CHALLENGES, RESPONSES AND PARTNERSHIP
FOR ACHIEVING SUSTAINABLE TOURISM
AND HERITAGE PRESERVATION

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The process of globalization has created the situation where the expectations of tourists are the same both with respect to the quality of services in all destinations and with respect to the authenticity based on local attractions and experiences, which should be unique and different for each destination. The key element in maintaining destination attractiveness is the protection and presentation of natural and cultural heritage and its sustainable utilization for tourism development. The sustainability concept is of equal importance for long-term tourism development, destination competitiveness and heritage protection. The paper deals with the main challenges to achieving sustainable tourism and points to some key responses to them. Participation, cooperation and partnership should be a vital prerequisite for the implementation and performance of sustainable tourism and heritage protection. This attitude has been tested on several examples of good practice in heritage protection and the sustainable development of tourism destinations in Serbia.

Key words: authenticity of tourism destination, sustainable tourism, protection of natural and cultural heritage, challenges, responses, partnership for sustainability.

INTRODUCTION

The authenticity/uniqueness of a tourism destination is based on the existing and potential natural and cultural attractiveness of space and created activities. Space attractiveness for tourism development is evaluated both on the basis of the attractiveness of tourism resources and on the basis of the quality of spatial accessibility and arrangement.

The basis for creating a tourism product and developing a tourism destination is provided by the cultural and natural heritage and socio-cultural specifics of local communities. Therefore, one can speak about complementarity and interdependence along the following lines: tourism development, protection and presentation of cultural and natural heritage, preservation of the authentic culture and identity of local communities.

The basic tendency is to have entire tourism becoming sustainable as integrated sector. In fact, it is the question of the concept being of equal significance and interest both for long-term tourism development, competitiveness and sustainability of tourism destinations, and for the protection of heritage as the basic tourism resource.

The paper deals with the main challenges to sustainable tourism development, which are of significance for the protection and sustainable utilization of natural and cultural heritage, such as: dynamic growth management, climate change, poverty reduction and support to heritage protection. The responses to these challenges should rely on the basic principles and approaches concerning the development and implementation of sustainable tourism. The paper analyzes only several most significant responses that are of common interest for sustainable tourism development and heritage protection – the observance of sustainable development boundaries, promotion of sustainable consumption and climate change adaptations.

It is held that participation, cooperation and partnership among key actors are a prerequisite for the implementation of the concept of sustainable development and heritage protection. This has been tested on several examples of good practice in the protection and sustainable utilization of cultural heritage, and in tourism development in Serbia.

THE ROLE OF ATTRACTIVENESS IN TOURISM DEVELOPMENT

According to Keller (2002), the process of globalization has created the situation where the expectations of potential tourists are the same with respect to their comfort and quality of services for all destinations, on one side, and with respect to authenticity based on local attractions and experiences that are unique and typical for different destinations, on the other.

The authenticity of a tourism destination is decisive for satisfying the human needs to change the routine and experience a new and

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different environment and way of life. The authenticity/uniqueness of a tourism destination, understood as its difference from other destinations, is based on existing natural and cultural attractiveness and created tourism-related (and recreational) attractiveness. The more significant the attractiveness of a destination – the greater the potentials for its development (ibid.). Weaver (2006) argues that there is no consensus on the definition of tourism attractions and space attractiveness. However, their central role in tourism development is indisputable.

Space attractiveness for tourism development is evaluated both with respect to the attractiveness of tourism resources and with respect to the quality of spatial accessibility and arrangement. From the aspect of tourism development potentials, space is more attractive and more significant if it is located in the vicinity of attractive cultural and natural heritage; if it has more locations that meet the basic spatial arrangement criteria and if it enables the conceptualization, evaluation and selection of the option for organizing the facilities of tourism-related demand in space and for sustainable destination development. From a tourist's viewpoint, space is more attractive if it is arranged, has aesthetic qualities and enables freedom in selecting activities and experiences in the creation of the tourism product. In this connection, one must bear in mind that the attractiveness of a tourism destination reflects one's beliefs, feelings and attitudes concerning the spatial potentials for satisfying his/her tourism-related needs.

