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“THE IMPORTANCE OF PLACE”

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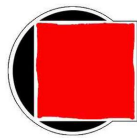
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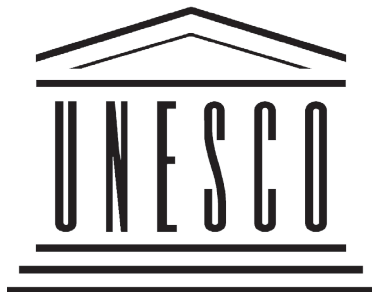
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BETWEEN RECOGNITION, PRESERVATION AND USAGE**

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CHALLENGES
AND
POSSIBILITIES
FOR
IMPROVEMENT
OF CULTURAL
TOURISM IN
CASE STUDY OF
NOVI PAZAR

CHALLENGES AND POSSIBILITIES FOR IMPROVEMENT OF CULTURAL TOURISM IN CASE STUDY OF NOVI PAZAR

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ABSTRACT

Tourism is now a global phenomenon in its scope and impact. Tourism works at different levels and shows a variety of paradoxes and tensions in the way it is organized and how it performs. At one level, tourism is a very structured and globally interconnected industry, which operates in a globalized world trans-national flow of capital, multinational organizations and the liberal movement of people and ideas. On the other hand, the development of tourism around the concept of the nation-state, with its institutions and political systems, is competing with other countries for wealth and status that tourism can create. Tourism, which is heavily influenced by the public sector, especially in the provision of basic infrastructure (transport, energy, water, etc.) in order to attract tourists and promotion of national treasures, faces a large number of fragmented small and medium companies, mostly in the private sector that can hardly be coordinated and managed. The greatest paradox of tourism is that in addition to a central ability to generate a large number of values, at the same time creates pressure and problems in areas that are the subject of the visit. This creates a constant tension in all parts of the world exposed to tourist visits. We are talking about the problems and issues that are very complex and sensitive, especially when dealing with aspects of "culture", which is difficult to assess the significance and value of what is often disputed. A clear starting point in resolving these conflicts represent a better understanding of the changing nature and scope of tourism in relation to the sustainable development of cultural diversity and cultural heritage resources.

Because architectural heritage is a significant potential for tourism development in recent years in the world made significant efforts to "protect" cultural heritage of the excesses caused by unplanned and uncoordinated tourism development. In the case of Novi Pazar is illustrated how architectural heritage affects cultural tourism. Shown are the possible challenges that the city faces

Keywords: sustainable tourism, heritage, Novi Pazar

1 Built heritage and cultural tourism

As an important part of the tourist offer of a certain place, built cultural heritage have a major impact on tourism. Apart from the fact that the buildings have practical use, they are part of tourist offer of the area where they are located. Depending on the significance of the monument, could increase the value of monuments and all buildings in its immediate surroundings. After investing in its conservation, cultural monument can become an economic resource for the development of the surround area [12]. Cultural monument may not necessarily be market-based, but the environment in which the monument is located must be based on market principles. Where nature of the building and the conservation practice allows, it is desirable to put one part of the object into tourist market function, as this practice will enable the preservation of the monument [11].

In Serbia, the number of tourists in 2016 according to the data of the Tourist Organization of Serbia amounted to 2,551,351 increased over 13% compared to previous year. Foreign exchange income from tourism in Serbia in 2015 was EUR 1,048,000,000 (based on the data of the Agency for Business Registers), and net profit in tourism sector was 43 million euro. In the tourism and hospitality sector in Serbia, approximately 30,000 people work directly, and about 170,000 people are related in these activities. This sector in Serbia directly contributes with 2.2% of the GDP of the Republic of Serbia, with related activities about 6.4% in 2015, with total foreign exchange inflow from tourism 1.048 million USD, representing 7.7% of invisible exports Serbia [3].

The development of cultural tourism is often associated with the development of a local community, state, or region. The importance of cultural tourism is visible and measurable in the economic prosperity of the community, through the development of associated services and the growth of additional income (e.g. from renting apartments, guide services, etc.), increased employment rate, creating added value (e.g. developing products with recognizable geographical origin,) increasing standards, higher real estate prices and so on.

In the other hand, the social significance of cultural tourism is much more difficult to see and measure, since social aspects are more complex. However, cultural-tourism product is not intended only for tourists but also for the local population, it promotes better understanding and respect of heritage, as well as strengthening the identity and needs for its protection and usage [9]. This type of tourism stimulates the development of dynamic cultural life, turns local environments into more vibrant cities and increase the reputation of tourists not only, but also becomes a more attractive place to live and work for the local population.

