

CULTURAL HERITAGE AS THE BASIS FOR CULTURAL TOURISM

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***Abstract:** Cultural tourism is briefly said movement of tourists to the cultural attractions. Recent studies show that a growing number of tourists are motivated by culture and its values. From the standpoint of management, cultural tourism is conceived management of cultural resources in order to meet the needs of tourists, but also that resources remain preserved for future generations. The paper presents the cultural tourism, with special attention to the archaeological site "Felix-Romuliana" near Zajecar. The importance of this archaeological site is the sum of cultural, landscape, scientific, educational, and economic value for the local community. Cultural heritage rich in history, culture and traditions, and activities aimed at the rehabilitation of the site have become an integral part of the overall activities aimed at the development of historical cities and their communities.*

***Keywords:** Tourism, cultural heritage, cultural tourism, Felix Romuliana.*

1. INTRODUCTION

Tourism is an economic activity that involves travel and stay of people outside the place of residence for the purpose of relaxation, recreation and entertainment. Therefore, for the tourism sector can be said that is a fast growing industry that is characterized by holidays and trips (Cunha et al., 2005), and can be considered one of the industry that has the most dynamic development (Bahae, et al., 2014). In research, Hugo & Nyaupane (2016) especially emphasizes the importance of tourism, so that tourism „is a powerful tool that can be used globally to create economic stability and alleviate poverty, especially in developing countries“.

Detecting potential tourist destination has been a challenge for many researchers and 'hard-core' tourists. Thanks to them, very often we learn of the new spaces that were soon found on the world tourist maps. New destinations are not only a challenge but also a need for something new, different and unseen (Štetić, 2002). Therefore, great significance for the development of tourism represents a tourism destination. Leiper (1995) defines tourism destination as „places toward which people travel and where they choose to stay for a while to experience certain perceived attractions“, whereas Hall & Page (2006) states simply that tourism destination is „as locations where tourism development, planning, and the effects of tourism simply occur“. Therefore, it is important to

emphasize that the tourist offer in the destination need to make an interesting and attractive, so that tourists stayed longer and wanted to come again.

2. CULTURAL TOURISM

Cultural tourism is tourism motivated by the need to visit those places with attractive cultural and artistic content, whether they apply to daily life of the local community, either at feasts, festivals and other cultural and artistic programs, either on cultural goods and the continent in order to meet, understand or respect the different local and regional culture (Đukić-Dojčinović, 2005). Cultural tourism product arises as a combination of other types of tourism. At the same time as the most important resource is created tourism product where appears the following elements: air and natural attractions, local custom, local communities, culture and cultural resources (Maksimović et al., 2015).

There is a long list of cultural, material and spiritual values, which in every local community can be activated and make attractive for tourists. No matter how many of them can be classified into several categories:

- Local folklore - includes not only musical folklore, but also local customs, beliefs, cultural clothing, food and housing, crafts, local culinary specialties, wine or cheese, culture work relating to rural, agricultural activities, etc.;
- Natural resources, flora and fauna - It is composed by all kinds of herbs, habitats of rare animals and birds, hunting areas, national parks and other natural resources;
- Open-air museum, ethno villages, local history and specialized museums - ethno village, national parks and other cultural entities and ambience, created by selected models from the past;
- People and events - they are an inspiration and encouragement for the development of cultural tourism;
- New creativity and contemporary art forms - can be attractive for tourists, especially events that develop new creativity, music, theater and film festivals, etc;
- Monumental heritage, archeological findings, natural and ambient units - in addition to individual cultural monuments, archeological, historical, and other specific locations and entire settlements (Đukić-Dojčinović, 2005).

As one of the key resources to the sustainable development is recognized the cultural heritage of a rich history, culture and traditions, and activities towards the rehabilitation of these sites have become an integral part of the overall activities aimed at the development of historical cities and their communities. Place, role and potential of cultural heritage in the modern world is increasingly expanding. From traditional codification of reference related to memory, symbols, places, artifacts and objects, cultural heritage becomes a driving force for economic and social development, business and even politics (Đukanović, 2014).

3. ARCHAEOLOGICAL SITE FELIX ROMULIANA

Archaeological remains of Felix Romuliana, have long been were identified only as sensitive traces of the past that require protection. In last ten years, this archaeological site is viewed not only as a scientific and research potential, but, together with the natural environment as a resource for sustainable development of local communities.



Figure 1. Imperial Palace Felix Romuliana

Source: www.blagosrbije.com

Feliks-Romuliana is located in eastern Serbia, in an exceptional natural environment, between the village of Gamzigrad and Zvezdan near Zajecar, near the border with Bulgaria. Palace Felix Romuliana is build by roman emperor Gaius Valerius Galerius Maximianus in late third and early fourth century. Parts of the palace were built on the site where the in late third century, a settlement in which the Galerius was born, which was probably built by Emperor Aurelian. The palace Felix Romuliana is named after Galerius mother (Živić, 2010).



