

TOURISM AND CULTURE IN THE FUNCTION OF LOCAL ECONOMIC DEVELOPMENT

TURIZAM I KULTURA U FUNKCIJI LOKALNOG GOSPODARSKOG RAZVOJA

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ABSTRACT

The systematic inclusion of culture in the tourism offer can become one of the most important drivers of economic development in the areas in which tourism is so far underdeveloped. In this regard it is necessary to network the cultural and tourism sector at local and regional levels, however, above all, should develop a quality cultural tourism product. This paper will analyze the experience of managing the tourist valorization of culture in the function of local economic development. Also, will give a brief overview and a critical review of the role of tourism and culture on economic development in the Republic of Croatia and will analyze the management of tourism and cultural resources in the function of local economic development on the example of the city of Ivanić Grad. Finally, guidelines for development will be proposed in order to improve the diversifying tourism cultural products quality and content at the local level.

Key words: Tourism, culture, product, development, Croatia, local level, city of Ivanić Grad

Ključne riječi: Turizam, kultura, proizvod, razvoj, Hrvatska, lokalna razina

1. INTRODUCTION

Orientation on tourism based on the valorization of culture is the result of saturation of using exclusively natural resources and engaging more people in tourism. Tourism is viewed as a kind of social and economic phenomenon between the two world wars and especially after World War II. The source of tourism can be linked to people habits to willingly leave their permanent place of residence and then they devote to other activities, something different from those practiced at home. History has recorded numerous migrations. Thus, the pilgrims visited the graves of his religious dignitaries. Pilgrimages are, in fact, the beginnings of the creation of tourism as a social and economic phenomenon. In this context, tourism based on the valorization of culture is a result of previous generation's experiences that created the sources of cultural tourism because of religious reasons. Also, tourist evaluation of culture is a consequence of the creation of numerous priceless architectural and artistic works which are still visited with excitement.

The coexistence of cultural and tourist offer fits nicely in the phrase sustainable development. The cultural heritage, as well as natural, is sensitive to inappropriate use and maintenance. At the same time, the local population accepts culture facilities/buildings as facilities/buildings from the neighborhood. Thus as something quite natural and logical, that facility/building is located exactly where it was the previous generation conceived and built. Therefore, the sensitivity of the maintenance and use of cultu-

ral heritage refers to levels of national wealth and local population everyday life. Hence the need for its rational use is acceptable. From the aforesaid follows common misunderstandings in the valorization of cultural heritage.

Long-term development of the tourism of the Republic of Croatia should be based on the active protection of natural, cultural and historical heritage. In the Republic of Croatia, there are possibilities of application and development of culture content in the function of tourism development, but they have not been appropriate explored. A problem of this research was to determine the specifics of tourist valorization of culture thus contributing to local economic development. The intention is to identify the elements that influence on the possibility of including culture in tourism flows and then with effective management influence the overall economic development. The use of such a conception insists on emphasizing of meeting the needs of the target markets and society in general. This means that implementation, exploitation and development of the tourism product, which is based on the use of cultural values, should take into account the necessity of preserving all the characteristics of tourist destination surrounding in the sociological, cultural and ecological sense.

The main purpose of this research is to determine and analyze the contribution of effective valorization of culture in the function of local economic development. The intention is to explore the possibilities of culture valorization in the purpose of tourism development, and point out the necessity of use the tourist valorization of culture as the basis for the continuous creating of competitive advantages. In addition to spreading scientific knowledge and proving the set hypothesis, the goal of this paper is to create reference points through which the scientific knowledge in practical terms contribute to the particular improvement of tourist valorization of the culture. This intensifies the development of tourism and generates competitive advantages using the value created throughout history. In this regard are set major goals: to explore the existing scientific knowledge in the mentioned areas, explore the available relevant literature and, finally, propose possibilities of effective tourist valorization of culture for economic development. Within the defined research problem raises the basic scientific hypothesis: on the basis of scientific method it is possible to prove that the tourist valorization of culture contributes to local economic development.

Since this paper deals with scientific proving possible tourist valorization of culture in the function of economic development it is essential to define culture and cultural heritage. In this context it is important to observe culture as a process. Tourism itself is a dynamic phenomenon. Cultural heritage is a set of values, beliefs, behaviors, symbols such as, for example, tradition, customs and art, and the forms of learned behavior of the local community in different time periods. It can be defined as a way of life that society shares, and which is transmitted from generation to generation and that is considered to be typical for a particular social group in a recognizable period of time. Cultural heritage covers many aspects of community life, both past and present. When it comes to the past, heritage includes the unique historical and cultural achievements of a certain time, which are stored or kept in order to present and future generations can experience. This understanding of culture and cultural heritage stands out, above all, its intangible forms. The term cultural heritage also includes the historic towns and villages, cultural landscape that it maintains a centuries-old human activity creating a national tradition. This concept of cultural heritage takes the dimensions that should be considered as a whole. In this way certain segments of the same heritage in historical context can be better understood and interpreted. Finally, it is important to point out that these historical facts should recognize/accept indigenous population and tourists.

2. METHODOLOGY

In the research, formulation and presentation of the results in this paper were used methods of analysis and synthesis, comparative, descriptive and historical methods.

3. LITERATURE OVERVIEW

In a number of foreign and domestic authors bibliographic units are researched the specific questions about effective marketing management of tourism and cultural heritage in the function of local economic development. B. Garrod and A. Fyall with this subject dealt in the paper "Managing heritage tourism".¹ C. M. Law in the book "Urban tourism: The visitor economy and the growth of large cities" analyzes the urban tourism and the impact of tourism on the economic development of cities.² Authors B. McKercher and H. Du Cros in the book "Cultural tourism: The partnership between tourism and cultural heritage management" presented the cultural tourism through the cooperation of tourism and cultural heritage management.³

D. Getz in the book "Events management and events tourism" analyzes the cultural events as an element of the marketing mix that in a relatively short period of time can contribute to the recognition and the positive image of the destination.⁴ Also, cultural events create atmosphere and allow an easier promotion of the tourist destination. Arrangement of the town and trade/commerce as an important aspects of the image of tourist destination on the examples of European cities analyzed A. Russo and J. van der Borg in the paper "Planning consideration for cultural tourism: a case for four European cities".⁵ M. K. Smith in his book "Issues in cultural tourism studies" shows the development of tourism, which relies heavily on cultural heritage as a tourism resource on the example of Europe's major cities that have long been famous/known tourist destinations.⁶

The recent Croatian scientific literature has an appropriate amount of scientific articles that deal with the Croatian tourism and culture as factors of economic development.

