

THE DEVELOPMENT OF CULTURAL TOURISM AND ITS IMPORTANCE IN THE PROCESS OF EMPLOYMENT

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Abstract

This paper delineates the importance and specificity of the development of cultural tourism and importance in the process of employment. Accordingly, the paper presents the characteristics of tourist product in cultural tourism. Cultural tourism and, especially, heritage tourism, both tangible and intangible, are one of the most vital segments of contemporary tourism. It is a fact that there is an increased interest in cultural tourism all over the world, along with UNWTO forecasts that cultural tourism market will remain in the leading position. This tourism is important due to its multiple positive socio-economic implications (e.g. revitalizing certain urban areas), as well as the financial support to conservation, heritage promotion, thus enabling financial independence of cultural institutions and organizations and influencing cultural decentralization. In addition, it obviously contributes to growing popularity of cultural attractions with local communities by raising awareness of the value of their property, while the interest in different aspects of local authenticity enhances reactivation of certain indigenous traditions that have become almost obsolete.

Key Words: *Culture, heritage, tourism, tendencies, profiling, diplomacy*

JEL classification: *O11, Z32, R28*

Introduction

The World Tourist Organization (WTO) predicts that the cultural tourism market will continue to be one of the dominant segments in the future. The paper includes the following thematic areas: tendencies in the development of cultural tourism, the specificity of a tourist cultural

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preference, main profiles of cultural tourist, the specificity of touristic projects in the cultural heritage segment. Special part of the paper is dedicated to public diplomacy: Culture and tourism as significant parts of public diplomac in global level. Every tourist product is heterogeneous in the field of cultural heritage and international and especially nation tradition. In the paper some carasteric of tourism product in cultural tourism are given.

Today, unemployment, especially for young people and professionals, is one of the biggest problems that many countries face. Therefore, the development of tourism, as a highly labor-intensive activity, can significantly increase employment, both directly and indirectly. Direct employment refers to employment in activities that are directly related and dependent on tourism (hotels, restaurants, travel agencies, etc.). Indirect employment refers to employment in activities that are indirectly related to tourism (trade, construction, agriculture, etc.).

More efficient use of tourism potentials can not be achieved only by the mere possession of natural and similar advantages of entertaining tourism, but also of certain investments in facilities, infrastructure, and especially in human resources, which should be effectively employed. Investments in tourism are an important prerequisite for using the opportunities that it provides as an element of developmental economic policy. Specialized knowledge, specific experience, relationship with clients (guests) and reputation are characteristic examples of human capital. Human resource ownership does not mean their automatic transformation into value. Human resources to transform into value must rely on strategy, and its essence is to convert investment into intangible assets into value. Hence, human resources with their knowledge, skills, experience, energy and enthusiasm make the most valuable asset of a tourism company and the only real basis for creating a competitive advantage in the increasingly turbulent tourist market.

Tendencies in the development of cultural tourism

In the strategy of long-term economic growth and ways of its realization, it is necessary to set clear priorities, but also measures and ways to create an appropriate system environment and responsible economic policy. It is necessary to reconcile with the real situation in the economy, to ensure a balance between the real needs of the economy and the specific industries and the public sector. Tourism as an extensive economic branch should be

a priority activity, and within it specific specialties such as cultural tourism. He is "in circulation throughout the year" and, in general, there are no seasonal variations within this type of tourism, which is one of the fastest growing expansive forms of tourism. More efficient use of tourism potentials cannot be achieved only by the mere possession of natural and similar advantages for dealing with tourism, but requires certain investments in facilities, infrastructure, human resources, etc. Investment in tourism is an important prerequisite for using the opportunities it provides as an element of development policy (Petrović & Barović, 2018b, p.210.). The body part should be logically structured, whereas the number of subtitles depends on the organization of the subject matter. Cultural tourism, especially tourism founded on archaeological and historical monuments, and, in general, tourism based on the valorization of historical heritage (both material and spiritual), is becoming an important segment of the overall tourist offer. Many products and services of tourism, especially those of the cultural tourism, have most practical experience.

They are the subject of increasing interest of tourists today.

