

TOURISM MANAGEMENT IN COUNTRIES OF CULTURAL AND NATURAL IMPORTANCE

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Abstract

In this paper we are studying the fundamental aspects of natural and cultural heritage, placing special emphasis on its management. Cultural heritage management is a challenge for all countries, either developed countries or developing countries, in order to promote values and particular specifics in the international arena, as well as to help the country's economic development. Management phases, which are included in all areas of social life, can also be applied in tourism, thus proving the universality of management. The maintenance of cultural and natural heritage sites is based on international Conventions and Charters, national legislation, as well as traditions of different countries.

Keywords: Tourism management, culture, heritage, state, public policies.

Introduction

CULTURAL-NATURAL HERITAGE AND ITS MANAGEMENT

Cultural and natural heritage is a broad concept which belongs to the whole society, where everyone has the right and responsibility to understand, appreciate, and preserve or protect its universal values that it encompasses. Heritage as a broad field of study in itself includes the cultural and natural environment. These two environments include many interrelated areas such as: natural landscapes, historical sites, sites with built environments, different biodiversities, and collections, the past and ongoing cultural practices, as well as different knowledge and practices of living. Cultural and natural heritage with its data explains the previous stages during historical developments, of which it shapes the essence of different national, regional, and local identities, and thus lets us imply that it is also an integral part of modern contemporary life. This is in a way a reference point and dynamic positive instrument that promotes economic and cultural development. Cultural heritage in the collective memory of any nation or ethnicity is irreplaceable and has had an important role in social development, during the past and present and will also have in the future. In the time we are living in, the time of rapid political, economic, cultural and social developments - that of globalization, the promotion and presentation of the heritage and cultural differences of any particular country or region is a special challenge for humanity to engage in its protection, conservation, restoration, presentation-interpretation, as well as its mass promotion. However, for the management of natural and cultural heritage there are defined international standards, which can appropriately be applied and put into responsibility the institutions, society, and community for (non) implementation of these standards. The main objectives of cultural and natural heritage management are communication, interpretation, promotion and highlighting of its important values, as well as the need for protection from local residents, the community, and visitors. Reasonable intellectual approach, emotional-spiritual importance, as well as good physical management promotes the development of cultural and natural heritage. This in a way forces humanity to respect and appreciate cultural values, always with the interest and intention that these values of cultural and natural heritage bring them a better life and a promising

future. Tourism management based on cultural and natural heritage includes the following key points: planning, organizing, coordinating, motivating, and controlling. Planning is about finding places of cultural and natural importance, defining key points, defining itineraries, and tourist offers. Organization is about the transformation of plans into action. (Simonceska, 2005). In the context of cultural heritage, the organization of tourism means the implementation of tourist offers, respectively the organization of tourist trips, and the designation of guides who explain the values and cultural and natural traditions for visitors. Coordination is a phase of tourism management where actions must be coordinated by different actors who are interdependent with each other. This includes the coordination of travel agencies, respectively tour operators with local and central government, as well as local residents. The most important part of tourism management is motivating visitors to visit the designated tourist spots during the planning phase. Motivation is a complex psychological process in which the demands and the desires create a driving force to achieve the goals (Kutllovci, 2005). Motivation also includes encouraging agencies to make competitive tourism offers and convincing visitors with these offers. Control as the last stage of tourism management includes the smooth running of the entire management process, comparing the planning of these actions with their actual implementation.

INTERACTION OF TOURISM, CULTURAL AND NATURAL HERITAGE

"Cultural tourism is probably the oldest of the new tourism phenomenon." People have traveled for what we now call cultural tourism since Roman times, but only because they were not recognized as a group of travelers. (Bob Mckercher, 2012). Tourism is a key tool and one of the most important that serves for material benefits and economic development; especially for a cultural exchange, promoting the approach of the ancient past with the medieval, from modern times to contemporary, through which it offers a cultural flow and a spiritual enrichment and awareness to different societies. This is also considered a positive spiritual force for the protection-preservation and cultivation of cultural and natural heritage. Tourism in interaction with cultural heritage captures or rather takes into account economic characteristics and analyzes them for the sole purpose: generating funds for the protection of heritage. It also affects the education of a nation in general and the development and advancement of cultural and economic policies. (Clare Inkson, 2018). This is the most essential part of a nation or state economy, neighborly countries economy, which can often be the key and an important factor of national development (of course, all this is achieved with the implementation of appropriate economic, cultural, and social policies). Tourism is a complex phenomenon, which in itself is composed of many dimensions such as: political, economic, social, cultural, educational, bio-physical, ecological, aesthetic, etc. Today cultural and natural heritage, as well as cultural diversity, is among the most attractive parts in tourism and touristic offers. Mismanagement of tourism in countries with important cultural and historical past, threatens an extreme disintegration of their physical as well as cultural and spiritual nature of the local population and visitors. In a word, tourism is a generator of economic development of a country and its population; therefore, people must be aware of this importance and learn how to take care of it, preserve it, and especially know how to well-manage their cultural and natural heritage and various cultural practices. All this is achieved with the involvement and cooperation of all factors such as local representatives, various organizations and institutions which deal with the preservation, protection, conservation, and restoration of objects of cultural importance, tourism operators, property owners, policy makers, etc. From this cooperation and interaction, a national management plan is prepared, which is necessary to develop and achieve a sustainable stage of tourism. All this is achieved by taking legal and physical preventive measures for the protection of cultural and natural heritage resources. Many countries, in order to develop and implement this type of tourism, refer to and rely on various international charters and conventions, which shows the importance of tourism and at the same time provide us forms and examples of preservation of cultural and natural monuments. For illustration we will mention some of them, such as: ICOMOS card (International Charter for the Preservation of Monuments and Nature, October 12, 1999 in Mexico); Convention for the Protection of Cultural Property in Countries of Armed Conflict (1954), with two protocols (1954 and 1999); Convention on the Prohibition of the Import, Export, and Illegal Transfer of Ownership of Cultural Property (1970); Convention for the Protection of World Culture and Natural Heritage (1972); European Convention on Culture (1954), etc. (Jeliçiq, 2006). The main objectives of these