Resource characteristics meet the tourist needs. Elements that affect the possibility of involvement of local resources in tourism flows and their efficient management focused on the preservation of tradition and development of tourism were analyzed in a T. Gredičak scientific article "Rural tourism in the function of preserving the traditional identity".⁷

D. Demonja and T. Gredičak in a scientific article "Marketing in rural tourism: the Croatian example" review, analyze and critically evaluate the experiences of the effective application of marketing management of tourist resources in the rural areas of the Republic of Croatia.⁸

Based on the research can be predicted that the marketing approach of valorization of cultural heritage in the coming times will realize intensive development, expanding its influence in all fields of human activity. Effective marketing management of cultural heritage in the Republic of Croatia needs to develop a state of awareness of the need to harness this potential of cultural heritage in function of

¹ Brian GARROD, Allan FYALL, Managing heritage tourism, *Annals of Tourism Research*, 27(3), 2000, 682-708.

² Christopher M. LAW, *Urban tourism: The visitor economy and the growth of large cities*, Continuum, London, 2002.

³ Bob MCKERCHER, Hilary Du CROS, *Cultural tourism: The partnership between tourism and cultural heritage management*, The Haworth Hospitality Press, New York, 2002.

⁴ Donald GETZ, *Events management and events tourism*, Cognizant Communications, New York, 2005.

⁵ Antonio RUSSO, Jan van der BORG, Planning consideration for cultural tourism: a case for four European cities, *Tourism Management*, 23(6), 2002, 631-637.

⁶ Mark K. SMITH, *Issues in Cultural Tourism Studies*, Routledge, London, 2003.

⁷ Tatjana GREDIČAK, Ruralni turizam u funkciji očuvanja tradicionalnog identiteta (Rural tourism in the function of preserving the traditional identity), in: Krinoslav ZMAIĆ, Ivo GRGIĆ, Tihana SUDARIĆ (eds), *Zbornik radova sa znanstveno-stručnog skupa "Tradicijom usprkos krizi"*, Vinkovci, 08.-09. rujna 2011. (*Conference Proceedings from the scientific-professional meeting "Tradition despite the crisis"*, Vinkovci, September 8-9, 2012), Sveučilište Josipa Jurja Strossmayera, Poljoprivredni fakultet u Osijeku (Josip Juraj Strossmayer University, Faculty of Agriculture in Osijek), 2011, 17-25.

⁸ Damir DEMONJA, Tatjana GREDIČAK, Marketing in rural tourism: the Croatian example, in: Ion TALABA, Alina Petronela HALLER, Mihai HERCIU, Danur UNGUREANU (eds), *Romanian rural tourism in sustainable development context (Turismul rural Romanesc in contextul dezvoltarrii durabile. Actualitate si perspectiva)*, Vol. XXIX, Romanian Academy Iasi Branch, "Gheorghe Zane" Institute for Economic and Social Researches, Tehnopress, Iasi (Rumunjska), 2013, 121-128.

tourism development as a powerful tool for achieving competitive advantages in the increasingly refined globalized economy as recounted by T. Gredičak's paper "Cultural heritage in the function of tourism".⁹

Tourism in many countries, as in the Republic of Croatia, may contribute to economic development. The main task should be to use the resources that were created for centuries on the territory of today Croatia. At the same time, the development of quality tourism contributes to the strengthening of national cultural identity. The valorization of cultural heritage in function of tourism development insists on accepting history as a national contribution to general cultural values as discussed in the scientific article "Cultural heritage and economic development of the Republic of Croatia" by T. Gredičak.

If marketing observes as market orientation directed to consumers' needs and tourism recognizes as a sociological category, marketing is turning to a special segment of visitors who travel and stay outside the domestic environment and does not expect a mere vacation. This can be achieved by a suitable marketing strategy in the overall tourism offer, that leads in engagement in new trends in tourism, in the realization of humanistic content of tourism which is treated in a scientific article "The role of marketing in the development of cultural tourism in Croatia" by D. Demonja and T. Gredičak.¹⁰

Furthermore, T. Gredičak in paper "Cultural tourism and market segmentation" indicates the importance of the process of market segmentation in the development of cultural tourism and identifies and analyzes the contribution of the process of market segmentation of cultural heritage as a tourism product in tourism development.¹¹

In a scientific article "Management of local economic development – Tourist valorization of cultural heritage in a function of economic development" T. Gredičak gives an overview of long term development of the tourism of the Republic of Croatia which needs to be based on the active protection of natural, cultural and historical heritage.¹²

The modern environment, in which tourism and economic factors act, is marked by a high degree of instability and dynamic changes. Changes with its influences determine external business conditions over which the micro organizational units have no control. In order to successfully survive it is necessary to identify these conditions and try to adapt to them. Marketing strategy of tourist valorization of cultural heritage, in this context, is an appropriate approach. Strategic management enables planning based on an analysis of past events, but also in a special way take into account the assessment and prediction of future surroundings conditions. It should also be taking into account that the co-existence of cultural heritage with the achievements of modern life is determined by the phrase sustainable development. In a scientific article "Exploring the cultural tourism-sustainable development nexus: the case of Croatia" D. Demonja and T. Gredičak briefly presents the development and current state of cultural

⁹ Tatjana GREDIČAK, Kulturna baština u funkciji turizma (Cultural heritage in the function of tourism), *Acta Turistica Nova*, 2(2), Utilus visoka poslovna škola, Zagreb, 2008, 151-280.

