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**UNIVERSITY OF KRAGUJEVAC
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TOURIST VALORIZATION OF THE GRAČANICA MONASTERY BASED ON THE HILARY DU CROSS METHOD

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Abstract

The Gračanica Monastery is located on the territory of AP Kosovo and Metohija in Serbia and was inscribed on the World Heritage List in 2006. The monastery church of Assumption of the Virgin was built in the second decade of the 14th century. The church was founded by the Serbian King Milutin and is among the top architectural achievements of the epoch. As a cultural monument of exceptional importance, the Gračanica Monastery is a great potential for tourism development in the municipality of Gračanica, AP Kosovo and Metohija and Serbia. Bearing in mind the increasing tourist demand for visiting UNESCO sites in the world tourism market, the aim of this paper is to examine the possibilities of development of tourism in Gračanica based on a unique cultural offer. The method used in this paper is a case study of the monastery of Gračanica. Tourist valorization by Hillary du Cross model provides an answer to the research question and the possibility of applying the market attractiveness matrix (robustness) for the development of tourism, in this case the cultural tourism of the local community.

Keywords: *tourist valorization, Hilary Du Cross, the Gračanica Monastery, culture, tourism*

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Introduction

The cultural heritage is becoming a factor of attraction for many tourists from Europe and around the world. Cultural tourism, as a generator of development, encourages the cultural sector, strengthens the development of entrepreneurship and influences the creation of new occupations in culture and tourism, and strengthens intercultural dialogue. The product of cultural tourism is presenting the culture heritage in a unique way. Prerequisite for the development of this type of tourism is the existence of cultural resources and tourist demand (Vićentijević & Krasojević, 2010). Based on the case studies of the Gračanica Monastery in Gračanica (Province of Kosovo and Metohija, Serbia) it is shown that there is a great market appeal and cultural significance as a base for tourism development in this municipality with an emphasis on cultural tourism. The monasteries Patriarchate of Peć and Gračanica and Church the Holy Virgin of Ljeviška, in Prizren, were inscribed on the World Heritage List in 2006 in the form of a serial nomination and the extension of the nomination of the monastery of Dečani (inscribed in 2004) under the name of Medieval Monuments in Kosovo. Even today all of these cultural monuments have the status of the World Heritage in Danger on the UNESCO list. Ever since the 1999 conflict, the monasteries of the Patriarchate of Peć and Gračanica and the Church of the Holy Virgin of Ljeviška have a uniquely defined legal status, primarily due to the fact that the territory of Kosovo and Metohija is under a temporary international administration. According to the UN Security Council Resolution no. 1244 “an agreed number of Serbian personnel” is permitted to maintain a presence at Serb patrimonial sites (UNESCO Nomination).

In practice, there is a more pronounced demand to visit the monastery of Gračanica, not only by Serbian tourists, but also by tourists from Europe and from distant markets, such as Russian Federation, Japan, China, Taiwan and Indonesia. One of the most limiting factors is the necessity of visas for tourists from China, the Russian Federation and the Republic of Srpska, in order for them to visit the Gračanica Monastery and become familiar with the unique architecture and fresco painting of the medieval Serbian state. On the other hand, it is fully understood that all actors in tourism from Gračanica are trying to attract targeted customers, since that is the prime goal for all tourism destinations (Djeri et. al. 2014).

This paper indicates the possibilities for tourist valorization of the Gračanica monastery and its better positioning on the world travel market, in order to meet the preferences of existing and potential tourists, who are facing the challenges of safety, security and visa restrictions, which represent the limiting factors for the tourism development worldwide.

