CONCEPTUAL ASPECTS REGARDING THE DEVELOPMENT OF CULTURAL TOURISM

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Abstract
Tourism is an economic and social phenomenon of modern civilisation, strongly rooted in the life of society and, as such, in an inter-conditional relationship with it. Therefore, the trends recorded in the development of the world economy, positive, as expressed by the increase in production and, on this basis, general prosperity, the intensification of international trade, the expansion of cooperation between countries, and industrialisation. Negative factors, such as crises or periods of economic recession, the spread of poverty and unemployment, inflation and environmental degradation, have had a quantitative and structural impact on tourism, stimulating travel and diversifying its spatial orientation.
Key words: Cultural tourism, sustainable development, tourism development, marketing in tourism
JEL: Q01, Z32, M51

The rise of tourism, seen as a corollary of modern times, cannot be stopped. Today's society, indisputably dominated by stress, undeniably calls for tourism as a recreational and rejuvenating activity.

To start the description by focusing on routes intended for tourism development, it is important to return to general patterns of geographical location. In the sixties and seventies of the last century, Haggett (1965) completed a series of textbooks on 'patterns in geography'. His aim was to construct a science of geography as opposed to the more descriptive stages of the discipline.

The illustration of the analysis stages of a regional system shown in Figure 1 could also be used to demonstrate the development of tourist routes and regions in tourism. An important point to note is that even before tourism was seen as a field of study, geographers such as Haggett examined transport and movement, with some of them choosing tourism as a subject of study.

The cartographic message conveyed by a tourist map should be clear and concise, so that tourists can easily understand it. As a conventional representation, the use of signs to convey information is impetuously necessary for a correct understanding of the cartographic material. The cartographic message is encoded in a series of conventional signs that make up the cartographic language. This language, used in the production of the tourist map, must meet certain specific requirements. Firstly, it must be universal, meaning that every map user can interpret and understand the elements represented. Secondly, clarity and coherence are essential features of the map in order to avoid ambiguities and overload which can make the cartographic message difficult to understand.

Tourism forms represent a tourism phenomenon whereby the tourist motivation and the specificity of the trip are defined according to the intended purpose. Tourism forms are divided into motivational and typical forms. The motivational form determines the motivation of the trip; the typical form determines the purpose of the trip. Thus, the development of the tourism industry is possible only through both motivational and typical forms of tourism.
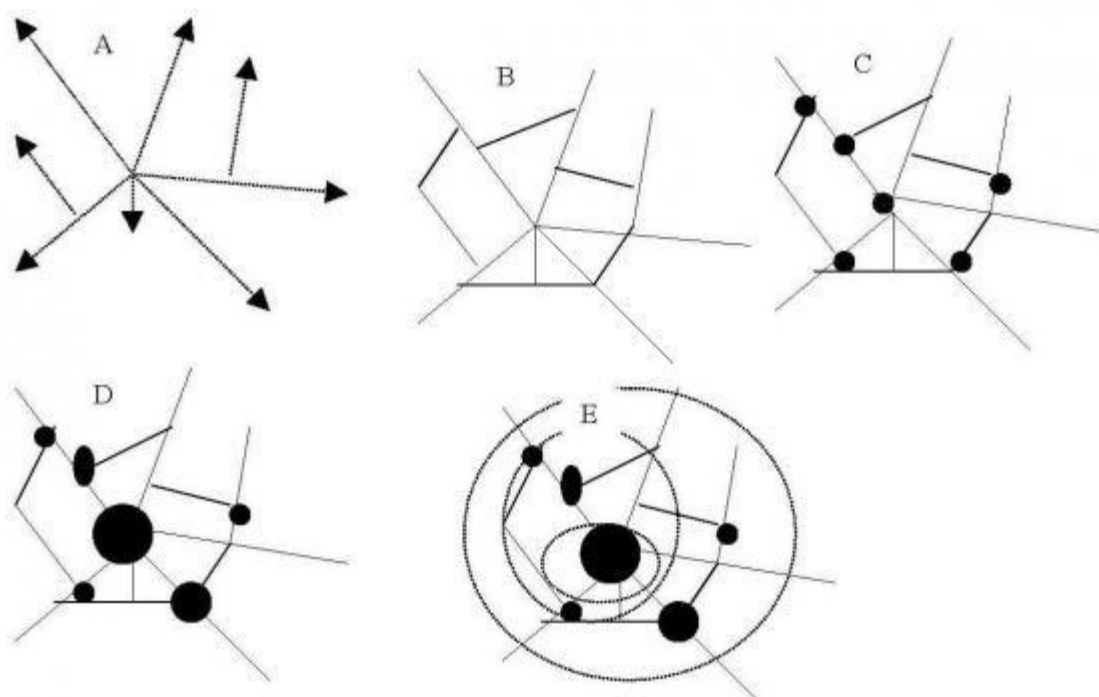
Figure 1. Stages in the analysis of tourist routes

