itcd.hr
International Tourism Conference Dubrovnik

institut za turizam
institute for tourism

International Tourism Conference Dubrovnik, 2019

"TOURISM IN THE VUCA WORLD: TOWARDS THE ERA OF (IR)RESPONSIBILITY"

Proceedings book

International Tourism Conference Dubrovnik, 2019

"TOURISM IN THE VUCA WORLD: TOWARDS THE ERA OF (IR)RESPONSIBILITY"

Proceedings book

International Tourism Conference Dubrovnik, 2019
"TOURISM IN THE VUCA WORLD: TOWARDS THE ERA OF (IR)RESPONSIBILITY"
Proceedings book

Impressum

Ministry of Tourism
REPUBLIC OF CROATIA

REPUBLIC OF CROATIA
Ministry of Science and Education

University of Zagreb
Faculty of Economics & Business

Zagreb 2020.

Preface

It is our pleasure to present the Proceedings of the International Tourism Conference Dubrovnik, which was organized by the Institute for Tourism, from the 6th to 9th, November 2019, on the occasion of the 60th anniversary of the Institute for Tourism. The main goal of the Conference was to bring academics and tourism industry researchers together in order to discuss, exchange and share latest research and ideas and to bridge the ever-widening gap between tourism theory and practice, especially evident in the modern world of constant changes.

Since the aim of ITCD conference was to disseminate state-of-the-art research regarding the main topic of the Conference: TOURISM IN THE VUCA WORLD: TOWARDS THE ERA OF (IR)RESPONSIBILITY, papers presented in these Proceedings emphasize tourism as a historically-recognized volatile industry, still with many issues to address in order to move toward more sustainable future. Therefore, papers presented on the ITC conference cover a variety of topics, which is evident from the diversity of twenty-one paper included in these Proceeding. Papers are divided in four sections: Transformation of tourism management, products, and practices, Challenges of destination transformation and overtourism conflicts, Community roles and attitudes in VUCA world, and The new age of enhanced visitor involvement and experience.

The first section, Transformation of tourism management, products, and practices consists of papers focused on a wide variety of phenomena induced by modern trends in tourism industry. This includes transformation of existing practices in destination management and marketing organizations, tour operators, development of new special interest tourism products, and new and innovative resource management. Overtourism, as a recent phenomenon in various types of destinations and the new term in discourse, is recognized as a main topic of the second section of the Proceedings. Furthermore, conflicts arising from overtourism affect destinations in a way that they have to transform and adopt to preserve their landscape (both urban and rural), identity, and social cohesion and heritage (cultural and natural). For destinations to succeed in that mission, it is essential to recognize community attitudes and based on that provide the involved stakeholders with an appropriate role in tourism management, which is covered in the third section of the Proceedings. Recognizing attitudes and involvement of stakeholders is a quite complex process where mutual impact occurs often triggered by a large number of different individuals, who are elements of community and different types of tourism products causing different effects. Finally, the fourth section of the Proceedings, The new age of enhanced visitor involvement and experience, is focused on roles and potential of different tourists/visitors in various types of destinations. The question of tourist choices, perception, and satisfaction is utterly described in selected papers, followed by special segments of tourism demand as a potential for rethinking current tourism development in some destinations.

We hope that the papers included in these Proceedings will catch your attention and direct your further research and reflections toward more responsible and sustainable future of tourism.

Editors
Izidora Marković Vukadin and Damir Krešić

Content

itcd.hr
International Tourism Conference Dubrovnik

Institut za turizam

TYPOLOGY OF CULTURAL HERITAGE ATTRACTIONS IN BULGARIA

Prof. Vasil Marinov, Sofia University "St. Kliment Ohridski", Geography of Tourism Department, vasil.marinov@gmail.com

Mariana Assenova, Assoc. Prof, Sofia University "St. Kliment Ohridski", Geography of Tourism Department, mariana.assenova@gmail.com

Vera Nikolova, Assoc. Prof., Sofia University "St. Kliment Ohridski", Geography of Tourism Department, vera_nik@abv.bg

Elena Petkova, Assoc. Prof., Sofia University "St. Kliment Ohridski", Geography of Tourism Department, epetkova@hotmail.com

Radenka Mitova, Assist. Prof., Sofia University "St. Kliment Ohridski", Geography of Tourism Department, radenkamitova@gmail.com

Atanas Kazakov, Assist. Prof, Sofia University "St. Kliment Ohridski", Geography of Tourism Department, ank1968@abv.bg

Chayana Istatkova, PhD student, Sofia University "St. Kliment Ohridski", Geography of Tourism Department, chayana.bojkova@gmail.com

ABSTRACT

Currently the tourist attractions are not well defined in the country despite of the recent significant financial public support for the adaptation and socialization of the rich cultural heritage for tourism purposes. The Ministry of tourism has launched an e-register of tourist attractions, festivals, and events without clear guidance for local authorities on the selection of tourist sites and events to be inscribed and how they should be classified. At the same time some policy documents are in process of elaborating - a Strategy for the development of Bulgarian culture and a master plan for cultural tourism development, requiring a practical typology of tourist attractions in order to mainstream the future activities. Thus, the main aim of the research is to provide to key stakeholders a theoretically sound, workable, and acceptable typology of cultural heritage attractions to support their proper and sustainable management. In addition, the typology should guide the own empirical research of cultural heritage attractions ensuring that most if not all of attractions types are covered. The methodology of research is based on a thorough review of scientific literature on tourist attractions and their typology as well as of relevant legislation and strategies in Bulgaria. The proposed typology was tested through field research including semi-structured interviews with attractions' operators and questionnaire surveys of tourists. The contribution is both theoretical – further development of existing definitions and typology, and practical – improved focus of public policies and allocation of public funds for conversion of cultural heritage into tourist attractions.

