

Tourism as an Obligatory Segment of Modern Society Culture

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Abstract

The development of tourism is closely linked to the cultural needs of people. Thanks to science and modern technology, people are becoming increasingly aware of the positive effects of tourist movements and activities on their social lives. It is often said that tourism came into being under the influence of human cultural needs, which made it a necessary segment of our daily lives in the 21st century. There are a great number of factors influencing, determining, moving or slowing down tourist movements. Tourism is a phenomenon created for individual or group needs, notably as individual or mass culture. It is impossible to have a discussion about mass tourism movements without mentioning some negative consequences that it brought about. By exploring the tourist market, however, and implementing a strategic policy for tourist development, it is possible to minimize such negative effects. Adequately guided cultural tourism minimises the negative effects of tourism flows. This paper wants to indicate the importance of cultural tourism in the European countries, especially in the Mediterranean basin. European cultural tourist itineraries have a recognised cultural base. Such opportunities are not always well enough organised and presented. This article shows that a modern tourist is interested as part of his visit in taking part in a cultural event that was previously carefully planned.

Keywords: tourism, culture, itineraries, European Union, future trends.

JEL Classifications: L83, Z1

1. Introduction

One analytical outlook on tourist activities in the 21st century indicates the fact that tourism has slowly become a modern-day phenomenon and an obligatory activity or need for modern man. Theoreticians agreed on defining the phenomenon of tourism and its main role, which is that it manages to unite some important human functions:

free time, eliminating boredom and stress, leisure activities, rest and a full cultural and psycho-physical personality development.

The development of modern science and technology and urbanisation processes are slowly becoming globalised, and people are becoming increasingly aware of tourist movement significance as a way to get away temporarily from their own dwelling places and restore their health to a favorable psychological balance. In the past couple of years, green (eco) regions or rural regions have become more and more significant, offering their visitors a kind of sport and recreational means of stay in order to entertain them and improve their health. The tourist can also explore new cultures and sights at these locations. Nowadays, tourism is considered as an economic, cultural, social, political and technological phenomenon. Perhaps the most important thing to say is that tourism is a cultural need created and maintained from the cradle to the grave.

2. Tourism seen as a part of individual and mass culture (the indicators of tourist movements)

It is well known that tourism has developed as a non-existential need i.e. at times when conditions are created for people to leave their dwelling places and spend their free time at a tourist destination. Today's man lives under more and more pressure: employment, noise, technology, switching jobs, pollution and so on (Divjak, 2002). The need for free time is on the increase and people who are committed to their jobs and serve their professions in modern times tend to find entertainment, get rest and go in for leisure activities. Tourism helps people to use their free time for personal improvement and to better their cultural knowledge, which makes tourism and culture an unbreakable link. People are victims of the consumer society and they can be saved only by deep devotion to social culture.

Tourism can be considered as a field that presents and preserves cultural and traditional resources, then organises artistic and national creative work. In a few words, it is a phenomenon of the cultural revolution of a modern man of the 21st century but, at the same time, the way of living of an individual or a group of people, individual or mass culture. Thus, the development of tourist needs can be endogenous (personal beliefs) or exogenous (caused or encouraged by the surroundings and media). Travel is organised by an individual for his or her own affinities, but it is common for travel or destinations to be commercialised and to involve a greater number of people or masses which are considered mass culture (Štrbac, 2007). Therefore, the process of spreading tourist culture can either be spontaneous or organised i.e. it can be transferred via mass social structures or individuals. Naturally, all the factors surrounding people should be mentioned and they decide whether tourist movements or travel will be according to people's own ideas and individual habits and satisfaction or by people who will organise travelling groups and start their cultural enrichment through tourism.