The forms of tourism are very dynamic over time - they greatly vary. The forms of tourism presented in a given period are generated by the needs of its objectives, the level of cultural and social facilities and the existing means of transport.

In general, six forms of tourism can be distinguished:
- Leisure tourism;
- Relaxation and health care tourism;
- Sightseeing;
- Transit tourism;
- Tourism of reduced remoteness;
- Professional tourism.

While the first five types of tourism are practiced during holidays, professional tourism is closely linked to productive activity. Some authors, such as Hunziker and Krampf, exclude professional tourism from the forms of tourism since it is linked to a lucrative activity and is far from the meaning of a classic leisure or health care activity. The inclusion of professional tourism in the general framework of tourism results in 'tourism in general' which cannot be excluded from any analysis carried out.

Definitions of international tourism are based on the principle of the tourist's place of residence. Thus, the specialized literature highlights the following forms of tourism:
- Domestic tourism - occurs when a person visits other places in their own country;
- Inbound (receptor) tourism - when non-residents visit the country;
- Outbound (sender) tourism - when residents of one country visit destinations in other countries.

Motivational forms of tourism include: academic tourism; business tourism; adventure tourism; spa tourism; cultural tourism; ecological tourism; gastronomic tourism; medical or health tourism; nostalgic tourism; religious tourism; rural tourism; sports tourism; urban tourism; wine tourism.

In order to provide some clarity on the motivational forms of tourism, it is necessary to provide a broader description of them, to highlight their importance in shaping the national tourism offer.

These forms of tourism give an idea of the complexity of the activity, the ability of the tourist service to be tailored to the specific requirements of each tourist or group of tourists, and the variety of problems to be solved by tourism organizers.

In the upcoming period, tourism could become a currency flow generator, a job generator, a generator of economic recovery. Increased attention to this industry is important. The strategic programme for the sustainable development of tourism must be integrated into the strategic programmes of other state institutions that are directly linked to this sector. Only combined synergistic actions could give the desired result.

In conclusion, the evolution of tourism forms has become a movement by the tourism industry to diversify core products and capture new products, with the tourism market becoming emergent and the intent to build a more diverse consumer base.

Known definitions of tourism are divided into two categories: the 'conceptual' definition of tourism, which refers to the core meaning of tourism, and the 'technical' definition of tourism, which focuses on assessing and measuring the value of tourism, which is highly variable in different countries. Defining 'culture' has always been a challenge for researchers. Clarke (1990) and Richards (1996) conceptualize culture as a 'process' and culture as a 'product'. The term 'culture' comes from the Latin word 'colere', which translates as 'to cultivate'/'to honor', generally referring to a human activity.

UNESCO defines culture as "the set of distinctive spiritual, material, intellectual and emotional characteristics of society or a social group, which includes, in addition to art and literature, lifestyles, ways of cohabitation, value systems, traditions and beliefs". DEX defines the term "culture" as "the totality of material and spiritual values created by mankind and the institutions necessary for the communication of these values. As the totality of the vestiges of material and spiritual life through which the image of a past human community is reconstructed; a set of activities and patterns of behavior specific to a given social group, transmissible through education".

Essentially, if we are to conclude, the term "culture" includes the aspect of human "values", "vestiges" and "behaviours". In summary, the broader meaning of these notions (Figure 2) invokes a complex, diverse approach that will involve several areas of intervention in its applicability to tourism.