Keywords: tourist attraction, cultural heritage, heritage attraction, typology, tourism demand and supply, management, sustainability

itcd.hr

institutzaturizam

Introduction

The public support for the development of cultural heritage attractions in Bulgaria started after the year 2000, utilizing the pre- and after-accession European funds and national co-financing. In the period 2002 – 2013 more than EUR 225 million have been invested in the restoration, conservation, and socialization of cultural heritage sites for their adaptation for tourist visits, as well as in their promotion (Marinov et al., 2017). Cultural tourism and cultural heritage attractions are in the focus of tourism development strategies since 2006, including the specific Cultural Tourism Development Strategic Plan, adopted in 2009 and the current Sustainable Tourism Development Strategy (2014 – 2030). In 2013 the fully revised Tourism Act for the first time provided a definition for the tourist attraction to facilitate and direct the public interventions of EUR 100 million allocated for cultural heritage sites of global and national significance in the period 2014-2020. In 2012-2014 an interdepartmental task-force headed by the Minister of regional development and the Minister of culture was assigned with the task to prioritize the tourist attractions (mainly cultural heritage) to be supported through the operational program "Regions in Growth" (2014-2020) which completed its work without a significant progress allowing the support to all sites enlisted as being of national and worldwide importance (around 1000). In 2015 the Ministry of Tourism launched a web-based register of tourist attractions in Bulgaria, in which currently about 3600 attractions are enlisted. The primary intention of establishing their property and improving their management was shifted towards allowing potential visitors to find information easily and quickly about the attractions, including accommodation and other tourist services nearby (Register of tourist attractions). In 2016 an online Register of tourist festivals and events with the same purposes was also introduced, compiling about 1870 festivals and events (Register of tourist festivals and events). No explicit guidance to local authorities was provided resulting in lack of criteria for enlisting sites and events (letting local authorities to select attractions on their own subjectively) and of unified terminology and classification resulting in 346 types of attractions (as proposed directly by local authorities). In 2019 the Ministry of culture is in the process of elaborating a Strategy for the development of Bulgarian culture and expressed its needs of practical typology of tourist attractions to mainstream future activities. At the same time, the Master Plan of Cultural Tourism Development in Bulgaria for the period 2020 – 2025 of the Ministry of Tourism is also under discussion.

Thus, the main aim of the research is to provide to key stakeholders a theoretically sound, workable and acceptable typology of cultural heritage attractions to support their proper and sustainable management. The specific objectives include the elaboration of a definition of a cultural heritage attraction and the development and approbation of a typology of cultural heritage attractions in Bulgaria.

Literature review

To clarify the research methodology a thorough literature review was undertaken. As pointed out by Richards (2001) cultural tourism is conceived as a dichotomy between culture and tourism, which implies a clear understanding of the scope of culture and cultural heritage, hence the range of cultural tourism and cultural heritage tourism. On the other hand, cultural heritage attractions are the intersection of two sets: cultural heritage and tourist attractions, which requires also analyzing the nature and scope of tourist attractions, as well as the approaches to their classification and typology.

In recent years, because of the democratization of culture, the increasing convergence of cultures and the changed daily life of people, additional meanings and

functions have been attributed to culture (Richards, 2001). Quoting Littrell (1997), the same author states that culture is a broad concept and includes what people think (attitudes, beliefs, ideas and values), what people do (patterns of behavior or lifestyle), and what people create (art, artifacts, cultural products), therefore, culture consists of processes (ideas and lifestyles of people) and products of those processes (buildings, artifacts, art, customs, "atmosphere").

Ruoss and Alfarè (2013) outline the framework of cultural heritage, pointing out that cultural heritage is much more than "stones and bones" of the past and includes all aspects of the past and present that a community considers valuable and wishes to pass on to future generations. They also trace the transformation in the understanding of cultural heritage over time, summarizing that in the past, cultural heritage was only understood as tangible heritage and mainly included monuments and great works of art, so the cultural significance was a function of high aesthetic value or of connection with an important person or historical event. Today, however, in addition to aesthetic and historical values, social values such as traditional practices or beliefs are also considered. For this reason, the definition of cultural heritage has become much broader, encompassing all the creative manifestations of the existence of people in the past, which have been passed down to the present generation, also including intangible heritage. In their view, cultural heritage can be grouped into the following two broad categories: tangible heritage (further divided into movable and immovable) and intangible heritage. That concept is well covered and developed in more detail in the UNESCO cultural conventions on the protection of the world cultural and natural heritage (1972), and on safeguarding of the intangible cultural heritage (2003). Those conventions are transposed in the Bulgarian legislation, related to culture and cultural heritage.

