



ISCTBL 2020

INTERNATIONAL SCIENTIFIC CONFERENCE

Универзитет „Гоце Делчев“ –
Штип

Goce Delchev University
Shtip

Факултет за туризам и бизнис
логистика

Faculty of Tourism and
Business Logistics

**Трета Меѓународна Научна Конференција
Third International Scientific Conference**

**ПРЕДИЗВИЦИТЕ ВО ТУРИЗМОТ И БИЗНИС
ЛОГИСТИКАТА ВО 21 ВЕК
CHALLENGES OF TOURISM AND BUSINESS
LOGISTICS IN THE 21ST CENTURY**

**ЗБОРНИК НА ТРУДОВИ
CONFERENCE PROCEEDINGS**



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Plenary session

Prof. Gligor Bishev, University Professor and Chairman of the Board, Sparkasse Bank-Skopje – “*The impact of the pandemic on economic developments*”

Peter Tabak, Executive Director, Leading Regional Economist for Economics, Policy and Governance in the Western Balkans Vice-President for Policy and Partnerships, European Bank for Reconstruction and Development - “*Economic outlook for the Western Balkans during and after the epidemic*”

Milan Zdravkovic, Executive Director of the Distribution System Operator in J.P Srbijagas, Belgrade, Serbia – “*Supply of natural gas in COVID-19 conditions - experience and expectations*”

Prof. Misko Dzidrov, University Professor and Vice-rector for Teaching and Students, Goce Delcev University of Stip – “*UGD in a time of pandemic*”

Prof. Tatjana Boskov, University Professor and Dean of the Faculty of Tourism and Business Logistics, Goce Delcev University of Stip – “*The impact of coronavirus on global growth and global supply chain shifts*”

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I and II session

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УНИВЕРЗИТЕТ „ГОЦЕ ДЕЛЧЕВ“ - ШТИП
GOCE DELCEV UNIVERSITY OF STIP

ФАКУЛТЕТ ЗА ТУРИЗАМ И БИЗНИС ЛОГИСТИКА
FACULTY OF TOURISM AND BUSINESS LOGISTICS

ТРЕТА МЕЃУНАРОДНА НАУЧНА
КОНФЕРЕНЦИЈА

THIRD INTERNATIONAL
SCIENTIFIC CONFERENCE

ПРЕДИЗВИЦИТЕ ВО ТУРИЗМОТ И БИЗНИС
ЛОГИСТИКАТА ВО 21 ВЕК

CHALLENGES OF TOURISM AND BUSINESS LOGISTICS
IN THE 21ST CENTURY

ЗБОРНИК НА ТРУДОВИ
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13 ноември, 2020, Штип / Shtip, November 13th, 2020

ПРЕДГОВОР

Факултетот за туризам и бизнис логистика при Универзитетот „Гоце Делчев“ во Штип, беше организатор на Третата меѓународна научна конференција „Предизвици на туризмот и бизнис логистика во 21 век“. Конференцијата се одржа на 13 ноември 2020 година на платформата Microsoft Teams, со повеќе од 90 учесници од матичната земја и странство. Оваа година Меѓународниот научен комитет брои еминентни професори од нашата земја и над 15 странски земји како Израел, Шпанија, Франција, Молдавија, Италија, Грција, Египет, Полска, Турција, Романија, Бугарија, Србија, Хрватска, Босна и Херцеговина и Словенија.

Целта на оваа конференција е да промовира поголемо разбирање на бизнис администрација, логистиката, туризмот и угостителство во однос на управувањето, економијата, образованието и претприемништвото. Ова подразбира дека фокусот на учесниците го насочивме кон најновите трендови и предизвици во врска со развојот на туризмот, менаџирањето со компаниите, пазарот на труд, можностите за придобивки и профит, изгледите за подобра конкурентност на меѓународниот пазар, што пак е императив за финансиската стабилност на нашата земја во целина.

Имено, со пристигнатите трудови и авторските истражувања се оствари целта на конференцијата - а тоа е оценувањето на тековната состојба и идните изгледи за развој на микро план што се однесува на домашниот пазар, како и движењата на глобалната економија, подготвувајќи ја бизнис заедницата за предизвиците со кои ќе се соочуваат при остварувањето на нивните цели, што де факто влијае врз одржувањето на финансиите особено во времето кое го живееме под притисокот на пандемијата.