¹⁰ Damir DEMONJA, Tatjana GREDIČAK, Uloga marketinga u razvoju kulturnog turizma u Hrvatskoj (The role of marketing in the development of cultural tourism in Croatia), *Podravina*, 13(25), Meridijani, Samobor, 2014, 112-129.

¹¹ Tatjana GREDIČAK, Kulturni turizam i segmentacija tržišta (Cultural tourism and market segmentation), in: Krinoslav ZMAIĆ, Ivo GRGIĆ, Tihana SUDARIĆ (eds), *Zbornik radova sa znanstveno-stručnog skupa "Tradicijom usprkos krizi"*, Vinkovci, 06.-07. rujna 2012. (Conference Proceedings from the scientific-professional meeting "Tradition despite the crisis", Vinkovci, September 6-7, 2012), Sveučilište Josipa Jurja Strossmayera, Poljoprivredni fakultet u Osijeku (Josip Juraj Strossmayer University, Faculty of Agriculture in Osijek), 2012, 7-15.

¹² Tatjana GREDIČAK, Upravljanje lokalnim ekonomskim razvojem – Turistička valorizacija kulturne baštine u funkciji ekonomskog razvoja (Management of local economic development – Tourist valorization of cultural heritage in a function of economic development), in: Nikša BOŽIĆ and Biserka DUMBOVIĆ BILUŠIĆ (eds), *Zbornik radova s međunarodnog skupa "Modeli upravljanja procesima obnove i razvoja povijesnih gradova"*, Ivanić Grad, 11. studenog 2011. (Proceedings from the international conference "Models for management of historical towns revitalization and development processes", Ivanić Grad, November 11, 2011), Hrvatska sekcija ECOVAST, Zagreb (ECOVAST Croatian Section, Zagreb), 2011, 1-11, Internet, http://www.ecovast.hr/dokumenti/publikacije/Ivanic2009/12_Gredicak.pdf, 29/03/2015.

tourism in Croatia and discusses the effective approach to strategic marketing management of tourist valorization of cultural heritage directed on sustainable tourism development.¹³

4. DISCUSSION

4.1. The experiences of managing tourist valorization of cultural heritage

Experiences of efficient management of cultural heritage shows that despite the projected growth of number of travels motivated by culture primarily take account the characteristics of the offer. Development of cultural-tourism offer in the world is parallel with the growth of consumption, if not better than this growth. Offer growth is caused by simultaneous activity of several factors:

- accelerated process of urban renewal,
- creating the image of cities where cultural heritage is used as the main mechanism for the revitalization and improvement of the image,
- changes in the financing of the cultural sector,
- reducing the financing of the cultural sector from the state budget,
- intention that cultural institutions their needs are increasingly finance from own resources,
- intense competition in the tourism market, and
- creating a unified image of the destination and its competitive advantage based on the cultural offer of the site.

From the beginning of the 90s of the last century cities determine tourism as a tool of economic development. The thesis that the effects of tourism is much higher than the economic impact generated by tourism demand is represented. Investing in tourism infrastructure and transforming urban neighborhoods in attractive venues attract visitors. Also, create a positive image of the city which retain existing multinational companies and attract new ones and improves the service sector on which the economy of cities is based. A positive example is Bilbao, the largest city of the Basque, in Spain, whose identity gave Guggenheim Museum.¹⁴ Also, a positive example is the Glasgow, the largest city in Scotland, which is a series of events and investments in capital facilities of cultural heritage has transformed its image from the port city in the city suitable for living and attractive to visit.

At the same time, the cultural sector in the world is faced with ever more modest financing from the state budget. It is therefore necessary to turn to alternative sources of financing. These are, above all, the sponsorship of the private sector and attracting more visitors to the arts and culture that is increasingly understood as a generator of economic activity.¹⁵ In the early 90s of last century, in the entire territory of Western Europe, most of the cultural and artistic organizations with difficulty attracted enough visitors to cover the costs. It is therefore one of the key issues how to increase the number of visitors.

The increase in tourism offer based on the valorisation of cultural heritage in the world is characterized by the more pronounced competition in the tourism market. Cultural heritage is becoming a major tourist product. Activities that are considered as a part of cultural heritage tourism is constantly expanding. While the four decades back culture experienced only within the so-called "high" culture, now the cultural heritage tourism involves a wider range of activities. This increases the number of "cultural" tourists, but also the number of cultural attractions. Expanding the definition of cultural tourism and

¹³ Damir DEMONJA, Tatjana GREDIČAK, Exploring the cultural tourism-sustainable development nexus: the case of Croatia, *Scientific Annals of the "Alexandru Ioan Cuza" University of Iași Economic Sciences*, 61(2), 2014, 161-179.

¹⁴ Christopher M. LAW, *Urban tourism: The visitor economy and the growth of large cities*, op. cit., 58.

¹⁵ Brian GARROD, Allan FYALL, Managing heritage tourism, op. cit., 682-708.

monitoring the volume of its appearance based on activities, can lead to unrealistically large number of "cultural" tourists and to exaggerated importance of this market segment.¹⁶

In all the world there is an increase offer of cultural and tourist attractions. While global trends do not mean that because of stiff competition cultural heritage tourism can not be developed, they still point to the fact that the offer is extremely competitive. It is important that this form of tourism should not be treated as the solution to all problems of tourist destination development. It's just one of the possible options to deal with a particular problem with which the destination is facing.

Experience shows that the destinations that have opted for cultural heritage tourism as a cost-effective option precisely defined what they want to achieve by developing cultural heritage tourism. The positive results of tourist valorization of cultural heritage have realized the destinations in which the leaders had a vision. Also, they invested or attracted investors in large infrastructure projects in culture. World experience shows that cultural heritage tourism, as well as any other special forms of tourism, harder develops. The reason is that most of the cultural resources in the attraction hierarchy takes a secondary or tertiary place.¹⁷ Secondary and tertiary attractions are the ones that are worth visiting in the particular tourist destination, but by themselves are not enough to be crucial in deciding the destination of travel. Another factor is the primary tourist destination product, or its image, compatible with the image of tourism cultural heritage. Typically, in the mass tourism destinations whose main product is a sun and sea, tourists show a low level of interest in cultural life. At the same time, nor the tourism sector or the local community do not perceive their own cultural heritage resources as a valuable tourist attention.

