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HERITAGE, ACCOMMODATION, RESTAURANTS AND TRANSPORT AS MOTIVATORS FOR CULTURAL TOURISM

Elena S. Petkova

Sofia University "St. Kliment Ohridski"
Department of Geography of Tourism
Sofia, Bulgaria
epetkova@hotmail.com

ABSTRACT— *The aim of the article is models - including classifications of attributes of cultural tourism of a destination and specifically of its main components (cultural and historical sites, accommodation, food and beverage establishments and transport) - to be presented. Those attributes could be estimated by visitors with regard to their importance and thus the motivation for cultural tourism to be assessed. In this paper a study is presented where the selected attributes are evaluated by actual and potential cultural tourists.*

Keywords: *accommodation, cultural tourism, heritage, restaurants, transport*

1. INTRODUCTUON

To develop cultural tourism certain preconditions should be met. Primary among those are people, i.e. tourists, since tourism is human activity. Those people have certain needs and motives, which are the cause for their participation in cultural activities during their trips.

In this regard, cultural tourists satisfy their needs such as: acquisition of knowledge, social contacts, evoking positive emotions, prestige, etc. Necessary conditions for meeting these needs are: accommodation, food, transport, additional services, etc. (Kostov, 2001).

There should be suitable preconditions of the regions to meet the needs of cultural tourists. The key (pre)conditions or factors are the cultural resources - cultural and historical heritage and/ or contemporary culture; or tangible (cultural and historical sites, monuments and sights) and intangible (events and activities) culture. Other important preconditions are: accommodation, food and beverage establishments and transport to/ from and in the destination. All of them should meet the needs and preferences of actual and potential cultural tourists, of target markets.

Cultural and historical monuments and sights and contemporary culture are primary motivating factor for cultural tourist visits. They are a key factor for cultural tourism development. Accommodation and food and beverage establishments create conditions to meet the basic human needs sleep and feed of cultural tourists. Transport "connects" tourists with tourist destinations, attractions, sites and businesses, whose services they use during their trips or journeys.

On the one hand, contemporary culture and cultural and historical heritage, accommodation, food and beverage establishments and transport impact on cultural tourism development and on the other hand, cultural tourism also affects them. Due to cultural tourism journeys and trips more services are consumed in the destination and hence funds are generated that could be used for preservation of culture and heritage, for improvement of accommodation, food and beverage establishments and transport facilities.

The prerequisites for cultural tourism development in a region/ destination are often combined and analyzed together based on various models of tourism and a tourism destination, such as the system model that presents the tourism destination as a system. Thus, Laws and Le Pelley argue that "all tourism destination systems consist of elements (or subsystems) in the form of natural or primary attractions such as climate", or historic city, or cathedral, "supported by secondary features such as hotels", guest houses, shopping and catering attractions, etc. (Laws, Le Pelley, 2000). The model allows the necessary conditions and factors for cultural tourism development to be derived, namely cultural and historical heritage, accommodation, food and beverage establishments and transport. They could be perceived as parts or components of the overall tourism product of a destination.

According to Russo and Van der Borg the factors that determine the competitiveness of the destination could be synthesized in the "tourism product"….Thus, the components of the tourism product are: primary tourist products; secondary or complementary products; the image of the destination; the external accessibility of the destination; and the internal accessibility to attractions (Russo, Van der Borg, 2002). Cultural and historical heritage and contemporary culture, accommodation, food and beverage establishments and transport are significant elements/ components of the overall tourism product of a destination that offers cultural tourism. Their quality must meet the requirements of cultural tourists who the destination aims to attract. The overall assessment of the importance of cultural tourism in a destination to tourists can be done through the evaluation of the importance of those elements. In turn, the importance of those elements is characterized by the importance of particular attributes that could be evaluated through certain indicators, often aggregated and synthesized in various evaluation models.