Препораките кои се пренесоа се однесуваат како да се зајакнува капацитетот на компаниите како и промените во регулативите кои го диктираат нашиот пат кон ЕУ. Дискусиите во текот на конференцијата беа одговор на тоа како реагираа и се позиционираа менаџерите на финансиски средства во услови на голем пазарен ризик, пазарни шокови и турбуленции и како треба да се подготвуваат инвеститорите во поедини сектори. Трудовите прикажаа изгледи и кон идната интеграција на земјите од Западен Балкан, со осврт на досегашните постигнувања и идните предизвици пред овие економии како и размена на искуства на сите учесници кои сме денес присутни од повеќе земји.

Токму овие препораки треба да бидат двигател на процесите на реформата во насока на подигање на квалитетот на образованието заради поголема продуктивност на трудот, конкурентност на економијата и намалување на неусогласеноста на понудата на вештини и компетенции како и побарувачката на пазарот на труд.

Постигнувањето на овие цели е заедничка задача на сите оние што се во позиција да го дадат својот придонес за имплементација на реформите во општеството. Токму тие реформи, тие промени во начинот на пристап, методологија на работа и организација, не треба да ги правиме само за да станеме дел од економскиот блок, туку да бидат во насока да постигнеме нешто друго, многу позначајно, односно сите напори што ги правиме да бидат за остварување на повисок степен на благосостојбата на нашите граѓани, за создавање на достоинствени услови за живот и работа.

Во регионот, меѓутоа и пошироко, во Европа, искуствата се најразлични. Наидуваме на успешни, и на не толку успешни модели. Токму ваквите научните конференции, дебатите што се развиваат тука, се најдобриот начин за размена на искуства, за идентификација на предизвиците и перспективите, за споредување на моделите и третирањето на нивните недостатоци или предности, меѓутоа и презентирање

на можните нови комбинирани модели. Едукацијата на новите генерации кои ќе бидат подготвени да се соочат со предизвиците што ги носи глобализацијата, е заеднички предизвик на Универзитетите, на бизнис заедницата, но и на централната и локалната власт.

Штип,
13 Ноември 2020

Главен уредник
Проф. д-р Татјана Бошков, *Декан*

PREFACE

The Faculty of Tourism and Business Logistics in Gevgelia, part of the University Goce Delchev from Shtip, hosted the Third International Scientific Conference, "Challenges of Tourism and Business Logistics in the 21st Century". The conference was held on 13th of November 2020 on the platform Microsoft Teams, with more than 90 participants from the country and abroad. This year the International scientific committee included eminent professors from our country and more than 15 from foreign countries, such as Israel, Spain, France, Moldova, Italy, Greece, Egypt, Poland, Turkey, Romania, Bulgaria, Serbia, Croatia, Bosnia and Herzegovina and Slovenia.

The aim of this conference is promoting a greater understanding of the business administration, logistics, tourism and hospitality in terms of management, economics, education and entrepreneurship. In that context, the focus of our participants was on the latest trends and challenges related to tourism development, company management, labour market, opportunities for gain and profit, opportunities for better competitiveness in the international market, which is imperative for the financial stability of our country entirely.

Furthermore, the conference papers and authors' researches fulfilled the aim of the conference, the assessment of the current situation and future prospects for the development of the micro plan in terms of the domestic market, as well as the global economy changes, prepared the business community for the challenges that will they face during their goal achievement, which de facto affects the maintenance of finances especially in the time we live under the pandemic pressure.

The detection of the conditions that have been presented is a real mirror of where we are, where we have been, and what is even more difficult, to answer the question what next? Achieving these goals is a common task of all those who are in a position to contribute to the implementation of reforms in society. Exactly those reforms, those changes in the way of approach, methodology of work and organization, we should not make only to become part of the economic block, but to be in the direction of achieving something else, something much more significant - efforts for achieving a higher degree of well-being of our citizens, for creating dignified living and working conditions.

In the region, but also beyond, in Europe, the experiences are diverse. We come across successful and not so successful models. Exactly such scientific conferences, debates that develop here, are the best way to exchange experiences, to identify challenges and perspectives, to compare models and how to treat their disadvantages or advantages, but also to present possible new combined models. The education of the new generations that will be ready to face the challenges posed by globalization is a common challenge of the Universities, the business community, but also of the central and local government.