The factors influencing and determining tourist movements or travel are of a diverse nature. One of the most common divisions of indicators is into objective (rational) and subjective (irrational) factors (Perdue, 2008). These factors, however, interact as a whole, drawing each other

in their action, for they are part of the economic and political situation of a country, and therefore they play the main role in all aspects of tourism. The objective factors are: standards of living (natural resources, personal and social standards, demographical, functional-social and cultural urbanisation), and, of course, tourist offers (Milanović, 2007). The subjective factors are tourist tradition, tourist culture, informative-promotional activity and also fashion. There are, however, some additional irrational elements that are considered as subjective factors: dandy behavior, imitating other people, prestige, religious beliefs and so on.

All consumers expect certain standards: cleanliness, accurate marketing, decipherable road signs, and so on. But they also want that "special something" - be it a modern cultural icon or a living heritage - that makes a destination unlike anywhere else. The Lyons Review of Local Government calls this "place-shaping" and the future of tourism depends on its success. (Stuart Barrow, Public Affairs Manager, Visit Britain in Holloway, Humphreys & Davidson: 2009).

The influence of elite cultures is of great significance. It is prestigious to say to which places one goes and what he or she can afford to buy, particularly if it is about very popular destinations promoted by the elite. Many tourist destinations often became very popular and a perfect brand name thanks to the elite or the phenomenon of snobbism.

One of the factors influencing tourist movements is being knowledgeable. Knowledge involves specialised information in a certain field and if a cultured person does not have an urge to gain knowledge, he or she will not want to set out on a trip. Education represents a transient step in deciding on a destination and the sights to be visited. A difference is often noted between intellectuals and non-educated people; it is said that they have opposing attitudes and make opposing decisions (Đukić, 2005). The first group is often choosy when it comes to destinations and services, so they organise their travel themselves, knowing in advance the purpose and the aim of their travelling. The second group is liable to tradition, family matters and ideas, and it often happens that they frequent the same summer or winter resorts, believing that they have found there everything they can possibly need. The need for further knowledge is not a priority for them, but they need very common services, travelling in order to have a "normal" kind of holiday and a change of climate.

Freedom and culture involve options to choose and options to reject. It is often said that if we know somebody's profession and their way of living, we could predict what destination he or she will find interesting (Perdue, 2008). The chosen or imposed lifestyle and attitudes are most influential. Theoreticians point out that tourists can be divided into: intellectuals, jet-setters, journalists, conservationists, missionaries and so on. This division, therefore, is based upon their professions. However, the link between tourism and personal attitudes can be taken narrow-mindedly. Long-term sociological and psychological researches are needed to determine what kind of professionals are attracted to which destinations, taking into consideration all the factors effecting people, i.e. from demographic to political and economic factors.

Social heritage makes an essential contribution to tourism as a lifestyle (Divjak, 2002). There are biological surroundings that determine the conditions and kind of travel for a prospective tourist, but most of the social factors were inherited throughout life within the nearest social surroundings. In the inherited traits we find intelligence, reasonable thinking, health, memory, willpower and critical spirit. Social influence is enormous. The most persistent social element is one's family which, in spite of a great number of divorces and decreased numbers of marriages, influences most the willingness and all the social-psychological needs of a prospective tourist.

Religion is one of the traditional elements having a powerful effect on all touristic aspects. Many theoreticians and sociologists have been dealing with the influence of religion and surely none of them denied a powerful religious influence on tourism as part of human culture. There will always be a link in one's mind between the idea of religion and social activities. Anxiety in one's mind is encouraged and soothed by scientific certainty, an attempt to participate "with one's neighbour" in the calling of love, and striving for perfection that will sublime the need for the ideal; they are all inseparable from every part of culture (Divjak, 2002).

Physical surroundings strengthen the human need for diverse ecological movements that powerfully influence the tourism of a particular region. This is about geopolitical surroundings from the narrowest to the widest scope: from a village to a nation, to the whole world, especially destinations which are rich in cultural and historical heritage representing significant events in tourism, i.e. people enlighten themselves through travel and broaden their minds, but they also make thorough and noticeable changes in nature. Political institutions, local and regional political structures finish their ideas of dimensions in tourism. Ecology sees tourism from two aspects; positive or negative, depending on the fact of whether the travel is controlled or not, and whether it destroys nature and the environment or not.