According to the Council of EU Conclusions (2014) "cultural heritage consists of the resources inherited from the past in all forms and aspects - tangible, intangible and digital (born digital and digitized), including monuments, sites, landscapes, skills, practices, knowledge and expressions of human creativity, as well as collections conserved and managed by public and private bodies such as museums, libraries and archives."

Thus, cultural tourism relates to all aspect of culture as defined above and encompasses cultural heritage tourism, which is based on cultural heritage – both tangible and intangible. Many authors have tried to define the scope of cultural heritage tourism, demonstrating similar to the mentioned understanding of its nature and coverage (Richards, 2001; Smith, 2003; Cengiz et al., 2006; Murzyn-Kupisz, 2012). Some authors consider only tangible heritage as a foundation of cultural heritage tourism (Timothy and Boyd, 2003; Williams, 2003), however this approach contradicts to the recent perception of cultural heritage.

The literature review shows that there is no unified definition of tourist attractions (some authors refer to them as visitor attractions, like Swarbrooke, 2001; Leask, 2010, etc.) and the problem is exacerbated by the use of different terminology (e.g. attractions, resources, potential, landmarks, etc.). Nevertheless, three basic views on the nature and scope of tourist attractions are identified:

Tourist attractions as anything that draws visitors to a destination (Boorstin, 1964, cited by Richards, 2001; Gunn, 1988; Lew, 1987, Inskeep, 1998 and many others). Gunn goes so far as to consider the homes of friends and relatives as attractions as well. According to Lew (1987) tourist attractions are landscapes to observe, activities to participate in, and experiences to remember. He adds that in some cases facilities and services may also be regarded as attractions, namely vehicles,

accommodation facilities, other services. Inskeep (1998, p. 34) considers as an attraction the overall environmental quality, incl. air, water and noise pollution, cleanliness, streets' lighting, availability of public transport, public toilets, etc. According to MacCannell (1976, cited by Lew, 1987) tourists themselves may in some cases be regarded as an attraction too.

Tourist attractions as a potential or resource. Kusen (2010) explicitly uses the term "potential attractions", distinguishing them from "real" attractions. Mariot (1974) distinguishes the so called "localization determinants" (related to the natural and cultural features of the area) that determine where tourism can be developed, emphasizing that they remain only a potential if there is no demand (selective determinants) or access and infrastructure (implementation determinants). Similar is the interpretation of tourist resources although stronger emphasis is put on the ability to appeal to and attract visitors. Kusen (2010) explicitly states that tourism resources are a synonym for potential tourist attraction. Until recently 'tourism resources" was the dominant term in the Bulgarian literature (Bachvarov and Pirojnilk, 1978; Marinov and Bachvarov, 1990; Popova, 1993; Apostolov, 2003). Tourism resources are defined as sites and phenomena satisfying the specific recreational needs of people and therefore able to attract visitors. The cited authors made a clear distinction between "preconditions" and "resources" and emphasized the required process of transformation into "assets" and inclusion in the (actual) tourism supply. Still the term is often used with the meaning of potential even by some of the same authors (e.g. the division of resources into assets and reserves). Moreover, a broader interpretation of tourism resources incorporates also human, financial and other resources of destination (examples are quoted by Ivanova, 2017, 90) that blurs

additionally the interpretation of the term "tourism resources".

Tourist attractions as a developed and managed tourist product serving visitors. Andersen (2004, 172) states that the definition of tourist attraction should embrace the concepts of both 'tourism' and 'management'. Pearce (1991, cited by Benckendorff, 2015) considers the attraction as a focus of attention not only of visitors but also of the management. Walsh-Heron and Stevens (1990) emphasize on the need of proper management of the attraction. Leiper (1990) stresses on the need of markers (to be provided by the management) and the fact that tourists are not magically "attracted" to tourist attractions but are "pushed" to them on their own motives. For Swarbrooke (2002) the attractions are the most important component in the tourist system and the core of the tourist product. Benckendorff (2006) and Edelheim (2015) also underline the management function. Kusen (2010, 2017) defines real tourist attractions and points out that the real tourism attractions determine the actual tourism product of a destination as well as that the tourism attraction system "is based on the convergent properties of tourism, that is, the process of conversion of tourism resources (possessing a seed of attractiveness) into (destination) tourism product". Tourist resources, even valuable and unique, need proper treatment and management to become "attractions" and start receiving certain tourist flows (Manente, 2008, quoted by Ivanova, 2017, 89).

The officially accepted definition of a tourist attraction in Bulgaria determines the attraction as a natural, cultural or purposefully created site of tourist interest, most often related to natural, tangible or intangible cultural heritage and/or historical event, or an artificially created recreational site, providing services for cognitive or educational purposes and/or opportunities for recreation or entertainment (Tourism Act,

2013). That definition is perceived as quite broad (non-operational) and on the other hand it fully disregards the management aspect.