Methodology - Hillary du Cross model of tourist valorization of the Gračanica Monastery in Gračanica

Basic literature for this paper is related to the authors Hilari Du Cros (Du Cros & McKercher, 2009, 2015) and Olga Hađić (Hadžić et. al. 2005). Tourism valorization includes the complex of tourist valorization of the values that are essential for the present and future development of tourism in the project area (Stanković, 2003). For the purposes of in-depth research and obtaining the adequate results of the tourist valorization of the Gračanica Monastery in Gračanica, 16 respondents have been engaged in the field of tourism, culture and education, as it follows: a professor of management in culture, a professor of management in tourism, an archaeologist, an art historian, an architect, two tour operators, the directors of the Tourist Organization of Gračanica, two tourist guides and six employees in the institutions of culture and tourism in Belgrade, Novi Sad and Gračanica. Respondents gave their marks on the above indicators for the market appeal of cultural property, the factors affecting the design of the tourism product and sub-indicators of cultural importance and robustness. Based on these points, the average value for each of the elements of the tourism sector and the culture sector was calculated.

As Hilari du Cross states, „not all cultural assets have what it takes to become successful cultural products and therefore, the Market Appeal/Robusticity Matrix provides a useful tool to assess tourism potential of the destination” (Du Cros & McKercher, 2015:193). According to the model of the Hilary Du Cross, successful products must satisfy four criteria in this order: they must be culturally significant, able to withstand increased visitation, have the attributes to attract and retain tourists, and provide a quality experience (Id). In the process of tourist valorization, Hilari du Cross introduced cultural and touristic sub-indicators and degrees of their values to the process of tourist valorization, specifically for the tourism sector and in particular for the sector of management of cultural assets (Hadžić et al., 2005). Sub-indicators are separately evaluated with marks from 0 to 5. In the tourism

sector, the needs of the market appeal of cultural goods and the cultural tourism product design must be evaluated. The conclusion on the sub-indicators of market appeal of cultural property for the tourism sector is made based on the following criteria: low attractiveness 0-20, medium attractiveness 21-40, high attractiveness 41-60. In the cultural heritage management sector, cultural assets and robustness are evaluated. The conclusion on the sub-indicators in the management sector is the following: sensitivity / low cultural value 0-20, the central value of 21-40, high value 41-60.

Based on analysis, Market Appeal/Robusticity matrix has been created. The Matrix has nine cells, marked with M (i, j) (i, j = 1, 2, 3) and for each resource it is determined to which cell it belongs based on the values given in the previous evaluation process (Hadžić et al., 2005). The cells are defined as following (Hadžić et. al., 2005; McKercher & Du Cros, 2009):

- M (1, 1) - high value of indicators of cultural importance/robustness and low market attractiveness,
- M (1, 2) - high value of indicators of cultural importance/robustness and medium market attractiveness,
- M (1, 3) - high value of indicators of cultural importance/robustness and high market attractiveness,
- M (2, 1) - medium value of indicators of cultural importance/robustness and low market attractiveness,
- M (2, 2) - medium value of indicators of cultural importance/robustness and medium market attractiveness,
- M (2, 3) - medium value of indicators of cultural importance/robustness and high market attractiveness,
- M (3,1) - low value of indicators of cultural importance/robustness and low market attractiveness,
- M (3, 2) - low value of indicators of cultural importance/robustness and medium market attractiveness,
- M (3, 3) - low value of indicators of cultural importance/robustness and high market attractiveness.

If the cultural asset is marked with cells M (2, 3) and M (1, 3) after the evaluation, it means that the cultural asset (cultural sites or monuments) has good chances to be used for tourism purposes.

The assessment of market attractiveness according to the sub-indicators of the tourism sector

The four most significant monuments of medieval Serbia in Kosovo and Metohija are the monasteries of the Patriarchate of Peć, Gračanica and Dečani and the Cathedral dedicated to the Holy Virgin of Ljeviša in Prizren. All of them have been inscribed on the World Heritage List with a sign “Endangered Heritage”. Despite the great cultural significance and high demand for visit of these cultural monuments, the number of visits is limited due to the political situation in this part of Europe. According to UNESCO Nomination in 2006 of the Gračanica Monastery: “The seat of Lipljan eparchy was established in Gračanica, in the region with Christian tradition of an Early Byzantine period, in the vicinity of Priština – one of the largest centers of Kosovo since the Middle Ages. The place was accessible thanks to its location beside an important road that connected Priština as an important trading centre – with the largest Serbian mining centre in the Middle Ages, Novo Brdo. King Milutin built a church of the Annunciation of the Holy Virgin intended for a seat of Lipljan bishops on the remnants of an old cathedral in Gračanica in the second half of the 14th century ” (UNESCO Nomination). “By its artistic significance, the church of the monastery of Gračanica surpasses the national borders to become one of the ultimate works of Late Byzantine art on the whole” (UNESCO Nomination).