At any rate, tourism is considered as a supreme tendency for human development. When mass or individual culture is discussed, the first thing on one's mind is tourism as a need of an individual or a group of people, but also as an everyday and mass phenomenon that is becoming an existential need of our time.

3. Tourism as a cultural need

Cultural needs are the ones that make humans feel accomplished as a being who is different from others and as a unique personality in their social and cultural surroundings. People achieve all their needs that are considered cultural in different ways and tourism is one of the possibilities for spiritual enrichment. Tourism could be considered as a device for meeting the human need for culture and it was created by people and their activities. With the help of tourist movements, humans can develop their own personalities and thus act, produce and create new spiritual values, as well as enjoy the existing ones. One's whole national lifestyle is determined in the context of tourism. It includes: customs, beliefs and attitudes with ultimate traditional, historical and natural treasures, all covered by the term of tourist culture (Đukić,

2005). There are also efforts made through movements and mutual identity mixing as well as the particularities of diverse cultures in order to make these treasures available to a greater number of prospective consumers. In short, tourism is a universal link in transferring traditions and cultures between people.

Specific kinds of tourist cultural needs that can be highlighted (Perdue, 2008):

- A need for using language to express oneself and to communicate,
- A need to learn, study, and broaden one's mind,
- A daily aesthetic need, a need for travelling and experiencing,
- An artistic need,
- A need for socialising and seeing new cultures and civilisations
- A need for creating,
- A need for spreading one's own ideas and influencing others to accept it or not,
- A need for spreading ecological conscience.

Tourist consumers can be defined as a group of people or consumers participating in promoting and defining particular cultural and creative values, whereas a need for tourism as a daily segment is created at an early age and it passes through all the phases of a lifetime. Tourist culture is a group habit which does not have equivalence in the form of consciously accepted laws and principles; it is an act of humans and their willpower.

A typology of tourist attractions (Kusen: 2002, Holloway: 2009):

- Features within the natural environment;
- Purpose-built structures and sites designed for purposes other than attracting visitors;
- Purpose-built structures and sites designed to attract visitors;
- Special events.

An open attitude states that the choice of particular tourist destinations and the kind of tourism and ways of travelling generally depends a lot on people's lifestyles and inclinations. Culture, ethics, social class, education and finances are a key link in creating attitudes and personal styles that influence all choices in tourist movements or travel and it is said that tourism is a pattern of behavior induced by the development of lifestyle concepts. Cultural and heritage tourism occurs when participation in a cultural, educational, or heritage experience is a significant factor in a trip. This could involve:

- Museums and galleries;
- Performing, literary and visual arts;
- Festivals and events;
- Historic sites and heritage attractions; and,
- Local customs and cuisines.

The greatest part of cultural habits and behaviour comes from one's own family as an institution which is followed by all other educational systems. Therefore, tradition is an important factor in choosing touristic movements as cultural needs (Divjak, 2002).

At the same time, it is possible to come across different styles that overlap and do not exclude each other, which has additional effects on all tourist activities. Artists and journalists can have, besides their professional needs, additional needs to enrich cultural knowledge, so their professions, influence of habits, surroundings and their expectations will create a mixed lifestyle and influence the choosing of a location in which to spend their free time and their money.

Table 1: The ten leading attractions in Europe

Attraction	Location
1. London Eye	London, England
2. Tower of London	London, England
3. Eiffel Tower	Paris, France
4. Musée du Louvre	Paris, France
5. Coliseum	Rome, Italy
6. Anne Frank House	Amsterdam, the Netherlands
7. Musée d'Orsay	Paris, France
8. State Hermitage Museum/Winter Palace	St Petersburg, Russia
9. Tivoli Gardens	Copenhagen, Denmark
10. The Alhambra	Granada, Spain

Source: TripAdvisor, in *The Times*, 6 July, 2007.

From the table we can see that in Europe the top ten attractions are almost all of cultural significance. The development of conscience on tourist needs is conditioned by not only traditional, but also inherited, patterns of socio-political and economic circumstances, because technological development and changes in society are important indicators of the changes in tourism (Štrbac, 2007).