Another term suggested by UNESCO in the given context refers to "cultural diversity", which is considered a "source of exchange, innovation and creativity" and "is as necessary for humanity as biodiversity is for nature". This desire was also the basis for the establishment of the UNESCO Universal Declaration on Cultural Diversity, which states in particular that "cultural diversity is the common heritage of humanity and should be recognised and affirmed for the benefit of present and future generations". The "common heritage of humanity" includes cultural (tangible and intangible heritage) and natural (cultural landscapes, physical, biological or geological formations) categories. The concept of culture is reflected in both the motivations for travel and the forms of tourism on offer. Arguably, the relationship between culture and tourism is a two-way relationship: cultural goods and products are promoted mainly through tourism and the tourist offer includes, in most cases, cultural attractions.

However, we approach this link between tourism and culture, in a broader or narrower sense, it is important that it exists and develops in a generally beneficial way for both fields, and the most eloquent form of manifestation of the interaction between the two is represented by "cultural tourism".
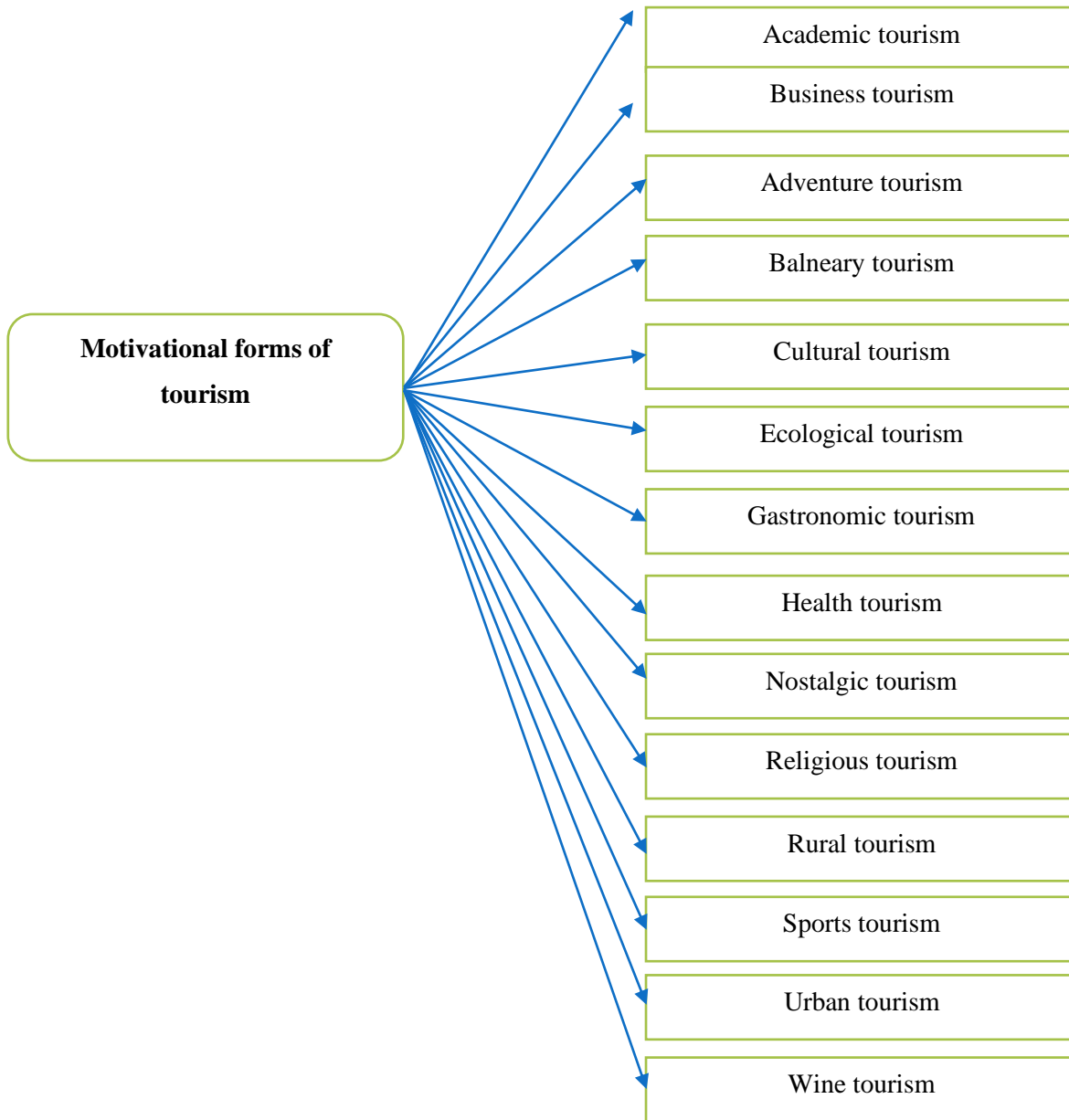

