to DEX, a bibliophile is a lover and collector of rare and precious books. „A man who gathers a library in a lifetime is in a symbiosis with it” (I.

C. Rogojanu). It is understood that the conception of the existence of large libraries, at least in the private sector, cannot be separated from the person and personality of the book lover, i.e. of the bibliophile, who thus acquires the status of living heritage.

Examples of large private libraries, which did not survive the disappearance of the owners, are not few. Not even the largest library of the ancient times, the Library of Alexandria, could not resist the enemies of all kinds. Obviously, the source of some bibliophile rarities present on the market are these libraries, which were subject to dissolution.

Keeping the proportions, we are able to show the tortuous route of the tourism library Eng. Alexandru Borza (1921-1998) – research scientist, expert in tourism. Being one of the „most complete tourism libraries in the country” (as stated by the owner) it was sent to the Bucharest University of Economic Studies. Although it was meant to be preserved as a distinct book fund, in the end the 500 titles of papers (including collections of periodicals in Romanian, French, German, English) were integrated with other over 760 thousand volumes, which account for over 2,232 linear meters of shelves. Moreover, cataloging the donated works (all with „ex libris”) was done selectively, the library administrators refused doublets, so that despite the intentions, the library Al. Borza was practically dissipated. Some titles were included in the study room of the Department of Tourism and Geography of the current Faculty of Business and Tourism - hall that bears his name.

At least some of the members of the Association of Journalists and Writers of Tourism in Romania (AJTR), owners of tourism libraries and known bibliophiles or... presumed as such are: Nicolae Neacșu, Mihai Ogrinji, Peter Baron, Vasile Glăvan. Besides the members of AJTR, a recognized bibliophile is Ion C. Rogojanu.

3. Ion C. Rogojanu, hotelier and bibliophile

Being himself of a voluntary nature, Ion C. Rogojanu sometimes appears to be a controversial figure. It is clear however that a library and archive with over 30,000 books, more than 20,000 Romanian and foreign old photos and 15,000 old-menu lists can only be the creation of a personality with a rare thirst for fulfillment.

He was born in Cotești – Vrancea in November 1939. His father, Constantin, originally from Gorj, Aromanian rooted, in the today Albania, orphan, graduated from the Higher School of Commerce in Craiova and mother, Costina was the daughter of a family of wine growers from Cotești. The young family will be established in the capital, and will rent a space in Tei district, not far from Obor. The varied world of slum will define the character of young Ion.

In 1957, Ion C. Rogojanu graduated from the Technical High School of Commerce („Nicolae Kretzulescu”). He worked for a decade in the commodities domain, in foreign trade. Later, between 1970 and 1972 he attended the hotelier courses at the post-secondary school near today's "Viilor" Economic College and in 1974 - the first training course for hotel instructors, supported by UNESCO specialists. Since 1968 he was a commissioner, receptionist and, especially, director at several hotels in Bucharest. In 1986 he goes to „Tribuna României”/ „Tribuna Romania” („Curierul Românesc”/ „Romanian Courier” after 1989, the magazine of the Romanian Cultural Foundation), as manager of the newspaper, then editor. In 1992-1994 he is director of a meteoric professional publication, the magazine „Hotel”.

Ion C. Rogojanu says the only wealth passed on by his father was a large trunk with about 150 books. But in that trunk the roots of a bibliophile passion would be found. From the readings of his parents and the stories of his maternal grandmother, his later passion for books emerged. In high school, his evolution will be marked by teachers like Constantin Purcărete (Doctor of economics and trade, previously assistant at the Academy of High Commercial and Industrial Studies – the Bucharest University of Economic Studies today), Gerda Barbilian (wife of the poet Ion Barbu) Romulus Spirescu. But „Reading is maintaining the fire of spirit”, said Ion C. Rogojanu.

From reading the books of his father and those in his neighbors' libraries and the school library, he starts establishing his own library and archive. Gradually, he becomes a close friend of the most famous antique dealers and flea markets of those times. He becomes friend of some writers. His privileged areas are: the history of Bucharest, Romania's history, economic history of education, history of hospitality in Romania, foreign travelers about Romania

Over time, he finds the terms „collection” and „collector” repugnant, showing that he had put together a library consistent with his professional concerns and not only, in order to fulfill his knowledge in the areas that interested him; his library is „the laboratory where newer and newer essences needed in the process of forming and shaping the human soul and conscience.” With an encyclopedic character, he has been adding, to his volumes, more and more periodicals, postcards, vintage photos, reproductions of engravings, civil status documents, travel documents, handwritten letters, ephemera. And the number is growing constantly!