Figure 2. The remains of the temple "Kibela"

Source: www.romanplacesinsrbia.tripod.com

Systematic archaeological research that continually persist and extensive conservation - restoration works that followed them were launched in 1953. During this period is abandoned the view that it was a military camp, given that the excavations revealed that it was a sumptuous palace (Stojković-Pavelka, 2011).

East of the main gate of the imperial palace is established complex of memorial objects at a distance of 1 km, on the hill called Magura. Archaeological research carried out until 1994 showed that on the plateau on the hill are two mausoleums dedicated to the Roman Emperor Galerius, and his mother Romula, as well as two circular building, which had been in operation of consecration. Northeast of these groups of buildings, at a slightly lower ground, on access road of Gamzigrad fort are discovered the remainings of the monumental tetrapylon.

Confirmation of the universal value of this archaeological site was obtained in 2007 when Felix-Romuliana is listed on the UNESCO World Heritage List. Today this archaeological site is known throughout Serbia with the annual visit of the tens of thousands of visitors, and its potential is recognized in all the relevant documents that are being implemented at the local, regional and national level.

4. CONTRIBUTION OF FELIX ROMULIANA AND CULTURAL TOURISM TO ECONOMIC ASPECT OF LOCAL SUSTAINABLE DEVELOPMENT

Archaeological site Felix Romuliana makes a very important driver of economic development. This site is directly related to the increasing number of jobs, increasing the value of land, as well as the development of tourism, hospitality, shops, souvenir production and innovative products that use symbols of Romuliana and / or traditional techniques and crafts to achieve added value.

Interpretation of archeological site Felix Romuliana as part of a specific cultural tourism offer and add value to the development of competitive local products, leads to an increase in the number of tourists, the number of visitors who come back, but it also affects the extension of dwell time of visitors to the site. Elements such as heritage interpretation demonstrations (eg. the old masonry work, making of bricks, masonry technique of mosaic), animations, and keeping the influence the development of entrepreneurship.

As everywhere else in the world, archeological site Felix Romuliana, after the registration on the UNESCO World Heritage List, has significantly increased the number of visitors and in 2008 it reached the number of 40,000 of visitors.

Table 1. Records of the number of of visitors at the Felix Romuliana from 2001 to 2016

| Year | Group visits | Individual visits | Foreign visitors | Other events | Total visitors |
|------|--------------|-------------------|------------------|--------------|----------------|
| 2001 | 15990 | 1816 | N/A | 0 | 17806 |
| 2002 | 22528 | 3765 | N/A | 0 | 26293 |
| 2003 | 18668 | 3644 | N/A | 0 | 22312 |
| 2004 | 18941 | 4191 | N/A | 0 | 23132 |
| 2005 | 18893 | 5670 | N/A | 0 | 24563 |
| 2006 | 23114 | 5859 | N/A | 0 | 28973 |
| 2007 | 23945 | 7154 | 950 | 0 | 32049 |
| 2008 | 28497 | 11594 | 1411 | 0 | 41502 |
| 2009 | 22389 | 9213 | 1902 | 0 | 33504 |
| 2010 | 20830 | 8322 | 2073 | 0 | 31225 |
| 2011 | 18835 | 7689 | 2756 | 0 | 29280 |
| 2012 | 17047 | 7305 | 3604 | 1782 | 29738 |
| 2013 | 15835 | 8345 | 4363 | 5786 | 34329 |
| 2014 | 11308 | 6572 | 4691 | 6794 | 29365 |
| 2015 | 14348 | 6533 | 4735 | 2220 | 27836 |
| 2016 | 15587 | 7875 | 5587 | 1845 | 30894 |

Explanation: group visits > 20 visitors; N/A – no informations.
 Source: Data obtained from the tourist guide of the National Museum in Zajecar

Obviously from the table can be seen that the most visited period was a year after registration to the World Heritage List. Also, we can notice that even though the total number of visitors in the coming years was lower than in 2008 and varied, there has been an increase in the share of foreign tourists.

During the observed period was close to 500.000 visitors, of which about 10% of foreign tourists (mostly Italians, Bulgarians, Poles and Slovaks), and the average spending per visitor is about 10 euros. Tourists by purchasing tickets gain the possibility to visit the National Museum in Zajecar.

The economic importance of this archaeological site is associated with the development of supporting tourism services and products as well as added value, such as increasing investment in the environment of the site and increasing the competitiveness of products, with its own name or in any other way associated with the Felix Romuliana. When it comes to sustainability of the site, in addition to views concerning the conservation and archaeological excavation are required and views relating to the exploitation of this tourist site (Maksin et al., 2009).

