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TOURISTS' BEHAVIOR IN CULTURAL TOURISM AND CURRENT ISSUES OF MANAGEMENT

Abstract: As it is known, cultural heritage is one of the important tourist resources which is the basis of cultural tourism. If we look at the historical stages of tourism development, people have been traveling for knowledge since ancient times. Cultural heritage is an inexhaustible resource for the economic and social development of the country or local community; Discovery, protection, interpretation and use of this most precious resource is a necessary condition for the social and economic progress of the country. Cultural tourism has become an important economic resource for many countries. Rationally planned national tourism creates jobs, improves the local infrastructure and, accordingly, the living conditions of the local community.

Sometimes the presence of visitors to cultural heritage sites contributes to the deterioration of the physical condition and environment of historical sites.

The task of cultural heritage monument managers is not only to avoid threats to cultural heritage monuments in order to better protect them, but also to direct work towards how the time spent at the monument can be made more pleasant and interesting for visitors.

And finally, as a conclusion, I would like to quote the opinion of the Venice Charter about the protection and restoration of monuments - "Historical monuments created by generations of people, which carry the message of the past, remain a living witness of their centuries-old traditions. Humanity is convinced day by day that people have common values and will pay respect to historical monuments as a common heritage and the common responsibility to protect them for future generations is also recognized. It is the duty of each of us to pass on this legacy to future generations in all its richness of authenticity.

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Introduction

Cultural heritage is customs, practices, places, objects, artistic expression created by societies and passed from generation to generation. Grandparents and dear grandparents. Cultural memory is expressed both in material and non-material form.

As part of human activity, cultural heritage produces tangible representations of value systems, beliefs, traditions and lifestyles. As an essential part of culture as a whole, cultural heritage contains these visible and tangible traces from the ancient period to the recent past.

Cultural heritage is the wealth that we inherited from our ancestors and which we all own. It is an expression of human existence, his creative attitude to the world, a historically formed cultural environment that defines the face of the country and gives each of us that special charge that can only be possessed by a pure combination of values passed down from generation to generation.

Cultural heritage is an inexhaustible resource for the economic and social development of the country or local community; Discovery, protection, interpretation and use of this most precious resource is a necessary condition for the social and economic

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progress of the country. Cultural tourism has become an important economic resource for many countries. Rationally planned national tourism creates jobs, improves the local infrastructure and, accordingly, the living conditions of the local community. It is necessary to understand the cultural heritage not only as a discovery of our past, but also as a defining part of the present and the future. [5]

The risk factors associated with uncontrolled mass tourism should also be taken into account, in particular, its negative impact on both the local community and cultural heritage sites.

Another reason why we need to protect cultural heritage is that it is one of the world's most important non-renewable resources. It is impossible to repeat or restore the destroyed treasure, therefore the destruction of cultural value is an irreplaceable loss for the entire humanity.

In order not to damage the cultural heritage sites, visitors are managed.

Visitor management methods ensure that the majority of visitors enjoy a visit to the site while avoiding physical damage to historic resources. These methods also reduce maintenance costs and increase revenue.

□ It is possible to reduce the peak load with the ticket reservation system for travelers and by limiting the number of visitors in a given period of time;

➤ A small change in the arrival time of excursions greatly relieves the pressure;

➤ It is useful to have alternative routes for excursions, so that it is possible to separate an excursion arriving at the same time or to distribute it to a route of different length.

➤ Visitor management methods ensure that the majority of visitors enjoy a visit to the site while avoiding physical damage to historic resources. These methods also reduce maintenance costs and increase revenue.

➤ Overcrowding can be reduced if other entertainment options are available nearby. This can be: zoo, aquarium, holiday park, beach or others. Since often the most important heritage sites are well-known and have no other entertainment facilities nearby, tourism organizations may be limited in their promotion. They can also draw public attention to lesser-known heritage sites whose potential is untapped.

The elements of preparedness to be improved for tourism-related risks are:

➤ Strengthening cooperation between heritage conservation specialists and emergency preparedness officials through the following activities: conducting symposia at the national, regional and local levels, which allow identifying positive aspects of the relationship;

➤ Changing behavioral stereotypes among tourists and raising awareness in matters of cultural heritage protection;

➤ Strengthening interest in the society about cultural heritage through advertising mechanisms.

The positive role of tourism in cultural heritage in the preservation of monuments

Although the presence of visitors to cultural heritage sites contributes to the physical and environmental deterioration of historic sites, it is likely that without tourists, cultural monuments would be abandoned sites, victims of vegetation cover and uncontrolled climatic conditions, with expropriation in developing countries where finances are tight and priorities are higher. Financing of profitable areas and projects. As scientists point out, cultural heritage sites in most developing countries lack both private and public funding, and their survival depends mainly on income from tourism. Moreover, the direct and indirect economic income of cultural tourism may encourage the government to take more care of the heritage in the country as a factor in the development of tourism. Especially when the tourism-provoking, cultural heritage monument - as a tourist product - is a subject of international interest. Thus, tourism can easily lead to the allocation of public funding for cultural monuments.[4]

In addition, regardless of whether the cultural heritage sites are under the pressure of tourism or not, they in any case need maintenance and conservation, which is unthinkable without financial resources. As mentioned above, the main source of income for cultural heritage sites in developing countries is mostly tourism. It should also be noted that the allocation of state funding is very rarely done for those monuments of cultural heritage that cannot ensure the attraction of tourists. Therefore, on the one hand, while tourism is considered a destructive factor of cultural heritage monuments, on the other hand, it represents the only possibility for the preservation of the cultural monument in the future.

The task of cultural heritage monument managers is not only to avoid threats to cultural heritage monuments in order to better protect them, but also to direct work towards how the time spent at the monument can be made more pleasant and interesting for visitors. This composition may seem very complicated, but it presents a really feasible idea.

In many cases the wishes of visitors are in harmony with the needs of conservation. Regulation of the number of visitors, reducing the density of tourists at the monument, safety, cleanliness and many other aspects are the issues that are equally important for the administration of the monument as well as for tourists. [5]

The rich audio and visual means for the interpretation of the monument are particularly noteworthy, which, on the one hand, contribute to the education and entertainment of visitors, and on the other hand, reduce the physical pressure of visitors on

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the monument. An example of this is the new visitor management of Stonehenge, a famous prehistoric monument in England. It should be noted that in 2013, a new visitor center and museum were built 2.5 km away from the monument, car parking was restricted in the vicinity of the monument, and eco-friendly transport was allocated from the museum to the monument on a special schedule. The rich audio and visual means for the interpretation of the monument are particularly noteworthy, which, on the one hand, contribute to the education and entertainment of visitors, and on the other hand, reduce the physical pressure of visitors on the monument. An example of this is the new visitor management of Stonehenge, a famous prehistoric monument in England. It should be noted that in 2013, a new visitor center and museum were built 2.5 km away from the monument, car parking was restricted in the vicinity of the monument, and eco-friendly transport was allocated from the museum to the monument on a special schedule. The rich audio and visual means for the interpretation of the monument are particularly noteworthy, which, on the one hand, contribute to the education and

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