One should, however, never neglect the influence of the mass media, whose multiple messages and sources make consumers extremely choosy. When all the mentioned needs are summed up, it can be concluded that tourism is nothing but one global culture for all tourist activities and can be brought down to human cultural development. If it is true that people taking part in tourism enrich themselves spiritually, make new friends, become more tolerant, learn about diverse civilisations, learn the history and traditions of a particular nation, then it can be concluded that all this is a hermetic circle of cultural activities and actions within tourism (Čičkarić, 2006).

Table 2: Benefits from cultural tourism development

Benefits - tourist supply and demand	
Destination image	Stimulation of new meetings
Increased demand	Stimulating local and regional demand
Increased length of stay	Opening new market segments
Increased satisfaction with stay	Encouraging interdisciplinary education

Source: Author's conclusion

These facts only indicate the complexity of the touristic phenomenon and the fact that tourism as a cultural phenomenon and need is the subject of thorough sociological and psychological researches within social systems.

Cultural tourism should be given more attention. The contribution of tourism in the cultural economy of the European Union is shown in the table. Development is necessary and is required on the scientific and practical area.

Table 3: Contribution of Culture and Tourism - EU economy

THE CONTRIBUTION OF CULTURE	THE CONTRIBUTION OF TOURISM
GDP: 2.6%	GDP: 3.9 %
Employment: 6 million people	Employment: 24 million people

Source: author's observation according to:

<http://europa.eu/rapid/pressReleasesAction.do?reference=IP/06/1564>

Cultural tourism is the fastest growing sector of the travel industry. On average, visitors seeking a cultural travel experience (Experience Washington Official Website: 2010):

- Spend nearly \$200 more per trip than other travellers,
- Spend \$62 a day more than other travellers,
- Take longer trips,
- Include multiple destinations and stay 1/2 day longer at each place,
- Have higher levels of income.

Cultural tourism is travel directed towards experiencing the arts, heritage, natural resources, and special character of a place (according to ALVA attractions). It attracts travellers who are better educated, more affluent, and have higher expectations for experiences that are both enjoyable and educational. For some tourists, cultural experiences are "value added", increasing the likelihood that they will stay longer or return. Authentic experiences of different cultures are an important factor in travel decisions.

4. Ways of researching tourism as a segment of cultural needs

Tourism as a complex phenomenon requires more detailed and more complex research, because the process of tourist movements itself is nowadays a prominent social phenomenon and it occurs within the boundaries of social systems. Therefore, research into tourism, notably tourism as a part of culture are, unlike those in exact sciences for tourism, inclined to answer the questions that are of essential social significance, but probably in a subjective way.

A review of the qualitative data also provided support. Researching tourism as a need or lifestyle is something that cannot be expressed in figures, something that originates from human beliefs and needs that cannot be precisely determined. The data is often not accurate or reliable and changes from time to time depending on all the demographical and socio-psychological human factors (Đukić, 2005). By the observance technique, we can get very valuable data which could not be attained in any other way. It is especially important to observe subculture groups in which the subjects do not want to give an interview or their statements are not convincing. Differences in behavior, clothing and gathering places are registered and, on the basis of these differences, touristic systems of values are determined. On the basis of a qualitative study, Bitner, Booms, and Mohr (1994) and Bitner, Booms, and Tetreault (1990) categorise various determinants of critical service encounters.

An interview or a survey is a way to obtaining subjects' answers to the questions prepared beforehand. According to their answers, conclusions on their attitudes, aspirations, touristic habits etc. are drawn. One detailed and thorough interview involves collecting data about past experiences and the future intentions and attitudes of the surveyees. We use qualitative research to identify the subdimensions which customers consider when evaluating the quality of the interaction, physical environment and outcome dimensions of a service experience. (Brady, M.K., Cronin, J.J.: 2001). The questions are created not to be ambiguous and to be very clear and not complex so that the participants would not feel underestimated by their examiners. The questionnaire and survey research require additional preparation as well as a lot of work after they have been done. In researching touristic movements, representative samples are often used. The most common one is a simple sample, in which all the participants enter randomly. Focus groups often give marvelous results. Particular groups of people are examined and the examination covers their attitudes and habits when it comes to touristic movements. They can be groups of sportsmen, intellectuals, and so on (Čičkarić, 2006).