2 Negative aspect of cultural tourism

Culture and tourism are important components of development. However, the impact of tourism may have significant negative components if it is carried out unplanned. The application of the concept of sustainable tourism implies minimizing the negative effects and maximum use of the positive effects of tourism on the historical environment. For easier monitoring and management of effects, the impacts of tourism on the historical ambient areas can be divided into spatial, economic and social effects. The negative impact on the environment and facilities in the historical environment is reflected in the increase in emissions of harmful gases in traffic, noise, increased production of waste, increasing the intensity of use, conflict with other users and the purpose of space [8]. In economic terms, there is often an increase in seasonal jobs, competition with other sectors and local SMEs, an increase in the share of unskilled and poorly paid jobs and the destruction of traditional forms of business. Negative social and cultural influences are reflected through loss of cultural identity, the disappearance of the traditional system of values, marginalization and the spread of the population, the increase in crime and prostitution. The application of Holistic approach to direct development, involves looking through different forms of manifesting the influence of tourism on the environment: direct, indirect and induced influences. The main question in planning is the identification, monitoring, assessment and management of the effects of impact on the historical, environment and natural resources.

The World Tourism Organization³, respecting the basic framework adopted in Rio de Janeiro in 1992, defined the sustainable development of tourism as tourism that leads to the management of all resources in such a way that economic, social and aesthetic needs are met, while maintaining cultural integrity, important ecological processes, biological diversity and improving the quality of life [13].

The essence of sustainability is finding the right measure, the balance between the development of tourism and tourist areas and the protection and preservation of the natural and historical environment with protecting the values of the local community. Sustainable planning can be achieved as an integral part of the strategic urban development of the area [1]. In this strategy it is possible to integrate all sectoral plans, policies and programs. Integrated Urban Development Strategy should integrate and coordinate all activities related to the planning and management of space in historical environmental settings and environmental quality. Through these plans, it is necessary to make a balance between tourist accommodation capacities, cultural and entertainment facilities that enable a long-term offer, increasing accessibility and infrastructural equipping of the tourist area, economic and social development of the local community and preservation of their cultural features with mandatory protection

3 <http://www2.unwto.org/>

and preservation of the architectural heritage and environment. The realization of sustainable development is a continuous process of planning, management and improvement of tourism, which implies participation and consensus of all actors, significant engagement of public authorities at all levels of management and monitoring the impact of tourism on the built environment, taking preventive and corrective measures.

Education, health,
promotion and
management

3 Novi Pazar – tourism potential

The city of Novi Pazar has a rich cultural and historical heritage that represents an exceptional tourist potential. This fact places puts the city very high on the tourist map of Serbia, just behind Belgrade, Novi Sad, Subotica and Kragujevac, and in front of Valjevo, Niš, Vršac and others.



Figure 1: Sopoćani Monastery and Arap mosque in the old city; Source : <http://tonp.rs/>

Special value of this multiethnic and multicultural space, where western and eastern civilizations are meet, are numerous cultural and historical monuments. The most famous are Old town of “Ras” - first capital of Serbia, with monasteries “Đurđevi stupovi” and “Sopoćani” represents of impressive whole of medieval monuments under the protection of UNESCO since 1979. Sopoćani Monastery is an example where Western civilization and the Byzantine world meet. Church of the Holy Apostles Peter and Paul represents the oldest active temple in Serbia. Many monuments from the Ottoman period have been preserved in the city because Novi Pazar had the status of a big ottoman city or “šeher” and it have rich and developed Old town with fortress. From that period, several mosques, turbets, tombstones, fountains, old dwellings built

in Oriental style have been preserved. In the old town core, the most important monument is the City fortress with view-point tower, and at its hammam from 15th century with several “hans” built in 19th century [9]. The cultural and historical importance of the city of Novi Pazar is illustrated by the fact that of the 5 Serbian monasteries and 3 churches on the World Heritage List of exceptional value under the protection of UNESCO, 3 buildings are located on the city area.

3.1 Tourist exploitation of cultural goods in Novi Pazar

The volume and dynamics of tourist turnover in the region of Novi Pazar until the 1990s had a tendency of moderate growth [4]. With the disintegration of Yugoslavia and during the war conflicts that occurred in the surrounding area, tourism traffic fell rapidly in those years. After this period, economic recovery began, so the number of overnight stays in almost all accommodation capacities was recorded. The growth of foreign tourists is also recorded. Unfortunately, there are no research were conducted on the motive during these visits, so it is not known whether tourists came, and which monument brings them to Novi Pazar. According to data of the Republic Institute for Statistics, during the period from 1999 to 2005, significant number of overnight stays were recorded in 7 registered hotels and 2 motels located in the city. These numbers are shown in the table below:

Years	Number of domestic visits	Number of domestic overnight stays	Number of foreign visits	Number of foreign overnights	Total visits	Total overnights
1999	6.527	38.814	313	357	6.840	39.171
2000	8.422	52.086	531	607	8.953	52.693
2001	9.633	57.086	1.652	2.781	11.285	59.867
2002	9.423	66.161	1.999	3.972	11.422	70.133
2003	8.760	65.226	1.647	2.821	10.407	68.047
2004	9.642	55.008	1.566	2.565	11.208	57.573
2005	8.950	50.690	1.322	2.085	10.272	52.775

Table 1. Tourist overnight stays in the territory of Novi Pazar from 1999-2005, data obtained from the Republic Institute for Statistics.

