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FEATURES OF MANAGEMENT IN THE FIELD OF CULTURAL TOURISM

In the context of globalization, cultural and cognitive tourism is not only considered a form of tourism but also a means of implementing the principles of social and economic partnership among various interacting entities. The multifunctionality of tourism activities allows for the exploration of the potential of cultural and cognitive tourism in addressing not only local and regional social and economic development issues but also its capacity to impact the national economy as a whole.

Management in the realm of cultural tourism, like management in general, involves the administration of the industry, encompassing:

- Identifying resources for cultural tourism.
- Maximizing the efficient utilization of cultural tourism resources.
- Developing tourist products, such as tours designed to acquaint visitors with national, regional, and local cultures.
- Exercising control over cultural tourism as a socio-economic system.

The management of cultural tourism is characterized by coordinated actions among various entities and the presence of partnership relations between them, which are essential for the success of collaboration. In this multifaceted collaboration, it is of

paramount importance for each party to fulfill its commitments, fostering equitable and transparent relationships.

Public-private partnership is envisioned to play a pivotal role in the development of cultural tourism [1]. The realization of public-private partnership in the realm of cultural tourism hinges on clearly defined interests among potential participants, including the government, the cultural sector, businesses, and the general population.

When considering matters of public-private partnership in cultural tourism, it is imperative to account for the interests of end consumers, namely tourists, without whom the long-term viability of the partnership would be unfeasible.

Public-private partnership should contribute to the enhancement of overall service quality in tourist destinations and the improvement of the quality of the tourist product and experience. Thus, based on the definition and fundamental principles of public-private partnership, four key stakeholders participate in this process, contrary to the traditional belief in three parties:

- The government, represented by tourism authorities and other related bodies at various levels.
- Society (local population), which serves as both a consumer of the tourist product and an influential force capable of actively contributing to the formation of the destination's tourism product and means of its acquisition.
- Businesses interested in actively participating in the creation of the tourism product on favorable terms.
- Tourists as consumers of the tourist product.

Public-private partnership in cultural tourism entails the pooling of both tangible and intangible resources of the government, cultural institutions, and the private sector on mutually beneficial terms, with direct involvement of the local population and the consideration of tourists' needs.

The collaborative efforts of the government and the private sector define social and economic goals, including the creation of essential conditions for the operation of the economic complex, the satisfaction of the population's and tourists' needs, the efficient management of state-owned assets, the accessibility and quality of

infrastructure, and the innovative development of the country's economy.

Management in the field of cultural tourism has distinctive features necessary for its effective functioning. These characteristics include.

Firstly, partnerships and collaboration: Collaboration among various stakeholders is integral. Cultural and educational tourism management often requires partnerships between government bodies, private businesses, cultural institutions, and local communities to effectively promote and manage destinations.

Multidisciplinary approach: Cultural and educational tourism management involves a multidisciplinary approach, combining elements of cultural heritage preservation, tourism, marketing, and education. It requires a deep understanding of the cultural assets and a strategic approach to attract tourists interested in cultural experiences.

Heritage conservation: Preservation of cultural and historical heritage is a central focus. Managers in this field need to balance the promotion of cultural sites with the need to protect and conserve them for future generations.

Cultural sensitivity: Cultural tourism management requires a high level of cultural sensitivity. Managers must respect and understand the cultural norms, values, and traditions of the destinations they promote, and ensure that tourists do the same.

Customized experiences: Unlike mass tourism, cultural tourism often involves personalized and customized experiences. Tourists seek in-depth knowledge and immersion in the culture of the destination, which requires tailoring services to individual preferences.

Educational component: Cultural tourism incorporates an educational component. Tourists often seek to learn and gain insights during their travels. This necessitates the provision of informative guides, museums, historical interpretations, and educational programs.

Community involvement: Successful management involves engaging local communities. Communities are not just passive observers but active participants in providing cultural experiences and sharing their heritage. This helps ensure the authenticity of the tourist experience.

Sustainable practices: Sustainable tourism practices are crucial to preserve cultural resources and protect the environment. Managers must implement strategies that minimize the negative impacts of tourism on cultural sites and local ecosystems.

Market segmentation: Cultural tourists represent a distinct market segment with specific interests and expectations. Managers need to segment the market and develop tailored marketing strategies to attract these tourists.

Quality Assurance: Maintaining high standards of quality in visitor experiences is essential. Quality assurance and continuous improvement in services, interpretive materials, and cultural programs are fundamental to attracting and retaining cultural tourists.

Crisis management: In the face of natural disasters, political instability, or other unforeseen events, cultural tourism management may require crisis management strategies to safeguard both tourists and cultural assets.

Digital integration: The use of technology and digital platforms for marketing, ticketing, and educational resources is increasingly important. Managers need to leverage digital tools to reach and engage with tourists.

In summary, cultural tourism management is a specialized field that combines heritage preservation, education, and tourism. Successful management in this sector demands a unique set of skills, including cultural sensitivity, community engagement, and a commitment to sustainable practices. Furthermore, it involves collaboration among various stakeholders to offer tourists authentic and enriching cultural experiences while safeguarding cultural and historical assets.

Literature:

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