

INTERPRETATION OF EUROPEAN CULTURAL HERITAGE IN TOURISM, Co-funded by the Erasmus+Programme of the European Union, 2020, University of Economics, Prague, CZ & University of Economics in Bratislava, SK, Prague / Bratislava, 486 p.

The project monograph study is the result of the work of 27 eminent scientists from seven eminent universities and colleges (Czech Republic, Slovakia, Spain, Germany and Romania). The study was prepared in a volume of 486 pages of A4 text (which includes infographics and photographs), glossary (24 pages) and a presentation of the research project team with short biographical notes from their professional scientific and professional work. The study was prepared in English.

As a result of the project monograph study, an e-book was prepared in parallel, as a relevant pedagogical and professional material. The e-book is intended for a wide range of users of this project study in EU countries (Austria, Belgium, Bulgaria, Switzerland, Czech Republic, Germany, Denmark, Spain, France, Great Britain, Greece, Hungary, Croatia, Italy, Ireland, Lithuania, Netherlands, Poland, Portugal, Romania, Sweden, Slovakia and Slovenia).

The project study has the character of a scientific-professional monograph.

21st century is marked by the notion of "ethnocentrism" that has dominated the European space since the conquest of America. Ethnocentrism is a value in politics, culture, tourism and other public activities, which puts national affiliation and national interest, especially national cultural heritage (tangible and intangible heritage) over all other values and goals, including cultural heritage, as the main component and value feature of the identity of an individual nation (state).

This presented project monographic study entitled INTERPRETATION OF EUROPEAN CULTURAL HERITAGE IN TOURISM was realized on the scientific premises of cultural, political, communication and tourism critical hypothetical assumptions.

(Co) authors of this project study understand European culture and civilization as the dominant supraculture that is present today in European areas of tourism culture, as well as in all other areas (Maletzke, Interkulturelle Kommunikation, 1996: 24). Hence, they derive the hypothetical claim that cultural tourism has the potential to develop only within an interdisciplinary approach in which European cultures and European cultural heritage represent an economic, social, developmental and tourism phenomenon of the new European society.

Conceptually, the interpretation (lat. Interpretari - to be a mediator, interpret, explain) about European cultural heritage and its application in tourism is the transfer of cultural heritage, ideas and feelings that help tourists learn more about the culture, environment or nature of Europe.

Communicatively, this process takes place through tourist guides, curators, or long-time tourism professionals. Numerous information and communication boards, brochures, books, electronic media and new multimedia, mobile and IT technologies at all levels of global, regional, national and local communication in tourism can serve as a means of interpretation in tourism. We can understand tourism as a set of relationships and phenomena related to numerous activities of persons who travel and stay in places outside the usual environment, and continuously for up to a year, to spend free time, for business or other reasons (treatment, entertainment, sightseeing) beauty and getting to know cultural values).

Tourism is by its nature a very heterogeneous production and service activity that includes catering, tourism mediation, various specific offers in tourism, culture and cultural heritage (V. Kučič, V. Galičić, M. Plenković, DIT-2014, 2014: 48).

European cultural heritage (cultural heritage) is an important and unavoidable factor of every nation and represents the intangible wealth of every group or society as part of the tangible or intangible cultural heritage of its past genera-

tions. Cultural heritage is also all human creations that are passed down from generation to generation, and carry historical significance (architecture, collections, works of art, customs, lifestyles, skills, crafts, gastronomy, etc.). Cultural heritage is a social and non-economic function of tourism.

Culture is a set of fundamental values and our perceptions, desires and behaviors, which a member of society, as its ethos, learns from family, school and other institutions (V. Galičić, *Lexicon of Hospitality and Tourism*, 2014: 488). While conducting a peer review of the presented project study (monograph) *INTERPRETATION OF EUROPEAN CULTURAL HERITAGE IN TOURISM*, it is clear that the study synthetically interprets the overall European cultural heritage in tourism over the past centuries and indicates the thematic interdisciplinarity of cultural heritage as relevant developmental scientific disciplines.