For visitors motivated or attracted with culture atmosphere and destination image is important. The basic prerequisite for the development of cultural tourism product is the creation of an atmosphere. Most visitors consider arrangement/condition of the destination and the possibility of shops as the most important aspects of destination.¹⁸ The experience of management of cultural heritage in the world shows that in the development of tourism cultural heritage, destinations have several options. In urban centers and capital cities is the building/construction of new cultural attractions. In addition to this cultural heritage strategy management requires large funding, its effects are questionable considering that in all major cities of the world there are already more or less impressive works of modern architecture. Thus, for example, after the success of the Guggenheim Museum in Bilbao, at least 60 cities contacted the Guggenheim Museum "*to get the museum, hoping that the magic Bilbao success can be repeated*".¹⁹

Cultural events that in relatively short term contribute to recognition and image of destination create the atmosphere and allow easier promotion of the destination.²⁰ This is particularly important for the so-called static cultural resources. These are the cultural and historical sites that once visited provide one little reason to return again, and repeat visits seeks to generate organizing various events. By creating thematic sections, cultural districts allows greater availability and creates a critical mass of attractions.²¹ This is especially important for destinations that want to attract random tourists who, in principle, have an interest in local culture and way of life. An example is the "Temple Bar" in Dublin, Ireland, where typical Irish pubs are concentrated.

In cultural heritage tourism polarizes the large and small attractions, increases commercialization of culture and appears specialized producers. Europe has always been a permanent destination for Europeans and non-Europeans. Very often perceived as a complete destination, so many Japanese, North

¹⁶ Bob McKERCHER, Hilary Du CROS, *Cultural tourism: The partnership between tourism and cultural heritage management*, op. cit., 76.

¹⁷ Christopher M. LAW, *Urban tourism: The visitor economy and the growth of large cities*, op. cit., 53.

¹⁸ Antonio RUSSO, Jan van der BORG, Planning consideration for cultural tourism: a case for four European cities, op. cit., 636.

¹⁹ Christopher M. LAW, *Urban tourism: The visitor economy and the growth of large cities*, op. cit., 94.

²⁰ Donald GETZ, *Events management and events tourism*, op. cit., 41.

²¹ Bob McKERCHER, Hilary Du CROS, *Cultural tourism: The partnership between tourism and cultural heritage management*, op. cit., 84.

American, Australian or Asian tourists in their journey include a visit to European countries. This is why it can be noticed a growing trend of transnational promotional initiatives in Europe.

Today in Europe there are a number of specialized cultural and tourism operators who organize travels to Europe, taking into account the following:

- cultural products that are offered mainly include elements of music, art, architecture and archeology,
- all travels are accompanied by professional guides,
- most of the travels are still focuses on large European cities,
- growth in the number of specialized operators,
- group size is often limited,
- in the destination travelers stay a few days, and
- travelers use public transport to avoid the crowds that create coach buses, travelers stay in small family hotels and in this way contribute to the local economy.

Across Europe there is a rich cultural heritage that is not sufficiently valorized and has trouble attracting tourists. That is especially obvious in small towns and rural areas. In commercial terms cultural heritage sites to remote areas are faced with many problems because the cost of attracting tourists is greater than earnings. That is why more and more initiatives that promotes cultural circles and thematic itineraries because tourists rarely travel to visit only one site. The European idea of cultural itineraries helps to reduce the concentration of tourists in certain cities, while tourists are attracted to smaller, less known destinations, linking them to the popular destinations. It shows numerous examples of European countries.

Parallel with the development of large-scale coastal tourism, Italy developed tourism and cultural heritage on the whole country. The problem in Italy is the excessive concentration of visitors in the three major cities of Rome, Venice and Florence. Therefore, in Italy use methods of distraction of tourists. Spain in the early 90s of the last century adopted a strategy of diversifying its tourism and particularly focused on the development of cultural heritage tourism. To that contributed the Olympic Games in Barcelona in 1992, Expo in Seville and Madrid as a European capital of culture. Santiago de Compostela, as the first European cultural itinerary, is the most famous tourist resource of its kind. Portugal has also diversified its tourism product in order to solve the problem of high concentrations of coastal tourism in the Algarve. In 1994 Lisbon was European capital of culture, and the same title had Porto in 2001. In 1998 Expo was held in Lisbon. European Football Championship 2004 was an opportunity for new earnings. Although the concentration of cultural heritage tourism in Portugal mainly related to urban centers and the UNESCO World Heritage Site Sintra, Portugal strongly promotes fewer sites of cultural heritage. Greece considered by many as synonym for cultural-tourism destination because of a long cultural history. Athens, Delphi, Corinth and many other sites are exceptional cultural tourism destinations. Awareness of the need to develop this kind of tourism is evident in many tourism policy documents. Turkey has a wealth of archaeological heritage and is the only European country that cares about cultural heritage tourism realized through a unified Ministry of Culture and Tourism. The famous archaeological sites are Ephesus, Pergamon and Istanbul. In cultural-tourism terms France as a complete destination have many cultural resources from Roman ruins in Arles, Avignon and Nimes to the artistic heritage of Nice. Cyprus has also diversified its tourist products, among others, on the traditional culture. The great wealth of archaeological heritage is determined Cyprus strategic direction to the development of cultural tourism. Sicily, Sardinia and Corsica are newly discovered destinations. Specific features of their culture and insularity that has made culture resistant to various foreign influences is the reason why they are perceived as an independent tourist destinations. In Corsica is an apparent resistance of the local community to tourism development, and it has a political connotation. Also Malta shows resistance to the development of tourism. The local community is opposed to tourism development, considering it invasive.

