

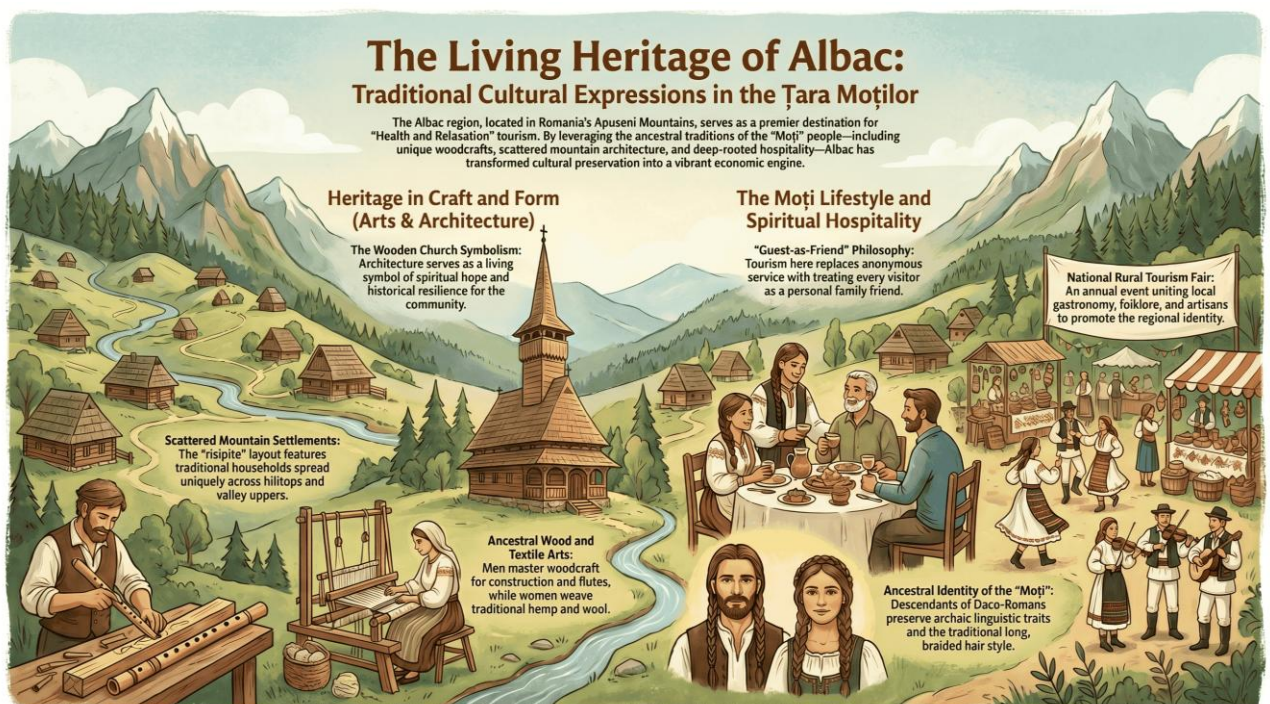


Preserving Identity in the Heart of Albac



The Living Heritage describes a dynamic form of cultural preservation where history is not confined to museums, but is actively lived, practiced, and passed down through generations. It breathes life into contemporary society by transforming ancestral customs, traditional crafts, and communal values into an active part of daily life and sustainable local economies.

Nowhere is this concept more vividly realized than in Albac, located in Romania's Apuseni Mountains. As detailed in this infographic, the region serves as a premier destination for "Health and Relaxation" tourism by leveraging the ancestral traditions of the indigenous **Moti** people. In Albac, cultural preservation has successfully been transformed into a vibrant economic engine.



The living heritage of Albac thrives through distinct cultural pillars highlighted in this infographic:

- **Heritage in Craft and Form** - The landscape is shaped by *risipite* settlements—traditional households scattered uniquely across hilltops and valley uppers. The iconic wooden churches serve as living symbols of spiritual hope and historical resilience. Furthermore, ancestral arts remain alive as local men master woodcraft for construction and traditional flutes, while women weave hemp and wool on looms;

Poiana Calineasa

in the land of Moti



- **The Moți Lifestyle and Spiritual Hospitality** - Hospitality in Albac is anchored by the deeply rooted philosophy of *guest as friend*, which has transformed and redefined rural tourism. Visitors are treated not as anonymous clients, but as esteemed family friends who discover traditional life, fresh local gastronomy, and heartfelt hospitality while forming lasting connections with their hosts. Instead of anonymous hotel service, visitors are welcomed and treated as personal family friends, experiencing genuine local hospitality firsthand;



- **Ancestral Identity and Community** - The Moți people, descendants of the Daco-Romans, proudly preserve archaic linguistic traits alongside physical traditions, such as the long, braided hair style. This collective identity is celebrated annually at the [National Rural Tourism Fair](#), a major event that unites local gastronomy, folklore, and artisans to promote regional pride.



[Vasile Ursu NICOLA - Horea](#)

By blending mountain architecture, authentic hospitality, and time-honored crafts, Albac demonstrates how a community can honor its past while building a sustainable future, making it a perfect embodiment of a true living heritage.