As summarized by Edelheim (2015) the common thing between the most recent definitions is that they view attractions as objects, spaces, places or distinctive features and events that represent managed entities. Some of the difficulties predetermining the lack of a unified definition relate to the number of visitors that have to visit the site before it can be classed as an attraction, the great diversity of the attractions and the motivations for being visited (Benckendorff, 2006), as well as to the fact that not all attractions are designated, not all of them are permanent and many of them possess uncontrollable and unmanageable aspects (Edelheim, 2015).

As for cultural attractions, according to Richards (2001) they include both heritage-based attractions and art-based attractions, or otherwise the two large groups are respectively based on products (material culture) and processes (cultural events and festivals). It should be noted that some events and festivals could also be based on tangible and intangible cultural heritage. In that aspect Getz and Page (2016) pay special attention to event tourism and present a typology of events, according to which festivals and culture (including heritage) fall in the same group.

Many authors have tried to classify or develop typologies of tourist attractions not differentiating the two processes. We do not consider classification and typology as being synonyms or interchangeable terms. We accept classification as the act or process of dividing things and their arrangement into groups or categories according to a particular criterion/variable, so that things with a similar characteristic are in the same group, while the typology is the study of or analysis, based on types or categories, revealing the way the parts of something are organized or connected.

In that context there exist a great number of criteria to classify the attractions – the core resource of the attractions (Benckendorff, 2006), ownership, catchment area, number of visitors, location environment, scale, target market, visitor benefits (Swarbrooke, 2002), spatial aspects (Wall, 1997), etc. An additional discussion point is whether tourist attractions include events and intangible things or are confined only to "material" and permanent objects.

Lew (1987) identifies three types of attraction typologies, depending on the approach applied, namely:

Ideographic list of attractions (formal/nominal approach or description of attractions), in which ideographic categories define and specify tourist attractions according to various specific attributes. It is noteworthy that within this approach events are most often excluded because of their non-permanent nature;

Organizational (or structural) approach, which considers factors such as capacity, space, and time scale. These considerations are important for the planning and marketing of attractions;

Cognitive approach, incorporating perceptions of attractions and tourists' experiences, considering the expected benefits.

The studied typologies of attractions worth mentioning include Lew (1987), Swarbrooke (2001, 2002), Hall and McArthur (1993, cited by Richards, 2001), Richards (2001), Prentice (1994, quoted by Williams, 2003), Kušen (2010), and from Bulgarian authors – Marinov and Bachvarov (1990) and Apostolov (2003).

In general, the review established a large range of criteria for the classification of attractions (some of them closely interrelated) and a great variety of

typologies, including in terms of the terminology used. At the same time, there are only a few typologies of cultural and cultural heritage attractions, applying mainly the ideographic approach. The main problems faced in the elaboration of an exhaustive typology of cultural attractions refer to the transformation of attractions in time and to their hybrid nature (Richards, 2001). Those conclusions lead to the following two consequences:

1) On one hand, there could be no ideal (universal) typology of tourist resources or attractions. No single approach can cover the full range of scientific interests in tourist attractions (Lew, 1987). In a different context and for different research or management and policy purposes, it is necessary and possible to combine different criteria for classification and typology.

2) On the other hand, all of these criteria and the corresponding classifications and typologies are likely to be important for different aspects of research. But a practically oriented typology could not work with so many criteria - the challenge is to select those that are relevant in terms of managing tourism resources and attractions (and relevant policies), visitor experiences and services, as well as preserving and maintaining the cultural values. They could probably be specified in three groups: 1) criteria, related to the genesis and nature of attractions; 2) criteria, crucial to the "attractiveness" of the attractions and the ability to create experiences; and 3) criteria, related to the opportunities for their use and management.

Methodology

The methodology of research is based on a thorough review of scientific publications on tourist attractions and their typology (as presented in the literature review) as well as of relevant legislation and existing registers of Ministry of Culture (Register of cultural values with national and global significance,

Register of museums, Registers of cultural heritage reserves). On that basis a draft definition as well as a draft typology of cultural heritage attractions are developed. The testing of the elaborated typology is done through field research in June-July 2019, following a predefined itinerary in the country to cover different types of cultural heritage attractions, and applying the following tools:

Desk research of the attractions under study;

Semi-structured interviews with "operators" of tourist attractions, represented by their managers or employees with the necessary competencies (covering 46 sites, 26 of which designated as cultural values of global and national significance);

Survey among visitors of cultural heritage attractions (face-to-face interviews with a standardized questionnaire, 668 respondents interviewed at 30 sites);

Expert observations and evaluations.

At this stage the research focus was on tangible heritage attractions, although some aspects of the movable and intangible heritage were covered through the visitor survey (e.g. importance of different cultural heritage elements and features in the decision to visit the destination).

Results and Discussion

The working definition of tourist attraction is developed on the basis of the existing legal definition (Tourism Act, 2013) to ensure terminological coherence, acceptability and applicability, and at the same time to fill some of existing gaps: Tourist attraction is a natural, cultural or purposefully created site of tourist interest, most often related to natural, tangible or intangible cultural heritage and/or historical event, or an artificially created recreational site, providing services for cognitive or educational purposes and/or opportunities for recreation or entertainment, that is developed and

managed to serve visitor needs and actually and regularly attracts considerable number of visitors.