Development of cultural heritage tourism in Central and Eastern Europe in recent years gives tourists the opportunity for certain cultural experiences. East European cities have no major problems attrac-

ting tourists. The most popular among them are Krakow, Prague, Budapest, St. Petersburg and Moscow. There is a growing interest in new tourist destinations of the Baltic countries. Smaller interest tourists show for aesthetically inferior cities Warsaw, Bucharest, Sofia and Belgrade. Romania is less visited although lately cultural tourism initiatives put Romania on the tourist map of Europe, with small tourist cities such as Sibiu or with the more famous area of Transylvania where Dracula's Castle situated.²²

Many Western European countries rely on cultural heritage tourism since they do not have, for example, beautiful beaches and warm climate. United Kingdom extremely relies on cultural heritage as a tourism resource, and great European cities such as Paris, Amsterdam and Bruges are famous tourist destinations long time. Cultural resources of tangible heritage, entertainment culture elements and particularly designed cultural itineraries have substantially increased tourist traffic in Germany. Some of the German tourist traffic that rely on culture include music (Music-Land-Germany), heritage (UNESCO World Heritage) and urban centers (German cities). Experience shows that every euro invested in cultural tourism repay sevenfold. Promotion of major German urban centers of Munich and Berlin is on the rise. Belgium has traditionally been developing tourism in Brussels and Bruges, and also seeks to promote less known centers, Ghent and Antwerp. It is similar to the Dutch cities. Popularity of Rotterdam has increased the initiative of the European capital of culture in 2002. Delft is famous for its porcelain, and Gouda for cheese and in their promotion is a lot invested in the framework of organized program "Secrets of the Netherlands". In recent years in Scandinavia develops cultural heritage tourism. Climate in this form of tourism has no effect. Profiling Scandinavian tourism has helped the program of European capital of culture. In the span of two years even four cities had this title: Copenhagen 1996, Stockholm and Helsinki in 1998 and Bergen 2000. Finland and Lapland have developed a popular form of tourism related to Santa Claus. Christmas tourism is so popular that local people feel the negative consequences of this initiative. Urban Scandinavian center also focuses on the development of cultural heritage tourism.²³

The inclusion of cultural heritage in the tourist offer provides humanistic component which is considered to be a shift in quality. This, in fact, encourages professional human potential of the tourism sector in an effort to create a competitive tourism offer. This is a demanding task. In fact, many countries in the world such as, for example, Jordan and Thailand, for decades used the cultural heritage as a force generating competitive advantages. At the same time, the United Arab Emirates by building grandiose buildings do not tell the story of the past than the future. It is a source of continuously increasing potential to produce imagination, and therefore attractiveness. Cultural-tourism products, as key components of cultural tourism, contribute to the enrichment of destination image, increase spending, length of stay and tourist satisfaction, which ultimately contributes to sustainable development of places and regions in which these products are consumed.²⁴

Based on the aforementioned experiences in the context of the scope and structure of economic development, a large number of countries in Europe and in the world its expansion can permanently ensure with the valorization of cultural heritage, historical events or futuristic projects. Referred on the above examples it is evident that tourist valorization of culture has many possibilities for effective management the products and/or services policy in the function of economic development.

4.2. Tourist valorization of the city of Ivanić Grad in the function of economic development

Entrepreneurs in the Republic of Croatia, in cooperation with the public administration at all levels, from the establishment of independent Republic of Croatia at the beginning of the 90s of the last century, are trying to create general and specific requirements for continuous economic development, and

²² Mark K. SMITH, *Issues in Cultural Tourism Studies*, op. cit., 74-75.

²³ Ibid., 79.

²⁴ Damir DEMONJA, Tatjana GREDIČAK, Uloga marketinga u razvoju kulturnog turizma u Hrvatskoj (The role of marketing in the development of cultural tourism in Croatia), op. cit., 115.

therefore political stability and a higher level of living standards. In these efforts the tourist activity is one of the basic resources. In fact, for many years considered, and therefore practical behaves, that tourism can significantly contribute to the Croatian economy in the efforts to create a stable business conditions. This almost automatically ensures a steady growth of the entire economy as a whole. Following the experiences of many countries in the field of tourism decades ago could be seen that the tourist offer focuses on two elements: the natural and cultural. Both elements require long and intensive preparation, and later maintenance. In particular, it is necessary to create the infrastructure conditions relating to the construction of appropriate transport and accommodation infrastructure as well as the inevitable promotions that highlight specific features and easy-to-understand and acceptable reasons for selecting just one of the many tourist destinations.²⁵

Complete offer of cultural and tourism products in the Republic of Croatia is still insufficient and not sufficiently follow modern trends in demand. On the one hand tourism potentials of cultural property are becoming recognized, on the other hand there is an expressed demand among our previous tourists, foreign and domestic, for cultural tourism. Despite the tourist demand and the wealth of cultural resources, cultural and tourism products and services in the Republic of Croatia are not developed enough. The development of cultural tourism products in the future must be considered in a marketing way and should also be approached strategically, systematically and deliberately.²⁶

The process of market segmentation starts with the analysis of external elements of market segmentation. This provides relevant information about the business environment.²⁷ This environment usually consists of the scope and structure of the technological potentials, demographic characteristics, grade and structure of the economy, the rule of law and democracy, geographic dispersion and the characteristics of the cultural heritage and contemporary creativity such as, e.g., music, cooking, painting and civil engineering.

The concept of development of tourist destinations is determined by a number of endogenous factors that own destination itself. These are: resources, location, roads and traffic, demographic and economic conditions, the level of reached tourist and general socio-economic development, and cultural and civilizational environment. Also the concept of development of tourist destinations is determined by the number of exogenous factors such as: market demand, the market position, market orientation, the impact of competitive destinations, global economic development and tourism policy of the country and the conditions arising from such policies.²⁸

In terms of product and/or service it is assumed that the product and/or service must be fully adapted to the needs and preferences of consumers. Products and/or services of culture satisfy socially positive needs, and certain aesthetic, ideological, moral and ethical criteria.²⁹ It is not easy to decide between existing, existing outdated, the existing modified or entirely new products and/or services of cultural heritage.