5. SWOT ANALYSIS

In the planning of tourism in a location, SWOT analysis plays a major role. For each tourism product, in this case, the archaeological site, it is necessary, on the one hand, to determine its strengths and weaknesses, ie internal capabilities and internal weaknesses, on the other hand it is necessary to analyze the opportunities and threats in the environment, and external opportunities and threats (Berić et al., 2012).

Table 2. SWOT analysis

| STRENGTHS | WEAKNESSES |
|---|---|
| <ul style="list-style-type: none"> - Felix Romuliana in 2007 registered on the UNESCO World Heritage List and is the cultural heritage of exceptional value, which makes it very important for visitors; - The palace was partially restored, and together with the towers and walls that surround her offers visitors a lasting impression; - Visitors can see the different excavated buildings decorated with architectural elements that provide insight into the luxury of the palace itself; -Good cooperation with National Museum in Zajecar in which are exposed parts of mozaic and various artifacts found in the palace which testify about life in ancient times; -Objects found during excavations, primarily the mosaics are of high artistic quality; -Visitors have the opportunity to learn about the history of the palace by guides on english, german and serbian. -Avaibility of promo material in Serbian, English and Italian; -There has been established good cooperation with the Archaeological Institute in Frankfurt am Main, whose commission performs excavations at the palace; -Closiness to Gamzigrad spa, which due to its thermal waters and Special hospital has a year-round visit and where since 1906 has been working power plant of interest to visitors; -Thanks to the implementation of the project HERA tourists have a chance to through 3D technology "walk" through palace at the time when it was ruled by the emperor Galerius. | <ul style="list-style-type: none"> -The towers are not to appropriate extent preserved and it poses a risk of deterioration; -The site is located on the east of the country, away from the highway and major cities in Serbia - Belgrade, Novi Sad and Nis; - In the municipality there are no plans referring to the improvement of infrastructure; -It is not built visitor center, there is only one small object in which is carried out selling tickets and souvenirs; -There is no an adequate offer accommodation capacities; -The site is not sufficiently promoted on the international market. |
| OPPORTUNITIES | THREATS |
| <ul style="list-style-type: none"> -From the scientific potential there is a possibility to organize a multidisciplinary and systematic exploration of the site. It also has space for research of ancient art - ceramics, mosaics, sculptures, testing stone that was brought from different areas, as well as tests oedematous species of plants and create images of the natural environment of the period; -The scientific potential include the possibility of organizing round tables in the country, and abroad, in order to obtain new knowledge, as well as the promotion of cooperation with the | <ul style="list-style-type: none"> -Unfavorable climatic conditions (rain and snow) adversely affect the object itself; -Lack of financial resources adversely affects conservation works, which affects the inadequate maintenance of palace itself; -There is a fear of illegal excavations of archaeological remains; -Due to the uncontrolled increase of tourists there is a risk of damage of archaeological remains; -Lack of qualified staff which would successfully manage and implement marketing strategies. |

Roman-Germanic Commission of the German Archaeological Institute in doing research area outside the palace walls;

- Creating of a conservation center where could be kept from deterioration elements found on the site;

-The tourism potential is certainly among the possibility of organizing tasting specialties typical for this region. Since the museum is working well with people from the surrounding villages, there is a possibility of buying their products;

-Educational resources can be developed in many fields, starting from the lectures on history, that can be implemented by organizing excursions;

-From cultural resources Romuliana could offer the possibility of organizing the Summer philosophical schools (already traditionally held every year), concerts of classical and traditional music, the festival of classical ancient dramas and literary events;

-Through the work potential is given the opportunity of employment of experts that would lead to the above-mentioned workshops.

Application of "SWOT" analysis can help entities that are responsible for the management of local or regional tourism policy to position tourism destinations in their strategic plans. Represented individual segments of the "SWOT" analysis may serve as a guideline for further action representation of Felix Romuliana as European cultural heritage. Analyzes of this kind eventually should be repeated if it's necessary, adjust the goals, change priorities or revised the planned action on the basis of past experience.

6. CONCLUSION

Cultural tourism is increasingly recognized as an area that can be a significant factor in of development. In recent years there has been a positive change towards the care of cultural heritage. Cultural heritage is considered as an important tourism resource for the development of tourism in the world. Cultural values (as in the case of Romuliana archaeological site) and their elements occupy a very important place in tourism due to the possibility of their valorization and enrichment of the tourist offer. If we look at the period from 2000 until today, the attitude of state authorities towards Romuliana is quite advanced. In this way, the site has contributed to creating extraordinary opportunities for promotion and development of tourism, not only this region, but also whole Serbia. The archaeological site Felix - Romuliana will become a brand, which will not only be a symbol of the city, but also added value to

local, traditional products and services, which will contribute to faster and easier overall development of the region.

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