The importance of culture in the development of tourism is multiple because:

- a) it enriches the basic tourism product and image of the destination,
- b) increases the length of stay and consumption of tourists,
- c) completes the overall experience at the destination and influences the decision on returning to a destination,
- d) stimulates the development of the local economy,
- e) influences the creation of new market segments.

In the form of feedback, tourism provides culture with the following elements (Richard & Feidelson, 1965, p.28):

- a) additional sources of income and increase in investment capital;
- b) the formation of new groups of visitors,
- c) the development of professional management and marketing of culture;
- d) improving the image of culture of particular country;
- e) improving the use of cultural resources.

Cultural tourism is very complex and there are numerous attractions and events that represent the main focus of interest of this type of tourists.

The possibilities for forming a product of tourism are diverse, therefore types of cultural tourism are: cultural and historical tourism, life-securing

tourism, life-participating tourism, educational tourism, art tourism and manifestation tourism in contemporain condition. The tourist product in cultural tourism is usually a partial tourist product and, as a rule, it is included in the complex local tourist product. On the other hand, the tourist economy of the Republic of Serbia should provide the appropriate travel product to the business diplomats around the world, as the tourism and business diplomacy are interdependent on many levels of functioning.

Cultural tourism and, especially, heritage tourism, both tangible and intangible, are one of the most vital segments of contemporary tourism. It is a fact that there is an increased interest in cultural tourism all over the world, along with UNWTO fore - casts that cultural tourism market will remain in the leading position (A Report of the World Tourist Organization, 2005, p.11). This tourism is important due to its multiple positive socio-economic implications (e.g. revitalizing certain urban areas), as well as the financial support to conservation, heritage promotion, thus enabling financial independence of cultural institutions and organizations and influencing cultural decentralization. In addition, it obviously contributes to growing popularity of cultural attractions with local communities by raising awareness of the value of their property, while the interest in different aspects of local authenticity enhances reactivation of certain indigenous traditions that have become almost obsolete (Petrović & Barović, 2018b, p.207).

The basic forms of cultural tourism are (Petrović & Barović, 2018a, p.21):

- cultural heritage tourism, where the dominant product is cultural heritage. These may be historical cities or historical buildings, religious sites, handicrafts, or craft products, museums, etc.;
- Cultural tourism of art, dominated by modern art, whether it be exhibitions, theater or concerts;
- Creative cultural tourism, which includes creative industries, such as design, fashion, contemporary architecture, etc.;
- Cultural tourism of "intangible heritage", where the main motive of the tourist is to observe the way of life of people, learn about their system of values, the structures of their society and their habits and emotions, as well as their religious life and customs. Festivals and traditional events are an ideal opportunity to look at these elements (City Tourism and Culture, A Report of the World Tourist Organization, 2005, p. 5).

The specificity of a cultural tourist

Nowadays, in Europe there is a strong competition among the cities where most of the rich European cultures are located, therefore cultural tourism is being developed mostly in the larger and more historic European cities. Culture and cultural heritage events have special significance and role in the field of tourist attractions. Cultural tourism is becoming an increasingly important type of tourism and is increasingly becoming a mass phenomena, erasing the boundary between the "high" and the "popular" culture, further more between the culture and economy and, in general, it erases the boundary between the culture and tourism. The economic impact of cultural tourism is becoming increasingly indicative of the growing market potential. In the development of many destinations, this type of tourism has enormous significance, including meeting the cultural needs of tourists in the form of a quality tourist product, collecting new information and experiences. In general, this type of tourism defines "the participation of tourists in any kind of cultural activity or experience" (Hadžić et al., 2005, p. 18). The postmodern cultural tourist has a number of specifics, and is characterized by several determinants: a) participates in a cultural event; b) makes a decision as an modern social individual and craves for self-actualization, which has an important place among the motivational factors of every personality; c) very rarely there is an authentic experience of the past (with reconstructed cultural goods) and many theme parks in which the past is reconstructed are very popular; d) interpretation of historical events requires redefining.

