



**University Goce Delchev – Shtip
Faculty of tourism and business logistics -
Gevgelia**

**Proceedings
First International Scientific Conference
ISCTBL**

CHALLENGES OF TOURISM AND BUSINESS LOGISTICS IN THE 21ST CENTURY



Gevgelia, 24-25 October 2017 & Shtip, December 2017



University "Goce Delcev" – Shtip, R. Macedonia
Faculty of tourism and business logistics – Gevgelija

ISCTBL

INTERNATIONAL SCIENTIFIC CONFERENCE ON
TOURISM AND BUSINESS LOGISTICS – GEVGELIJA



Proceedings
First International Scientific Conference
CHALLENGES OF TOURISM AND BUSINESS
LOGISTICS IN THE 21ST CENTURY »ISCTBL 2017«
Gevgelija, October 24-25, 2017



"St. Kliment Ohridski" University – Bitola



Faculty of Tourism and Hospitality, Ohrid, Macedonia



University of Kragujevac
Faculty of Hotel Management and Tourism

Vrnjačka Banja



Gevgelija- Shtip, December 2017

Publisher:

Faculty of Tourism and Business logistics, Gevgelija
University "Goce Delcev" Shtip, Macedonia
Krstе Misirkov 10-A, 2000 Shtip; tel.: +389 32 550 000; Fax: +389 32 390 700
Tel.:+389 32 550 351 ; +389 32 550 350
E-mail: <http://ftbl.ugd.edu.mk/> www.ugd.edu.mk

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Number of copies

100

Printed by:

2 August Shtip

CIP - Каталогизација во публикација
Национална и универзитетска библиотека "Св. Климент Охридски", Скопје
338.48(062)

INTERNATIONAL scientific conference "Challenges of tourism and business logistics in the 21st century, ISCTBL (1 ; 2017 ; Gevgelija)

Proceedings / First international scientific conference "Challenges of tourism and business logistics in th 21st century, ISCTBL, 2017, Gevgelija, Macedonia, October 24-25, 2017. - Shtip : University "Goce Delcev" - Shtip, Faculty of tourism and business logistics - Gevgelija, Shtip 2017. - 340 стр. ; 25 см

ФУСНОТИ КОН ТЕКСТОТ

ISBN 978-608-244-465-9

а) Туризам - Собири
COBISS.MK-ID 104519178

ORGANIZER OF THE CONFERENCE AND PUBLISHER
UNIVERSITY "GOCE DELČEV" – SHTIP, REPUBLIC OF MACEDONIA
FACULTY OF TOURISM AND BUSINESS LOGISTICS - GEVGELIA

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PREFACE

The Faculty of Tourism and Business Logistics in Gevgelija, at the Goce Delcev University - Stip, hosted the First International Scientific Conference, "Challenges of Tourism and Business Logistics in the 21st Century".

The conference was held on 24 and 25 October 2017 in Gevgelija with an optional visit to Dojran - Dojran Lake.

32 works of 60 authors from Serbia, Latvia, Turkey, Poland, Bulgaria, Kosovo and Macedonia were presented at the Conference.

The purpose of the Conference is exchange of ideas and experiences of the participants coming from Macedonia and abroad, and establishment of cooperation for further development of tourism and business logistics in Macedonia and beyond.

The results of the Conference are visible through publication in a collection of papers, which is presented to a wider scientific audience and the public.

In this way, we want to promote the Faculty of Tourism and Business Logistics, to promote Gevgelija and Dojran as the most visited settlements in the south-eastern part of Macedonia.

Gevgelija - Stip,
December 2017

Editor
Nikola V. Dimitrov Ph.D. *Dean*

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THE ROLE OF THE MONUMENTS FROM CULTURAL HERITAGE AS PART OF THE TOURIST OFFER: DEVELOPMENT OF METHODOLOGY

Petar Namicev¹

Abstract

The role of the monuments as part of the cultural heritage has a vital place in the development of tourism. The treatment of monuments in the field of protection needs to be adapted to the modern needs of the tourism potential in a certain region. The plan of incorporating the monuments in all phases of conservation should be foreseen in a particular vision for the development of tourism. There is a certain development of the methodology depending on the place and the meaning of the monument, as central, in relation to the category of space, determining the valorization according to the value of the tourist offer or with insignificant influence on modern tourism. In the development methodology of the site of the monument in tourism, it is necessary to apply all the factors that influence, such as modern aspects of the significance of the monument and determining its status in modern tourism.