Storytelling is a very useful method which is based upon raising interest and creating needs for travelling. It is about a collection of personal stories, exchanging experiences from travelling within a focus group, telling about common experiences. The method of storytelling offers the freedom to create one's own frame of value assessment and by confronting stories. The focus group participants choose their common reference frame of which the examiner does have to be necessarily aware before the examination. They inter-stimulate and encourage their participants to think about the same places and locations of their travels (Čičkarić, 2006).

It is much easier to deal with accurate data when carrying out touristic research, because there is reliable statistical data on the numbers of visitors, the numbers of stays and so on. Statistical methods are used in such cases and there are, naturally, reliable figures that are kept in archives.

On the basis of a quantitative study the case study can also contribute to touristic research. It is a unique antipode to statistical methods, but at the same time is extremely complementary. Scientists criticise it for not being reliable and because it offers little possibility for generalisation, that it is not standardised, but it is necessary in sociological research. The case can be a particular region favorable for analysis, then a particular institution, a facility, a festival, a program and the like (Čičkarić, 2006).

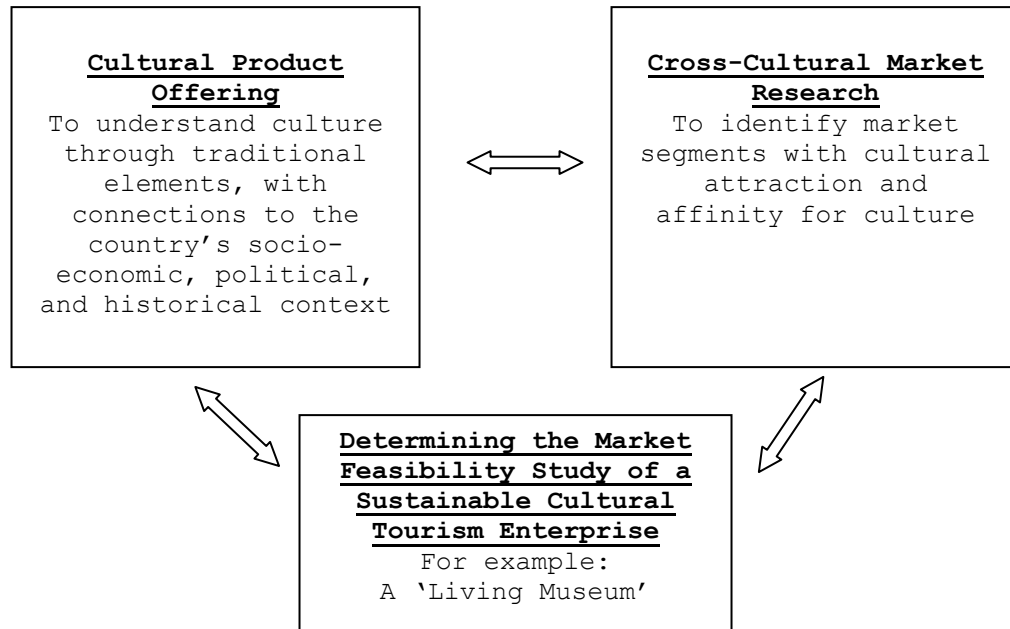
Both types of research and the dynamic context of tourism are important and need to be combined within an integrated framework. This should lead to a 'truer analysis' of business behaviour and hence a more purposeful investigation of hotels, tour operators, travel agents and the business of tourism in general (Davies, B.: 2003).

Finally, research on cultural tourism needs particular observation according to these dilemmas:

- Who are the cultural tourists?
- How do they gather information and make decisions?
- What motivates them?
- What do they do?
- What will they do in future?