The process of convergence of culture and tourism, which significantly influences the formation of a product of tourism, is the result of two other processes: the culturalization of society (differentiation of social and cultural spheres and the growing presence of the economy) and the culture of the practice of tourism, with the increasing importance of cultural symbols of tourist destinations. Global (general) cultural tourist visits various countries, regions, cities and local communities in an effort to accumulate the knowledge and experience of various foreign cultures (art, lifestyle and history), comparing them with previous experiences and other destinations. On the other hand, specialized tourism focuses on a smaller number of sites and cultural entities, visiting them continuously with an effort to understand and perceive their culture. Cultural tourism has the advantage that, with the assistance of minimal investment it brings high revenues that are most rapidly reflected through economic indicators of the country: employment rate, national income per capita, positioning

in the global tourism market, creating a positive image of the country, and other important social and economic segments. The common problem of culture is its non-profitability, and tourism coupled with the changes in culture and its properties, giving it a commercial component. Despite the increase in turnover in tourism related to cultural events, this type of tourism in Serbia is still characterized by huge, unapproved potential of tourism, and this type of the product of tourism is not adequately developed nor is it adequately presented on the international market of tourism.

Main profiles of a cultural tourist

In prime decade XXI century determined five key experience-design principles. For the development of cultural tourism, it is necessary to bear in mind the way of forming the main profiles of tourists interested in cultural events. Tourists who have needs for cultural events have different interests and motives. In their research, some authors have identified the basic approaches that distinguish tourists depending on the sphere of interest, but they point to the feeling of experiencing and impressions, that is, the motives, which are: (Đukić-Dojčinović, 2006, p.56) 1) theme the experience, 2) harmonize impressions with positive cues, 3) eliminate negative cues, 4) mix in memorabilia, and 5) engage all five senses.

Based on their work, this presentation offers a focus on each of the senses which, if engaged in cultural tourism experience creation, may have an effect on stirring consumers' emotions. If the offered experience managed to do that, it can be considered successful. In the modern development of several forms of tourism, from the aspect of tourist products in cultural tourism, the typology of a cultural tourist is being differentiated. Different types of tourists are systematized on the basis of different criteria and different aspects of culture. This type of cultural tourist is based on the nature of their cultural interest. In a global context, there are two types of tourists: cultural tourist of specific interest and cultural tourist of nonspecific interest. According to motivation for participating in cultural tourism, three types of tourists can be distinguished:

- 1) those who visit the destination with the intention of participating in the cultural events of the destination;
- 2) motivated by individual motivation - the primary motive is not participating in a cultural event, but staying in a place of interest, visiting cultural events and other sights, gastronomy, etc.

- 3) accidentally motivated - visiting the destination does not anticipate visits to cultural events, but the contact provokes interest in the local community and their culture.

In contemporary conditions, especially since the beginning of the twenty-first century, types of cultural tourists, or their typology, should not be static, but subjected to occasional redefining in accordance with the dynamics of social change. Modern information technology enables the adaptation of the tourist product to the specific needs of tourists. In cultural tourism, as a particular type of tourism, a consensus plays an important role in creating a tourism product. However, the characteristic of a tourist product makes it difficult for a potential consensus to evaluate the offered tourist product and compare it with other similar products.

The specificity of tourist products in the cultural heritage segment

Cultural tourism was created by segmentation of the tourist market and is usually the opposite traditional mass tourism. It is very often described as a quality tourism in which its consumption is higher, and participants are usually highly educated individuals seeking cultural activities in the destination. Culture also brings together manifestations and elite cultural sites. How culture is a precondition for the development of tourism, and tourism is a successful way of its valorization, at the area of the old continent, tourism and culture has always been connected. Rich cultural heritage motivate travelers to engage in a tourist trip. Interest in cultural tourism on the global tourism market is unequivocal, but the terminological areas are fairly large mixed. Mass tourism development somewhat ignored the importance of culture and its role in the development of tourism. In recent years, special attention has been paid to the development of cultural tourism, which is defined as a specific type of tourism that includes visits to tourists outside their place permanent stay motivated by the interest in culture.

The area of culture, by definition, is divided into two basic areas contemporary creation and cultural heritage. Contemporary human activity implies the usual, extensive and diverse human activities that result in the emergence of cultural-ethical works (visual, applied, theater, music, music-scenic, literary, film, multimedia, etc.) and their public presentation to a broad to the public, in our case tourists. On the other hand, cultural heritage is a set of creations made by individuals of the or group, in the earlier epochs, which contain artistic, historical and

scientific value in it. These works can be mobile and immovable (static), which means that cultural heritage, can be both material and immaterial (the way it treats the UNESCO).