In any case, the basis for creating a tourism product and tourism destination development is provided by the cultural and natural heritage and socio-cultural specifics of local communities. Therefore, one can speak about complementarity and interdependence along the following lines: tourism development, protection and presentation of cultural and natural heritage, as well as the preservation of the authentic culture and identity of local communities (Maksin-Milčić, 2003). Roter-Blagojević et al. (2009) notifies the need for maintaining authenticity and traditional values of historic sites, their architectural and intangible heritage, as well as modern understanding of the role and utilization of protected historical sites as basic part of integral sustainable development of the region.

INTERDEPENDENCE BETWEEN SUSTAINABLE TOURISM AND HERITAGE PROTECTION

The notion of sustainable tourism appeared in the early 1990s, when tourism became a big global industry. It designates tourism which is based on the aims and principles of sustainable development.

Underneath this notion is the aim to have tourism as a whole become sustainable, regardless of the form of tourism. It is held that every form of tourism is sustainable should it continuously contribute to the environmental improvement, social well-being, economic prosperity, preservation of natural and cultural heritage and resources, cultural values and identity of a local community. In fact, it is the question of the concept of equal significance and interest for tourism development, competitiveness and sustainability of tourism destination, as well as for the protection of heritage as the basic tourism resource.

The concept of sustainable tourism development and its application are not unambiguous. There appear more flexible (loose) and more restrictive (strong) interpretations of the concept in accordance with the specific features, significance and vulnerability of available resources and goods, space attractiveness for tourism and socio-cultural specifics of local communities. A more restrictive sustainable tourism strategy is applied in planning and managing the development of regions with relatively preserved and vulnerable natural and cultural heritage and significant or limited natural resources with the aim to prevent their destruction due to the negative impacts of more intensive tourism development. A more flexible sustainable tourism strategy is applied in planning and managing the development of regions which have been distinctly modified by anthropogenic impacts, such as central urban zones, urban and industrial centres, built tourism-related attractions, rural areas and settlements in the zone of influence of infrastructure corridors and exploitation of mineral raw materials and the like.

Achieving sustainable development is a continuous process of tourism planning, management and improvement, which implies:
- Participation and consensus of all actors;
- Significant involvement of public authorities at all levels, and
- Monitoring if the environmental impact of tourism and undertaking of necessary preventive or corrective measures (WTO, UNEP, 2005).

In essence, planning and achieving sustainable tourism consist in supporting positive regional development tendencies, while at the same time reversing negative ones.

The implementation of the concept of sustainable tourism implies the minimization of the negative impacts of tourism on the environment and available resources and the maximization of the positive ones. The key issues of concern are the identification, monitoring, assessment and management of the impacts of tourism on the environment, values and resources.

The essence of sustainability lies in finding a proper measure, that is, a balance between the development of tourism and tourist regions, on one side, and the protection and preservation of the environment, resources and values of regions and local communities, on the other (for more detail see: Swarbrooke, 2005). This also implies supporting the view that sustainable tourism can be achieved only as an integral part of sustainable regional development.

The World Tourism Organization (WTO) set out twelve aims for sustainable tourism. Proceeding on the topic of this paper, we single out several aims for sustainable tourism.

The preservation and observance of cultural diversity represent one of the key sustainable development principles. Tourism must contribute to the protection, understanding and observance of cultural heritage, authentic local culture, traditions and specifics of local communities. Tourism must provide support to the efficient management and protection of cultural heritage, primarily by ensuring the cautious management of tourists and the provision of financial support to heritage protection based on earned revenues. It is necessary to maintain cooperation with local communities in order to ensure the adequate presentation of authentic local culture, carefully conceived interaction between the population and tourists, formation of tourist experiences and overcoming of cultural differences.

Spatial integrity, significant for destination attractiveness, is achieved by planned spatial arrangement, preservation and improvement of the aesthetics of regions and built spaces, and the prevention of spatial degradation. Planned spatial utilization and arrangement ensure the harmonization of tourism development with the potentials and restrictions of space utilization, local resources, heritage and local communities. Necessary support is provided
by using different codes (for the utilization of vulnerable and tourist attractive spaces, spatial arrangement and the like), monitoring and control system, as well as the activities related to the arrangement and maintenance of open spaces, areas and structures.

Local control implies inclusion, capacity building and assigning competences to local communities in tourism planning, decision making and development management, in consultation with key sectoral actors. It is proceeded on the fundamental principle of sustainable development that people should assume the responsibility and control over their lives. Second, tourism destinations that include local communities in the planning and implementation of tourism-related projects are much more successful in ensuring sustainable development and gains for the local population. In order to have local authorities, local stakeholders and local population take an active part in tourism development and decision making, it is necessary to ensure their training, the raising of their awareness of the values of heritage and other regional resources and the impacts of tourism on the local community and timely provision of information to the public.