Key words: *Monument, tourism, protection, development, valorization, status*

Introduction

The term monument refers to a public building, which evokes memories, primarily as a function of the population. The connection of the object through its compatibility and in the direction of achieving the goal, has been established as a concept from the ancient monuments. (Quincy, 2006)

The cultural monuments represent ambient objects, with durable communication forms, which are defined as lasting messages in the space, with a form of collective memory, which is maintained through realization of communication, with active social life, through the creation of messages from the public space (Tudman, 1983)

Cultural monuments can be classified as part of social culture, during the development of monuments through the formation of their identity. Today, the connection of monuments to collective memory dominates the public space, but is controlled by the public and the mass media. Monuments as a form of collective memory reconstruct the past, but participate in the present and in the future. It is therefore difficult to imagine a future without cultural monuments, because they build

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the identity of entire nations (Ruskin, 2006). The role of cultural monuments in the construction and maintenance of identity is essential. Architecture is the carrier of symbolic messages for a certain nationality, that is, the monuments contain a symbolic expression of national values and identities.

In determining the purpose of the monuments as part of the cultural heritage, according to the established categories of objects, conservation interventions are applied. Thus, according to the scope of the active inclusion of the monument, it can be: fully included in the cultural offer, partially included, preserved authentic purpose as part of the cultural offer or partial external restoration, where the transformation of the purpose of the monument influences the cultural process (Namicева, 2017).

1. Collective memory

Collective memory creates a theoretical framework for defining the status of the monument, whereby communicating with the participants, i.e. through the reconstruction of the past, becomes part of the present and the future. (Halbwachs, 1992). The subject of further research are forms of cultural monuments.

Each of the monuments that has been erected in a certain historical period and with a certain social concept by the community or certain individuals, exists to remind future generations for a specific purpose and purpose, thus the monument has a direct influence on the function of the collective memory (Choay, 2001). The memory on which does not call for the existence of the monument, which signifies a certain degree of preservation of the identity of a certain community or national broader identity. The sense of the monument's existence refers to the relationship of the present and the memory.

Ever since the ancient century and the ancient period, monumental monuments have established a form of collective identity, which guarantees the continuous duration of collective memory, both in the period and after death, for which the individual believed that it provides a place in eternity. Messages in ancient cultures were transmitted with visual symbols and signs, while today's visual media are space for the transmission of various types of messages. Through the conservation process, the significance of memory as the sixth pillar of architecture is emphasized, where objects should be monumental and valuable to memorize (Ruskin, 2006)

The contemporary aspect of interpreting the monument is defined as a document, meaning a modern medium and a model of transformed message at the same time. The strong pace of technological change transforms the relationship to the monument and the level of perception combined with cultural acceleration. It is necessary to provide a certain continuity, that is, to extend the dynamics of the space and to coordinate the experiences of the treatment of the monument from the past.

The symbol of national identity, regardless of whether it is an architectural object, is a blend of religion, customs, race, language, etc. Architecture is the ultimate physical representation of culture, and monuments can be considered an important visible symbol of national identity (Vale, 2008).

Linking cultural heritage with different interdisciplinary areas is a direction within the European Union, such as creative resources (Cultural Heritage and Creative Resources)

2. The position of the monuments in cultural tourism

The monuments occupy a central place within any kind of tourist form or concept. As a separate category, cultural tourism is dependent on the involvement and condition of the monuments and cultural heritage.

According to the representation of the monument in cultural tourism, it can have a central dominant position in covering the tourist needs, to be part of the wider context of the offer or to represent a partial, that is, a relative element in relation to the basic concept and the tourist offer. These forms are dependent on the condition of the monument, its treatment and the level of exploitation in the given tourist context. According to certain legal criteria, a certain modern purpose is created and adapted to the level of exploitation of the monument, taking care not to come up with certain conditions of endangering its purpose.

Modern aspects of approach to tourism influence the methodology of development of the state, capacity and domination of monuments and cultural tourism. In meeting the tourist needs, the inclusion of the monuments in the creation of the form and the concept of the tourist offer is variable.

An important contemporary segment of the monuments is providing accessibility to the monuments of one area with the possibility of accessibility and movement around them, which affects the level of perception, according to the way the environment is accepted. Improving the procedures for improving the accessibility of monuments (English Heritage, 2005) refers to the determination of all useful areas of the monuments where accessibility can be provided for all groups of disabled people for whom appropriate documentation is being prepared.

3. Cultural tourism

Cultural tourism is the most dynamically developed branch of the modern tourism industry, from a theoretical and practical aspect. The offer of cultural monuments within modern tourism is diverse, in order to strengthen the interdisciplinarity in tourism, that is, acquaintance with the monuments is adapted to the changing of various recreational needs. In this way it is necessary to perceive the tourist segments and the attractive structure of the cultural tourism.