Table 1: *Market Appel for the Gračanica Monastery*

Market appeal of the cultural asset Cultural heritage tourism subindicators	Average mark
Ambience and setting	4.2
Familiarity outside the local area	4.6
Important national symbol	4.3
Can tell a “good story” - evocative place	5.0
Has some aspect to distinguish it from nearby cultural attractions	5.0
Appeals to special needs or uses	4.3
Complementary to other tourism products at the destination or in the region	4.2
Tourism activity in the region	4.3
Destination associated with culture or heritage	4.2
Total	40.1

Source: *According to conducted researches by authors*

Environment (bad 0-1, adequate 2- 3, good 4, excellent 5)

The environment in which Gračanica is situated is authentic by its location in the heart of Kosovo Polje, in the vicinity of the field where the famous Battle of Kosovo took place in 1389. This was one of the most significant events in the Serbian history which ushered in several centuries of Turks rule over Serbia (mark, 4.2).

Familiarity outside the local area (none 0, slightly 1-3, very good 4-5)

The Gračanica Monastery is a famous place worldwide, since it is on the UNESCO World heritage list. The Gračanica Monastery was very well visited until 1997. As one of the popular destinations, Gračanica had 400 visitors weekly during the summer season and school excursions. Currently, due to political unrest the monastery records about 20.000 visits of tourists per year. This number of visitors is based on the Local Tourism Organization forecast. The mentioned score would be much higher with more liberal visa regime for tourists from People's Republic of China, the Russian Federation and the Republic of Serbia. (mark 4.6).

Important national symbol (none 0, has the potential 1-3, yes 4-5). The territory of Kosovo and Metohija is situated in the centre of the Balkan Peninsula and has been a part of the Serbian state since the late 12th century. It was the central part of the Serbian medieval state. Developing under the strong influence of Byzantium, but always with specific and distinguishing characteristics, the identity of medieval Serbia was created by the Nemanjić dynasty, which pursued the political, economic and cultural life adapting to the geographic position of the country – between the Catholic West and Orthodox East. The church of the monastery of Gračanica was built in the second decade of the 14th century at the time of intensive political and military rise of the medieval Serbia. By its artistic significance, it surpasses the national borders to become one of the ultimate works of Late Byzantine art on the whole (UNESCO Nomination) (mark 4.3).

Can tell a “good story” - evocative place (none 0, has the potential 1-3, yes 4-5). Having in mind that since the Middle Ages, Kosovo and Metohija has boasted the highest concentration of endowments of rulers and prelates, but also of numerous court dignitaries and nobility (UNESCO Nomination), there are lot of possibility for telling interesting stories about the monastery. At that time, cities such as Peć, Prizren and Priština represented significant political, clerical and economic centres in and around which the majority of churches and monasteries were

founded. The whole part of history regarding the building of the monastery is composed of very interesting and instructive stories for tourists and visitors (mark 5).

Has some aspect to distinguish it from nearby cultural attractions (poor 0-1, adequate 2-3, good 4, excellent 5)

The five-domed church in Gračanica is a masterpiece of Serbian medieval and Late Byzantine architecture, in general. Gračanica is a creative work of Byzantine epoch builder, whose basic categories were harmony and beauty (UNESCO Nomination). That is the reason why the monastery has highest mark- 5.

Appeals to special needs or uses which would allow greater attendance by tourists (not at all 0, has the potential 1-3, yes 4-5).

Gračanica is the suitable venue for organizing all kinds of art colonies, themed events and other attractive contents that encourage greater attendance of tourists. The International festival of medieval arts and crafts will be held here from September 2016 (mark 4.3).

