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**CULTURAL TOURISM - DEVELOPMENT, SCOPE AND
PROSPECTS**

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***Abstract:** The report present possibilities of cultural tourism development in Bulgaria. The theoretical aspects of the nature of cultural tourism are analyzed. The impacts of cultural tourism in Bulgaria are describe. It identifies this form of tourism as a tool to improve image and decrease seasonality.*

***Keywords:** cultural tourism, image, seasonality.*

1. Introduction

At the current stage of development, cultural tourism is up and makes a priority of promoting at Bulgarians management level. The wealth of resources on the one hand, and the need to diversification the tourism product of the destination Bulgaria on the other, are the focal point in this type of tourism. After decades of neglect in Bulgarian tourism practice in recent years it appears keen interest. The purpose of the report is based on clarifying the nature, specific characteristics, the basic components of supply and demand of cultural tourism in the country, systematize and brought positive prospects and possible negatives of this development.

2. Development and nature of cultural tourism

The historical overview of the emergence and development of this type of tourism shows that its formation can be sought at the beginning of the seventeenth century. It is associated with undertaken in 1608 by the explorer Thomas Coryat (English nationality) trip around Europe. The majority of this journey he travelled on foot. The impressions after his returning were issued in 1611 in two volumes. Book travelogues Coryat influences and urging other compatriots to such trips. In the economic literature devoted to the tourism theme of cultural tourism is not new. A variety of definitions are focusing on one or more sides of this type of tourism. For example, cultural tourism is defined as "*the movement of people to the cultural attractions outside their residence with the intent to gain new information and experiences to meet the cultural needs / requirements*" (Richards, G., 1996).

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Another approach oriented business-position focus on *that cultural tourism refers to that segment of the industry, which places special emphasis on cultural attractions* (Keyser, H., 1998). The most known definitions in the literature indicates that the cultural attractions are the main purpose of the visit. In contrast, the World Tourism Organization has a slightly broader approach and adopt cultural tourism "*trips whose main or ancillary goal is visiting the sites and events whose cultural and historical value has become part of the cultural heritage of a community*". This broader approach is the ability of this type of tourism to complement and to be consistent with appropriate mass and other specialized types of tourism.

One of the definitions overlap in content and another bear certain traits. But all experts working in the tourism agree that cultural tourism is a type of tourism to warrant classification according signs purpose and motives visit (Иванова, П., В. Минков, Л. Илиева, 2013).

Through the lens of different research purposes, the notion of cultural tourism can be seen as:

- own tourism that fits in tourist classifications according to the criterion of 'motives and objectives of the visit';
- travel and temporary residence outside domiciled main aim of meeting the cultural needs;
- consumption of goods and services in visits to places and objects defining cultural context of tourism offering;
- distinct part of the tourism industry;
- segment of tourism demand;
- set of organizations, institutions and entities that provide services to tourists practicing cultural tourism.

After reviewing the existing literature definitions Stoyan Marinov says that "the concept of" cultural tourism "*means all trips to visit cultural and historical sites and obtaining knowledge about the cultural heritage of a destination that heritage includes architecture, stage and visual arts, literature, festivals, lifestyle of the local people, local traditions and beliefs*" (Маринов, С., 2011). The emphasis here is on the demand for cultural tourism and the range of facilities as a tourist purpose and motive. In our cultural tourism all trips visit cultural and historical sites and obtain knowledge of cultural heritage and cultural identity of a destination, as well as activities related to travel and accommodation and facilities designed to meet their needs.

It is known that in the center of the tourist product of atomic form stands tourism resources / attractions. Tourism resources (natural and anthropogenic) are those objects and phenomena that attract tourist flows to a particular destination. Marin Buchvarov (Бъчваров, М., Цв. Тончев, 1996). classified anthropogenic resources in three categories: cognitive, business and sports. Cultural tourism is based on the first type (cognitive) resources, which in turn are subdivided into:

- Socio-cognitive - related to demographics, folklore, political interests, public and government organizations, fashion and lifestyle, language and literature, cookery, etc .;
- Historical and Archaeological and Ethnographic - related to historical monuments, archaeological sites, museums, memorials, revealing architectural and folkloric values;

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- Other cultural sites and events related to the activities of cultural institutions and events - exhibitions, festivals, fairs;
- Religious objects and events - objects and places that attract visitors, both because of their religious significance, but also because of cultural and historical values that are characteristic of these landmarks.

According to Heidi Keyser (Keyser, H., 1996) two main types of cultural tourism, based on cultural heritage and ethnic-based components. Tourism based on cultural heritage focus on "*interest in the past and the desire for experiences in different cultural environments and forms.*" (Zeppel, H., C. M. Hall., 1992) Tourist Attractions in it are museums, monuments, historic sites, relics, buildings and other remnants of past periods (Zeppel, H., C. M. Hall, 1992).