Shtip,
November, 13th, 2020

Editor
Tatjana Boshkov, Ph.D. *Dean*

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EUROPEAN CAPITALS OF CULTURE: CASE STUDY – ATHENS

Marija Lakićević¹; Danijela Pantović²; Vladan Petrović³

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Abstract

Europe has always been a destination that has attracted tourists with its rich cultural and historical heritage. Changes in tourists' needs and demands have led to significant alterations on the tourism market. In fact, there has been a development of different specific forms of tourism with increasingly larger significance, and among them cultural tourism stands out. The development of cultural tourism has led to the appearance of a project called "European Capitals of Culture" which enables select cities to present their cultural life and culture itself to the entire world. That way these cities realize numerous positive effects, promotion on the tourism market, but also a chance to be recognized by tourists as an attractive destination of cultural tourism. The aim of this work is to emphasize the significance of cultural tourism in Europe, primarily using Athens as an example, but also to point out the necessary changes in order to preserve cultural heritage of Europe.

Key Words: *culture, tourism, Athens, Europe, cultural heritage.*

JEL classification: Z3, Z32

Introduction

Cultural tourism is considered a form of tourism with special interests. Tourism and culture are largely connected, since culture is a precondition for tourism's development, and tourism is an efficient way to valorize culture. All tourist travels are in some way connected with culture, with every destination carrying with it a cultural identity which is different from the cultural identity of the place from which a tourist comes.

Ever since 1985, once a year, there is a possibility for chosen European cities to present their cultural life to the world, and in such a way to claim the title of "European Capital of Culture" for the given year. In that way, these cities can highlight their differences and obtain numerous social-cultural and economic benefits by representing their culture. The title is awarded by the European Commission.

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For the first two decades of this cultural recognition's existence, the position of the capital city of European culture was awarded to famous European cities with rich cultural heritage and vivid cultural life. However, for the last several years, the status of the capital city of European culture is used more and more as a way to reinvigorate cultural life in a city, to activate cultural potentials, and it is connected with agreeable economic and social outcomes which result from reinvigoration of cultural life and all activities related to it (tourism, catering, services, traffic).

From 1985 to 2000, this process included choosing only one capital of culture for the current year, and after that it was several cities. Some of the European cities which can boast this title from previous years are: Paris (1989), Dublin (1991), Copenhagen (1996), Rotterdam (2001), Istanbul (2010), Valletta (2018) and many others. Cultural capitals in 2019 are Matera (Italy) and Plovdiv (Bulgaria).

Cultural Tourism

Contemporary tourism is defined as a collection of relations and occurrences which result from tourists' travels and sojourns in their own country or in a foreign one, if that sojourn does not conclude a permanent employment or include any professional activity (Stanković & Pavlović, 2006, p.143). In that way, tourism represents people's movements and consumption outside of their permanent place of residence for the purpose of rest, recreation, learning about cultural and historical heritage and other motives.

Cultural tourism is motivated with a need to visit the places with attractive cultural and artistic content, whether they are related to the everyday life of a local community, or to celebrations, festivals, and other cultural and artistic programs, or to cultural goods and entities, in order to learn about, understand and respect different local and regional cultures. It enables places which are not exclusively tourism-related to build development strategies with local cultural and artistic potentials which are interesting to a tourist as well as to the local populace. Therefore, basic functions of cultural tourism are to represent national and local values to a tourist, as well as to enrich tourism destinations with cultural contents and to make them more attractive for the local populace (Đukić Dojčinović, 2005, p.16).

The World Tourism Organization (UNWTO) gave two definitions of cultural tourism in 1985 (www2.unwto.org):

- in a narrow sense, culture tourism means “movement of people with strong cultural motivation – fine arts, travels to festivals and other cultural events, visits to landmarks and monuments”;
- in a broad sense it includes “all movements of people for the purpose of satisfying human needs for diversity, directed towards increasing an individual's cultural level and creating new knowledge and experiences”.

According to the World Federation of Travel Journalists and Writers (FIJET), cultural tourism directly helps to “reinforce mutual respect among peoples, by familiarization with history; by cleanliness of forests, lakes, seas and air; by preserving historical, cultural and archaeological monuments” (www.fijet.net).

A typical list of types of locations and attractions which are considered to attract cultural tourists is given by ECTARC (Richards, 2005, p.23):

- archaeological locations and museums;

- architecture (ruins, famous buildings, entire cities);
- art, sculptures, galleries, festivals, events;
- music and dance (classical, folk, contemporary);
- drama (theater, film, dramaturgy);
- study of languages and literature, tours;
- religious festivals, pilgrimages’
- complete (folk or primitive) cultures and subcultures.