Scientific literature reveals a number of indicators of attractiveness and propensity of cultural and historical monuments and places to withstand tourist visits. Some of these include: significance, uniqueness, orientation, popularity, condition, transport accessibility, facilities, organization of tourist visits to the sites, etc. (Marinov, Bachvarov, 1990). These and other indicators are often used in the development of various models for assessment of cultural and historical sites and places. For example, such a model is the evaluation matrix, which allows to illustrate the position of each cultural and heritage site in terms of attractiveness and tourism preparedness. The evaluation is carried out based in a total on 10 indicators. The indicators of attractiveness include importance, popularity, maintenance etc. and the indicators of tourism preparedness - socialization, utilization, etc. (Assenova, Marinov, 2013).

Evaluation indicators of the sites of cultural and historical heritage could be derived from different models for their management. Such is the Interpretative framework for management histories of indigenous rock art sites and other cultural sites that includes aspects that could be accessed during the process of management of the sites, such as: authentication of the origin; site visitation surveys; protective measures: grilles, stabilization works; graffiti, rubbish and vegetation removal; installation of interpretive material; information sheets and tourist guides, etc. (Clark, 2002). In this sense, some indicators could be derived, such as: whether the sites are clean, whether there is waste and vegetation around them; whether they are stable and strengthened; whether there is enough information about them – at site, in publications, etc. Scientific literature reveals a number of models for assessment of cultural and historical sites and places.

Such a model is the matrix, developed by Du Cros, which determines whether heritage places are suitable for tourism. "Within the matrix heritage places can be plotted based on their appeal to tourists and their robusticity or ability to withstand high levels of visitation" (Du Cros, 2001). According to the overall assessment based on that and other models cultural and historical sites could be selected and suitable programs and initiatives concerning their conversion into tourism attractions could be developed. The sites of interest to tourists should be restored, strengthened and cleaned, i.e. made appropriate for visits of tourists. They should be promoted in advertising and promotional materials and sources. They should be included in tourist routes.

Appropriate is the organization of thematic routes and excursions for cultural tourists.
In thematic excursions "the choice of specific tourist sites is influenced by the theme of the trip/ journey". ...The tour may include "analysis of a particular historical period or a significant cultural event" (Obreshkov et al., 2012).
Hotel establishments provide accommodation and a range of additional services to their guests. In this sense, they are characterized by a number of attributes that are important to participants in cultural tourism to a greater or to a lesser extent. Those attributes could be derived from scientific publications and consequently their importance for specific market segments could be evaluated. Thus, Callan and Bowman have chosen 38 attributes of hotels, which importance to mature travelers when selecting a hotel or judging its quality is consequently rated. Some of these attributes are: cleanliness, value for money, politeness of staff, responsiveness of staff, services provided as ordered, attentiveness of staff, appearance of staff, actual price, décor, availability of discounts, etc. (Callan, Bowman, 2000). In another study Callan and Kyndt have selected 45 attributes, which importance is rated by business travelers. The attributes are grouped in sub-sections, such as: location and image, competence, security, tangibles, services, leisure facilities, business facilities, the service providers and their understanding of customers, etc. (Callan, Kyndt, 2001). Those publications reveal a large number of attributes. More important of them, related to facilities, service, prices, etc. should be selected, evaluated and consequently measures should be developed in order cultural tourists to be attracted.

Similar to the attributes of accommodation are the ones of food and beverage establishments, most important of which determine their competitiveness. According to Hadjinikolov the factors that determine the competitiveness of food and beverage establishments are: location, advertising, culture of service and prices (Hadjinikolov, 1996). A wide range of attributes of food and beverage establishments are revealed by Stamov and Aleksieva. They offer attributes of culinary production and of quality of service. Some of these include: skills, appearance, knowledge and attitude of staff; duration of service; comfort and appeal of the hall – interior, furnishing, cleanliness, etc. (Stamov, Aleksieva, 2005).

Besides the attributes of accommodation and food and beverage establishments the attributes of transport that are important to cultural tourists should be evaluated too.