Each tourist product is heterogeneous and specific, therefore in the creation and final design of a tourist product there is a number of components that make it original. Among the components of a tourist product, for a particular tourist, some are crucial (experience, attraction) and represent the main motivational factor in selecting a specific tourist destination. On the other hand, some components only enhance the product and represent components that support basic elements of tourism (accommodation, gastronomy, traffic). In addition to these, the cultural product of tourism is characterized by the following characteristics (Hadžić, 2005, p.76.):

- intangibility (although the souvenir can also be tangible, but not a key part of the product);
- the inevitability of products from the conscience (eg. a warning);
- heterogeneity (the individual cultural experience);
- stock formation (takes place at a certain time);

Management in cultural tourism should include the efforts of an individual to harmonize tourist movements and sustainability of cultural goods with the conscious activity, which is the subject of finding ways of organizing cultural tourism in different environments and directing it towards cultural goods and values. In terms of the specific aspect of tourism, referring to its cultural character, its main characteristic is the degree of involvement of tourists in shaping this type of product of tourism. This is especially true for those tourists whose main motive for visiting the destination is culture above all. In the creation of a tourist product in the cultural tourism, the "commodification" of cultural products into a tourist product is increasingly expressed; for example, in the Anglo-Saxon literature, many different expressions are used in many museums today: activity center, interpretation center, theme parks, culture-business institution, multimedia center, exhibition center, open museum. The main feature of the tourist product in cultural tourism is the high degree of involvement of tourists in its final design of tourist product. This is the result of the efforts of the provider of services to enrich the standard of tourist products with elements of creativity, which implies a high degree of involvement of tourists in the design of their journey or destination itself. Among the positive effects of the development of

cultural tourism in the destination are the following effects (Djukic-Dojcinovic, 2006, p.78.):

- 1) increase in consumption and prolongation of residence;
- 2) attracting tourists of higher payment power;
- 3) the extension of the season-higher demand;
- 4) preserving the cultural values of the site and cultural identity;
- 5) revitalization of urban environments in the role of development of the infrastructure related to tourism;
- 6) activation of events complementary to cultural events, as well as a number of accompanying activities;
- 7) additional sources of income for cultural institutions and an increase in the number of visitors;
- 8) increases in the area of the pleasure of staying in the destination;
- 9) additional employment, in particular of cultural workers and artists;
- 10) improving the image of the tourist destination by enriching the offer with cultural attractions;
- 11) expanding knowledge of one's own cultural values and enriching the cultural life of the local population.

For example, significant revenues from cultural tourism in Europe in 2016 were achieved by numerous anniversaries that were marked as cultural events (Vrtiprah, 2006). It should be borne in mind that even a third of the world's cultural heritage under the UNESCO list is located in Europe. Serbia has many cultural tourism resources: the ambience and atmosphere of different places, the diversity of culture, history, lifestyle, natural environment, clean air, water, food and local brands. An important segment in the further development of this type of tourism, besides the issues related to traveling, in terms of cultural tourism, is tourist planning and protection of cultural heritage assets. The management of such cultural assets is the responsibility of the local management of the cultural property (its community). The basis is protection, respect for the value of goods and ensuring the quality of experience with visitors themselves (Petrovic, 2014, p.78). Responsible persons in the local community have a primary obligation to prevent the negative impact of tourism through reducing authenticity and value changes due to commercialization and introduction of recognizable standards, over-construction, flood of kitsch, and the issue of the extent to which it can be commercially placed in the service of the basic mission is often subject to harmonization in the local community. In addition, it is necessary to keep in mind that cultural tourism consumption has become highly socially and spatially concentrated (which can lead to physical destruction of the objects and

social structure itself). However, the negative effects of the development of cultural tourism should also be taken into account:

- 1) excessive exploitation of cultural resources leads to their saturation and decline in tourist activity;
- 2) the tourist exploitation of cultural resources over time leads to a gradual loss of authenticity and causes irreversible changes;
- 3) damage done to cultural and historical monuments;
- 4) weakening of the cultural identity of the environment in which the guests come;