The complementarity and interdependence between sustainable tourism development and sustainable natural and cultural heritage and landscape protection has been addressed by International Organizations such as: UNESCO (World Heritage Convention, 1992; Managing Tourism at World Heritage Sites, Manual No. 1, 2002; Operational Guidelines for the implementation of World Heritage Convention, 2008, World Heritage Cultural Landscape, Paper No. 26, 2009, etc.), UNWTO (Agenda 21 for the Travel&Tourism Industry, 1996; Making Tourism More Sustainable, 2005, etc.), WCPA, IUCN, UNEP, ICONOS and other organizations. The scope of activities has been even wider at EU level, from European Charter for Sustainable Tourism in Protected Areas (1995) to Agenda for a sustainable and competitive European tourism (2007), from European Cultural Convention (1954) to European Landscape Convention (2000) and Draft Framework Convention of the Council of Europe on the value of cultural heritage for society (2005).

All these activities and support for implementing the concept of sustainable development steered the conceptions and coordination among different stakeholders in tourism and heritage protection, and with government bodies.

The Lascaux Cave can serve as an example of the sustainable protection and presentation of cultural heritage. The Lascaux Cave is a complex of caves which consists of six rooms and several connecting corridors. On the cave walls and ceilings there are 2000 paintings and 900 can be identified as depicting animals.

After the Second World War, the cave was open to the public, but in 1955 already there appeared the traces of degradation on its paintings caused by the concentration of carbon dioxide emitted by 1,200 visitors per day. In 1963, the French authorities closed the cave to the public in order to restore the paintings. Their restoration was completed in 1973, but the cave has remained accessible only to research and conservation/restoration teams to the present day.

In 1983, due to the great interest taken by visitors, an exact replica of the Great Hall of the Bulls and the Painted Gallery, known as Lascaux II, was opened to the public in a cave in the village of Montignac.

In this way, cultural heritage is protected for future generations, while the created attraction is open to visitors. In 2000 and 2008, due to the appearance of fungi, the Lascaux Cave had to be completely closed and restored once again.

On both occasions, apart from the competent government bodies, French tour operators also took part in the rescue mission, including the visit to Lascaux II in their package tours as the main attraction (www.culture.gouv.fr/culture/ dp/arheo)

Another example is the imposition of the conservation fee in Belize, a country in Central America, where 42% of the territory is under some form of protection, due to its rich natural heritage (the world’s second largest coral reef, rain forests, the largest cave system in Central America, the world’s only jaguar preserve, 500 protected species, several national parks) and cultural heritage (numerous archaeological sites of the Maya culture). In 1996, the Protected Areas Conservation Trust (PACT) was formed with a view to providing funds for the protection, sustainable development and management of natural resources and protected areas in Belize. The conservation fee of $7.5 is paid by tourists at the point of entry into the country. During the period 1997-2004, thanks to this fee, the amount of $1.7 million was collected. The fee is also paid by cruise ship passengers, but it is lower than that charged to stationary tourists by 20%. The recreation permit fee and concession fee for protected areas are also charged. Grants from corporations and individuals represent a significant source of finance. The Trust finances different projects, especially those which are launched by local medium and small-sized enterprises with the aim to improve the quality of life of local population and heritage and resources protection (www.pactbelize.org).

**THE MAIN CHALLENGES TO ACHIEVING SUSTAINABLE TOURISM AND HERITAGE PROTECTION**

According to the World Tourism Organization (WTO, UNEP, 2005), the main challenges to achieving sustainable tourism are: dynamic growth management, climate change, poverty reduction and support to heritage protection.

**Dynamic Growth Management**

The expected growth of tourism over the next 15-20 years imposes significant pressure on all resources on which tourism development is based.

It is necessary to ensure the responsible management of tourism development in order to avoid serious disturbances and destructions of tourism destinations. This requires a very careful planning of the new development of tourism in space, better management of concentration of tourists and inadequate or non-existent wastewater treatment systems in tourist complexes and on board cruise ships;

- **Biodiversity of the most vulnerable ecosystems** – endangered by tourist visits and movements (mountain regions, protected natural resources, etc.);
- **Historic cities and attractive cultural heritage sites** – especially vulnerable to the excessive concentration of tourists and traffic congestion, which also affect the quality of life of local population.