Complementary to other tourism products at the destination, or in the region (not at all 0, has the potential 1-3, yes 4-5). Archaeological site Ulpiana and fortress Novo Brdo, in the vicinity of the monastery of Gračanica, could all together form an integrated tourist offer. Connected with other medieval monuments on the UNESCO list of Kosovo and Metohija, as well as other of Raska School monasteries in Serbia, it would be an extremely attractive tourist product - cultural tourism thematic route - UNESCO sites of Medieval Serbia. (mark 4.2).

Tourist activity in the region (almost none 0, to some extent, 1-3, high 4-5). A tourism product includes the overall tourism experience of tourists that meet their expectations, including those regarding accommodation, natural and cultural attractions, entertainment, transportation, hospitality, catering and so on. (Vićentijević, 2015). Bearing in mind mention facts, as well as proximity of the spa and mountain resorts in Serbia, tourist activity in region has been marked by 4.3.

Destination associated with culture or heritage (not at all 0, slightly 1-3, absolutely 4-5). With regard to the authenticity of the place and all the complimentary facilities offered (artists colony, themed events, such as 'Medieval knight games'), proximity to other cultural sites (Velika Hoča, churches, monasteries, archaeological sites, castles) and the rich

intangible cultural heritage, it can be concluded that Gračanica is associated with culture. This is confirmed by high mark 4.2.

Table 2: *Product Design Needs*

Factors important for the design of tourism product Subindicators	Average mark
Aesthetic values	3.9
Transport from residential area to cultural value	2.7
Vicinity of other cultural attractions	2.8
Service facilities	1.7
Total	11.1

Source: *According to the conducted researches by authors*

Access to cultural values (not allowed 0, limited access 1-2, allowed access to all elements of a cultural property 3-4). This indicator has been very highly rated, mark 3.9.

Transport from residential area to cultural value (very far/difficult to access 0, facilitated accessibility 1-2, excellent accessibility 3) has also high mark, 2.7. **Vicinity of other cultural attractions** (very far 0, facilitated access 1-2, distance can be easily crossed on foot 3). Due to many churches, the Cultural Centre and many events held in the town center, near the monastery, this indicator has been ranked by high mark, 2.8. **Service facilities** (weak 0, adequate 1-2, good 3-5, excellent 5) - parking place, signposts, refreshments, tourist information centres.

Due to the lack of signposts of Gračanica monastery on the Priština - Gračanica road, the absence of sufficient parking space near the monastery and the lack of the Tourist Information Center, this indicator has been marked by average mark, 1.7.

By collecting points from Table No. 1 And Table No. 2 in the tourism value of the Gračanica monastery, high market attractiveness is obtained (51.1 points).

The assessment of culture heritage management according to the sub-indicators of the cultural significance/robusticity

The value of tangible cultural heritage is the most efficiently presented and interpreted through cultural tourism and creative industries. The way of interpretation and presentation of heritage is most often organized by

art colonies, theater performances, recording frames of film scenes acts and so on. Culture and creative industries are increasingly being used to promote cultural tourist destinations and strengthen their competitiveness and attractiveness (Vićentijević & Todorović, 2012).

Table 3: *Cultural management sector*

Cultural Significance Subindicators	Average mark
Aesthetic value (including architectural value)	2
Historical value	2
Educational value	2
Social value	2
Scientific value	2
Rare or common value (locally, regionally, nationally)	2
Representativeness of destination	3.8
Total	15.8

Source: *According to the conducted researches by authors*

Aesthetic value (*low 0, medium 1, high 2*). The five-domed church in Gračanica is a masterpiece of Serbian medieval architecture and Late Byzantine architecture in general. It is characterized by an exceptional structural complex with bold system of proportions and the original finishing of facades. The Gračanica is the masterpiece of the most creative Byzantine builders (UNESCO Nomination). This indicator has been ranked by highest mark, 2.

Historical value (*low 0, medium 1, high 2*). The works of Michael and Eutychios promoted Serbia of the first quarter of the 14th century into the third, most significant center of Byzantine renaissance of Palaiologos, immediately behind Constantinople and Thessaloniki (UNESCO Nomination). This indicator has been ranked by the highest mark, 2.