Visiting these places causes deep sense of past society. This type of cultural tourism comprises all journeys main goal visits to places and objects of cultural heritage of the destination. Heritage is: material (museums, monuments, galleries, historical sites) and intangible (traditions, holidays, customs). Ethnic tourism includes travel to get acquainted and learn, as well as inclusion in the group of people with different customs, habits, lifestyles and traditions. A distinctive feature of ethnic tourism is learning more about different cultures.

Depending on Motivation sign subspecies of cultural tourism are (Маринов, С., 2011):

- Cognitive tourism - trips to explore the cultural and historical resources of a destination, including gastronomic culture.
- Educational tourism - trips to increase the educational level.
- Religious tourism - trips to explore the religious sites and rituals.
- Festival tourism - trips to actively or passively participate in festivals of various kinds of arts, folklore festivals and others.

3. Supply and demand of cultural tourism

A study commissioned by the European Travel Commission examines preferences and reasons for travel of tourists from 9 market, visiting Europe: Europe, USA, Canada, Brazil, Russia, India, Southeast Asia, Japan and Korea. In the context of consideration of cultural tourism is that visitors from North America (US and Canada) visit Europe mainly driven by the motive to discover and explore the cultural heritage, and this desire is most pronounced in markets like Brazil, China and the most India already.

European tourists relaxing in the European countries practice as a co-type tourism mostly cultural and sports tourism (39%), followed by ecological tourism (25%) and entertainment (19%). Typical of Russian tourists visiting Europe is combining vacation with a visit to sports events or practice sports tourism (63%), as well as visits to cultural sites (45%), and eco-tourism (35%) and entertainment (28 %). As for Canadian tourists visiting Europe, they are interested in cultural sites (60%), nature (34%) and active / sports tourism (29%). They combine these forms of tourism with shopping and visits to amusement parks. For them highly attractive are the outdoor activities and in nature. Chinese tourists visiting Europe are attracted by the opportunity to view nature (41%), shopping (39%), as well as to practice sports activities (38%). Appealing for them are

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nightlife and amusement parks. Tourists from Japan and Korea, visiting Europe, practice ecological tourism (47%) and cultural tourism (34%). At the same time they are interested in shopping, as well as local cuisine.

According to the Ministry of Tourism spending by foreigners for cultural events in Bulgaria in 2014, without day-tourists were nearly 512 million. Lev. Bulgarians spent in the country, including one-day tourists, nearly 67 million. Lev. The share of cultural tourism is one eighth of the total product offering in the country for 2014, Tourism Minister states that the purpose is not only a significant increase in this share, but also catalyze the development of diversified tourism products in parallel with cultural historical tourism.

An essential moment in terms of demand and the corresponding offering of cultural tourism is knowing the profile of tourists practicing cultural tourism. The main features of this profile are:

- tourists taking a cultural travel are mainly younger people and older leisure (and more rarely families with children);
- the profile of the tourist practicing this type of tourism includes a rule higher education, high culture and flexibility;
- have higher incomes and have higher solvency requirements to the quality and variety of services;

Based on their extensive (international) tourist experience they bring more demands to supply or can be described as demanding, sensitive to price and critically price / service individualists;

- adopt the basic services such as accommodation, catering and entertainment offering in the tourist destination as accruing to expect additional services with high emotional value, providing unforgettable experiences;
- increase their requirements for linking cultural attractions with other tourism products in attractive experiences and situations and high demands on the quality of the information provided.

On the supply of cultural tourism Bulgaria has sufficient resources. The country is the third cultural heritage in Europe. The list of World Heritage of UNESCO includes cultural 7 2 natural sites, and 3 object to the intangible cultural heritage. The indicative list of UNESCO Bulgaria includes 14 historical and two natural sites. Our cultural heritage is complemented by 4 million. Museum exhibits 12,000 tombs, more than 500 mural, 150 monasteries and 2,000 churches, over 300 Islamic temples and ruins of fortresses over 1400. Also, the country has 40 000 historic monuments, 36 cultural reserves, 160 monasteries, 330 museums and galleries. There is a rich folk calendar (fairs, festivals, folklore, traditions and customs), numerous cultural festivals, concerts and performances.

At the national level are identified six cultural and historical routes.

- "The capitals and cities of the Bulgarian tsars and patriarchs": Veliko Tarnovo - Ruse - Shumen - Pliska - Preslav - Silistra - Provadia.
- "The maritime strongholds of Bulgaria" Kamen Beach - Kavarna - Balchik - Varna - Byala - Nesebar - Burgas - Chernomorets - Kiten.
- "Bulgarian architecture and craftsmanship": Sofia - Koprivshtitsa - Gabrovo - Veliko Tarnovo - Sliven - Plovdiv.
- "Festival of Roses": Kazanlak - Skobelevo - Karlovo.