The proposed typology of attractions (from which a typology of cultural heritage attractions can be derived) is developed at several levels (Figure 1):

Figure 1. Starting typology of tourist attractions and scope of cultural heritage attractions
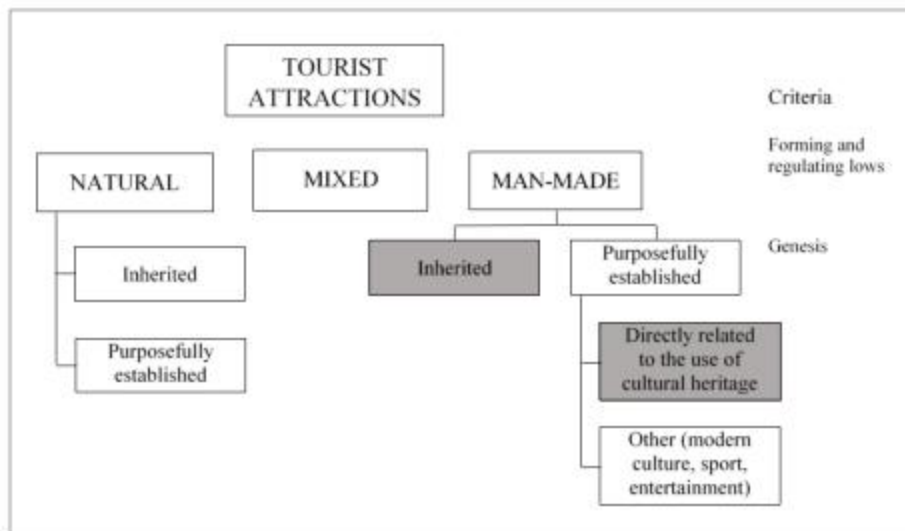
Source. Authors' research

1) Forming and regulating laws and processes - according to this criterion tourist attractions are divided into natural and man-made (in some typologies a third type is introduced - mixed, intermediate);

2) Genesis - by this criterion tourist attractions are divided into inherited (endowed) and purposefully (artificially) created. The things of the past have fulfilled a certain social function that they have often lost over time. The purposefully created tourist attractions are aimed mainly at the visitors, but often even their initial function is related to the search, collecting and preservation of "things" (e.g. museums). The criterion is applicable to both man-made and natural objects and phenomena. It somewhat overlaps with the orientation towards

tourists (tourist oriented, and non-tourist oriented), but they are not identical. From the point of view of the objectives, in the next stages artificially created attractions are excluded, unless they are directly related to the use of the heritage (for example, museums, galleries, monuments, etc.).)

3) Combination of the criteria palpability (tangible and intangible), persistence/durability and localization. By this combination, tourist attractions are divided into:

Sites/places - divided into inherited and artificially created; the sites (which correspond to the concept of tangible cultural heritage) are fixed in space and durable;

Events - divided into inherited (e.g. traditional feasts, religious holidays and events, fairs) and artificially created (festivals, reenactments, performances); they are of short duration (impermanence), can be elastic in terms of time (time of conduct) and place;

Intangible - in many cases non-localized ("background"), usually associated with a larger area or the whole country; on the other hand, they are permanent.

4) Nature/Sphere/Function (past or present) - mainly according to the Cultural Heritage Act classifying the cultural values according to the cultural or scientific sphere to which they are related (e.g. archeological, historic, architectural, ethnographic, etc.).

Subject of further typology and research are the man-made tourism attractions that are inherited (cultural heritage) or artificially created to present and utilize the cultural heritage (colored boxes in Figure 1). The proposed typology is presented in Figure 2. An additional dimension is time (the historical periods associated with tourist attractions). The proposed periods are in line with those adopted in the Cultural Heritage Act with one exception - Antiquity is divided into two periods: 1) Thracian and Hellenistic and 2) Roman. The argument for this is that the Thracian heritage is very different from the Roman one in nature, and on the other hand it is distinctive for Bulgaria (unique) and therefore should not be confused with the Roman one, which is represented in many European countries and the Mediterranean.

In many cases the types could be further subdivided. For example the architectural and artistic attractions include houses, public buildings, streets, squares, quarters, traditional settlements, palaces and castles, bridges, fountains, aqueducts etc. Museums and galleries include museums, museum collections, waxwork expositions, open air museums, panoramas, art galleries. In addition, depending of the thematic scope museums may be historical, archeological, ethnographic, artistic, technical, scientific, etc.