For example, in its role of promoting and sharing Portuguese music with the broader public, the project "A Living Museum" intends to become a destination for cultural tourism. This research process is represented in Figure 1.

Figure 1. A Cultural Tourism Research Model for a Market Feasibility Study



Source: Nielsen, C.S., 2009, University of Baltimore, A cultural tourism research model: creating a market feasibility study for a «Livingmuseum» Portugal, (<http://marketing.byu.edu/htmlpages/ccrs/proceedings.doc>)

However, as the project progressed, it became apparent that the two research activities were interrelated; communication and information-sharing across the two subprojects were essential. (Nielsen: 2009).

5. Cultural itineraries and cultural networks

Domestic and international tourism continues to be among the foremost vehicles for cultural exchange, providing a personal experience. Networking of cultural values falls well into European and Mediterranean initiatives. Integrated Tourist Development projects aim to promote the creation of a model of integrated tourist development and to support the conservation of the cultural patrimony of the interested territory.

Famous European cultural networks are:

- TRANSROMANICA - focused on the common cultural heritage of Romanesque art and architecture in Europe (Koch, J.: 2009);
- Presentation of Phoenician culture;
- Adriatic Cultural itineraries (Cergna S. & J. Grzinic: 2008);
- Greek and Phoenician colonies (Sola, T: 2009).

The networks can function as a unique system of web-sites and tiny, small or bigger visitor centres and heritage sites. The location of the interpretation centre of the network, its central exhibition, administration and the action centre are negotiable.

Also it is possible to develop other European gastronomic itineraries. Examples of European gastronomic tourism are:

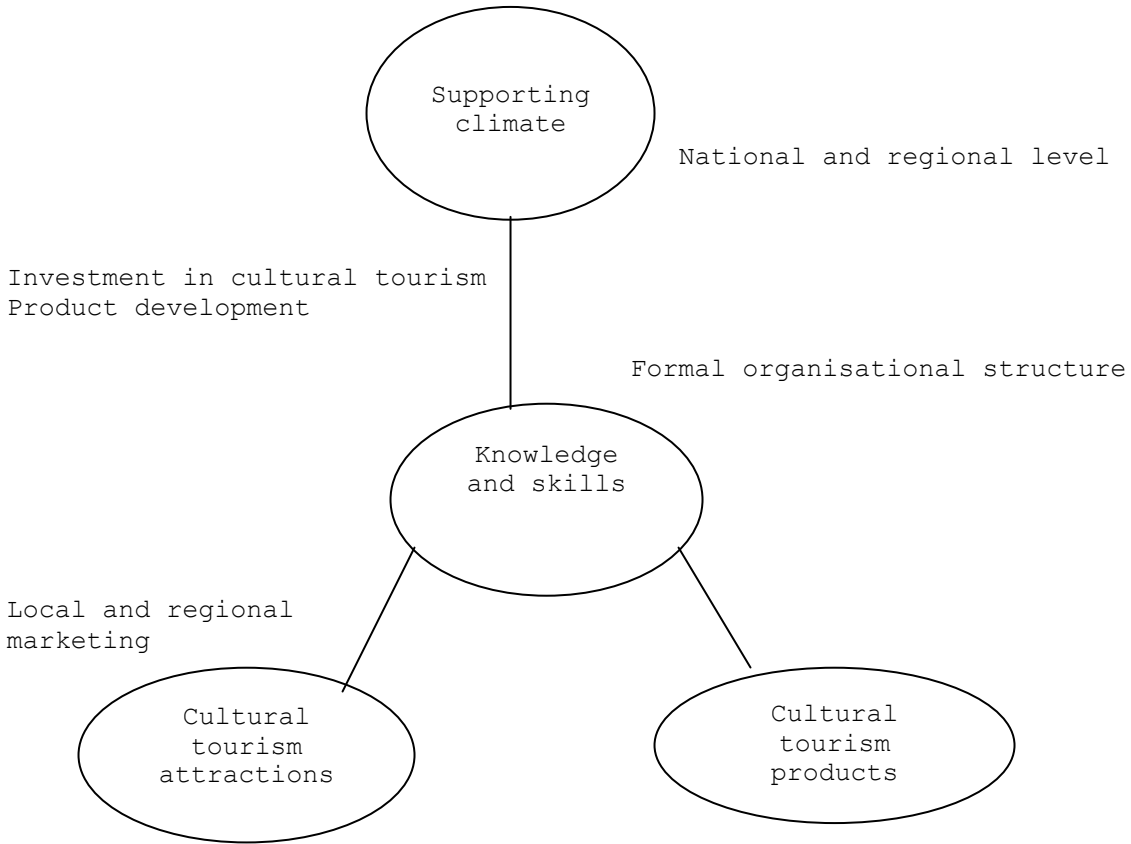
- Shrimp Festival, Honfleur, France;
- Onion Festival, Weimar, Germany;
- Great British cheese festival, Cardiff, Wales;
- Feria du Riz, Arles, France, celebrating rice dishes;
- Chestnut Festival, Mourjou en Chataigneraie, France;
- Baltic Herring Festival, Helsinki, Finland;
- Galway Oyster Festival, Ireland;
- I'Primi d'Italia, Foligno, Italy, celebrating first courses;
- Truffle Festival, Alba, Italy.