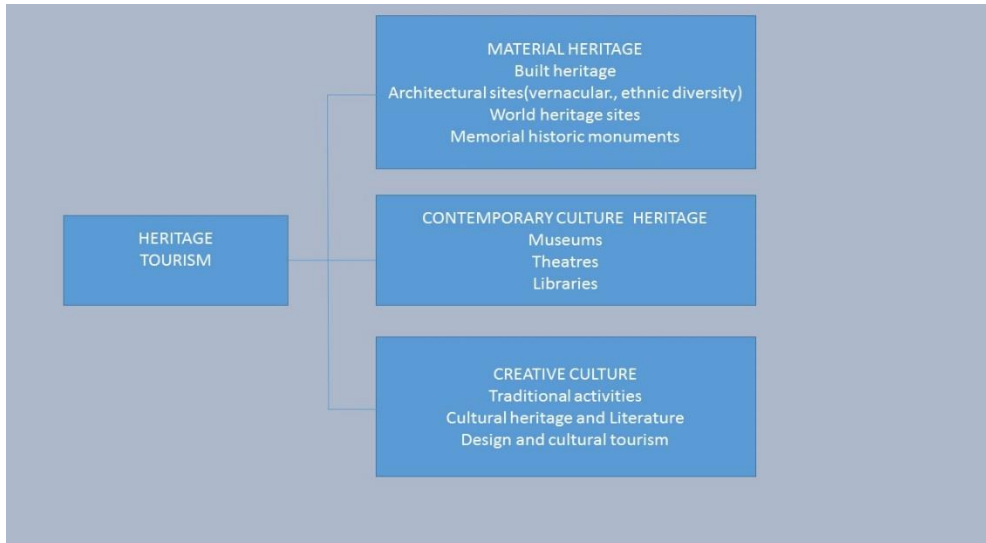


Figure 1. Parts of the cultural heritage, applied as part of the cultural tourism/ Source: author

Cultural tourism is difficult to define, that is, to misunderstand its essential area and practical application (McKercher 2002). For the relevant definition, is the definition of cultural tourism in 1990 by ICOMOS (International Scientific Committee on Cultural Tourism) is considered, "Cultural tourism can be defined as that activity which enables people to experience different ways of life of others, first hand an understanding of their customs, traditions, the physical environment, intellectual ideas and those places of architectural, historical, archaeological or other cultural significance that remain from earlier times. Cultural tourism differs from recreational tourism in that it seeks to gain an understanding or appreciation of the nature of the place being visited. "In 1997, the definition was supported by linking cultural tourism with the surrounding physical environment, thus providing a wider form of tourism. "Cultural tourism can be defined as that movement which involves people in exploration or experience of different ways of life of other people, reflecting all social customs, religious traditions, or intellectual ideas of their cultural heritage." (ICOMOS Charter for Cultural Tourism, Draft April 1997)

Cultural tourism represents a new phenomenon on the one hand in relation to cultural tourism, but at the same time it can connect certain cultural values from the history of mankind. Due to modern trends in tourism, cultural tourism is growing rapidly especially in the 1990s, with even greater intensity in the 21st century. The emphasis on cultural tourism is aimed at valorizing the cultural values of the past in order to present themselves to the new generations. In defining cultural tourism, which is a form of heritage based tourism, it occupies a central place in the tourism product, which is the main motivation for the interest of tourists. (Swarbrooke, 1994).

With the application of cultural tourism, certain positive and negative effects are achieved with respect to the values of the monuments and the global impact on modern tourism.

Positive effects include the development of regional culture, the protection of the natural environment, the strengthening of local culture and tradition, in addition to sustainable development. While negative refer to the commercialization of culture (monuments), destruction of the environment, additional objects that are not in harmony with the local tradition, disruption of the capacity of monuments and other conflict of interest with the local structure.