By month, the biggest turnover occurs in the summer months of July and August, which coincides with the period of holidays.

Since the Tourist organization of the City of Novi Pazar is established in 2006, the increase registered accommodation capacities is recorded, and there were 12 facilities in in 2009. The

tourist organization employed one trained tourist guide. Total number of visits in 2010 was 14,371, which amounted to 77,826 nights. On the level of Serbia, with total 2,437,165 overnights, the share of Novi Pazar is from about 3.2% [4]. For a city where 1.5% of Serbian population, this is a very important information, but for sure it could be much larger.

There is no structure of these visits and numbers, so it is unknown the exact number of people who came to visit cultural and historical monuments from those who visited the city on some other occasion. To understand this relationship, the number of “Ras” Museum visits can be valuable information. The museum is centrally positioned in the city and represents an inevitable part of the total tourist offer, it can be assumed that a huge number of people who visited Novi Pazar also visit this place. Certainly, the museum is visited by the local population, but according to Director, this is not of a significant scope. Thus, it can be concluded that from the total number of visits, for example, in 2010, from 14,371 - 2,927 people visited the museum, which represents over 20% of the number of tourists who came to the city to visit its cultural and historical values. Certainly, this rough approximation is not entirely correct, but it can explain the structure of visits:

Years	2008	2009	2010	2011	2012	2013	2014	2016
Total number of visits	1060	791	2927	3870	2835	3600	2000	2624

Table 2. Number Visits to the Ras Museum in Novi Pazar
(source Ras Museum).

The number of visits to Novi Pazar could be significantly increased by the efficient actions of the Tourism Organization through presenting offers at tourism fairs and connecting with other agencies and tourist destinations. If it is known that mountain Kopaonik, on less than 50 km away from Novi Pazar, has about 350,000 realized overnight stays annually, and represents about 14.5% of the total number of overnight stays in Serbia, a logical move would be linking Kopaonik and Novi Pazar in tourist offer, because Visitors that have visit Kopaonik are staying 7 or more days expanded the range of tourist offer, and Novi Pazar would get a significant number of these guests.

4 Measures for improving tourist exploitation

In the development strategy of the city of Novi Pazar [4], tourism has been identified as a significant economic activity that should represent one of the bearers of the overall development

of the city and the region. Action Plan for Implementation of the Strategy for the Period from 2012 to 2016 identifies that 8% of priority projects have been implemented in the field of rural development and tourism. Estimated value of these projects is around 2,702,500 EUR, and city contribution to these projects is 562,500 EUR (Strategic Plan for Sustainable Development of the Municipality of Novi Pazar 2008-2016, 2007). Problems in the realization of these strategic goals are numerous. During the implementation of the previous strategy, none of researches on the domestic market, attitudes and opinions of guests and subjects in the tourism industry has been done. There is an absence of effective program and action links between different departments and levels of government in the implementation of the strategy. In recent work of city administration, funds from pre-accession funds of the EU weren't used, as well as the opportunities and advantages of information and communication technologies, the Internet and social networks for self-promotion.

Looking at global trends in the field of travel and tourism, according to forecasts of the World Tourism Organization, expected growth is 3.3% per year, where he could reach the number of 1,8 billion tourists by 2030 [3]. With global growth, changes in behavior and tourists' motives are also changed. Anyone who has the ability to recognize and exploit these mentioned changes will have a great chance of being a winner in a tourist market competition. The marketing war for future tourists and destinations will not be crucial in terms of price, accommodation, infrastructure, but also through the feelings and positive experiences of tourists, as well as the desire to visit some new destinations. In the sphere of promotion and reservation, new communication and promotional tools based on e-marketing technology have been developed and strongly enhanced the efficiency of marketing activities. All of this is due to the exceptional mobility of consumers and great technological equipment. In accommodation sector, in contrast to large international hotel chains, higher demand for small family accommodation capacities is recorded, as well as demand for exploring local culture and environment. Tourists tend to experience the life as a local population, seeking more authentic experiences, along with traditional tourist attractions. An important fact is that visits to capital cities have exceeded demand for beach vacation as the most popular form of holiday in 2014, with a share of 42%. This has led to an increase in the number of visits to the most important segments of immobile cultural heritage. The increase in the number of tourists in cities is probably the result of an increase in low budget flights in all destinations and short absences from work. Cities are popular with people aged 25 to 44, while retentions in cities are generally short.

In recent years we have increase in the number of visits to the city, according to the Tourist Organization of Novi Pazar, their retention is very short, and the activity of this organization is focused on organizing multiple daily programs for longer stay. Novi Pazar can offer authentic experience and become a globally recognizable tourist destination only if its efficiently and

flexibly harmonizes the offer with contemporary trends in the global tourism market.

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