In methodological terms, the (co) authors of this project monograph study applied a qualitative / quantitative paradigmatic research methodology, related to ontological assumptions and issues of interpretation of European cultural heritage in tourism (What is the reality of interpretation?), epistemological assumptions (What is the correlation between European cultural heritage and tourism?) and axiological assumptions (What is the role of European cultural heritage in terms of cultural values in tourism?) in terms of value-neutral research distance.

The presented project-monographic study shows that the (co)authors have successfully realized quantitative methodological research tasks (context and purpose of research, hypothetical research and theoretical assumptions, definition of research terms and selection of relevant source and study material), as well as qualitative research project tasks in terms of correctly defined research problems, and showed the purposefulness of the project monograph study in the interpretation of research results in the field of tourism.

With a holistic and hermeneutic approach, the (co)authors of this project study appeal to man

and his autonomous freedom of thought to take responsibility for the interpretation of European cultural inherited values in tourism. The European world of tourism is the communication world of new virtual multimedia technologies and the strong development of mobile IT technologies at all global, regional, national and local levels of communication in tourism. For example, China, as one of the most developed countries in the field of IT and mobile technologies, with 200 million surveillance cameras installed, equipped with artificial intelligence, can observe and monitor every citizen and tourist in public communication and cultural public places.

According to the (co)author's understanding, the ultimate goal of this study is the interpretation of European cultural values in tourism.

The project study (monograph) is structured in five separate parts: (1) *CULTURAL HERITAGE OF EUROPE AND TOURISM*, (2) *METHODOLOGY ON INTERPRETATION FOR EUROPEAN HERITAGE* (3) *DIFFERENT INTERPRETATION FOR DIFFERENT TYPE OF ATTRACTIONS*, (4) *GLOSSARY* and (5) *UNIVERSITY INSTITUTIONS AND AUTHORS*.

Chapter (1) conceptually analyzes European study-relevant university and higher education study programs that support national and European cultural heritage with their study programs and develop educational awareness of the need to preserve national cultural heritage and its interpretation in the field of tourism.

Chapter (2) in terms of content deals with the methodology of interpretation of cultural heritage in tourism by explaining systematic experimental methods of interpretation of cultural heritage in the field of tourism. Affirmation of quantitative and qualitative interpretive methodological models in the monograph structures 27 algorithmic methods of interpretation of cultural heritage in the field of tourism. Algorithmic interpretive methods represent a higher degree of concretization and operationalization of dominant interpretive theories in the field of education and promotion of cultural content in

the field of tourism. We can conclude that interpretive methods are our forms of seeing certain phenomena and communication processes and more or less a reflection of cultural realities in the field of tourism.

Chapter (3) describes and systematically analyzes the specifics of the interpretation of cultural heritage in the six most important areas of tangible as well as intangible cultural heritage (architecture, fine arts, religious monuments, music, gastronomy, customs and traditions of cultural heritage) in tourism.

It is worth highlighting selected examples of good educational practice for the interpretation of cultural heritage from different European countries through 6 well-selected and methodologically detailed case studies from the field of implementation of cultural content in the field of tourism.

The amended glossary, index of terms, illustrative photographs and infographics in Chapter (4) are intended for a wider readership, scientific and professional staff, and all employees in the field of culture and tourism, from business, secondary vocational schools, universities, tourist boards, travel agencies, professional associations, public services to the state administration.

The fifth chapter (5) presents scientific institutions and short biographical references of all

scientists and professional experts who with their scientific experience contributed to the realization of this very interesting and useful study project.

Finally, we can conclude that the (co)authors have conducted a successful project study on the interpretation of cultural heritage (cultural tangible and intangible heritage) in tourism. The value function of this interesting project study is in the presentation of a new interpretive methodology that we can call "New methods of interpretive theory and practice in the transfer of cultural values in tourism."

I am free to recommend the content of the project study (monograph) to all tourism and cultural workers, communication scientists, political scientists, psychologists, sociologists, especially students of culture, tourism, communication, journalism and all educational levels of undergraduate, master's and doctoral studies in culture and tourism. In a narrower and broader sense, they study the world of global, regional, national and local communication in culture and tourism.

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