Educational value (*low 0, medium 1, high 2*). The church of the monastery of Gračanica became one of the ultimate works of Late Byzantine art on the whole. The first printing press was founded at the monastery in 1539, which was an event of particular significance of the cultural history of the Serbs under Turkish rule (UNESCO Nomination). Ranked by the highest mark, 2.

Social value (*low 0, medium 1, high 2*). The Serbian monumental art of the Middle Ages partly adopted the contemporary structural forms of the Catholic West, while its painting belonged to Byzantine sphere as its state

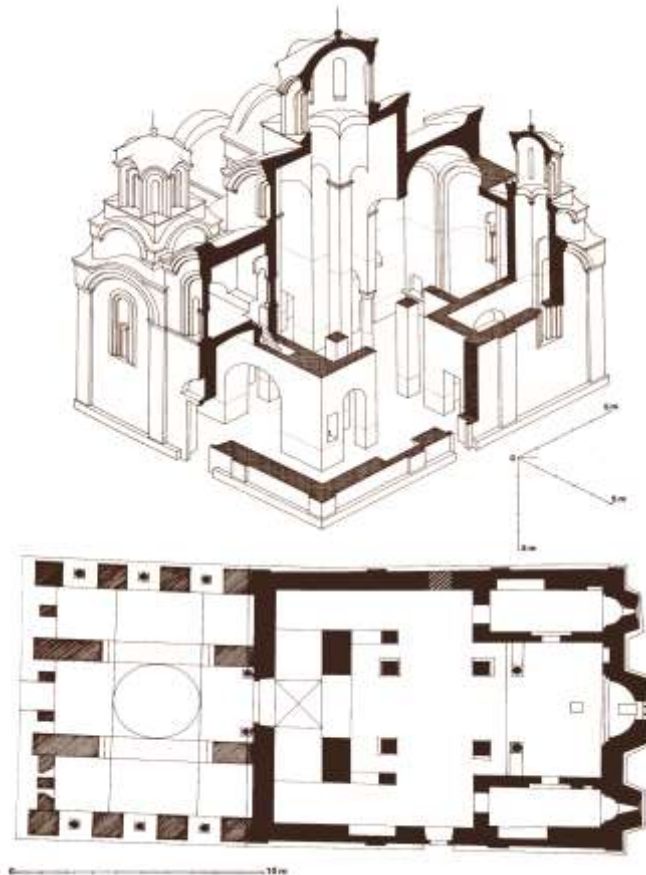
and spiritual organization did. These original works form a distinct artistic category that cannot be comprehended outside of the historical context of space and time they belong to (UNESCO Nomination). According to the Faro Convention the central activities belong to an individual, not a cultural facility (Liévaux, 2009: 45). Bearing in mind that fact, it is outside the protection issues of "value", which refers to the social value of cultural heritage, while civil society is invited to participate in partnership with public authorities, from the identification to the interpretation of cultural heritage. The indicator of Social value is ranked by the highest mark, 2.

Scientific research value (*low 0, medium 1, high 2*). The specific development path of the Serbian medieval art at Kosovo and Metohija was marked by mutual work of Orthodox and Catholic masters, who belonged to Byzantine and Roman-Gothic style, with local Serbian builders, representatives of the Ras style school. Due to the large opportunities for scientific research within the field of art history, painting and architecture, the indicator has been ranked by the highest mark, 2.

Rare or common value (locally, regionally, nationally) (*common cultural properties of the same type 0, less common properties of the same type 1, rare properties of the same type 2, unique properties of the same type 3*). Having in mind all mentioned facts, as well as that this cultural monument has been inscribed on the World heritage list together with other Serbian medieval monuments on Kosovo and Metohija, the average mark of this indicator is 2.