One of the best known examples of tourism pressure on heritage and a local community is the city of Venice.
Proceeding on the vulnerability of the historic city of Venice and popularity of this destination, the spatial marginal capacity was determined on a number of occasions. According to the analyses made in 1991, the carrying capacity of Venice should be 25,000 tourists per day. In August of the same year, Venice was visited by about 38,000 tourists and excursionists per day. At that time already, the estimated capacity exceeded every second day of the year, showing an upward tendency in excessive frequency and volume.

Local and national authorities have not taken any steps to direct and manage the volume and intensity of tourism in this city. The adverse impacts of mass tourism, especially excursionist one, have contributed to the movement of the local population out of the historic nucleus and disruption of urban identity (Picture 1), as well as the lowering of the quality of urban life and tourist experience (Swarbrooke, 2005).

Dubrovnik is faced with a similar problem. The high concentration of tourists in the historic city nucleus is further increased by cruise ship excursionists. This impairs the tourist experience and affects the way of life and survival of the local population. Local inhabitants have launched an initiative with the local and national authorities for the introduction of the time zoning of visits to the historic city nucleus. Another problem is posed by the impact of several factors. The real estate prices in Dubrovnik are the highest in Croatia. The attractiveness of the historic city nucleus induced a great number of foreign tourists to buy flats for second homes and other facilities in it. The city authorities did not conduct an adequate policy, thus encouraging the local population to remain in the historic city nucleus and discouraging increased real estate demand. Thus, the most attractive part of Dubrovnik has almost remained without its permanent residents (1902 inhabitants 2006 in comparison to 5439 inh. 1961) and has been losing its authenticity. Without the culture of life, social milieu, specific dialect and other characteristics of the local population, the protection and presentation of cultural heritage and tourism are suffering a great loss. Dubrovnik will also be faced very soon with the problem of maintaining the buildings that are seasonally used, usually once a year, and the degradation of the cultural heritage of the historic city nucleus will begin (Dukić, Jerković, 2008).

As for the vulnerable areas exposed to constant tourism pressure, some authors (Weaver, 2006) advocate the differentiation of spaces and activities into entities/zones for:

- More intensive tourism development, so-called “front-stage” zones;
- Residential zones and resident population settlements, so-called “back-stage” zones;
- Protective belts between these zones/entities, so-called “buffer” zones.

This approach is unavoidable in the case of cultural heritage in Giza. The attractive cultural heritage area in Giza is a typical example of mixed functions and activities, high concentration and pressures of different users on this heritage and its environment. This causes discontent among foreign tourists, because their experience of cultural monuments is impaired. This also resulted in increased intolerance between the local population that provides tourism services and the residents of Cairo who regard the area as an urban park for rest and recreation. The local and urban populations hold that the problem would be solved by space zoning according to the type of visitors (Weaver, 2006).

**Poverty Reduction**

The millennium aim of the United Nations is to reduce the world’s poverty by half until 2015. The contribution of tourism towards achieving this aim is based on the use of comparative advantages of poor countries with the preserved national and cultural resources and heritage. As a labour-intensive industry with low entry barriers, tourism is making the greatest contribution to rural areas, which account for about two-thirds of the poor.

The challenge lies in a more equitable distribution of tourist receipts and finding the way to allot one part of tourism consumption to poor community members.

Another challenge is to reverse the tendencies in the quality of tourism-related activities, especially for the local population by providing adequately paid jobs and career advancement prospects for employees.

**Support to Heritage Protection**

The world is faced with the problem of ensuring adequate financial resources for the protection of natural and cultural heritage. Financial support to the protection of natural and cultural heritage is partially provided from countries’ public revenues. Developing countries earmark less than 30% of funds required for heritage protection, while some countries reduced these funds by nearly 50% during the past decade.

So far, tourism has mostly indirectly contributed to heritage protection, primarily by increasing the income of the regions with protected heritage with the funds coming from: charging entrance fees for protected heritage, fees for the utilization of protected heritage and resources, building permits, concessions and the like. This form of tourism contribution can be increased.