Other particularly important (critical) criteria seem to be:

Property ownership - public (state, municipal), denominations, non-profit organizations, private;

Organizational accessibility - free access, with entry fee, with permission (restricted access), without public access;

Grouping, integration (in terms of attractions spatial scope and structure) - single and group attractions
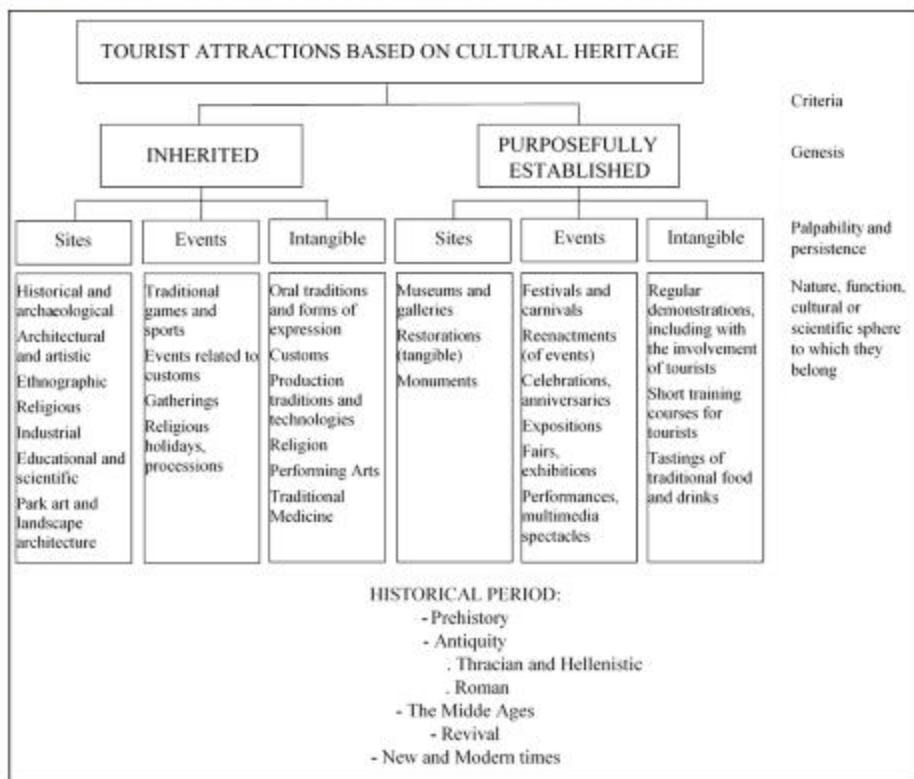
Localization (type of environment) – in the settlement or outside;

Spatial structure - point, linear and areal;

Tourist visit organization - organized and unorganized;

Catchment area – global, national, regional. local

Figure 2. Principal typology of tourist attractions based on cultural heritage

TOURIST ATTRACTIONS BASED ON CULTURAL HERITAGE						Criteria
INHERITED			**PURPOSEFULLY ESTABLISHED**			Genesis
Sites	Events	Intangible	Sites	Events	Intangible	Palpability and persistence
Historical and archaeological Architectural and artistic Ethnographic Religious Industrial Educational and scientific Park art and landscape architecture	Traditional games and sports Events related to customs Gatherings Religious holidays, processions	Oral traditions and forms of expression Customs Production traditions and technologies Religion Performing Arts Traditional Medicine	Museums and galleries Restorations (tangible) Monuments	Festivals and carnivals Reenactments (of events) Celebrations, anniversaries Expositions Fairs, exhibitions Performances, multimedia spectacles	Regular demonstrations, including with the involvement of tourists Short training courses for tourists Tastings of traditional food and drinks	Nature, function, cultural or scientific sphere to which they belong

HISTORICAL PERIOD:
- Prehistory
- Antiquity
  . Thracian and Hellenistic
  . Roman
- The Midde Ages
- Revival
- New and Modern times

Source. Authors' research

The typology was applied and tested on the basis of the sites included in the field survey. The attractions under study were assigned to the respective types and periods (as in Figure 2) and were classified also by the criteria grouping/integration and localization/type of environment. The existing classification in the different registers of cultural heritage was considered when appropriate. The approbation indicates that the typology is applicable and feasible, allowing to assign each site to a type reflecting its features. Furthermore, it was applied by the processing and analysis of the data collected, allowing to identify specific features of each type, incl. the differences in their rating by visitors.

The greatest challenge was the extraordinary variety of individual attractions and situations. The approbation revealed that it is practically impossible to achieve a uniform assignment of a significant part of the sites (attractions) to only one type by the criterion "nature/function/cultural or scientific area". For example the church "Holy Forty Martyrs" is classified as historical and archeological site (as it relates to important personalities and events), as architectural and artistic site (due to the building itself and the preserved frescoes) and as a religious site (as the purpose of visit in many cases is religious). The same is valid for the historical periods, especially in the case of museums – their

expositions typically cover several, if not all, periods. Obviously, it is inevitable that an applied typology will have to accept a compromise and allow for assignment to several types, but it is nevertheless important to take into account the dominant characteristics in terms of tourism, respectively of tourists' perceptions.

The structure of the attractions studied by types is presented in Table 1 and is correlated with the commonly used classification according to the contemporary function of the sites to emphasize on the difference and to indicate the frequency of overlapping between types. The survey was able to cover six out of ten types of sites according to their nature, function and scientific or cultural sphere to which they belong, and indirectly two of the types related to intangible heritage (regular demonstrations and training courses for tourists). 67% of attractions are endowed and 33% - purposefully established, 74% are urban and 26% - extra-urban, 73% are single and 27% - grouped.