In line with the hotelier profession and in addition to the gastronomy books library section, Ion C. Rogojanu's „cuhnia” from the block includes many dishes, kitchenware and „gadgets”. Sometimes,

sparingly, Ion C. Rogojanu put up for sale rather disparate objects.

Among his initiatives is the Hospitality Museum, for which he had announced his availability to equip, but for which neither the Ministry of Tourism, nor any other entity provided the necessary exposure space; the initiative remained at the concept stage. Later, in 2004, Ion C. Rogojanu founded the Association „Feasts of Romania - Tradition and Evolution”. His journalistic contributions are varied. Today he is senior editor of the monthly magazine „Vacanțe la țară”, close to the National Association of Rural, Ecological and Cultural Tourism (ANTREC). He also contributes to the organization of temporary exhibitions on various topics. For example, at the Cotroceni National Museum in 2009, he has contributed to the organisation of a „Symphony menu” exhibition; on this occasion the lunch served at the royal coronation celebrations in Alba Iulia from 15 October 1922 was reconstituted. On the radio, for a long period, at the „Clubul curioșilor” show, he had a section called *The life of documents*. („From the world gathered and given to the world again”). Generously, for the close ones, he permanently has something new to show.

4. A modern philanthropist

Among the concerns of Ion C. Rogojanu, a special chapter is represented by the work about Eminescu. In 1989 he founded the Documentary Fund „Mihai Eminescu”, with works and issues which cannot be found together in any other library. For example, the fund includes all 11 editions issued by Titu Maiorescu, of which five not even Perpessicius, the most important researcher and editor of Eminescu, had managed to find. Through an act of donation, the fund, of about 6,000 bibliographic units, was passed for the benefit of the County Library „Mihai Eminescu” in Botoșani, which also edited, in three volumes for now (out of the 15 that the final bibliography corpus donation might have), *The Catalogue of the Eminescu Documentary Fund*. Also, the catalogue is available on the website of the institution. The fund includes the following sections: opera; criticism, history and literary theory; various works; eminescology related fields; serial, periodical and occasional publications. For making it available to specialists, the library and the Faculty of Letters in Iași have signed an agreement, resulting in the annual publication „Studii Eminescologice”.

Among other rarities and „jewelry”, Ion C. Rogojanu can illustrate the chapter „Eminescu” through „volumes” of the poet, placed in „The smallest library in the world”, in fact a microlibrary, with small editions, the size of a match stick, issued by H. Fisher, in 1932-1933, in Galați. Equally, it has a unique seal-stamp of one company „Mihai Eminescu” created with the consent of

the poet, in 1887, by high school students from „Matei Basarab” in Bucharest.

In recognition of the act of donation, as well as of the constant concerns in promoting the study of Eminescu's works in 1993, Ion C. Rogojanu was the first honorary citizen of the city of Botoșani. Later, in 2000, he was awarded, by the Romanian President, the Medal „150 years since the birth of Mihai Eminescu”. In Chișinău, in 1990, two postal cards were put into circulation: one representing Victor Crăciun, „researcher of Eminescu's work” and president of the Cultural League for the Unity of Romanians Abroad, that organized the Romanian Spirituality Congress and the other with image of Ion C. Rogojanu, „Eminescu bibliophile”. Also in 1990, Ion C. Rogojanu was appointed Chairman of the newly established Association of Hoteliers in Romania.

5. Conclusions

In addition to the awareness of the real need for an exclusive library comprising the work and Eminescu's exegesis, by the act of donation, Ion C. Rogojanu obtained the certainty of the subsequent fate of the „treasure” which was under his „temporal storage” (Virgil Căndea). Because the examples of large private libraries, which did not survive the disappearance of the owners, are few: the writer George Ivașcu, the novelist Dana Dumitriu or Perpessicius himself. Once again it appears that the library heritage is directly related to the person and personality of its owner, confirming its living heritage character. At one time, Ion C. Rogojanu acted as Vice-President of the Romanian Association of Ex-libris Bibliophily, set up in 1995.

The library is „the laboratory where appear newer and newer species and essences necessary towards forming and shaping the human soul and conscience.” „New generations not only lack reading, but also the joy of taking a book in one's hand, of looking at a beautiful cover, or an expressive engraving”, said Ion C. Rogojanu.

Once having placed The Documentary Fund „Mihai Eminescu” in a safe place, while setting the precise terms of maintenance, access and value, Ion C. Rogojanu is focused on enriching his library and archives ranking. Of the three children, the closest to him is Octavian, notary by profession, who seems interested in „the discreet charm of documents” and will carry on his father's life project.

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