Charging entrance fees for the most valuable natural and immovable cultural heritage is most often practiced as an instrument to control the number of visitors and their impact on the environment and heritage, in accordance with the carrying capacity of protected space and tourism destination. Their use can be differentiated, depending on the vulnerability of heritage to tourism pressure during the year and on the socio-economic characteristics of visitors in order to prevent the economic discrimination of tourists. The purpose of the funds so collected is also important when determining the prices of entrance fees and other charges. It is held that the higher price of an entrance fee or charge is justified when the funds are invested in heritage protection and spatial arrangement, or are used to support local communities.

The City of Zagreb introduced a monument annuity, which represents a share of earned income or profits from the specific benefits of utilizing cultural heritage. The monument annuity is paid by income or profit tax payers who perform their business activities within cultural sites. The amount of such an annuity depends on the significance of cultural site and the size of business space (www.zagreb.hr).

Insofar as tourist fees (for the benefits of utilizing tourism space) and taxes are concerned, the following questions are...
significant from the aspect of sustainable tourism: (i) are they specifically imposed for sustainable destination development; (ii) who will pay them – tourists or the tourism industry; (iii) are they equally or evenly applied to all subsectors of the tourism industry; (iv) are the amount and purpose of the fee or tax supported by all those concerned; (v) are the collected funds distributed to the local community; (vi) are the funds used to financially support destination management, environmental protection and the social aspects of destination development; (vii) is the use of funds transparent and public, and the like (WTO, UNEP, 2005).

The challenge is to increase the direct contribution of tourism to the protection of heritage and sustainable utilization of protected areas by: investing in heritage protection, environmental protection and spatial arrangement; by providing an additional or alternative source of income to rural households and local communities utilizing natural resources in a sustainable way (organic production, rationalization of water consumption, use of new and renewable sources of energy) and the like (ibid.).

Climate Change

Climate change poses the main challenge to long-term tourism sustainability. It is the question of mutual impact – climate change will influence tourism development, while tourism will contribute to climate change.

The contribution of tourism to total emissions of greenhouse gases is estimated at 5.3%, whereby transport accounts for about 75% (WTO, UNEP, 2008).

Direct climate impacts on tourism will be manifested in two forms – a change in the length and quality of the tourist season and an increase in the costs and disturbances of tourism-related activities. Direct climate impacts on heritage will have an indirect impact on tourism. They will be reflected in environmental and heritage disturbances caused by climate change, which can have significant effects on tourism development in some regions and destinations.

Changes in the quantity and quality of available water and snow resources, loss of biodiversity, endangered agricultural production (e.g. wine tourism), higher risks of natural catastrophes, bank erosion, flooding, impaired landscape aesthetics and other changes will have a great impact on tourism.

Mountain, coastal and insular destinations, where tourism is based on natural tourism resources, are distinctly vulnerable to environmental change caused by climate change.

In its 2005 report, the World Heritage Centre (UNESCO WHC) points out that the climate change impacts on natural and cultural heritage will affect nature-based tourism, ecotourism, cultural tourism, safari tourism and other tourism products.

The UNESCO WHC (2007) has identified several items from the World Cultural and Natural Heritage List as critical tourism destinations that will be endangered by climate change, including:

- Venice, due to increased sea level; during the past decade, it was under water about 100 days per year (Picture 2);
- Great Barrier Reef, Australia, due to coral bleaching and dying;
- Glacier-Waterton International Peace Park, USA, due to thawing glaciers;
- Kilimanjaro National Park, Tanzania, due to the dramatic shrinking of its snow cap (half a metre per year) and its loss within the next 15 years;
- Chan Chan Archaeological Zone, Peru, due to soil instability arising from flooding and erosion caused by the El Niño phenomenon;
- Monuments in the centre of London (Westminster Palace, Westminster Abbey and the Tower of London), due to increased sea and Thames water levels.

**Picture 2: Venice under water**

Source: Maksin et al. (2009), p. 81

**The Responses and Adjustments to the Challenges of Sustainable Tourism and Heritage Protection**

The responses to the challenges are based on the basic principles and approaches concerning the development and implementation of sustainable tourism, including specifically the establishment of a strategic sustainability framework, achieving the sustainability of tourism destinations and products, as well as achieving and monitoring continuous progress towards sustainable development.