Table 1. Structure of attractions by type according to their nature, function and scientific or cultural sphere to which they belong

	Attractions studied	Historical and archeological	Architectural and artistic	Ethnographic	Religious	Museums and galleries	Monuments	Total*
Number	47	24	27	6	6	26	3	92
Share, %		26%	29%	7%	7%	28%	3%	100%
By main function, number								Av. Nr
Architectural and historic preserve	5	4	5	3	0	0	0	2.4
Archeological preserve	4	4	2	0	1	0	0	1.8
Ethnographic complex	3	0	3	3	0	2	0	2.7
Museum house	5	4	4	0	0	5	0	2.6
Museum	17	2	4	0	0	17	0	1.4
Art gallery	1	0	0	0	0	1	0	1.0
Church	3	2	3	0	2	0	0	2.3
Monastery	3	2	3	0	3	0	0	2.7
Temple complex, tomb	3	3	2	0	0	0	0	1.7
Monument/memorial	3	3	1	0	0	1	3	2.7

* The total is bigger than the the sum of sites as many sites are assigned to more than one type

Source. Authors' research

itcd.hr

institutzaturizam

The work with the registers identified several existing gaps that are relevant to the typology of cultural heritage attractions and its application. First of all, they are not integrated and user-friendly (e.g. the register of cultural values with national and global significance consists of 28 "regional" Excel files that have to be downloaded and often to be read in full to check the statute and classification of a single site). Quite often sites appear with different names in different registers, or the names in the registers differ from the name (popular or official) by which they are known to the public and are promoted as attractions.

Another problematic moment is the typology of the sites according to their spatial form and scope or their grouping (single and group sites). The Ministry of Culture's registers allow for "double counting of sites" which is neglected when presenting quantitative data on cultural heritage. On the one hand, there is a large number of cultural values (of national importance) that are declared as single sites, on the other, they are included within the scope of a group site. In this sense, the list of cultural values of national importance overestimates the "quantity" of potential or real tourist attractions from the perspective of the tourist who perceives the group site as a single unit (e.g. the village of Arbanassi, and not 48 separate houses and churches; the medieval fortified quarter Trapezitsa, and not 18 separate churches or fortifications, etc.).

Conclusions and implications

The research resulted with the elaboration of a workable definition of a "tourist attraction" and practically applicable typology of cultural heritage attractions to be used by the public bodies which is in compliance with the existing legislation in Bulgaria regarding culture and cultural heritage in terms of terminology and types of cultural heritage. Nearly fifty cultural heritage attractions have been studied not only to test and verify the typology, but to provide a detailed picture of the features of, demand for and management issues and gaps of different types of heritage attractions based on a unified methodology which are subject of further publication.

The typology of cultural heritage attractions seems particularly important in terms of establishing a common understanding and common 'language' of different fields of study and of different policies that place different emphasis and priorities - on the one hand cultural (first of all research and conservation, but also socialization in the broadest sense), on the other hand, tourism and related regional policy in terms of funding (first of all utilization and benefit generation, especially economic, without neglecting protection). The misunderstanding and even conflict between these two policies has very often been particularly visible not only in Bulgaria but in other countries as well.

The proposed typology will facilitate the coordinated efforts of different institutions on national and local level needed to improve the legislation and strategies for cultural heritage development for tourism purposes and will be an argument for the need of national scientific programs on specific issues of public interest.

References

Andersen, H. C. (2004). *Visitor attractions in tourism.* – In: Sharpley, R. (Ed.) The Business of Tourism. An Introduction. Business Education Publishers Ltd., 2004, pp. 169-198.

Apostolov, N. (2003). *Tourism resources.* Varna Economic University Publishing House (in Bulgarian).

Bachvarov, M., & Pirozhnik, I. (1978). About the nature and specific of the tourist resources. *Bulletin de la sociète bulgare de gèographie,* 16(26), 89-98. (in Bulgarian)

Benckendorff, P. (2006). *Attractions megatrends.* In *Tourism Business Frontiers* (Eds. D. Buhalis, C. Costa, F. Ford), Routledge, London, pp. 200 -210. doi: 10.1016/b978-0-7506-6377-9.50029-8

Benckendorff, P. (2015). *Attraction, tourism.* In: *Encyclopedia of Tourism* (Eds. J. Jafari, H. Xiao), Crown, doi: 10.1007/978-3-319-01669-6_12-1

Cengiz, H., Eryılmaz, S., & Eryılmaz Y. (2006). The importance of cultural tourism in the EU integration process. *42nd ISoCaRP Congress.*

Council of EU. *Council conclusions of 21 May 2014 on cultural heritage as a strategic resource for a sustainable Europe (2014/C 183/08).* Official Journal of the European Union, 14.6.2014. Retrieved September 6, 2019 from https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52014XG0614(08)&from=EN

Edelheim, J. R. (2015). Tourist attractions: From object to narrative. Tourism and Cultural Change. *Channel View Publications,* 46, 262.