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- "By way of Thracians": Plovdiv - stone deaf - Strandzhevo - Perperikon - Kardzhali - Tatul - Benkovski.
- "Sofia Mount Athos": Sofia - Kokalyane - Etropole - Cherepish - Osenovlag.

We believe that these routes could have a shorter and a longer version, with a choice of tourists. Near the outlined routes there are many more attractive to tourists cultural and historical resources.

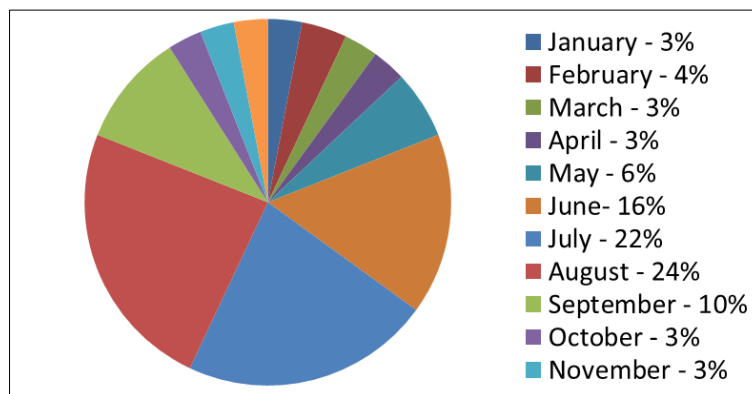
4. Prospects for the development of cultural tourism

Overbuilding on the Black Sea coast in recent decades is an example of spontaneous development of tourism, uncontrolled and without a clear vision and evaluation. Ministry of Tourism declares on its official website that the main focus of this ministry in 2015 is the promotion of the cultural heritage of the country. This is undoubtedly a positive moment but there are certain risks to the cultural and historical resources.

In line with the above, systematize prospects for the development of cultural tourism in the two groups: positive and negative. The main positive outlook are the following:

- Receive revenues through utilization of existing wealth of cultural resources in the country. Tourists practicing cultural tourism are active, mobile and willing to spend. They have extensive travel experience.
- Better image positioning of the destination. The profile of cultural tourist, social status and economic situation (better educated and with higher incomes) dominate the usual tourist behavior of cultural tourists.
- The relatively short period in comparison to general recreation. This feature corresponds to the modern trend towards shorter but more frequent trips.
- Cognitive effect dominates over recreational. There are educational effect and is suitable for school trips can be to support the study of subjects such as history and geography.

Figure 1. Nights spent in accommodation establishments in the country by month in 2014 -% of total



Source: National Statistical Institute, Bulgaria, 2014.

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- Suitable complement and diversify major recreational tourist product.
- Characterized by relatively slight, respectively. counter-cyclical seasonality. Culturally oriented trips are often undertaken before or after the high season. Can they achieve uniform load and mitigate the impact of one of the most unfavorable factors for the development of tourism – seasonality? (see Figure 1).

- Resources are concentrated in cities and more developed centers where there is infrastructure and superstructure. It allows to increase the average of occupancy of tourist beds (nights spent / total capacity) in out Black sea areas (see Table 1).

Table 1. Average of occupancy of tourist accommodation facilities (nights spent / total capacity) in the country by statistical regions (%)

	<i>Northwest region</i>	<i>North Central Region</i>	<i>Northeastern Region</i>	<i>Southeast Region</i>	<i>Southwest Region</i>	<i>South Central Region</i>
2009	15	13	31	34	19	16
2010	14	12	33	39	18	15
2011	15	16	42	47	21	17
2012	18	18	46	50	25	22
2013	19	17	47	50	26	26
2014	18	16	43	48	28	24

Source: National Statistical Institute, Bulgaria, 2014.

- Sound management of the process of development of cultural tourism in the country requires consideration of possible negative outlook.

We outline three major groups such prospects.

First. Destroy and loss of historic monuments and buildings.

Second. Commercialization of culture.

Third. Loss of identity of some regions conflict of values, loss of local culture

5. Conclusion

To summarize so far we can say that cultural tourism as a specialized type of tourism has its own specifics, both in terms of demand and on the supply side. It is based on cultural and historical resources as the country has enough. These resources should become attractions for existing, potential and create new tourism demand, taking into account the profile of the tourist. Appropriately develop this type of tourism has the potential to reposition destination Bulgaria in the European tourism market and help solve some of the most notable problems of Bulgarian tourism - image, seasonality, spatial unevenness and others.

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KULTURNI TURIZAM- RAZVOJ, OBIM I PERSPEKTIVE

Apstrakt: Rad prikazuje mogućnosti kulturnog razvoja turizma u Bugarskoj. Teorijski aspekti prirode kulturnog turizma su analizirani. Uticaj kulturnog turizma u Bugarskoj su takođe opisani. Ovaj vid turizma je identifikovan kao sredstvo za poboljšanje imidža turizma u Bugarskoj.

Ključne reči: kulturni turizam, imidž, sezonski turizam.