The establishment of a strategic sustainability framework includes the application of the following sustainability approaches and principles: a holistic approach, inclusion and mutual cooperation of key actors/stakeholders, long-term strategic planning, overcoming of global and local impacts, promotion of sustainable consumption and the equalization of sustainability with quality. Achieving the sustainability of tourism destinations and products includes the application of the following sustainability approaches and principles: the “polluter pays” principle, prevention principle, product life cycle, consideration and evaluation of several options for the development of destinations, products and/or services, as well as the observance of sustainable development boundaries.

The continuous performance and monitoring of the process of sustainable development include the implementation of the following sustainability approaches and principles: adaptation to changes and indicator-based monitoring of the process (WTO, UNEP, 2005).

The application of the mentioned principles and approaches to the development and implementation of sustainable tourism will have a significant impact on the protection of cultural and natural heritage. This paper points out only several most significant responses of common interest to sustainable tourism development and heritage protection – the observance of sustainable development boundaries, promotion of sustainable consumption and adaptations to climate change.

The observance of sustainable development boundaries implies the readiness and capability to restrict tourism development or the volume of tourist movements within a
destination in accordance with the sustainability requirements, that is, the destination carrying capacity, especially when the regions vulnerable to tourism pressure are in question.

In spatial planning and sustainable development management, spatial capacity is equated with the carrying capacity of a (tourist) region, settlement or centre.

To avoid the consequences of unplanned tourism development, the public authorities in Malta set the marginal spatial capacity at about 41,000 one-time tourists and formulated a tourism development strategy and policy. This is a prerequisite for the use of the resources of the European Structural Fund intended for the improvement of the quality of tourism supply and the protection of the natural and cultural heritage of the island (WTO, UNEP, 2005).

The promotion of sustainable consumption is primarily aimed at influencing the volume and kind of tourism demand with respect to the choice of the tourism product and mode of transport. Priority is given to the development of environmentally sustainable modes of transport and the reduction of traffic congestion. A radical example is the City of San Marino where the movement of motor vehicles is banned. The City of San Marino is situated on top of Mont Titano (749 m) and fortified by triple walls. Within its walls there are narrow cobbled streets with medieval and renaissance buildings, many of which have been restored and reconstructed. The City of San Marino can be reached directly from the town of Borgo Maggiore by cable car with two passenger cabins. Tourist buses and other motor vehicles are parked at the foot of Mont Titano, or in front of the city walls. Tourists take a sightseeing tour by coach or on foot (ibid).

The centre of London is a good example of implementing efficient measures for traffic congestion and pollution reduction. In the designated zone the charge for the use of individual cars is paid from 7 a.m. to 6 p.m. (Monday through Friday). The groups of motorists and subsidized vehicles using hybrid fuels are exempt from the charge. The implementation of this measure is controlled by the camera network. In addition, all modes of public transport in London have been improved. Within three years, the number of individual cars dropped by 19%, while emissions of carbon dioxide and other harmful gases were reduced by 16% and 7-14% respectively. Annual savings (measured in terms of fuel consumption, reduction of emissions, etc.) amounted to €140 million (EEA, 2008).

All destinations will have to adapt to climate change to a greater or lesser degree. The tourism sector is developing various modalities and combinations of destination adaptations to climate change in the fields of technology, destination management, coordination of different policies, researches and monitoring of changes in the endangered and protected regions and appearance of risks, education of the employed, tourists and the public, etc.

As for the most vulnerable regions, all forms of adaptation to climate change are adjusted to the crucial problems related to the protection of resources and heritage, preservation of attractiveness, sustainability and competitiveness of destinations. This refers, above all, to mountain and winter destinations, insular, coastal and natural and cultural heritage destinations.

The adaptation of natural and cultural heritage destinations to climate change is based on the combination of different approaches and measures, such as:

- The implementation of plans for adaptation or responses to climate change – for water supply in arid destinations, seawater desalination (the case of Mallorca), assessment of risks and responses to natural catastrophes (beach and mountain soil erosion, avalanches, winds, etc.), development of early warning systems (for floods, winds, etc.);
- The implementation of the research and monitoring programme relating to changes in ecosystems and cultural heritage, and the undertaking of appropriate measures for biodiversity and heritage protection;
- The diversification of the destination product in order to reduce pressure on heritage – new micro destinations and attractions for disburdening the most popular and most vulnerable natural and cultural heritage sites;
- Redefining the scope and regime of protection and the utilization of protected space – expansion of the scope of protected space, differentiation of zones with different space protection and utilization regimes, formation of ecological corridors for the migration of different species, etc. (Maksin-Mićić, 2003);
- The reconstruction and stabilization of cultural heritage, especially architectural and archaeological structures and entities by using traditional materials and skills in order to preserve their aesthetic values and attractiveness, in combination with modern engineering and technologies, thus ensuring the long-term effects of undertaken protective measures;
- The relocation and introduction of endangered species in other habitats, or keeping genes and seeds on ice;
- Increasing the adaptive capacity of local authorities and improving destination and protected heritage management;
- Education and strengthening awareness about the minimization of stresses caused by climate change;
- Improving the management of tourist movement patterns and traffic congestion – in order to prevent pressure and threats to heritage;
- Ensuring the active participation of local communities in policy formulation and the management of destination adaptations, etc. (WTO, UNEP, 2008).

One example of the responses to such challenges is the MOSE Project intended for Venice flood control (MOSE – acronym for Modulo Sperimentale Elettromeccanico – in English, Experimental Electromechanical Module; the name MOSE is also a play on the Italian name of Moses – Mosè). The realization of the MOSE Project worth about €4.5 billion started in 2003 and it should be completed in 2012.

The project intended to protect the city from flooding consists of 79 mobile gates (barriers), erected under the water at three lagoon inlets and along Lido. They will be raised whenever the sea level increases by 110 cm. The gates will be about 30 m high and about 20 m wide (www2.comune.venezia.it).

**PARTNERSHIP FOR SUSTAINABILITY**

In the "Agenda for a sustainable and competitive European tourism" (2007) it is emphasized that to achieve the aims and deal with the challenges, it is necessary to take coherent action, supported by the sustainable management of destinations, integration of sustainability into the process of decision-making and management of tourist enterprises, as well as raising both public awareness and awareness among tourists about the significance of the sustainability concept.
Among other things, the European Commission promotes sustainable destinations by implementing the pilot project “European Destinations of Excellence” (EDEN) with the aim to apply their experiences to other European destinations. At the same time, the European Commission invited International Organizations (UNWTO, UNEP, UNESCO, etc) to contribute by identifying synergies between their field of activities and the European Agenda.

We are convinced that participation, cooperation and partnership among key actors and the visionariness and enthusiasm of individuals are a prerequisite for the implementation of the sustainable development concept and tourism complementarity and synergies with heritage protection.

Are there such examples in Serbia?

Gradac Monastery is a women’s monastery having the most educated sorority (with university education) in Serbia. Within its compound there are the icon painting, weaving, embroidery and packaging workshops. The nuns are also engaged in painting churches in Trebinje and Dalmatia.

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It is planned to open a girls’ boarding high school within the monastery where, apart from the classical subjects, church history, singing and the Church Slavonic language would also be taught. It is also planned to organize small icon and fresco painting schools so as to acquaint visitors with the basic painting techniques and the Orthodox approach to them. Father Vitalije, a graduate electrical engineer, develops computer programs. He has also made an Orthodox ABC book for the first grade of elementary school.

For four years already, Gradac Monastery has been the venue of the cultural event entitled “The Days of Helen of Anjou”. One part of the programme is devoted to the life and work of Helen of Anjou, that is, nun Jelisaveta, while the other part includes various cultural contents. The theme of the event organized on 10 May 2009 was chivalry, which had to reflect the spirit of this Serbian queen. It was organized by the chivalry association SVIBOR (Politika, 15th May 2009).

As for Lepenski Vir, one of the most significant archaeological sites in this part of Europe, nothing has been done over the past 30 years or, more precisely, since its relocation due to the construction of the Djerdap Dam and formation of a storage lake, except for the erection of a temporary protective wooden structure.

The elaboration of the plan and designs concerning the protection, arrangement and presentation of the Lepenski Vir archaeological site started at the end of 2006 (Picture 3). The key partners in the elaboration and realization of the project are the Tourist Organization of Majdanpek Municipality (having its seat in Donji Milanovac), Republican Institute for the Protection of Cultural Monuments from Belgrade and the ministry in charge of tourism. The funding is provided under the National Investment Plan.

The persons responsible for the realization of the project are: Vesna Vandić, Director of the Tourist Organization of Majdanpek Municipality, and the authors of the project Marija Jovin and Siniša Temerinski from the Republican Institute for the Protection of Cultural Monuments.