The complexes of cultural and spiritual values of material and non-material nature comprise the social and cultural identity of the destination. Presented works by domestic artists have a special importance for tourism (painters, sculptors, writers, scientists), and spiritual values are also important (customs, folklore, language, cuisine). On the other hand, the uncontrolled development of mass tourism strongly influences the natural environment, but also the development of the environment itself. There is a weakening of the original identity of a tourist environment that uncritically accepts foreign influences, neglecting its original values. The marketing policy of cultural tourism must have clearly defined objectives, it must not be a reflection of the spontaneous development of elements of a product of tourism in which the market is adapting to the product.

Culture and tourism as significant part of public diplomacy

Visiting historic and cultural sites is one of the fastest growing segments in the tourist industry and more and more destinations want to develop cultural tourism based on cultural heritage and their specific cultural characteristics. Access to the development of heritage-oriented cultural tourism, especially intangible heritage, can have multiplier effects for a particular community. The effects are visible not only in the preservation and presentation of the cultural heritage, but also in the economic value for the community. But for the community to benefit from the cultural heritage, it must first be identified and recognized within it. The very existence of a cultural heritage is not enough to be recognized on the tourist market. Multiculturalism appears (Ellman & Feidelson, 1965, p.231) as a strong marker of the crisis of the project of modernity. In fact, the basic categories of this project - philosophical, political, and social - these are questionable, sometimes seeming rough in the pursuit for multicultural identity, and especially through the requirement that includes the right to diversification in the very heart of the project. Setting

up the modernity as the right to differentiation and multiculturalism transcends the specifics of each individual national context and presents modern societies with a clear civilization challenge. In the contemporary culture, there is no doubt that tourism as a highly profitable, dynamic and propulsive economic branch of the modern economy is increasingly important. This significance is undeniably connected with an increasing number of people who as tourists visit different countries and nations as well as their cultures. The basic ethos of multiculturalism is based on the insight into which all cultures are equally worth, and therefore, ethnocentrism and racism should be accused of all those who choose a culture, cultural heritage or a moral and social order in relation to one another. Introducing new cultures, exploring existing ones provide tourism with a significant role in diplomacy, economy and politics, as well. Tourism brings cultures and nations together. Some cultures have significantly contributed to knowledge, politics and culture from other cultures (Parenti, 1993). This is where the tourism has and will continue to have an extremely important role in the times to come. Through reaching out to certain destinations and the people that embody them, tourism will assist erasing all the doubts and clarify the misconception that nations have one of another. The phenomenon of tourism, as increasingly profitable business, along with the tourists who use the services of various travel agencies and tour operators, are actually those travelers who get to the destination and quickly pass through. There are also such tourists who want to explore a tourist service offer at the destination in order to see and experience something new, exclusively or widely known to them. For tourists the important elements of their journey are the seas, rivers, lakes, mountain massifs and landscapes, caves and many other exciting destinations (Petrović, 2014, p.112). Tourism is a significant part of the culture, and through culture it is also the subject of interest of diplomats. Undoubtedly, it is known in tourism, but also in the science of international relations, especially in international economic relations, along with international cultural relations that cultural tourism is of great importance. "Cultural tourism is a touristic choice that educates people about the aspects of art, architecture and history related to a particular destination." (Djukic-Dojčinovic, 2005, p. 16). In contemporary condition, of course, the importance of cultural tourism is the freedom of choice that is most commonly present with the people who appear as tourists. Having in mind the abovementioned, tourists traveling around the world and visiting different tourist destinations, as citizens of their countries, for the purpose of assisting them on their journey, they have diplomats in diplomatic-consular representations at their disposal