Figure 2. Synthesis of the defining elements of "culture"
Source: developed by the author

The World Tourism Organisation defines the term 'cultural tourism' as 'excursions whose main or secondary purpose is to visit sites and events whose cultural and historical value has made them part of a community's cultural heritage'. Respectively, the terms 'culture' and 'cultural diversity' are highlighted as the basis of the concept of 'cultural tourism'. The OECD emphasizes the role that cultural tourism can play in regional development in different regions of the world, stating that it would "include tourism in urban areas, especially large or historic cities and their cultural facilities, museums and

theaters, as well as tourism in rural areas that showcase the traditions of indigenous cultural communities (i.e. festivals, rituals) and their values and lifestyles".

Sustainability challenges need to be addressed in the management plans for cultural heritage sites. Cultural heritage is a constitutive part of our culture and history, the treasure that was gained or built, often with great sacrifice, by our ancestors and that today we are bound to protect and pass on intact to future generations. Preserving our cultural heritage is a profound sign of respect for our predecessors. The loss of cultural assets is irreversible. Any loss of cultural heritage unavoidably affects all areas of life of present and future generations, contributes to the impoverishment and spiritual ruin of the population. Such losses create ruptures in the historical memory and lead to the pauperisation of society as a whole. Neither the development of a modern culture nor the creation of new works of art can compensate for these losses. The accumulation and preservation of cultural values is the basis for the development of civilization.

In recent decades, cultural heritage has taken on a broader meaning, including intangible heritage, natural, urban and rural landscapes, digital and film heritage. The Council of Europe Framework Convention on the Value of Cultural Heritage for Society (Faro, 2005) provides the most comprehensive definition of cultural heritage. It takes into account tangible, intangible and digital dimensions in a holistic manner: Cultural heritage consists of a set of resources inherited from the past, which people regard, regardless of ownership, as a reflection and expression of their evolving values, beliefs, knowledge and traditions. It encompasses all aspects of the environment resulting from the interaction between people and places over time (Faro 2005). The Convention emphasises that any sign or symbol created or given meaning through human activity, that is intentionally protected, conserved and restored, rather than left to decay naturally, forgotten or destroyed, can be considered cultural heritage. This emphasizes the values (cultural, historical, aesthetic, archaeological, scientific, ethnological, anthropological, etc.), beliefs, knowledge and traditions considered relevant by a community or reference group, which has the right to benefit from this resource and is responsible for passing it on to future generations. As the Convention points out, these values are constantly evolving.

Cultural heritage takes many forms:

- Buildings, monuments, artifacts, archives, clothing, works of art, books, cars, historic towns, archaeological sites, etc. - (material goods);

- Cultural practices, performances, knowledge, skills, objects and expressions that people value (e.g. festivals). Dialects and spoken traditions, performing arts, traditional crafts, etc. can also be found here - (intangible goods);

- Natural heritage - geographical areas where natural resources highlight people's practices and traditions;

- Resources created in digital form (e.g. digital art or animated films) or which have been digitized for preservation (texts, images, videos and recordings) - (digital heritage).

Tourism developed around cultural heritage has the potential to attract an increasing number of tourists in the future, as the profile of tourists has changed in recent years. Firstly, there is a change in tourist behavior, with a shift from the desire to escape to the desire for enrichment. In other words, there is a decline in what we traditionally understand as passive holidays, "tourism to the seaside or the mountains", in favor of a more segmented and demanding tourism, in which aspects of culture, heritage, the environment or the discovery of new places are increasingly valued. Tourists are better informed as they have searched the internet for all the necessary information about the place they are about to visit and are aware of the good and bad experiences of other tourists. Tourists are no longer traveling in

organized groups to a large extent, instead they are more oriented towards discovering new places and cultures on their own, and they plan their own programme according to their personal preferences and interests. Understanding these changing trends in tourist preferences is important in our case, as our country has a rich and diverse potential of attractions that can be exploited to have a growing flow of tourists throughout the year.