Representativeness (*weak 1, good 2-3, excellent 4*). The Gračanica Monastery is very exclusive cultural asset for the whole tourist destination. Therefore, a great interest of tourists and visitors from the region and all over the world has confirmed that they want to visit and learn about the culture, history and the way of life of Gračanica as a tourist destination. Furthermore, that also confirms the fact that "tourism is a phenomenon that is significant for globalizing the world, because it does not only affect the development of global economies, but it also reflects on the local context through the specific experiences of artefacts and narrative"(Dragicevic, Šešić & Rogač, Mijatović 2014: 10).

Figure 1: *The monastery Gračanica – unique architectue*



Source: *Tourism organization of Gračanica*

Due to political situation during the last two decades, the security and safety has been violated and therefore this indicator is marked by an average score of 3.8.

Sensitivity of the cultural asset (great 0-1, somewhat 2-3, not sensitive 4). The Gračanica Monastery has an opportunity to receive a limited number of visitors, in order not to endanger the interior of the church. According to prof. Đukić, "cultural tourism offer does not only include an offer for tourists, but also for local residents who perhaps, even before others, should get familiar with its cultural resources in order to get a better understanding of them and respect them more" (Đukić, Dojčinović, 2005). In this church, all spirit rituals of the local people are preformed

and therefore the sensitivity of this cultural property is larger. For this reason, this indicator has been evaluated with the mark 3.1.

Table 4: *Robusticity*

Subindicators	Average mark
Sensitivity of the cultural asset	3.1
State of repair	3.1
Management plan or policy in place	0
Regular monitoring and maintenance	3.1
Potential for outgoing involvement and consultation of key stakeholders	2.3
Possibility of visitors' adverse impact on the physical condition of cultural values	3.2
Possibility of negative impacts of high visitation on lifestyle and cultural tradition of local community	2.2
Possibility for modification (as a part of product development) to have negative impacts to cultural values	3.2
Possibility for modification (as a part of product development) to have negative impacts to lifestyle and cultural tradition of local community	3.1
Total	23.3

Source: *According to conducted researches by authors*

State of repair (weak 0, partially done 1, good 2-3, excellent 4). Conservation and restoration works for the monastery Gračanica are under the jurisdiction of the Republic Institute for Protection of Culture monuments of the Republic of Serbia. They are complex and expensive. The indicator is an estimated score of 3.1 and shows a good state of reparation.

Management plan or policy in place (there is no plan 0, in preparation 1-4, it exists 5). The Management plan for the Gračanica Monastery does not exist. According to the UNESCO recommendation, all cultural heritage sites and monuments on the World Heritage List should have the Management plan. Having in mind that this cultural monument has not got the Management plan, this indicator is marked by the lowest mark, 0.

Regular monitoring and maintenance (weak 0, somewhat 1-2, good 3-4, excellent 5). Regular monitoring and maintenance exist, but are insufficient. All powers in regard to the mentioned cultural monument are in responsibility of the Institute of heritage protection and the Diocese of

Raško- Prizrenska. Because of war and political instability engaged in Kosovo and Metohija, the Gračanica Monastery has been under the safety and security protection of the UN soldiers, for nearly a decade. The average score for this indicator is 3.1.

Potential for outgoing involvement and consultation of key stakeholders (weak 0, adequate 1-2, good 3-4, excellent 5). Investment possibilities are numerous, above all regarding tourism investments in infrastructure and suprastructure. This primarily refers to the previously mentioned parking space, advancement of the road network quality, tourist signalization, as well as to the accommodation facilities. Rank 2.3.

Possibility of visitors' adverse impact on the physical condition of cultural values (great possibility 1, somewhat possible 2-4, small possibility 5), indicator ranked by 3.2 (somewhat possible 2-4)

Possibility of negative impacts of high visitation on lifestyle and cultural tradition of local community (great possibility 1, somewhat possible 2-4, small possibility 5), indicator ranked by 2.2 (somewhat possible). „Geographical distribution of the population is important due to the fact that people who inhabit a certain region usually have or share the same values, attitudes and preferences” (Đeri et al., 2014).