conventions are to encourage and facilitate the preservation and management of heritage, both natural and cultural. It also aims to facilitate and make it more accessible to the host and visiting population through rules. In this way, the access of the tourism industry to this field of heritage is also encouraged and facilitated, which through tourism also promotes a countries heritage in general and its local culture to various regions and international arenas. Another purpose of these conventions is to push countries to create development plans and policies, to set reasonable and achievable objectives, and to identify places of historical and natural cultural importance. As can be seen, the conventions encourage the development of detailed guidelines by stakeholders, in order to facilitate and implement the principles of the conventions, taking into account the circumstances, the factual situation, the specifics, and the reasonable demands of the native (host) population.

THE LEADING ROLE OF THE STATE IN TOURISM

Sustainability is the responsibility of all parties involved in the tourism sector. Planning in tourism should be proactive (Ryan, 2002), which requires measuring the knowledge of the actors' interest and their involvement. Most of the impacts of tourism are the result of actions taken by private sector enterprises and by the tourists themselves. However, in the absence of strong private sector leadership in addressing the goals of sustainable tourism development, the final responsibility remains with the public sector. If significant progress is to be made in making tourism more sustainable, there is a clear need for governments to take a leading role. The main reasons for the importance of the leading role of the state are the following:

- In all countries, the tourism sector is fragmented into a very large number of businesses, mostly small businesses. Collectively their actions can make a positive difference, while individually they cannot, so coordination is needed;
- Most of the sustainability agenda is related to areas of public concern like (water, air, natural and cultural resources, quality of life, etc.) rather than private concerns. Although the private sector is assuming its responsibility, it cannot be expected to take a leading position in managing these issues; especially in conditions when most of the significant resources are under public management;
- Governments are responsible for many functions that are highly important for the sustainable development of tourism, such as land use planning, labor and environmental regulations, provision of infrastructure, social and environmental services; etc.
- Governments have most of the tools needed to make a difference, starting from the power to make rules and provide economic incentives, to the resources and institutions to promote and disseminate good practices. Although electoral processes affect the continuity of this process, governments still provide a relatively more stable and permanent organizational structure compared to the private sector; (Jeliçiq, 2006)
- Many governments are already actively involved in supporting tourism through marketing, information services, education, and other means, often through joint public & private structures.

Governments need to provide an environment that encourages the private sector, tourists, and other actors to respond to sustainability issues. This can be best achieved by defining and implementing a set of policies for the development and management of tourism, designed together with other stakeholders that put sustainability at their center. It is therefore important to always consider sustainability issues in any project in order to achieve the desired outcome and long-term goals. (Clare Inkson, 2018) . For governments, tourism policies that address economic, social, and environmental issues and are conducted with an awareness of both the harms and the potential benefits can channel the forces resulting from the dynamic growth of the sector in a positive direction. For the tourism industry, accepting this responsibility is not simply about raising awareness; it must also be nurtured by a strong element of self-interest, as any damage caused to the natural, cultural or social environment of the destination can lead to their eventual destruction or loss of value as a tourist product.

CONCLUSION

- The management of tourism and cultural and natural heritage, in addition to bringing economic benefits, also reflects the image and values of a nation.
- The protection of cultural and natural heritage in Kosovo should not only be based on international conventions, but also on the Law on the Protection of Kosovo's Cultural Heritage.
- Tourism management should be based on tourism development policies, as part of a country's overall macroeconomic policies, and be specified by the national tourism development strategy.
- Mismanagement of cultural and natural heritage can also lead to inter-cultural, inter-ethnic and inter-religious misunderstandings.

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