(Bound et al., 2007, p.23.). These are not only consular services on various issues, including extraordinary problems. There are cases when tourists from some country meet some sights or events with the diplomats of that receiving country. However, this is by definition the primary engagement of diplomats dealing with the cultural diplomacy (Bound et al., 2007). Already at the beginning of the twenty-first century, an important aspect of engaging cultural diplomats into the sphere of tourism is certainly the image of a particular state and its citizens. In this context, we are not an exception, because the new image of Serbia is certainly important. Therefore, for cultural diplomats, the most important engagement is in the field of culture, art, and sports education, etc. In addition to this fact, cultural diplomats represent the people and the state in embassies and consular offices, not so often in cultural centers that are the subject of bilateral agreements by officials of two friendly countries. In cases when the country has its cultural centers in the country of residence, sometimes referred to as cultural-information centers (such as the Cultural Center of Serbia in Paris) these are indeed place of occasional encounters not only with tourists and cultural representatives but also with various diplomats. Therefore, tourism is one of the most important supporters of parts of culture, but also of various types of art. In particular, in a wider context, tourism is an integral part of public diplomacy. Consequently, the goal of devoting international cultural exchange, cultural industry and cultural capital, the engagement of cultural diplomats (often cultural and informative attachés) is of great importance to every nation and state in contemporary international relations. Aside from the position and importance of international organizations such as the World Tourist Organization, which is in the special focus of every diplomat, especially economic and cultural diplomats, every national tourist organization is worth of mentioning. So far, the World Tourist Organization is the most important because it monitors and directs everything related to tourism and tourists, subsequently national tourist organizations, as those of the member states have a special vigor because they are engaged in decision making processes and simultaneously pursuing cultural policies regarding tourism and tourists. That is why the number of visits is the most important indicator of the attractiveness of a country and the culture of the people, but also of the tourist offer where the realized profits represent an important part of the work and operation of national economies. Thus, the synergy of culture and tourism will represent, in the very near future, an important field not only of the economy, but also of the diplomatic engagement that will definitely gain importance providing diplomats with

the role of actors of public diplomacy in the advanced process of globalization, which is an inevitable consequence of increasing the tourist offer and the increasing number of tourists statistically registered not only in the Republic of Serbia, but also worldwide. In the time of the fourth industrial revolution, in addition to the "invisible hand" of the market and the market mechanism, another coordination mechanism is needed, coordination of the vision.

Implementation of the concept of employability in tourism

In tourism, the employability concept, as a synonym for lifelong learning and improvement is not a new concept, but it has again gained significance by the advent of the crisis period and the increase in unemployment in all categories of workforce. Particularly emphasized is the problem of employment of young people who acquire theoretical knowledge through education but are not competitive on the labor market. Therefore, Serbia must actively take measures for both the state and the individuals to create a favorable climate in which it can influence the increase in the employability of young people, as this will also increase the quality of the total workforce. This concept aims at lifelong learning and improvement of the person in order to increase the quality of his competences and enable employment, since lifelong employment and non-training in training, in many cases, is no longer possible. A number of reasons, and above all unfavorable conditions in the labor market, are an important reason to underline the implementation of the concept of employability today (Milovanović et al., 2017, p.43.). However, this concept should not be identified with employment. Employability refers to the possibility of employment, and employment is the result of someone's employability. The essence of this concept is the view that continuous learning and adjustment is the only way to increase the likelihood of an individual gaining employment, that is, to ensure a higher level of job security and increase the benefit for himself, but also for his community and the overall economy. If the concept of employability is monitored, three perspectives can be distinguished in the conceptualization of this category: economic-social, organizational and individual perspective. All three perspectives differ from each other as to which key players they represent, and who is the key entity that generates the early employability of employment in tourism. Under conditions where employment, in tourism, is viewed from an economic and social perspective, it is linked to the ability of different groups of labor to realize and retain the status of employment. Then, if employability is viewed

from an organizational perspective, it refers to human resource management practices that optimize the deployment of workforce within an organization in order to increase its flexibility and competitive advantage (Petrović, 2015, p. 45-48).

The individual perspectives on employability focus on the predispositions and behavior of individuals that enable him to identify and realize career development opportunities, that is, the possibility of successful transition to the market in terms of transition from the status of unemployed to the status of an employee, change of work place, change of employer. It is the individual perspective that is dominant in Serbian conditions, as well as modern career perceptions, where the focus of responsibility for continuity and career development is transferred from the organization to specific individuals who take responsibility.