In this respect, some attributes of the transport are: accuracy, frequency, regularity, speed, safety, convenient connections, etc. (Neshkov, 2007). The assessment of transport is used for its improvement in a number of ways, which in turn will lead to significant benefits for tourists.
Improvement of transport services for tourists is done through improved: comfort, range of services provided, schedules of arrival and departure, etc. (Georgiev, Vasileva, 2003).
However, it should be considered which attributes of culture, heritage, accommodation, food and beverage establishments and transport would motivate tourists - participants in cultural tours - to visit specific sites at the destination. In this regard, the supply of cultural tourism in a destination should meet the demand. The evaluation of cultural tourism of a destination by actual and potential visitors should be considered when developing measures promoting cultural tourism.
Thus, the aim of the article is models - including classifications of attributes of cultural tourism of a destination and specifically of its main components (cultural and historical sites, accommodation, food and beverage establishments and transport) - to be presented. Those attributes could be estimated by visitors with regard to their importance and thus the motivation for cultural tourism to be assessed. In this paper a study is presented where the selected attributes are evaluated by actual and potential cultural tourists.

2. MATERIALS AND METHODS

Motivation for cultural tourism could be evaluated through the following models of the importance to the participants of the specific attributes of: culture and historical heritage, accommodation, food and beverage establishments and transport.

Figure 1. Attributes of culture and historic heritage as motivators for tourist visits to a destination

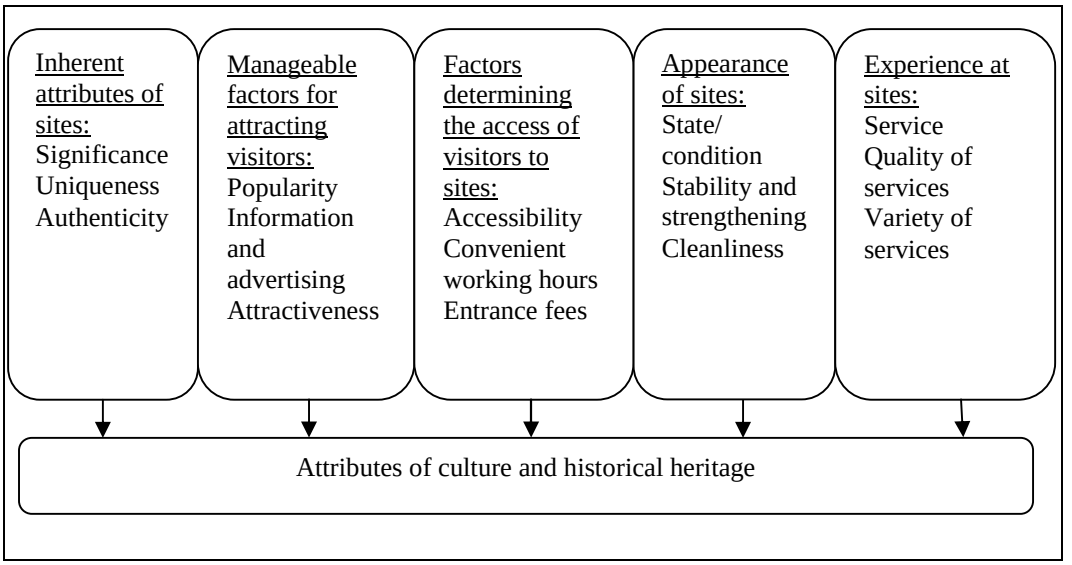


Figure 1 presents attributes of culture and heritage that motivate tourists to visit a destination. The first group includes inherent attributes of the sites, which hardly could be improved by human actions. In contrast, the attributes of the second group are manageable. They contribute to attracting visitors too. The next two groups of attributes respectively determine the access of sites to visitors and the appearance of the sites. Those are necessary prerequisites in case the destination authorities and organizations want to attract visitors at cultural sites. The last group of attributes characterizes the experience at the sites. They determine the overall impression of people of their visits to the cultural and historical sites of a region.