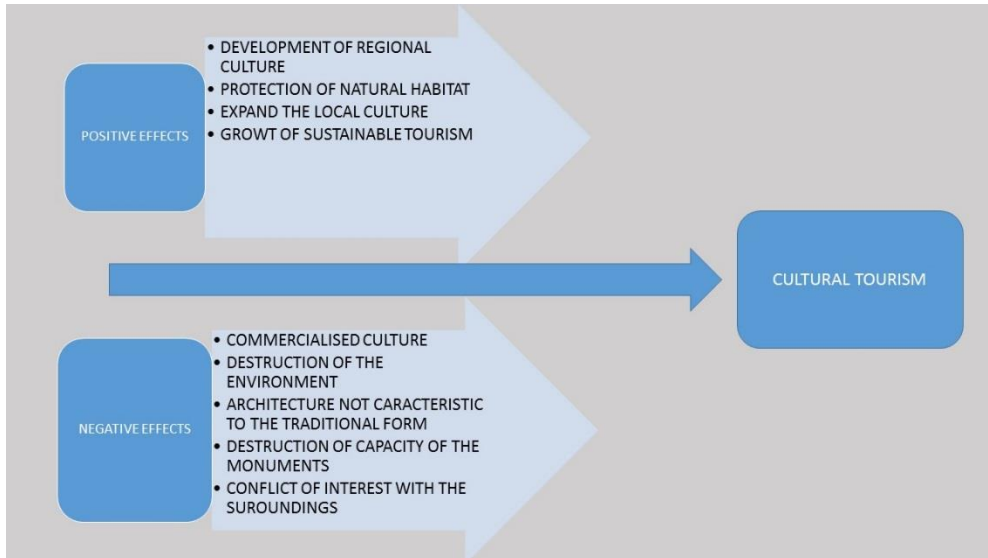


Figure 2. Positive and negative effects and their impact on cultural tourism/ Source: author

In analyzing the development and impact of cultural tourism, it accounts for 40% of the global tourism market (OECD, 2009), or a third of the total budget spent on tourism (Richards, 2009). There is a growing line of participation in cultural tourism, due to the growing interest in cultural trips, familiarization with their cultures. In addition, negative trends arise from the needs of local communities and their aspects regarding the development of cultural tourism. The aspect of the development of cultural tourism is explored, whether it adversely affects the needs of sustainable tourism development, especially in small communities. Although the beginnings of cultural tourism are defined as alternative, dominance as part of mass tourism is becoming more and more popular today. Cultural tourism strives to strengthen local culture by strengthening the values of local communities, that is, the affirmation of monuments and cultural heritage. Creative tourism has contributed to the sustainability of the cultural aspect, that is, the involvement of the monuments and the creation of conscious tourism, by which the principles of sustainability with the potential of a certain tourist region, dominated by a strong concentration of monuments as part of the national cultural heritage, will be foreseen.

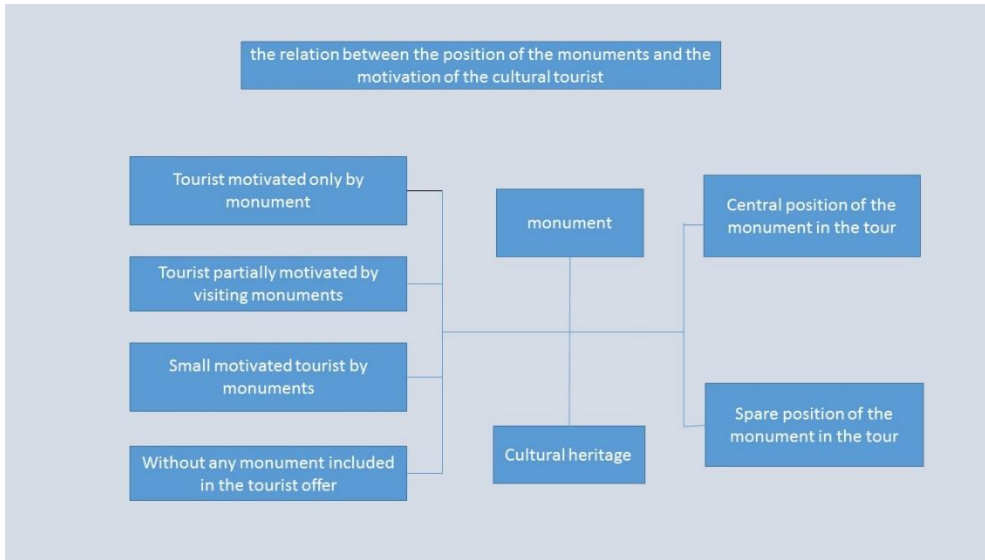


Figure 3: the relation between the position of the monuments and the motivation of the cultural tourist/ Source: author

The tourist offer contains elements of connection with the monument, in terms of the level of its representation, (time and space) and degree of dominance in relation to the coverage of the interest of the visitors and the form of the offer, i.e. creation of different category of tourist activity. Due to the specificity of the degree of ranking of cultural tourists, and the definition of differences between different categories, it is difficult to specify their differences.