In order to facilitate decision making it is necessary to perform market research. It must be determined for which and what culture products and/or services there are a demand, and which products and/or services are offered by the competition. Based on this, it is necessary to form specific product and/or service and it is necessary to respect the valid aesthetic and artistic criteria. Looking from the aspect

²⁵ Tatjana GREDIČAK, Kulturna baština i gospodarski razvitak Republike Hrvatske (Cultural heritage and economic development of the Republic of Croatia), op. cit., 196-197.

²⁶ Damir DEMONJA, Tatjana GREDIČAK, Exploring the cultural tourism-sustainable development nexus: the case of Croatia, op. cit., 176.

²⁷ Tatjana GREDIČAK, Kulturni turizam i segmentacija tržišta (Cultural tourism and market segmentation), op. cit., 9.

²⁸ Tatjana GREDIČAK, Ruralni turizam u funkciji očuvanja tradicionalnog identiteta (Rural tourism in the function of preserving the traditional identity), op. cit., 20.

²⁹ Tatjana GREDIČAK, Kulturna baština u funkciji turizma (Cultural heritage in the function of tourism), op. cit., 226.

of the culture product and/or service subject is never just about one culture product and/or service. It is about several of them which together form complex "production/service and sales program".

Tourism and cultural resources management in the function of local economic development will be shown on the example of the city of Ivanić Grad. City of Ivanić Grad is situated along the river Lonja, in Moslavina, at 103 meters above sea level. According to its spatial position within the limits of the Zagreb County, the city of Ivanić Grad occupies an area of its southeastern part. Its southern edge borders the Sisak-Moslavina County and partly northeast borders with Bjelovar-Bilogora County. Territory of the city of Ivanić Grad as a space of local government consists of 22 settlements. For the first time in the records Ivanić Grad is mentioned in the 13th century. The settlement Ivanić Grad or once lower Ivanić has evolved from Ivanić fortress, built in the valley along the river Lonja in mid-16th century, in a location that was in earlier times served as a trading center for the annual fairs.

Regarding heritage, most valuable architectural heritage of Ivanić Grad presents the parish church of St. Peter the Apostle and Town Hall. The parish church of St. Peter the Apostle was built on the site of a former wooden chapel of St. John of Capistrano which was located inside the fortress and was destroyed during the Turkish wars. The new parish church is a typical late Baroque building of Classicist type, richly decorated with frescoes on the ceilings and walls. The interior of the church in the early 20th century in rich Historicist style painted by Leonardo Marotti, expressing the taste of his time, but equally using the reminiscence of the Gothic, Baroque, Rococo, Classicism, and even elements of Jugendstil.³⁰ The old municipal building (Town Hall) is located next to the parish church of St. Peter, on the plateau of the former fortress. It was built in the period between 1871 and 1889, when the fortress itself lost its defensive importance. Facade gained its current appearance through works in the beginning of the 20th century. Above the entrance into the Town Hall there is a relief of the coat of arms of the Ivanić Municipality from 1889, and left from the entrance, a memorial plate was placed in 1931 for the eminent citizen of Ivanić, Đuro Deželić, which was pioneer of Croatian fire-fighting.³¹

Educational and cultural tradition today continues two primary and one secondary school and the Open University with a variety of cultural and art programs and library. The first elementary school was founded in Ivanić Grad in 1750, her official name was "Communal Public School" ("Komunalna pučka škola"), and in 1877 established "Citizen's Library" ("Gradanska čitaonica"), one of the oldest cultural institution in the Republic of Croatia.³² In the Ivanić Grad tourists, guests and visitors can enjoy in the modern equipped movie theatre and Cultural Center held a cycle of weekly and monthly cultural and entertainment events/shows. In the Ivanić Grad are active numerous cultural societies and artistic associations, as well as many sports associations and clubs, and a long tradition and good results have been achieved in football, handball, cycling, basketball, archery and karate. Ivanić Grad has a sports hall, sports fields for soccer, handball, tennis and automatic four-lane bowling alley.³³

Of events and happenings in the function of development of tourism of Ivanić Grad should highlight: Ivanić Carnival in February, Days of the City and Flax Days in June, International Cycling Race Stjepan Grgač Memorial in August, Pumpkin Festival "Bučijada" in October, Croatian Male Singing Choirs Festival in November, and other cultural, entertainment and sports events are being organized.³⁴ In order to encourage creation, affirmation and promotion of traditional souvenirs through the revival of traditional arts and crafts and domestic production in the function of tourism development, in 1997 began the renovation of flax (linen) production in Posavina and popularization of flax products, making flax towels for the English market. Today more female weavers make linen and other products of flax,

³⁰ Tourist Board City of Ivanić Grad, Cultural heritage, Churches, Internet, <http://www.tzig.hr/en/kulturna-bastina/crkve>, 29/03/2015.

³¹ Tourist Board City of Ivanić Grad, Town Hall, Internet, <http://www.tzig.hr/en/kulturna-bastina/gradska-vjeecnica>, 29/03/2015.

³² Tourist Board City of Ivanić Grad, Cultural heritage, Internet: <http://www.tzig.hr/en/kulturna-bastina>, 29/03/2015.

³³ Ibidem.