Promoting cultural heritage is achieved by exploiting it. To have something to offer our descendants in the future, we, today's society, must take the necessary steps to protect, preserve and enhance the country's cultural heritage. The responsibility for maintaining the objects of the national cultural heritage belongs to everyone, whether public authorities, policy-makers, budget-setters or directly to the people (individuals, companies or local authorities) who own them. The most effective way of exploiting monuments of cultural heritage with architectural and historical significance is to expose them to tourist promotion.

Culture and tourism are often closely intertwined. The link between these two areas is built on certain operating principles, one of the conditions for their interaction is to make destinations more attractive and competitive. Tangible and spiritual cultural heritage plays an important role in shaping an authentic, special national tourism product. Tourism contributes greatly to the preservation of national cultural heritage and the development of local culture. It engages the country's population in cultural practices that reveal the creative potential of the individual, fostering love of country and civic responsibility. In this way, the strong link between culture and tourism helps destinations become more attractive for travelers, for work and for sustainable investment in the development of these areas.

The principles underlying the interaction between culture and tourism are analyzed in numerous scientific works and documents of several international organizations, such as the United Nations Educational, Scientific and Cultural Organisation (UNESCO), the World Tourism Organisation (WTO), the Organisation for Economic Co-operation and Development (OECD), the European Travel Commission (ETC), etc. The basic principles of culture-tourism interaction include:

- Interaction between culture and tourism through the development of a fully-fledged local economy;

- Development of local social activity, involvement of the population in tourism processes;

- Institutional capacity, the presence of organizational structures that ensure adequate conditions for the interaction between culture and tourism;

- Continuity of cultural activities;

- Coordination of activities in the field of culture and tourism in order to achieve the so-called "crowding effects" of tourists visiting a cultural heritage site.

Therefore, in the context of the international principles of interlinking culture and tourism, we establish that the main focus is on the work of local public administration. In particular, the local context is of crucial importance for the effective interaction of culture and tourism.

Tourism contributes to the sustainable development of society through its integration into the natural, cultural and human environment. In this regard, the public authorities, in the process of conceptualizing the country's tourism development strategies, determine the ways of enhancing the tangible and intangible cultural heritage. Protecting and promoting cultural heritage can become an asset in the development of tourism. The sustainable development of society through tourism requires a strengthened link and permanent cooperation between public and private partners. It requires the collaboration of all authorities involved at local, national and international level.

21st-century tourism specialists believe that the primary direction of tourism is cultural, as it is §the only one capable of providing travelers with new, interesting and unknown values and discoveries. It is necessary to emphasize that cultural tourism develops various forms of human communication, establishing and strengthening mutual understanding between people and respect for the diversity of cultures and customs. Culture is a fundamental basis for the development process, to preserve and strengthen the independence and identity of nations.

Cultural-cognitive tourism is a completely new sphere of cultural rest and spiritual education, expanding cultural tourism nowadays to contribute to the development of all transport modes, interregional and international cultural exchanges, the establishment and improvement of the tourism industry in our country and the world.

Historical and cultural heritage is gradually perceived as a specific resource of the territory, which enhances its tourist attractiveness and economic competitiveness. International tourism actively uses and promotes historical and cultural heritage, involving territories with a rich cultural and cognitive potential in the country's tourist circuit. By cultural heritage is meant a part of the material and spiritual culture created by past generations, which has stood the test of time and been passed on to new generations as something valuable and venerated.

The tourism industry is recognised as a priority in socio-economic development in many countries and is supported through various incentives (taxes, simplified customs regime, favorable conditions for investment, increased budget allocations for infrastructure development, advertising on foreign markets, training, research). In addition, cultural tourism, the most promising type of tourism, is receiving increasing attention from governments of many countries.

