

FITOKALIA - BETWEEN TRADITION AND OPPORTUNITY

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Abstract

The title of this study is generated through a linguistic sequencing, in which we associated the religious notion of „filocalia” - love of divine beauty, with „fito”, meaning love towards the beauty of the nature. The goal of the study is to introduce some theoretical ideas connected to the existence of the Romanian peony (*Paeonia peregrina*), then following the manner in which the peony related rituals became a starting point for economic growth and social development. The appraisal for this endangered plant imposed its protection by law in a few sanctuaries. Since the earliest times, festivals and manifestations were dedicated to the peony in order to celebrate its beauty and its magic facets. Our research is aiming mainly on the economical outcome related with the Peony Festival, followed on a three year period, between 2011 and 2013. Starting from 2011, the revenues were 35% higher than the costs, this percentage being maintained also in the following years, proving that the public is still interested in attending this festival.

Key words: peony, festival, ritual