Figure 2. Classification of attributes of accommodation establishments of a destination

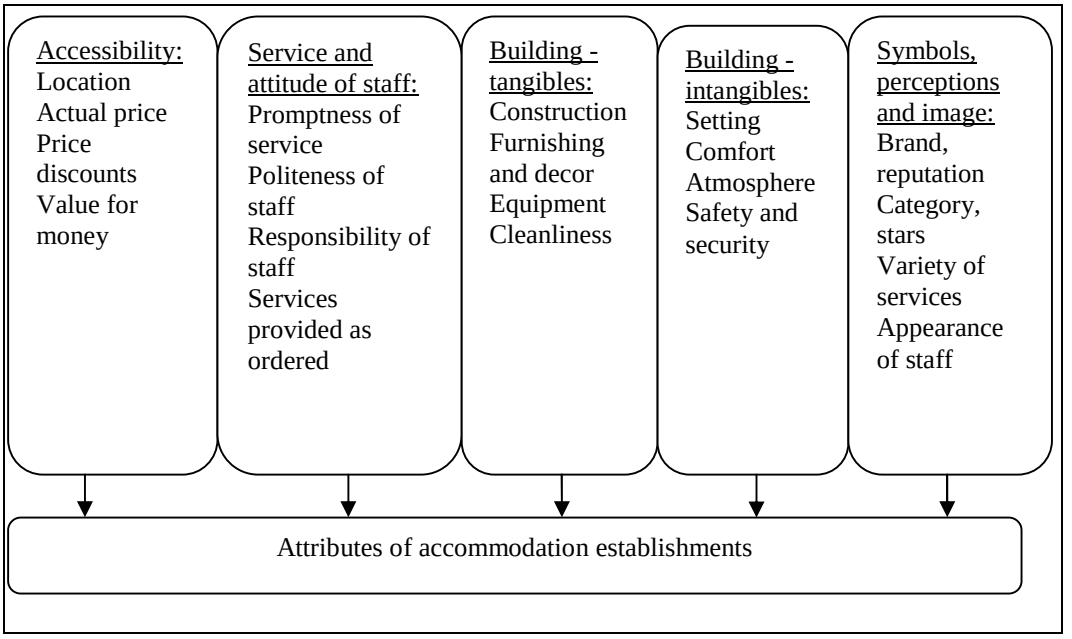
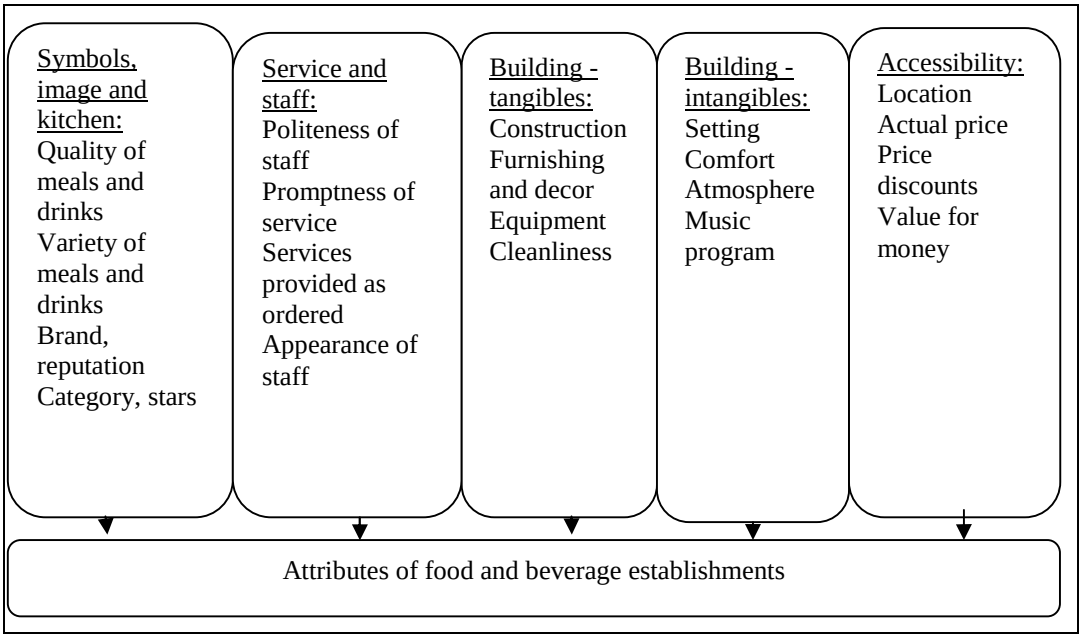


Figure 2 shows a classification of attributes of accommodation establishments of a tourist destination. The attributes of the accessibility include location and prices. Service and attitude of

staff could be assessed by attributes, such as promptness, politeness and responsibility of staff, as well as the by the degree to which services are provided as ordered. The tangible side of the building of the accommodation is characterized by certain construction, furnishing and equipment, as well as some level of cleanliness. There is also an intangible aspect that is expressed in terms of setting, atmosphere, comfort, safety and security. The last group of attributes influences the perceptions of visitors about accommodations and their images. The appearance of staff, variety of services, the brand and category create a certain image of the accommodation.