The influence of culture and the involvement of monuments in the economic development of cities is a contemporary topic for research. Culture is a key part of the post-industrial backdrop with intense economic activities. The development of a culturally-oriented economy is an important part of the urban economy, through the interactive level of individual users, the social structure and global markets. Cities are increasingly activating cultural programs as sustainable development engines, organized in cultural clusters, as catalysts for the creative economy, involving a higher level of activities for tourists, through research on the innovation of climate conditions and quality of life. In this way, by modifying the original conditions to present the cultural treasures of cities, competition between cities is increasing. An example of urban development cities with sustainable economies in Europe (Amsterdam, Edinburgh, The Hague, Rotterdam, etc.) with an applied cluster system, where the level of development varies with the developed social structure, influenced to a greater extent by the growing sectors. (Borg, 2005)

3.1. The influence of the thematic concepts on the role of monuments in tourism

According to the contemporary aspects of cultural tourism, its development is moving in the direction of organizing thematically organized concepts, which have their beginnings in the 1980s, in Western Europe, the United States and Australia.

Moreover, this concept of organization means planning and organizing the attractive features, most often of the monuments and their uniqueness, including all other tourist services. At the same time emphasising attractive sites and monuments gets important, because of their outstanding cultural features. Thus, rural areas have the privilege to independently represent the attractiveness of the given area or monument complex with authentic local features. (Berkies, 2008), thematic concepts allow monuments or natural attractions to be accessible and related to a particular topic. Through the development of thematic concepts their application and offer is increased, through increased participation of tourism in the given area. In modern tourism, the number and form of thematic concepts increases, while the development model through collaboration and transforms, reinforcing the system through long-term development plans and coordination. The participants in the cooperation of the thematic concepts from the local level are transformed into broader frameworks of cooperation on a national and global level, where the promotion of the monuments is at the heart of the interest.

The success of the thematic concepts (routes) has developed numerous successful methods beyond Europe, through the development of international cooperation, creating numerous advantages, but also overcoming some barriers to the methodological approach of the various participants. In the development and realization of a certain topic related to a certain number of monuments and attractions of cultural tourism, they can contribute to the affirmation of the unused tourist resources, as well as to create new concepts for improving the condition and affirmation of the monuments and cultural heritage.

3.2. Industrial heritage as a potential for tourism

The industrial heritage is a modern resource for cooperation on the thematic concept of tourism in Europe, where an industrial heritage network has been established. The industrial heritage refers to the former industries of steel, textile, mining, etc., where a modern tourist infrastructure has been developed.

3.3. Development of cultural thematic routes in rural areas

The development of rural areas is a neglected part where there are opportunities for development of cultural tourism. The methodology for improving this sector is the direction of protection, thematic organization and promotion of the local cultural heritage of rural - mountain rural border and transnational roads. Preservation of the local cultural heritage and the economic development of the rural areas is a priority goal in order to provide a favourable basis for the further development of rural tourism as part of the cultural heritage and cultural tourism. An assessment of local cultural values in the direction of development of cultural attractions is necessary, as a basis for further development of cultural tourism.

The role of cultural tourism in the global market creates a certain system by which certain quantitative and qualitative criteria and components are determined. In the case of the global market and modern tourism trends, the tendency of constantly growing competitive models creates quality and standards. Thus, cultural tourism has

become one of the most profitable and most desirable development options in the world of modern tourism.

Conclusion

The problems of protection, conservation and restoration are a certain scientific field with a wide field of research and an interdisciplinary approach in the development of the methodology of research of monuments, that is, cultural heritage. It is necessary that interest not only be kept on the history of the monuments, but also with their current existence and future within their inclusion for tourist purposes. It is significant in several previous decades that, through the activities of several international organizations (ICOMOS, ICCROM and UNESCO), it should be directed towards the protection of heritage complexes (Steinberg 1996). Urban rehabilitation needs to be focused on meeting social, political, cultural, economic and urban aspects. The cultural heritage is a driver of economic development from the aspect of the tourism sector, indicated in the Paris Declaration at the XVII General Conference of ICOMOS in 2011. The values of the role of culture and cultural heritage in the functioning and development of a successful society are presented in the manifest ICOMOS for England from 2015.

Within the developmental methodology, it is necessary to emphasize the application of terminology and scientific approach in terms of a cultural monument, collective memory, research of the site of monuments in cultural tourism. Thus, cultural tourism should address the influence of templates on the thematic concepts of the role of monuments in tourism, from the aspect of industrial heritage as a potential for tourism or as an example of the development of cultural thematic routes in the rural areas. The perceptions of the impact of the mentioned patterns is vital for positioning the site of cultural tourism in the global context of modern tourism.

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