The detailed regulation plan covers the riparian belt with the surroundings of the Lepenski Vir site, which extends over an area of about 55 ha, in order to enable the planned arrangement and presentation of the protected archaeological site and natural heritage of the Djerdap National Park and reception of visitors from the Danube (docking point) and mainland in the visitor centre.

The basic assumption of the project for the Lepenski Vir Museum is to preserve the atmosphere of an open-air prehistoric settlement. Therefore, it is anticipated to dematerialize the structural members and roof and to retain the view of the Danube under full daylight (www.temerinski.com).

The key problem concerning the protection and presentation of Viminacium near Stari Kostolac, in the vicinity of Požarevac, the archaeological site of one of the most important Roman military camps on the Danube and, for some time, the capital of the Roman province of Upper Moesia, is its conflict with lignite open-pit mining and processing (Drmno Thermal Power Plant, Picture 4).

However, it is possible to convert this conflict into a compromise and winning combination for heritage protection and tourism development through cooperation among key actors.

This is proved by the exploration, protection and arrangement of Viminacium site and tourist turnover (50,000 visitors in 2007 and 2008). The key partners are: the Archaeological Institute of the Serbian Academy od Sciences and Arts, Ministry of Culture and Public Enterprise “Electric Power Industry of Serbia”.

The visitors can experience ride by Roman chariot and taste Roman dishes and beverages...
from the replicas of antique cups and plates. The construction of the visitor centre, including the research centre, laboratory, library, multimedia centre, exhibit gallery and storage, is nearing completion.

In 2008, Emma Shapplin, a neoclassical artist of international repute, held a concert in the Mausoleum of Roman Emperor Hostiliian, within the event entitled “Roman Night”. It is planned to organize theatre performances, film showing, fashion shows, exhibitions and the like at the same site (www.viminacium.org.rs).

The project is realized by the multidisciplinary team led by Dr Miodora Korač from the Archaeological Institute of the Serbian Academy of Sciences and Arts.

CONCLUSION

What are the preconditions and possibilities for heritage protection and the development of Serbia as a sustainable, authentic and competitive tourism destination?

The first precondition is to provide a legal and planning basis for the implementation of the sustainable development concept and, within its scope, sustainable tourism. Among other things, this implies the adjustment of the legal basis with the set of environmental protection laws, in particular. Insofar as the planning basis is concerned, it is necessary to establish the procedures and mechanisms for planning coordination and integration, which especially refers to the coordination and integration of sectoral tourism plans with the spatial ones and planning of environmental and heritage protection.

This is also a precondition for achieving coordination and cooperation among key actors concerning heritage protection and sustainable utilization for tourism development.

In this connection, the role of national level government is especially significant in formulating the modalities for making public-private arrangements and mechanisms for encouraging the participation (investment) of the private sector. Then only it will be possible to speak about the establishment of efficient formal and informal partnerships among key actors in the public and private sectors in the development of Serbia as a sustainable and competitive tourism destination in the European surroundings.

Although the above mentioned preconditions have not been fulfilled, the paper points to the examples of good practice in the sustainable development of tourism and cultural activities, based on the protection, presentation and interpretation of our cultural heritage. The key problem, which should be relatively easily solved, is that we have only began to recognize the attractiveness of cultural heritage and cultural values of different regional entities for the development of tourism destinations in Serbia. Another problem is posed by insufficient human resources investments and the relatively low cultural capital of the greatest part of the territory, with the exception of several largest urban and university centres. This significantly restricts the action potential of the population and individuals to take a proactive part in new tourism development initiatives and adequately evaluate, protect and present heritage and cultural values.

To overcome this problem, it is necessary to ensure continuous incentives at all levels of government, especially at the republican one, concerning the provision of quality human resources and the strengthening of the cultural capital of destinations with the most attractive natural and cultural heritage and, in particular, the possibilities for the acquisition of new knowledge on the part of the local population, entrepreneurs and employed in self-government units concerning the activities related to the protection and presentation of heritage and tourism development. Only the well-informed and educated actors can successfully coordinate and integrate the activities related to the provision of sustainable heritage protection, sustainable tourism and complementary activities, which is confirmed by the nuns of Gradac Monastery and the employed in the Majdanpek Tourist Organization and Viminacium Centre for New Technologies.

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