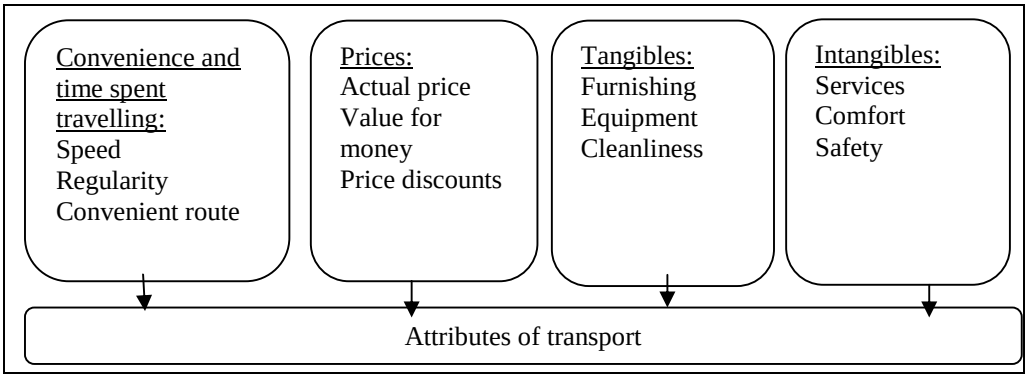
Attributes of food and beverage establishments of a destination are classified in a slightly different way as shown on Figure 3. Attributes of the main product of the establishments - meals and drinks - are grouped together with the attributes of the image (brand and category), as they all form the basic attributes that determine the perceptions of visitors/ guests of the food and beverage establishments and their quality. The second group combines attributes that characterize both service and staff (appearance of staff). The intangible side of food and beverage establishments is determined by: setting, comfort, atmosphere and music program and the tangible one by: construction, furnishing and decor, equipment and cleanliness. Accessibility of the establishments again depends on the location and prices.

Figure 3. Classification of attributes of food and beverage establishments of a destination



Attributes of the transport to/ from and within the destination are shown at Figure 4. They are classified into four groups as follows: concerning convenience and time spent travelling, prices, tangibles and intangible side of the transport.

Figure 4. Classification of attributes of transport of a destination



The importance of the shown attributes of cultural heritage, accommodations, food and beverage establishments and transport is evaluated using questionnaires. The questionnaires are in Bulgarian. The survey was conducted during the period from 1 to 31 March 2014. The respondents are only young people who have visited cultural and historical sites or have attended cultural events and performances in Sofia and therefore are familiar with them. The survey of young people is justified by the fact that we assume that young people in Bulgaria travel comparatively often, so are active participants in domestic tourism. They often travel within the country with companies during national holidays. Many of them are students and are supported by their parents or work and so they have enough money to travel. They often do not have families to support and have more free time including for travelling. The importance of the surveyed attributes is evaluated based on a 5-point-scale with estimates from 1=not important at all to 5=very important. The results are summarized and presented by their mean values and share of the respondents who have rated the attribute as important to them (giving values 4 and 5).

3. RESULTS AND DISCUSSION

Profile of the Respondents

The survey was completed by 88 people. When choosing the size of the sample the target was about 100 people to be surveyed. For smaller samples it is more difficult to ensure representatives. For larger samples it is considered that the time and funds spent on the research are not justified. It should be considered that significant results are often achieved through small samples when the people are of interest for the particular survey. In this study only people who are familiar with culture and heritage of Bulgaria and who visit cultural sites and events were surveyed. Participants are young people from 19 to 26 years old. The majority of them (slightly above two-thirds or 70%) are women and the rest (slightly below one-third) - are men (Table 1).