³⁴ Ibidem.

traditional costumes, useful and decorative items, as well as modern design products according to customer orders. Also in the tourism market exists original leather and wooden souvenirs.³⁵

Nearby city of Ivanić Grad is a unique source of mineral oil where Naftalan hospital was built, health resort known worldwide for its rare and unique natural, medicinal springs. Naftalan, after which the resort was named, is a specific type of mineral oil; it is the second site in the world and solely in Europe. Salty thermal water, as the residue of the Pannonian Sea and medicinal oil, naphthalene, with modern fully equipped physical medicine represents an excellent basis for the treatment of skin and rheumatic diseases. These natural healing factors and modern designed physical therapy, as well as an excellent medical team are the basis for the development of health tourism.³⁶

With regard to the stated above it should be started with the diversification of current limited capacity, with the aim of developing a completely new concept of tourism products and/or services. This refers to the combination of different tourism products and/or services connected into a single unit. From the perspective of cultural and historical heritage, tourism product and/or services can be divided into the following groups:

- stationary tourism – residence/stay and recreation,
- religious tourism – pilgrimage, and
- excursion tourism – circular tours, theme tours.³⁷

Within the stationary tourism, tourism product and/or service should be based on possibility to spend main holiday, a part of it or a weekend package in the greenery and moderate climate. The target groups of guests are tourists of the third age, school excursions and special interest groups. Season could last the whole year, although it is realistic to expect a greater intensity of guests in the period from May to October. This tourist product and/or service smoothly integrate residence/stay with designed contents, cultural manifestations and events. It should be based on natural attractions and cultural and historical heritage, and implies visits from one starting point during a multi-day stay. These tourist product and/or service can be combined with sports and recreational offer and active animation of guests, e.g. football, handball, tennis, bowling, swimming and cycling as well as with attractive hobby programs. For hobby programs in the vicinity of attractive tourist sites should be opened small shops-master workshops. They let the tourists themselves to participate in making items of flax, wood and/or clay. Through the possibilities of direct participation in the creation of a product and/or services, to tourist at least apparently particular destination becomes closer, and traditional crafts "simple/easy". Tourist would feel useful, and his holiday and spent money purposeful. Of course, from all of this would be the financial effect. The underlying assumptions for the development of such products and/or services should be the existence of cultural and natural attractions, accommodation facilities, thermal water, basic recreational and entertainment offer.

The existence of sacral/religious buildings is the potential for development of religious tourism with the organization of pilgrimage and feasts.

Excursion tourism is a very important tourism product and/or service. At round trips/excursions, product and/or service should design with connectivity and by visiting cultural and historical attractions in a particular geographic area. At thematic excursions, tourist product and/or service should design with connectivity and by visiting of theme related cultural and historical attractions. Season excursion tourism can last all year, but it is realistic to expect a greater intensity in the period from May to October.

³⁵ Tatjana GREDIČAK, Upravljanje lokalnim ekonomskim razvojem – Turistička valorizacija kulturne baštine u funkciji ekonomskog razvoja (Management of local economic development – Tourist valorization of cultural heritage in a function of economic development), op. cit., 4.

³⁶ Ibidem., 5.

³⁷ Tatjana GREDIČAK, Kulturna baština u funkciji turizma (Cultural heritage in the function of tourism), op. cit., 226.

Target groups of tourists which should focus on this tourist offer are: school excursions, families, third age, and, in particular, stationary guests in major tourist destinations.³⁸

One of the special forms of tourism product in terms of cultural and historical heritage is intangible cultural heritage. It is a contemporary and living cultural phenomenon, not something that has remained in the past. In the function as a more comprehensive operationalization of the marketing approach for tourist valorization of cultural heritage should, above all, renew cultural assets/goods. After that, to those cultural assets/goods it is necessary to determine the proper purpose. What with today's point of view seems to be real, possible and useful is the opening the whole or some part of cultural monument for visitors in particular, pre-agreed time period. At that time the monument could visit professionally guided tourist groups or individuals. In this way the possible common activities in the monument will not be disrupted. It is necessary to do the marking and setting the interpretative panels and basic written information near cultural heritage facilities in which it is not possible to enter.

According to the defined objectives of tourism policy with regard to the product and/or service, marketing approach for tourist valorization of culture in the function of local economic development can be defined through the improvement of the quality and content diversification of existing tourist cultural products in the following ways:

- by developing and inclusion cultural and historic assets/goods offer in commodity cash flows in the tourism market,
- by inclusion of cultural heritage facilities/objects in the tourist offer and the development of religious tourism,
- by improving quality of catering and sports and recreational offer,
- by increasing capacity utilization for year-round business,
- by equipping products and/or services of excursion tourism appropriately,
- by ensuring information and reception functions of potential attractive excursion, historical sites, and
- by designing tourist products and/or services with roots in traditional forms of life.

As for the adapting cultural heritage of Ivanić Grad to the needs of visitors, the way of presentation and organization structure should be adjusted to the needs of the tourism market. Cultural institutions should provide additional services that would, at the same time, enrich the visitor experience and increase their consumption. In its structure, cultural institutions should have a souvenir shops and/or café/restaurant for tourists rest and break. The availability of cultural heritage not only applies to physical and temporal availability, but also to the availability of information about the attraction. It is necessary to print promotional materials in larger circulation, which should be available to end users. With some improvements in the overall work time, the expansion of services, effective promotion and better cooperation with the tourism sector, cultural heritage resources can be ready for the valorization in the function of tourism development. Also, it is necessary to create a climate where the initiatives of cultural tourism development will be identified as priorities. The organization itself depends on the skills and knowledge of cultural tourism development initiatives key holders and for this purpose it is necessary to set up a system of education in order to develop knowledge and skills.

5. CONCLUSION (CONCLUDING REMARKS)

Following the experiences of European countries in the field of tourism can be seen that the tourist offer focuses on two elements, natural and cultural. Both elements require long and intensive preparation, and later maintenance. It is necessary to create the infrastructure conditions relating to the construction of appropriate transport and accommodation infrastructure. Also, it is necessary to devise a promotion that highlights the specifics, understandable and easily acceptable reasons for selecting only one of the many tourist destinations. Diversity of offer considering quality, and diversity of offered

³⁸ Damir DEMONJA, Tatjana GREDIČAK, Marketing in rural tourism: the Croatian example, op. cit., 122.

content allows that many potential tourists considering their personal economic potential can adjust to this attractive destination. So, it should find an appropriate approach that the potential of cultural heritage in the context of tourist valorization can contribute to increase the competitiveness of Croatian tourism and thus, ultimately, to accelerate and enhance the economic development, i.e. standard of living.