This concept has significantly evaluated over time: first it had a macro perspective, and the mezzo and micro perspective that are then rapidly evolving, and the micro-perspective becomes dominant. The basic message given by this perspective is that the individual becomes the key generator of personal employability. Therefore, the individual himself should be involved in activities and should take measures to become more competitive on the labor market. In this way, it increases the chances of retaining or gaining employment status. However, employability is not only determined by factors that are under the control of individuals, but also by factors outside of its scope, such as labor market characteristics, government intervention targeted at certain groups of people, the global economic situation (global crisis) and the like. Therefore, although employability, from a micro-aspect, promotes the idea that individuals need to take care of their attractiveness in the labor market, events and attitudes at the macro level can still significantly affect the employability of individuals. This classification of perspectives on the concept of employability shows that it is possible to identify three key groups of subjects that can generate labor force employability, i.e. to increase the probability of its employment and the quality of the workforce, especially for young people as the group with the highest unemployment rate in Serbia. These are the state, organizations and individuals (Đorđević & Milanović, 2015, p.321).

In addition, each subject has a variety of mechanisms and a set of measures that can be implemented to achieve employment, or enable other labor market transitions. The youth service package, according to

the strategic document "National Action Plan for Employment for 2018", includes the steps of this service that will prevent obsolescence of knowledge and skills of importance for competitive entry into the labor market and falling into the long-term unemployment of young people registered on the record unemployed persons. Package includes: 1) assessment of the employability of the person; 2) the introduction of an individual employment plan and measures that are most suitable for activating and raising the employability of young people, 3) mediation in employment or inclusion in active employment policy measures. Therefore, issues related to retention and attraction of talent from the economic emigration (diasporas) should be high on the political agenda of executive and legislative policy of Serbia, or long-term development strategy. The focus should be on the contribution of our talents to the innovative system of the country and the way they cooperate with the scientists of science and technology from the diasporas. How to improve entrepreneurship and alleviate the outflow of talented highly educated personnel is a major and almost unsolvable problem in the coming period that is set before Serbia and its development policy. Numerous experts believe that easing or slowing down the brain drain is democratic governance, and does not suffer restrictive measures. In that sense, Serbia should bring a series of indispensable stimulus measures

Conclusion

In the present conditions, tourist activity, as well as its complementary activities, in synergy with cultural tourism, directly affects the economic growth and increase of the employment of each country, especially at the local level. In dynamic, global tourist trends, the cultures and rich cultural heritage of European countries have become a very important factor that maintains the vitality of the competitiveness of the entire European tourist product in the growing competition at the world level. This type of tourism is important because of its multiple positive socio-economic implications, but it also provides financial support for the preservation, revitalization and promotion of heritage, ensuring the financial independence of cultural institutions and organizations, and affecting the process of decentralization of culture. Tourists as visitors contribute to the popularization of cultural attractions. In addition, the local population raises awareness of the cultural values of the destination. Then, the interest of tourists for various aspects of a locally authentic way of life promotes the restoration of the almost forgotten autochthonous traditions. On the long run, however, it is necessary to avoid the complete

commercialization of cultural and historical heritage. This jeopardizes the reputation of the cultural and historical destination and further stimulates the massiveness of the visits, as well as the danger of devastation.

Therefore, we should very carefully approach the exploitation of these goods as a resource for the tourist offer. Cultural Heritage Tourism plays an important role in the Serbian Tourism Industry. However, just as expectations of tourists change, also their media consumption changes due to social media and digital tools like smartphones. A new world of experiences has to be created and communicated without losing authenticity and the "real spirit" of the heritage. This creates also the need for well-educated tourism workers, with a sound understanding of their subject. Drawing on the experience of dual education in Austria this presentation looks at the possibility of new educational programs that are able to foster the innovation capability to meet the challenges of the industry in years to come (Ministry of Labor and Social Welfare of the Republic of Serbia, 2019). Tourism, as a labor intensive activity, is a particularly complex system that develops and operates in international, national and local contexts and is influenced by a number of interdependent elements on which it depends and on which it affects. The development of tourism as a competitive activity with added value would be a source of Serbia's economic growth, and its development would contribute to the improvement of the foreign trade balance of Serbia but it would primarily support the "healthy" growth of the rest of the economy.

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