Getz, D., & Page, S. (2016). Progress and prospects for event tourism research. Elsevier, *Tourism Management,* 52, 593-631. doi: 10.1016/j.tourman.2015.03.007

Gunn, C. (1988). *Tourism planning.* Taylor Francis.

Inskeep, E. (1998). *Developing sustainable tourism. Guide for local authorities.* UNWTO.

Kušen E. (2010). A system of tourism attractions. *Tourism Review,* 58(4),409-424.

Kušen E. (2017). Tourism attraction system. *In:* Dwyer L., Tomljenović R., & Čorak S. (eds.). Evolution of destination planning and strategy. Palgrave Macmillan, Cham, 119-148. doi: 10.1007/978-3-319-42246-6_7

Lew, A. (1987). A framework of tourist attraction research. *Annals of Tourism Research,* 14 (4), 533-575. doi: 10.1016/0160-7383(87)90071-5

Leiper, N. (1990). Tourist attraction systems. *Annals of Tourism Research,* 17, 367-384. doi: 10.1016/0160-7383(90)90004-b

Marinov, V., & Bachvarov, M. (1990). *Anthropogenetic conditions and resourses of tourism.* Sofia University St. Kliment Ohridski Publishing House.

Marinov, V., Assenova, M., & Dogramadjieva, E. (2017). Key problems and gaps in the EU funds absorption for heritage attractions development: The case of Bulgaria. Almatourism - Journal of Tourism, Culture and Territorial Development, 8(7), doi: 10.6092/issn.2036-5195/6768, Retrieved from https://almatourism.unibo.it/article/view/6768

Mariot, P. (1974). Das Raummodell des Fremdenverkehrs und seine Anwendung. – *Studies in the Geography of Tourism. Frankfurter Wirtschafts- und Sozialgeographische Schriften, 17,* 37-47.

Ministry of Culture of the Republic of Bulgaria. (2009). *Strategic plan for the development of cultural tourism in Bulgaria,* adopted by the Council of Ministers on 14.10.2009 (Protocol № 40.8).

Ministry of Tourism of the Republic of Bulgaria. *National Strategy for Sustainable Tourism Development in the Republic of Bulgaria for the period 2014-2030.* (2017). Updated version. Retrieved September, 6, 2019 from http://www.tourism.government.bg/sites/tourism.government.bg/files/documents/2018-01/nsurtb_2014-2030.pdf

Ministry of Tourism of the Republic of Bulgaria (nr.). *Register of tourist attractions.* Retrieved September 6, 2019 from http://rta.tourism.government.bg/TARegister.aspx

Ministry of Tourism of the Republic of Bulgaria. *Register of tourist festivals and events.* Retrieved September 6, 2019 from http://rta.tourism.government.bg/TFRegister.aspx

Murzyn-Kupisz, M. (2012). Cultural, economic and social sustainability of heritage tourism: Issues and challenges. *Economic and Environmental Studies, 12*(2), 113-133.

National Assembly of the Republic of Bulgaria. (2013). *Tourism Act.* Published in the State Gazette, issue 30 of 26.03.2013, effective 26.03.2013.

Popova, N. (1993). *Natural recreational resources.* Sofia, University St. Kliment Ohridski Publishing House (in Bulgarian).

Richards, G. (2001). *The development of cultural tourism in Europe.* In G. Richards (Ed.) *Cultural attractions and European tourism.* Wallingford: CABI, pp. 269. doi: 10.1079/9780851994406.0003

Smith, M. (2003). *Issues in Cultural Tourism Studies.* Routledge, New York, pp. 208.

Swarbrooke, J. (2001). Key challenges for visitor attraction managers in the UK. Henry Stewart Publications, 1471-549X *Journal of Leisure Property, 1*(4), pp. 318–336. doi: 10.1057/palgrave.rlp.5090130

Swarbrooke, J. (2002). *The development and management of visitor attractions.* Butterworth-Heinemann, pp. 425.

Timothy, D. J. , & Boyd, S. W. (2003). *Heritage tourism.* Pearson Education, pp. 327.

UNESCO. *Convention concerning the protection of the World cultural and natural heritage.* (1972). Paris. Retrieved September 7, 2019 from http://portal.unesco.org/en/ev.php-URL_ID=13055&URL_DO=DO_TOPIC&URL_SECTION=201.html

UNESCO. *Convention for the safeguarding of the intangible cultural heritage.* (2003). Paris. Retrieved September 7, 2019 from http://portal.unesco.org/en/ev.php-URL_ID=17716&URL_DO=DO_TOPIC&URL_SECTION=201.html

Wall, G. (1997). Tourism attractions: Points, lines, and areas. *Annals of Tourism Research, 24*(1), pp. 240-243. doi: 10.1016/s0160-7383(96)00039-4

Walsh-Heron, J., & Stevens, T. (1990). *The management of visitor attractions and events.* Prentice Hall.

Williams, S. (2003). *Tourism geography*. Routledge, Taylor & Francis e-Library, USA and Canada, pp. 212. doi: 10.4324/9780203197554