Table 1. Gender of respondents

Gender	Number	Share
Males	26	30%
Females	60	70%
Total	86	100%

Above half of the respondents (56%) are from Southwest region of Bulgaria. This is due to the fact that the capital of the country - Sofia - is located and the majority of the population lives there. Besides, the survey is performed there, where residents and domestic tourists filled the questionnaire. People from the other regions of the country are almost evenly distributed. There are two foreigners who know Bulgarian language too (Table 2).

Table 2. Region/ country of residence of respondents

Region/ country	Number	Share
Northwest	7	8%
Southwest	49	56%
North Central	10	11%
South Central	10	11%
Northeast	6	7%
Southeast	4	4%
Moldova/ Serbia	2	2%
Total	88	100%

Culture and Historical Heritage

Table 3 shows the evaluations of the importance of the attributes of culture and historical heritage sites of a tourism destination that respondents want to visit. All attributes have received above average estimates and are important to many visitors. However, most important to respondents is the cleanliness of the sites (4.55; 95%), followed by accessibility (4.54; 91%), attractiveness (4.45; 92%), service (4.45; 88%), state (4.47; 88%) and authenticity (4.41; 88%). The lowest and close to average ratings are given to the attributes: popularity (3.32; 45%), information and advertising (3.92; 71%) and significance (3.79; 71%). All attributes of the appearance (appeal), access and experience at sites are important to visitors. Meanwhile, some inherent characteristics and manageable factors for attracting visitors are of medium importance, i.e. are not important to nearly half of the respondents (Table 3).

Table 3. Importance of the attributes of culture and historical heritage of a tourist destination to the respondents

Attributes	Mean values	Share of estimates 4 and 5 of all estimates
Inherent attributes of sites:		
Significance	3.79	71%
Uniqueness	4.39	87%
Authenticity	4.41	88%
Manageable factors for attracting visitors:		
Popularity	3.32	45%
Information and advertising	3.92	71%
Attractiveness	4.45	92%
Appearance of sites:		
State/ condition	4.47	88%
Stability and strengthening	4.31	85%
Cleanliness	4.55	95%
Factors determining the access of visitors to sites:		
Accessibility	4.54	91%
Convenient working hours	4.29	86%
Entrance fees	4.03	69%
Experience at sites:		

Service	4.45	88%
Quality of services	4.30	87%
Variety of services	4.01	78%

Accommodation and Food and Beverage Establishments and Transport

Depending on the extent of their importance to the respondents, the attributes of accommodation establishments could be divided into two main categories of attributes with values: significantly above average; and about and below average. The most important attribute to the respondents is cleanliness (mean value 4.79 and important to almost all or 97% of the visitors). Cleanliness in general is often one of the most important attribute of accommodation. Important to respondents are the attributes of accessibility - prices and location (that are given values between 4.28 and 4.73 and are important to 81-98% of the respondents), as well as of intangible side, namely setting, comfort, atmosphere, safety and security (mean values 4.18-4.50 and important to 83-91% of respondents) and attributes of service and attitude of staff (mean values 3.92-4.64 and important to 68-97% of respondents). Important is the variety of services (3.90; 69%) - an attribute of the perception of the accommodation by visitors but meanwhile again an attribute of the intangible aspects. Attributes of the tangible side of the accommodations (construction, furnishing and equipment) are given lower but again above average estimates and are important to about half of the respondents (mean values 3.41-3.77 and important to 43-64% of respondents). The lowest estimates are given to attributes of image and symbols of accommodation establishments (brand, reputation, category, stars and appearance of staff) - about and below average (2.64-3.01), which are important to only about from one-fourth to one-third of respondents (26%-33%) (Table 4).