The above mentioned routes are important for the full appreciation of the enogastronomic and other traditions, especially if the manifestation is in an area supplemented by an artistic, cultural and landscape heritage. An intersectoral approach within the framework of culture itself should be considered. Tourist programmes should be coordinated between various cultural institutions and events at the destination.

Tourism can capture the economic characteristics of the heritage and harness these for conservation by generating funding, educating the community and influencing policy. It is an essential part of many national and regional economies and can be an important factor in development when managed successfully.

At a time of increasing globalisation, the protection, conservation, interpretation and presentation of the heritage and cultural diversity of any particular place or region is an important challenge for people everywhere.

Figure 2: Vision of future cultural tourism development



Source: According to Tomljenović, R. et. al. (2003), Croatian cultural tourism policy: strategic development, Institute for Tourism, Zagreb, Croatia.

Management of heritage, within a framework of internationally recognised and appropriately applied standards, is usually the responsibility of the particular community or custodian group. Cultural tourism would enable local government as well as the local cultural institutions and organisations to develop their self-management, because of income increased by cultural tourism. (Jelinčić: 2002, Henry, J.: 1990).

Conclusion

In the past couple of decades, in psychological, sociological and philosophical literature, the concept of tourism as a cultural need becomes more and more significant. Tourism is a relatively new phenomenon, although people have always been interested in visiting other places. Culture, on the other hand, has existed since the very beginning of humankind in the form of culture heritage.

Tourism is a link for all activities that are closely connected with the cultural enrichment of people. Visiting a particular destination causes the development of several forms of tourism. If dealing with sport and recreational tourism, it is possible for some groups of visitors to go sightseeing and to participate in culture, manifestations, spas and other forms of tourism. There is no point in claiming that tourism is just a sort of economy, for the influence of its development is unavoidable and obvious. The way people live, social, economic, political and other factors have a powerful effect on the kinds of touristic movements and activities. It is all left to one's personal will, and people are more or less dependent on their habits or choices and higher political factors.

The main future steps are:

- Uniting about 150 places / towns /cities into a common network providing them with cumulative visibility within the cultural tourism industry
- Bringing all the members of this possible network an additional international public visibility
- Organising interpretation centres and international travelling exhibitions
- Catching the interest of European / Mediterranean political and cultural associations
- Catching the attention and spreading the sensibility for the tourist offer of actual Greece and contribute still more to its powerful brand.

All the needs that are created and met within tourism, however, are part of human cultural creation in social surroundings. Tourism brings both positive and some negative effects. They are not obvious to a great extent, but they can occasionally be felt if uncontrolled tourist activities occur. There are a set of research methods that have given good results in studying tourism as a cultural need in the 21st century.

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