By analyzing the policies and activities carried out in the development of cultural tourism by several countries, we can identify some fundamental approaches common to all countries with cultural tourism resources and a developed tourism industry:

- Recognition of the importance and the exceptionally broad impact of cultural tourism on the country's economy in general and on the economic development of individual regions in particular;

- Prioritizing the development of social tourism in order to provide travel opportunities for low-income people of all ages to learn about the history and culture of their country;

- Stimulating the off-season aspect of the country's cultural tourism development to balance tourist arrivals and thereby reduce pressure on infrastructure - airports, airlines, land transport, accommodation;

- Increased safety requirements for tourists in relation to the rise in extremist "attacks" of various kinds;

- the use and exploitation of new technologies to improve the competitiveness of their tourism product and to increase the availability and efficiency of the use of historical and cultural tourism resources;

- the close interdependence between tourism development activities and measures to protect ecological, cultural and historical heritage;

- The close interconnection of cultural tourism development programmes with employment expansion and staff training programmes necessary for adequate labor market planning in each region;

- Conducting regular and large-scale research on the analysis and forecasting of trends in tourism market development, marketing and management of tourism services.
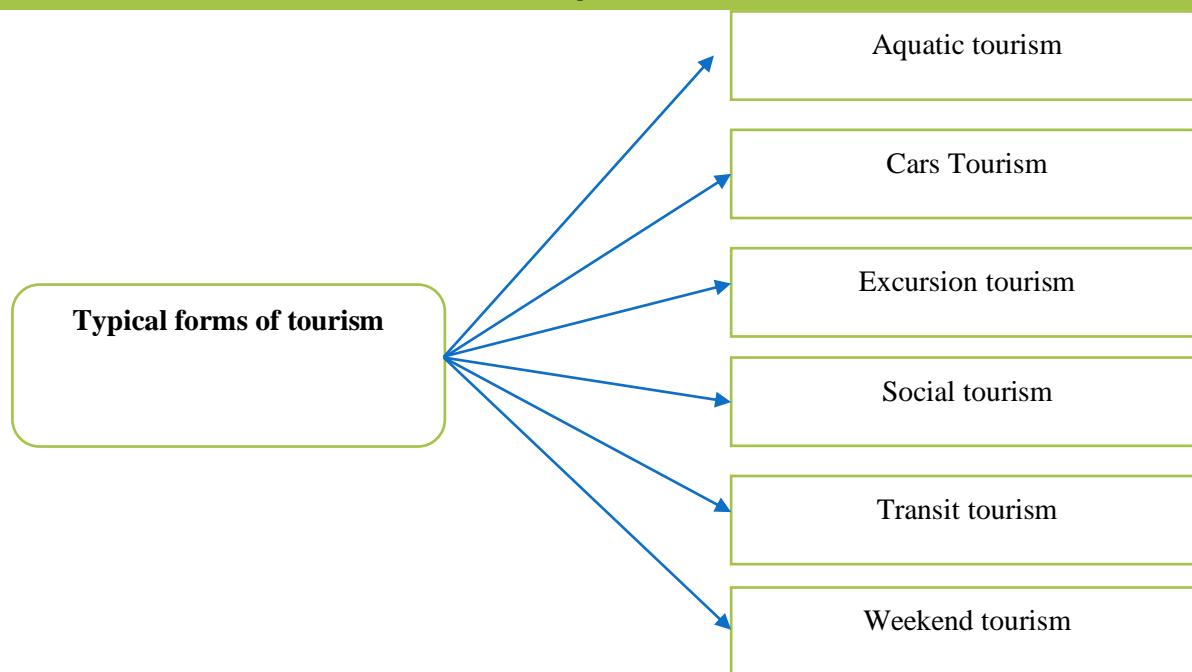
	Aquatic tourism
Typical forms of tourism	Cars Tourism
	Excursion tourism
	Social tourism
	Transit tourism
	Weekend tourism

Figure 3. The most popular forms of tourism

Source: Gribincea A. Tourism as a component of international trade services. International Conf. Actual problems of tourism development. / floor ed. И. Т. Nasretdinova. Moscow: OOO «Издательский дом Центросоюза, 2016, p. 90-95

The cultural-historical heritage objects are divided into architectural objects, historical architecture, monumental art, architecture and town planning, landscape and landscape design. Depending upon their significance for the community, objects are classified as objects of world importance (included in the UNESCO list), national importance, local importance, municipal importance. Each country (region, locality) is interested in having its values recognised. Attention leads to increased inbound tourism, attracting investment, strengthening the budget, enhancing the image.