Possibility for modification (as a part of product development) to have negative impacts to cultural values. (great possibility 1, somewhat possible 2-4, small possibility 5), indicator ranked by 3.2. (somewhat possible)

Possibility for modification (as a part of product development) to have negative impacts to lifestyle and cultural tradition of local community (great possibility 1, somewhat possible 2-4, small possibility 5). Indicator ranked by 3.1 (somewhat possible). According to authors „The basic task of management in this case is the creation of strong relationships with guests, continuous monitoring of changes in consumers' demands and the creation of service standards that reflect identified demands by customers, including that physical evidence of service through well-planned and designed service ambience is provided“ (Blešić et al., 2014).

By adding points from both tables -Table No.3 and 4 ($15.8 + 23.3 = 39.1$) the total score indicator for the sector of management of cultural assets of

39.1 is revealed, which is the mean value that aspires to high cultural value.

Table 5: Market Appeal /Robusticity for the assessment of the Tourism Potential according to the Model Hilary du Cross

ROBUSTICITY	41-60	M(1,1)	M(1,2)	M(1,3)
	21-40	M(2,1)	M(2,2)	M(2,3) M(51.1; 39.1)
	0-20	M(3,2)	M(3,2)	M(3,3)
		0-20	21-40	41-60
	MARKET APPEAL			

Source: According to the conducted researches by authors

During the valorization of the monastery Gračanica high Market Appeal was recorded (51.1 points) and the central value of the indicator Cultural significance/robusticity, which is 39.1.

Figure 2: Market Appeal/ Robusticity Matrix

(0-20; 41-60)	(21-40; 41-60)	(41-60; 41-60)
(0-20; 21-40)	(21-40; 21-40)	(51.1; 39.1)
(0-20; 0-20)	(21-40; 0-20)	(41-60; 0-20)

Data processing by Milan Vićentijević Milan Vićentijević, (Wolfram Mathematica 10.2)

The conclusion is that this is a cultural asset in the category M (2, 3), and is suitable for the development of tourism in the area.

Conclusion

Tourist valorization of Gračanica Monastery by Hillary du Cross model has shown that there is a great market appeal and the average value of cultural importance / robustness. This further indicates that on the basis of cultural good, tourism could develop at the destination according to the principles of sustainable development that will not endager, but will increase its cultural significance by use. Since the culture and tourism correlate with other economic and non-economic sectors and operate within a given system, it can be concluded that the ratio of these two sectors should be based on partnership, networking, collaboration, linking culture sector, as well as internationalization and decentralization as forms of strategies for connecting them.

Segmentation of demand provides new opportunities even to those areas which were previously outside of the global flows of cultural tourism development, as it is the case with Gračanica.

According to the research conducted by the National Trust for Historic Preservation, in order to attract visitors the experience provided must engage as many of their senses since it is recorded that the visitors remember 10% of what they hear, 30% of what they read, 50% of what they see, and 90% of what they do (National Trust for Historic Preservation). It is necessary to adapt the cultural goods according to the requirements of tourists and prepare an attractive offer that will be long remembered.

Great danger to the development of tourism and preservation of cultural identity of the Gračanica Monastery (as well as other monasteries in Kosovo and Metohija) is that the Albanian tourist guides who lead individuals and groups in the sightseeing present Serbian and Byzantine heritage of medieval monuments of culture as the Illyrian, which does not correspond with the facts. Tour guides should be true professionals, well prepared to correctly interpret heritage and authentically inform visitors and tourists.

One way to overcome these weaknesses is to interpret heritage „in site“ by the local travel guide in these localities. Therefore, employees in the local tourist organization Gračanica, in cooperation with the municipality of Gračanica, plan to organize training courses for local tourist guides and animators who will interpret the heritage using models of "story telling" and "living heritage", based on the relevant historical facts.

This training will significantly contribute to increasing the attractiveness of the tourist offer, reviving, correct and accurate interpretation of heritage.

We concluded that the involvement and co-operation of all stakeholder on the local level (conservationists, tourism operators, policy makers in tourism and culture sectors, those preparing development plans on the national level, as well as management plans of cultural sites) is necessary to achieve a sustainable tourism development. At the same time this will enhance the protection of heritage resources for future generations (ICOMOS).

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