According to the experts’ opinion, one of the criteria of modern classification of cultural tourism, and by extension of resources, should be homogeneity of social and cultural needs and cultural attractions, since specific types and forms appear as cultural environment.

Cultural Tourism of Europe

Europe has always been a destination which attracted tourists with its rich cultural and historical heritage. Cultural tourism is a very significant activity in Europe, and it is considered a main source of employment in the future. Europe has held a leading position in international tourism and cultural industry for a long time, but in the past few years its competitiveness has waned in relation to changes in the global market.

Cultural tourism generates numerous economic benefits for a destination, but also some non-material ones, such as the fact that it enables people to gain various types of knowledge about the local populace, their way of life, heritage, customs and history through travels. This type of tourism realizes numerous economic, social, and ecological benefits which are stated in table 1.

Table 2: *Cultural Tourism Benefits*

Economic	Social	Environmental
<p>Diversifies the local economy by creating new jobs, businesses, attractions and events</p> <p>Brings in new money and generates tax revenues.</p> <p>Supports existing small businesses and provides options for expansion.</p> <p>Promotes the preservation and protection of significant local resources.</p> <p>Builds relationships among and within communities.</p> <p>Helps develop and maintain new/existing community amenities</p>	<p>Enhances the community’s image and pride. Encourages community beautification.</p> <p>Creates opportunities for healthy community relationships and partnerships.</p> <p>Creates experiences for visitors attracted to history, preservation, and the cultural arts, which can then also be enjoyed by residents.</p> <p>Preserves local traditions, customs and culture.</p> <p>Provides education, research and work-placement opportunities for students.</p> <p>Generates increased local investment in heritage resources and supporting tourism services.</p>	<p>Contributes to a culture of preservation.</p> <p>Encourages residents and visitors to consider their impact on the natural and built environment.</p> <p>Increases awareness of the site, attraction or area’s significance</p>

Source: *Whyte, Bruce; Hood, Terry; and White, Brian P. (2012), Cultural & Heritage Tourism, a Handbook for Community Champions, The Federal-Provincial-Territorial Ministers' Table on Culture and Heritage (FPT), Quebec, str. 15*

Cultural tourism helps to understand multiculturalism, interactions between different cultures and their significance for the identity of Europe and recognition of common values. It helps to build a positive image of the society as a whole, and better relationships with different nations (Cengiz & Eryilmaz, 2006, p.49).

The role and function of Europe in the context of the development of cultural tourism is undertaking activities which reinforce, coordinate or supplement actions of the member states. More detailed functions of Europe in the field of culture, and by extension of cultural tourism, can be seen through the following elements (www.europarl.europa.eu):

- a contribution to improvement of culture of all member states;
- respect for national and regional differences;
- promotion of unique cultural identity and historical heritage;
- encouragement of cooperation between the member states;
- improvement of familiarization and popularization of culture and history of European nations;
- preservation and protection of cultural heritage important for Europe;
- strengthening of non-commercial cultural exchange;
- ensuring cooperation with third countries and organizations from this area.

European Union, the European Council, and UNESCO have great influence on the development of cultural tourism in Europe. European Union influenced the establishment of transnational policies for cultural tourism development, and the European Council and UNESCO gain more and more influence inside and outside of Europe.

Athens as a European Capital of Culture

The project "European Capitals of Culture" was started by presenting this title to the Greek city of Athens in 1985, after which many other European cities got the possibility to present their culture and cultural life to the world. Today, Athens is capital of Greece and its largest city, as well as the center of economic, financial, industrial, political and cultural life in Greece. It was named after the goddess Athena, the protector of the city and the goddess of wisdom. This city possesses great riches of cultural-historical resources, material and non-material, which must be protected and promoted.

Situated on rocky terrain above Athens, the Acropolis is a citadel which best shows the classical architecture of a classical world. The most famous building on this rocky hill is the Parthenon, a temple dedicated to the goddess Athena. Despite centuries of wars, earthquakes, robberies and the elements, most of the structures are still standing. People inhabited these rocks centuries before the Acropolis. There is evidence of habitation dating back to the Neolithic period between 4000 and 3200 BC, with houses and identified tombs around this area. A series of openings was found, with several ships found in their depths. One theory states that these openings once served as wells, while another claims that they were places of ritual burials, since human bones were found among other objects.