As tourist attractions are well known and their image is widespread, this gives the country publicity and a reputation and is its visiting card (Figure 3). Such a role is fulfilled by the Blue Mosque, Suleiman, Shehzade, Ayasofya (Istanbul, Turkey), OUB Center in Singapore, Petronas Towers in Malaysia, First Canadian Place in Canada, Northeast Asia Trade Tower in South Korea, Baiyoke II Tower in Thailand, Shanghai World Financial Center and the Great Wall of China, Taj Mahal in India, Big Ben in the UK, the Pyramids in Egypt, the Statue of Liberty in New York (USA), the ruins of the Colosseum in Italy, the Sydney Opera House in Australia, the Eiffel Tower and Notre-Dame de Paris in France and the Burj Al Arab in Dubai, the Baha'i Temple and Hanging Gardens in Haifa, St Basil's Cathedral and the Kremlin, etc.

Cultural-historical heritage is a national treasure, affecting many aspects of the nation's life, economy, tourism, pride and happiness. Hotel services, souvenir production and services (transport, entertainment, guiding, etc.) thrive in such places.

The European Union sees tourism as one of the most important branches of the EU economy. Given that border regions account for around 20% of Europe's territory, the EU is particularly interested in cross-border tourism projects that have a major impact on the development of local economies.

Particular emphasis is placed on improving tourism infrastructure, which makes an important contribution to creating new jobs in isolated or industrially declining rural communities and attracting new investment.

In order to exploit this potential, European territorial cooperation programmes support the implementation of numerous cross-border tourism programmes, which have the following objectives: improving the quality of tourism services at regional and local level, developing more sustainable tourism patterns and establishing stronger cross-border links between economic and cultural players. Between 2007-2013, the European Union has provided more than €6 billion of its own funds for tourism development. Of this amount, €3.8 billion has been allocated to improve tourism services and €2.5 billion to protect, develop and promote natural heritage.

In 2006, the European Commission launched the EDEN (European Destinations of Excellence) initiative, which aims to promote sustainable tourism development models across the EU. The initiative is based on national competitions and promotional campaigns resulting in the nomination and promotion of a destination of excellence for each participating country. EDEN thus succeeds in drawing attention to the common values, diversity and characteristics of European tourist destinations, while simultaneously creating a platform for the exchange of the best practices across Europe. In general, the destinations chosen in this competition are lesser-known destinations that contribute to the social, cultural and environmental sustainability of tourism. Destinations are chosen among Member States, but also among those with EU candidate status.

In recent years, European countries have put emphasis on the production of cultural objects for visitors, developed legal and financial means to protect the natural and built environment, and encouraged the involvement of local residents in positive tourism projects. There has been a shift from passive production to a proactive concept of cultural heritage promotion. Cultural practices may also differ according to specific behavioral and mental characteristics of some nations. For example, the research conducted in France, the world's leading destination for cultural tourism, shows a certain superficiality on the part of the Spanish, a preference among Germans for Roman art or the Middle Ages, the desire of North Americans to rediscover their cultural roots, the attraction of the Dutch for rural areas, the interest of the British in discovering monuments and places that evoke Franco-English relations, while the Italians prefer sanctuaries and places of worship.

In recent years, forms of cultural tourism have diversified greatly, in the form of language tours and gastronomic tourism. The enrichment of the cultural tourism offer is under the pressure of two factors: public demand, which is increasingly inquisitive and demanding, and the attitude of local communities who want to benefit from the cultural activities they fund.

Implementing new tourism objectives requires not only socio-political and economic restructuring, but also the use of the latest information technologies in tourism. One of the most promising areas in the development of tourism is the creation of cultural, scientific, educational activity centers based on archaeological, ethnographic, historical, architectural monuments, natural landscapes, and ideally - complex open-air museums. Extensive experience in creating such objects has been gained in foreign countries, e.g. Flevo in the Netherlands, Leir in Denmark, Butser Hill in England, Duppel in Germany. Over the last few years, museum complexes have been established in Russia, such as Etnomir in Kaluga, Kostenki in Voronezh, Arkaim in the Chelyabinsk region, etc. Such centers represent a new model of cultural institutions with virtually unlimited resources and capacities. A fundamentally new field of recreation and entertainment can be developed on their basis.

Particularly interesting in this regard are museum-owned monuments located in national nature parks, reserves and reservations. The activities of these centers, however, are not limited to human history and culture. Communicating with nature, studying it, as well as solving problems related to the relationship between nature and man, educating respect for the environment can also and should be included in the scope of such a center. In general, it can be said that one of the aims of such institutions should be the greening of human life in the broadest sense of the word.

