

TOURISM AS AN INTEGRAL PART OF THE MEDIA WORLD CULTURAL HERITAGE

International communicational, publicistic and journalistic echoes of 53rd FIJET World Congress 2011 - World Cultural Heritage in Travel Press, Bucharest, Romania, have undergone marked by interesting theoretical and technical discussion of tourism as an integral part of media-mediated world of cultural heritage in tourism. Congress of the Fédération Internationale des Journalistes et Ecrivains du Tourisme (World Federation of Travel

Journalists & Writers) was held in Romania (Bucharest, 17.-25.09.2011), under the auspices of the Romanian government in the palace of the Romanian Parliament. Palace of Parliament was significant in the historical, political, cultural, architectural and construction enterprise for constructing the second largest building in the world (after the Pentagon building in the U.S.). In its majestic congress halls and the accompanying 1,100 working spaces connected with two large ground garages, now - as in the past, are held every day official protocols and functional activities of the Romanian government.



Two different communicational views of the building of the Romanian parliament in Bucharest, which is the second largest building in the world / Dva različita komunikacijska pogleda na zgradu Rumunjskog parlamenta u Bukureštu koja je druga po veličini najveća zgrada na svijetu



Croatian delegation in front of the magnificent Parliament building led by the President of "FIJET CROATIA" Mrs. Tina Čubrilo-Eterović, world-renowned travel journalist and senior official at FIJET (18/09/2011) / Hrvatska delegacija ispred vелебне zgrade Parlamenta predvođena predsjednicom »FIJET- CROATIA« gospođom Tinom Čubrilo-Eterović, svjetski ugledna turistička novinarka i visoki dužnosnik FIJET-a (18.09.2011)

About three hundred prominent journalists and communication experts agree that tourism, from the communication aspect, becomes an integral part of world cultural heritage tourism presented in the media. World touristic cultural heritage in the media becomes an everyday man's personal and holistic lifestyle. Man's free choice of the world's cultural tourist destination is correlated with the media representation of tourism destinations in global, national, regional and local media. Man's tourist behavior, is in relation to the world cultural heritage, in a free daily media choice of tourist destination, there is no a priori confidence or without it, but the choice of tourist destinations is a result of the impact of integrated media representation of the world's cultural heritage in the media at all levels of touristic media communication. Media influence on the personal choice of cultural touristic destinations strongly encourages each individual to deeply analyze and reflect the historical framework of national cultural heritage and values that citizens are mediated through a global network of citizens converged multi-media web (Facebook, Twitter),

journalists and travel writers, and a number of everyday journalistic and commercial records. World touristic cultural heritage with the help of new media technologies, from anywhere in the world, becomes available to citizens and becomes anthropologically and culturally interesting. Cultural tourism, as pointed by the participants of the congress, is not merely exploring the cultural heritage and cultural values, but it becomes a source of dissemination of knowledge about the different ways and styles of life on all levels of global, national, regional and local tourist destinations. Tourism as an integral part of the media to promote world cultural heritage has become a new cultural form of civic behavior and also a new model of intercultural media facing different cultures with a personal cultural and historical dimensions. New multimedia presentations of world cultural heritage in tourism is becoming a new man's virtual world destination encountering different cultures and historical insight into creating and building world renewed and new architecture, arts, religions, languages, scripts, and new communication lifestyles.



Participants of the Congress: Prof.dr.sc.Mario Plenković, Vice President of the International Federation of Communication Associations and Tomica Radic, a prominent travel journalist and representative of the Ministry of Tourism (Bucharest, 18.09.2011)/ *Sudionici kongresa: Prof.dr.sc.Mario Plenković, dopredsjednik International Federation of Communication Associations i Tomica Radić, ugledni turistički novinar i predstavnik Ministarstva turizma RH (Bucharest, 18.09.2011)*

Professional part of the congress passed in a study tour of cultural sites of the capital and largest city of Bucharest, with 2.65 million inhabitants, whose founder (1479) was Wallachian prince Vlad Dracu-

la. Bucharest is administratively divided into seven parts (6 urban and one rural), through which flows the river Dambovita. Since the Bucharest was built by the famous French and Italian architects it got the

name "Balkan Paris." It is known as a city of 100 museums with beautiful parks, beautiful architecture, which boasts with numerous city palaces, such as

the Palace of Parliament, Palace of Justice, Pantheon, Athenäum, National Bank, the Presidential Palace, the Main University Library and the Royal Castle.



View of Bucharest (Balkan Paris) from the Palace of Parliament / *Pogled na Bukurešt (Balkanski Pariz) iz Palače parlamenta*

Study travel for the participant of the the World congress of journalists, communication experts and professional writers ended up with visiting the town

of Bacau in Moldovan cities and monasteries as well developed tourist region of Bukovina monasteries with beautiful famous Humorului and Voronet.



The famous monastery Voronet (Bukovina) / *Znameniti manastir Voronet (Bukovina)*



Authentic cultural heritage with its rich folklore and traditional food supply in the province of Bukovina (09/19/2011)/ *Autentična kulturna baština s bogatom folklornom ponudom i tradicionalnim jelima u pokrajini Bukovina (19.09.2011)*

In conclusion, congress has stated that tourism, as an integral part of the media world cultural heritage in the process of media communication gets a new optional value - tourism becomes a man's personal motive in the choice of cultural touristic destinations. It was pointed out that the modern generation of global citizens' travel in the new touristic communication society striving for higher knowledge and values of world heritage. World cultural heritage becomes a touristic cognitive challenge for the world order to exercise tourist dreams in the real world. Presented media messages and media content must avoid the touristic uncertain information and communication of uncertainty. From all the foregoing, we conclude that for any tourist information it is desirable that the journalists and writers and coding user-friendly communicational logical tourist discourse that is comprehensible to all recipients of the messages. If travel media communication is partial, uncertain, then the touristic communication of the values of world heritage is not feasible. For media concepts in the presentation of world heritage in tourism, it is desirable that the theory of communication based on the assurances of the values of World Heritage Sites. Media travel communication and theory of persuasion, while respecting professional

journalist critical distance, the ability and skills in media presentation are values of presenting world cultural heritage in tourism. Touristic values of media presentation of the world cultural heritage (travel writers, journalists, communication scientists, Internet communications, multimedia, web-communicators, facebook, twitter, travel billboards, brochures, and numerous travel newsletter) are becoming the new media art integrated in global tourist ic culture and the new touristic media discourse.

Congress was perfectly led by respectable Tunisian Mr. Tijani Habid, FIJET President and Special Advisor to the UNWTO (World Tourism Organization) with special professional suport of Mrs. Tina Čubrilo Eterović, CROATIA FIJET president and organizer of the congress and Mr. Victor Radulescu, President PressTour of FIJET Romania.

Received:
2011-09 - 26
Professor Mario Plenković
Assistant Professor Vlasta Kučič
Croatian Communication Association,
Zagreb, Croatia