Orientation on tourism based on the valorization of cultural heritage is the result of saturation of using exclusively natural sources such as, e.g., climate, forests, soil, underwater and highlands. Tourism based on the potential of cultural heritage valorization is at the same time a consequence of engage more people in tourism as a kind of social and economic phenomenon between the two world wars and especially after World War II. The source of tourism can be linked to the characteristic of people to willingly leave their permanent place of residence in order to stay in other places where devote to other activities, different than those that do at home.

Tourist valorization of cultural heritage is one of selective forms of tourism that Croatian economy can provide a long-term competitive advantage. For the tourism sector systematic development of cultural tourism offer brings many advantages, since raises the quality of the overall tourism product, attracts tourists with higher purchase power, prolongs the season, geographically expands demand outside the main tourist flows which promotes the regional economy of the destination, stimulates demand and consumption as the tourist offers larger, longer and better range of activities and events in the destination in which resides.

Revision of previous long-term plans and making new ones, as well as the creation of tourism development strategy of the Republic of Croatia should be based on modern principles of active protection of cultural and natural values. These are, above all, the principles contained in the constitutional provisions on the special protection of goods of general interest and the environment. There is a need to review the current concepts and establishing entirely new orientation for the future long-term development of tourism on the territory of the Republic of Croatia. These new orientations primarily must have a protective, corrective and remedial character. Active protection of natural, cultural and historical heritage must be the basis and corrective of plans and tourism development strategies at all levels.

Differentiated system of protection would contribute to optimal tourism valorization of specificities and comparative advantages of the whole territory of the Republic of Croatia. Such an approach would direct the future development of tourism primarily on those selective forms of tourism which with their content best meet dominant motifs in the sphere of tourism demand and generate permanent conservation of environmental values. Also, such an approach would contribute to the environmental rehabilitation of areas that have been degraded and devaluated because of the forced development of uniform forms of mass tourism. With its diversity and dispersity selective forms of tourism can significantly affect the more uniform spatial and temporal distribution of tourist traffic. Although selective forms of tourism from security reasons cannot and may not be massive they can make positive and measurable results.

Based on the foregoing it can be concluded that restoration, protection and presentation of Croatian cultural heritage is the imperative of time. In this context, it is very important to develop scientific research. Based on that research the state should educate and raise awareness of the population about the values of natural and cultural heritage. The Republic of Croatia with its natural and cultural harmony and a strong presence of European architectural tradition and landscape architecture is ideal for interdisciplinary research and popularization of the entire national natural and cultural heritage in the function of tourism development, and thus the overall economic development.

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SAŽETAK

Sustavno uključivanje kulture u turističku ponudu može postati jedan od značajnijih pokretača gospodarskog razvoja i u područjima u kojima je turizam do sada nedovoljno razvijen. U tom smislu potrebno je umrežiti kulturni i turistički sektor na lokalnim i regionalnim razinama. Prije svega, treba osmisliti kvalitetan kulturno-turistički proizvod. S obzirom na ciljeve turističke politike temeljem proizvoda i/ili usluga, marketinški pristup turističke valorizacije kulture u funkciji lokalnog gospodarskog razvoja može se definirati kroz unapređenje kvalitete i sadržajnu diversifikaciju postojećih turističkih kulturnih proizvoda. Gledajući s aspekta subjekta ponude proizvoda i/ili usluga kulture nikada nije riječ samo o jednom proizvodu i/ili usluzi kulture. Riječ je o više njih koji zajedno čine kompleksni "proizvodno/uslužno/prodajni program."

U ovom članku prikazana je uloga i značaj kulture u društvu i analizirana su iskustva upravljanja turističkom valorizacijom kulture u funkciji lokalnog gospodarskog razvoja. Iskustva učinkovitog upravljanja kulturnom baštinom pokazuju da unatoč predviđenom rastu broja putovanja motiviranih kulturom prije svega se vodi računa o karakteristikama ponude. Razvoj kulturno-turističke ponude u svijetu paralelan je, ako ne i brži, s rastom potražnje. Gradovi su od početka 90-ih godina prošloga stoljeća odredili turizam kao sredstvo ekonomskog razvoja. Zastupana je teza da su učinci turizma puno širi od samog ekonomskog učinka kojega generira turistička potražnja.

Također, predstavljen je kratki pregled i kritički osvrt uloge turizma i kulture na gospodarski razvoj u Republici Hrvatskoj. Gospodarstvenici u Republici Hrvatskoj, uz suradnju s javnom administracijom na svim razinama, od samoga osnutka samostalne Republike Hrvatske na početku 90-ih godina prošloga stoljeća nastoje stvarati opće i posebne uvjete za neprekidni gospodarski razvoj, a time i političku stabilnost te višu razinu životnog standarda. U tim nastojanjima turistička djelatnost jedan je od osnovnih potencijala. Naime, već se niz godina smatra, i zbog toga se praktično tako i ponaša, da je turistička djelatnost jedna od osnovnih gospodarskih aktivnosti koja gospodarskom sustavu Republike Hrvatske može značajno pridonositi u nastojanjima stvaranja stabilnih uvjeta privređivanja. Stoga je u ovome radu analizirano upravljanje turističkim i kulturnim resursima u funkciji lokalnog gospodarskog razvoja na primjeru grada Ivanić Grada. Kada je riječ o prilagodbi kulturne baštine Ivanić Grada potrebama turista, način prezentacije i organizaciju građe treba prilagoditi potrebama turističkog tržišta. Kulturne institucije trebaju nuditi dodatne usluge kojima bi se, istodobno, obogatio doživljaj posjetitelja i povećala njihova potrošnja. Također, predložene su smjernice razvoja u cilju unapređenja kvalitete i sadržajne diversifikacije turističkih kulturnih proizvoda na lokalnim razinama.

Može se zaključiti da je obnova, zaštita i prezentacija hrvatske kulturne baštine u funkciji turizma imperativ vremena. U tom kontekstu izuzetno je važno razvijati znanstvena istraživanja predmetne teme. Temeljem tih istraživanja država treba educirati i osvještavati stanovništvo o značaju turističke valorizacije prirodne i kulturne baštine u funkciji lokalnog gospodarskog razvoja.