The Acropolis is the most intricate surviving Greek monumental complex, still exceptional considering all the centuries of natural disasters, wars and repairs. Still, most of the decorations and artworks are missing. One of such losses is the great statue of the goddess Athens which once stood in the Parthenon. Also known as Athena Parthenos stood 12 meters tall and was made of gold and ivory by the sculptor Phidias. In full armor and covered in jewelry, it was inspiring in and of itself and it marked spiritual and economic power of the old Athens. Marble, which was a component of the classical statue, was not local. It was excavated on the Mount Pentelikon, about 16 kilometers from Athens. It was difficult to excavate marble only with iron chisels and hammers. Afterwards, the workers travelled the long road from the mountain to Athens, where they met on the steep slopes of the Acropolis.

Below the Acropolis there is also the *Roman Agora*, or the seat of events and politics in the Ancient Athens, today teeming with excavations which, along with the impressive Acropolis, give visitors a chance to go back 2500 years for a moment and feel like Ancient Greeks, who lived, worked and developed in that same place, but also experienced the Roman influence.

Plaka is for Athens what Skadarlija is for Belgrade. It is situated at the bottom of the Acropolis hill and since the earliest times it was the center of Athens. The life of contemporary Athens was breathed into the structures of the past, the buildings of neoclassicism, and Frankish houses. Plaka is unique because it is adorned by many taverns, clubs, squares, churches and streets full of tourists. This part is exceptional for tourists who want to experience the spirit of Athenians and their city (www.visitgreece.gr).

The Theater of Dionysus is an ancient open theater in Athens, located close to a sanctuary dedicated to the god Dionysus, and it is one of the oldest ancient theaters preserved in the capital of Greece. Celebrations dedicated to this deity were held in this theater. All ancient Greek theaters were massive buildings of huge proportions, and it is interesting to know that the acoustics in these theaters were at an enviably good level, especially if good attendance and ideal weather conditions also happened. It is known that the Theater of Dionysus in Athens could receive up to 17000 visitors.

The *Syntagma Square* is located in the center of the modern part of Athens. The Parliament building is located above it, as well as the Monument of the Unknown Soldier. *The Stadium of Athens* is located on the spot of the old stadium. The old stadium was built in 330 BC. The Stadium of Athens was renovated in 1896 during the first contemporary Olympics.¹ Athens is a city with many museums, with the most important being: National Archaeological, Byzantium Museum, Benaki Museum, and Museum of the City of Athens.

National Archaeological Museum is the most important museum which represents Ancient Greece. It owns collections from the Mycenaean period (golden jewelry, gemstones), a collection of Cycladic art (statues and idols), a famous collection of Archaic art, as well as recently discovered frescoes and other showpieces from Thera (Santorini). *The Byzantium Museum* is famous for having objects of Byzantine art and objects which were used in churches (icons, frescoes, handicrafts). *Benaki Museum* has collections from Ancient Greece, Byzantine art, showpieces from the Orient, jewelry, objects made from Chinese porcelain, weapons from the Greek independence war, etc. *Museum of the City of Athens* is a museum of the modern history of Athens from the time when Athens became a capital of Greece (www.namuseum.gr).

Athens and Epidaurus Festival is one of the most famous dramatic arts events in Greece. Each summer for the last 50 years a great number of performers take part in the festival, and its

program includes open theater shows, opera, classical music and dance on different locations in Athens, including the modern concert hall and the ancient amphitheater Odeon of Herodes Atticus. Ancient shows are also performed in the ancient Epidaurus theater (www.grckaturizam.wordpress.com).

Athens International Film Festival is an open festival which has turned some of the most popular city landmarks into unexpected cinemas in the past few years: from ancient locales and art galleries to suburban parks and cafes. A wide variety of movies is shown, from high-budget to independent, so-called indie movies. The most interesting shows combine a movie and live music – a spectacular experience, especially when shown in interesting locations in the city. Athens also boasts other festivals, such as: Daphni Wine Festival, the Acropolis Rally, the International Jazz and Blues Festival of Athens, etc.

