



““Network for cross-border cooperation in the field of tourism Topolovgrad-Pinarhisar” Project

USING THE RESOURCES OF CULTURE AND TURNING THEM INTO TOURIST RESOURCES

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Cultural tourism is a journey to get to know different cultures, traditions and religions, to gain experience, to learn about different cultural heritage, to participate in art events such as festival, folklore, theater, exhibition, to recognize past civilizations and cultural values with historical places and people.



Cultural tourism, which comes to the end of the tourists' interest in cultural heritage of various societies; traditional architecture, music-dance styles, handicrafts, fairs and festivals have gained importance in recent years in parallel with the interests and needs of tourists.



Tourism is helping to spread the four seasons, with tourism appearing as a factor in visiting a certain place.

The most obvious benefit of cultural tourism is that spiritual values are transformed into material values and contribute to the economy of the country.



Cultural tourism in Europe is of interest for this reason and the European Union regards culture as the most effective tool in terms of unification.

Although there are different tongues and cultures in Europe, the cultural tourism that arises from cultural differences is thought to be effective in increasing Europe's shrinking share in the tourism market.



Touristic attractions, whether natural or cultural, do not draw attention with ordinary advertising. For this reason, we must reiterate that the transformation of cultural heritage values into tourist products should be marketed nationally and internationally.



A website for cultural heritage should be prepared in accordance with today's technology; all tourist attractions should be explained on this site and current news should be given to attract tourists. In addition, CD's, video tapes, slides, maps and brochures should be prepared. Because these promotional tools are the means of publicity preferred by Europeans in tourism.



We must remind ourselves that the cultural heritage must be used in approaches that do not harm the essence and originality of the cult, and that the policies of the people, the local administrators, the politicians, the cultural heritage and the tourism patronage should be adopted.



It is inevitable to consider certain principles for the development of cultural tourism.

It is possible to sort out a few of these principles:



- Historical-cultural and natural environment values should be determined and inventory should be prepared.
- Cultural tourism can not be realized unless the cultural items are included in the tourism marketing, firstly the products belonging to cultural heritage must be transformed into tourist products and marketed.



- The protection of cultural heritage is of great importance. In particular, preservation-survival principles should be adopted by ensuring that the cultural heritage products are monitored with a continuous inventory. However, it is necessary to establish special funds for the protection and to organize the inspection institutions in an organized way.



- While the principle of conservation and use is being developed, priority should be given to local cultural and local people, local interest should be motivated to cultural heritage. Cultural tourism should be developed with a broad participation that local authorities, non-governmental organizations and other related institutions and organizations will play a role in public-private sector cooperation in tourism, with the traditional features being protected, the local people should be aware of tourism.



Suggested points for evaluating cultural heritage with cultural tourism approach:



- **Use of ancient cities for tourism purposes, opening in the open :**

The determination of mounds, tumuli, rock tombs, historical sites and making inventory, and the use of tourist attraction for priority ones will contribute to the development of cultural tourism.



- **Providing more efficient use of the museums in cultural tourism:**

The functions of the Museums are not only limited to tourism, but their important economic, cultural and social roles are also important for reflecting the linguistic, racial identities, traditions and beliefs of the cultures of the nations.



- **Conservation of traditional architectural features and gain of tourism :**

The place that preserves the traditional architectural features and the creation of an authentic environment has an important attraction in cultural tourism.



- **The use of the words reflecting the traditional lifestyle in tourism :**

Folk dances, folk music, clothes, meals have started to attract attention in tourism in recent days, reflecting traditional life.



- **Introducing important people and heroes and events:**

The making of postcards and statuettes, the writing of the stories and the opening of the exhibitions are also part of cultural tourism in the region, in the region, in the country, living intellectuals, to introduce the national struggle heroes.



- **Religion tourism is one of the activities included in cultural tourism:**

People As they age, they travel in the direction of their beliefs as their level of education and income increases.



- **Use of traditional agricultural products and food varieties in tourism :**

Nowadays, natural products have become important again, and this benefit should be exploited. Original values should also be used in food and beverages, which are of value in cultural tourism.



- **Giving handicrafts a touristic product qualification :**
Some of the handcrafted, handcrafted, woven, woven, woolen, silk and cotton fabrics are rich handcrafted products. The introduction of these riches to tourists, the opening of sale points in certain places, and even touristic trips are not only in the form of sight but also attracting tourists into the lives of these cultural tourism applications.



- **Local souvenir trade:**

Tourists prefer to buy souvenirs that are very cultural and local rather than complete their missing items. Attention is drawn to the fact that the reception is unique and reflects that culture.



Thank you for your interest ...



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