Bonetti E et al. consider that cultural tourism has "the aim of acquiring new knowledge and experiences that satisfy the intellectual and individual growth needs of the traveler". Indeed, globalization has the effect of increasing the level of education which, in turn, contributes to intensifying the need for 'self-fulfillment' in the hierarchy of human needs synthesized in A. Maslow's pyramid. A proper understanding of these changes leads to creative managerial implications or their effect is already felt in the statistics provided by top tourist destinations. Approximately 3% of household consumption expenditure in the EU in 2015 was devoted to culture-related goods and services. In 2017, EU residents spent on average 73.3% of their tourist trips within their country of residence. In all but five Member States, domestic trips exceeded trips outside the country of residence. Around 88% of trips were for personal purposes and more than 49% of trips were classified as "holiday, rest and recreation", which also includes "participation in sporting or cultural events", according to the International Recommendations for Tourism Statistics, in 2008.

According to the "German Tourism Quality Monitor", the main reason for cultural tourism is visiting museums and exhibitions (74%). The second most important reason appears to be urban cultural tourism, followed by participation in events related to customs and traditions (35%). The latter strongly emphasizes the attractiveness of rural areas for cultural tourism. Cultural-cognitive tourist trips (CCTs) seem to be the most successful type of modern travel. They are rapidly gaining ground and cover more and more areas of both social and economic life. This type of travel accounts for about 37% of all travel and is growing at a rate of 15% every year. This demonstrates the importance of the ECCT market. Their importance is complex and versatile. It is expected that cultural values will bring maximum benefit through the development of ECCT and their conversion into cultural attractions. According to the World Tourism Organisation (UNWTO), ECCTs account for between 18 and 25% of outbound tourist flows and are expected to grow. The UNWTO's predictions are self-explanatory, and according to them, by 2020, ECCTs will have a dominant position in the world.

In its "Tourism 2020" report, the World Tourism Organisation forecasts an increase in international tourism from 565 million international visitors in 1995, to 1 006 million in 2010 and over 1 561 million in 2020. As for Europe, an increase from 338 million visitors in 1995, to 557 million in 2010 and 717 million in 2020 is projected. This represents an annual increase of 3%. Cultural tourism is a socio-economic phenomenon and is complex in nature, consisting of a comprehensive set of tourism industry and cultural attractions.

Therefore, there are several important trends in the development of cultural tourism:

- Cultural heritage expands its content to include other values in addition to cultural monuments: traditional agricultural practices, social events and traditions, local cuisine and craft activities and other non-material values, shaping a cultural environment.

- Cultural heritage extends its boundaries to include higher values and layers: historic cities, cultural landscapes, cultural routes of national, continental and even transcontinental scope.

- Cultural heritage does not only manifest itself as a spiritual value that must be protected, but also as a unique resource that can and must be used for sustainable development in accordance with the rules of the economic game and market laws. Cultural tourism can be an essential tool in this regard.

When considering the development of cultural tourism products, we should also be aware of the potential players shaping the cultural tourism product.

The theme of tourism is clearly taking on a new dimension and may become one of the most important domains of human development in the third millennium. A growing number of people are crossing spatial barriers in the hope of joining a different culture, gaining new knowledge and impressions. As a result, tourism is becoming a sustainable element of the individual's recreational activity and contributes to cultural heritage preservation and the exchange of cultural information, yet its development raises many questions and problems, some of which are pointed out in this paper.

Conclusions:

Tourism, as a constantly evolving human activity, has been shaped and developed in close interaction with the natural environment, which has always exerted a direct influence on the development of society as a whole. Given the shaping of the environment by both natural and man-made factors, the tourism potential of an area is a spatial and functional manifestation of the quality of the habitat to support specific tourism activities.

Culture tourism is one of the most dynamic economic activities today. Tourism organizations, governments, professional associations and even tourists themselves have already grasped this. Under these circumstances, competition from cultural tourist destinations is increasing, but in this specific activity, it is often the human factor that makes the difference in the quality of cultural tourism offers.

Cultural tourism is one of the most effective means of intercultural exchange, offering a personal experience both of past values and the contemporary lifestyle of other societies.

Most of those involved in the issue of capitalizing on cultural heritage have adopted this approach, realizing that the rush for immediate material gains will only destroy the capital invested.

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