Table 2: SWOT analysis of the city of Athens

<p style="text-align: center;">STRENGTHS</p> <ul style="list-style-type: none"> ○ natural and cultural attractions / resources; <ul style="list-style-type: none"> ○ tour guides flexibility; ○ richness in cultural-historical resources; <ul style="list-style-type: none"> ○ diverse entertainment and night life; ○ suitable climate; ○ suitable geographic position; ○ good image – Athens is recognized by tourists as the city of gods, myths and legends; <ul style="list-style-type: none"> ○ highly developed maritime tourism; <ul style="list-style-type: none"> ○ hospitable hosts; ○ affordable accommodations; ○ exceptional culinary offers; ○ well-developed city infrastructure; ○ urbanization of the city center, especially after Olympic Games of 2004; ○ political stability and the election of Government which supports fiscal consolidation and economic stability of the country; ○ large percent of foreign tourists, especially from Germany and Great Britain. 	<p style="text-align: center;">WEAKNESSES</p> <ul style="list-style-type: none"> ○ badly presented tourist offer of cultural contents; <ul style="list-style-type: none"> ○ lack of finances; ○ seasonality; ○ underdeveloped infrastructure; ○ weak promotion of cultural tourism; ○ language barrier due to hosts not knowing foreign languages; ○ negligence and lack of organization of tour guides which gives off the feeling of frivolity; ○ insufficient protection and resource management; <ul style="list-style-type: none"> ○ lack of protected areas; ○ lack of spatial urban planning; ○ lack of initial infrastructure for construction of new accommodation facilities; ○ illegal construction in urban and suburban areas; ○ lack of accommodation capacities of international quality; <ul style="list-style-type: none"> ○ lack of new tourist attractions.
<p style="text-align: center;">OPPORTUNITIES</p> <ul style="list-style-type: none"> ○ world trends of increased demand for cultural tourism as tourism of special interests; ○ expanded seasons by maximum activation of cultural resources; ○ increasing the number of tourists by increasing purchase power; ○ positive opinions of Athens and Greece as a whole in general on foreign market; <ul style="list-style-type: none"> ○ applied innovations in tourism business; ○ expected positive reaction for a new/unknown foreign destination; ○ vacation segmentation to more frequent and shorter stays in a new destination (second vacation); ○ accelerated privatization and stability of tourism businesses; ○ conditions for the development of health tourism. ○ accessibility of foreign education funds and the development of tourism staff; ○ application of the European work regulations and tourism employment policy; ○ interest of foreign institutions for education in tourism sector. 	<p style="text-align: center;">THREATS</p> <ul style="list-style-type: none"> ○ environmental pollution (due to the increase in tourists); <ul style="list-style-type: none"> ○ frequent fires in the area; ○ frequent strikes and political instability; ○ partial displeasure of tourists for the service received; <ul style="list-style-type: none"> ○ lack of productivity increase; ○ loss of gained positions in the tourism market; ○ lack of information about positive aspects of tourism, especially cultural tourism; ○ lack of staff for new jobs (guides, entertainers, recreation staff); <ul style="list-style-type: none"> ○ lack of new job vacancies in the city tourism; ○ decline of quality and the loss of locations for tourism development; ○ fast development of competitors' tourist destinations; <ul style="list-style-type: none"> ○ lack of local and foreign investors in tourism; ○ lack of professionally shaped product for foreign tourists.

Source: Authors

Tourism and culture are recognized as two strong initiators all over Europe. They are important for economic development and employment. They also have a vital role in nurturing a deeper

understanding of riches of diversity of regional cultures of Europe and giving higher value to common European heritage. More than a third of locales of UNESCO world heritage are located in Europe. Cultural tourism manages to inspire discovery and enjoyment in historical monuments and monumental areas, by focusing on cultural heritage, including cultural landscapes.

Conclusion

Cultural tourism is becoming an important part of cultural heritage. Discovery of cultural diversity, common identity and plurality share an equal contribution in cultural tourism, since they have a vital role in inspiring greater understanding, as well as giving higher value to common European heritage. With that, tourism can contribute to expansion of European integration and identity, by nurturing better understanding among the peoples of Europe. Cultural heritage is fundamental for European integration and cooperation, and it is a very important instrument of intercultural dialogue. Taking all positive effects of tourism development into consideration, we need to minimize the negative ones, because the local community can only develop without interference with a balanced development of culture and tourism.

Culture with cultural heritage is an expression of a nation's identity, its history, tradition and civilization, an indicator of its life in time and space. Cultural tourism uses the best of the heritage and it has significant economic and social power. It is a factor which encourages intercultural dialogue, and on the hand it draws the attention of the local populace to its own culture by contributing to integrity and a better life for a destination.

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