Table 4. Importance of the attributes of the accommodation establishments to the respondents

Attributes	Mean Values	Share of estimates 4 and 5 of all estimates
Accessibility:		
Location	4.28	82%
Actual price	4.57	92%
Price discounts	4.32	81%
Value for money	4.73	98%
Service and attitude of staff:		
Promptness of service	4.20	86%
Politeness of staff	4.64	97%
Responsibility of staff	4.64	83%
Services provided as ordered	3.92	68%
Building - tangibles:		
Construction	3.41	43%
Furnishing and decor	3.72	58%
Equipment	3.77	64%
Cleanliness	4.79	97%
Building - intangibles:		
Setting	4.18	83%
Comfort	4.50	89%
Atmosphere	4.43	89%
Safety and security	4.50	91%
Symbols, perceptions and image:		
Brand, reputation	2.64	26%
Category, stars	2.97	33%
Variety of services	3.90	69%
Appearance of staff	3.01	33%

The most important attribute of food and beverage establishments to the respondents again is cleanliness (mean value 4.92 and important to 99%). Very important to respondents are also quality (4.87; 100%) and variety (4.59; 93%) of meals and drinks, attributes of service (mean values 4.41-4.69 and important to 85-98% of respondents), of intangible side of establishments (mean values 4.41-4.49 and important to 88-91%), as well as location (4.10; 78%) and attributes of prices and discounts (4.28-4.77; 79-96%). Above average are the mean values of attributes of tangible side of the establishments (3.37-3.90; 44-68%) and music program (3.51; 56%). The lowest estimates (about average - 3.01 - and important to about one-third of the respondents - 37-39%) again are given to attributes of brand and category of the establishments (Table 5).

Table 5. Importance of the attributes of the food and beverage establishments to the respondents

Attributes	Mean values	Share of estimates 4 and 5 of all estimates
Symbols, image and kitchen:		
Quality of meals and drinks	4.87	100%
Variety of meals and drinks	4.59	93%
Brand, reputation	3.01	39%
Category, stars	3.01	37%
Service and staff:		
Politeness of staff	4.69	96%
Promptness of service	4.67	98%
Services provided as ordered	4.41	85%
Appearance of staff	3.37	53%
Building - tangibles:		
Construction	3.37	44%
Furnishing and decor	3.78	63%
Equipment	3.90	68%
Cleanliness	4.92	99%
Building - intangibles:		
Setting	4.49	91%
Comfort	4.41	88%
Atmosphere	4.48	89%
Music program	3.51	56%
Accessibility:		
Location	4.10	78%
Actual price	4.64	94%
Price discounts	4.28	79%
Value for money	4.77	96%

Table 6. Importance of the attributes of transport to/ from and in a destination to the respondents

Attributes	Mean values	Share of estimates 4 and 5 of all estimates
Convenience and time spent travelling:		
Speed	4.57	93%
Regularity	4.67	94%
Convenient route	4.58	93%
Prices:		
Actual price	4.56	92%
Value for money	4.77	95%

Price discounts	4.28	82%
Tangibles:		
Furnishing	3.52	50%
Equipment	3.22	63%
Cleanliness	4.69	97%
Intangibles:		
Services	3.88	64%
Comfort	4.49	89%
Safety	4.75	95%

All attributes of transport to, from and within the destination are important more or less to the respondents (with mean values above the average). The most important attributes are value for money (4.77; 95%), safety (4.75; 95%) and cleanliness of transport (4.69; 97%). Next are the very important attributes of time spent travelling (mean values 5.57-6.67 and important to 93%-94% of respondents) and prices (4.28-4.56; 82%-92%), as well as comfort (4.49; 89%). Relative important is the availability of services (mean value 3.88 and important to about two-thirds or 64% of the respondents). About average are the values of tangibles: furnishing (3.52; 50%) and equipment (3.22; 63%) (Table 6).

4. CONCLUSION

Based on the analysis presented in this article the following recommendations to the destinations that are aiming to attract young people from Bulgaria interested in culture and history could be made. Important to those visitors is the price and especially value for money. Very important is the cleanliness, as well as service and atmosphere of accommodation and food and beverage establishments. They are interested in state and value of heritage sites but are not impressed by their popularity. They are not impressed by their brands and categories too. Important to them is the quality of meals and drinks, speed and regularity of the transport.

In conclusion, performing surveys of the young people interested in culture and history from other countries is recommended. It will allow comparison and outlining the needs and requirements of this segment of visitors who are likely to differ from the other market segments. The results could be compared with those of more developed countries, with a higher standard of living and also the motivation for participation in cultural tourism of other groups of population (e.g. elderly tourists, middle-aged tourists, families with children, etc.) should be explored.

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