THE ANALYSIS STUDY OF CULTURAL TOURISM IN EUROPE

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Bstract- This journal is to discuss the importance of Cultural Tourism in Europe in order to develop a European Cultural Tourism framework. Cultural tourism is one of the most important sector to boot up tourism industry into the fascinating activity to visit in that place. This can promote and enhance more charming to tourist destinations in any reasons as much as the valuable natural resources in tourist attractions. By attempted studying the European Situation, it could help to forecast the European Tourism policy to this sector more or less. Moreover, Europe, a plenty of cultural charming building and world heritages, is also combined with historical monuments to study in many areas which are influence to its society, economy and people. Thus, it should well establish the data base and information in order to well understand and apply it to improve and well organize the developing framework on cultural tourism in the future.

Index Terms- Cultural tourism, European Tourism Policy, World heritages

I. INTRODUCTION

There is no doubt that culture is an important tourism resource in Europe, and that maintaining the competitiveness of the European tourism product is vital issue. However, a number of questions surround the use of cultural resources by tourists. Who are the tourists who use these cultural facilities? Why do they engage in cultural tourism? How great is the demand for cultural tourism? What elements of culture attract cultural tourists? Whose culture is being consumed by the cultural tourists? Attempted study will be answered to those questions.

The difficult part of the study is the lack of data on cultural tourism. The truly data and information about cultural tourism of EU are more like unofficial data that it will be an analysis data like other sector of tourism. Therefore, it has been difficult to demonstrate just how important cultural tourism is in Europe, just how fast it is growing, or to identify the reasons why it has grown. In next paragraph, the potential element why cultural tourism is so important to EU will developed and how to against such a big change of EU like Brexit phenomenon.

According to Dictionary of Travel, Tourism and Hospitality Terms published in 1996 “Cultural tourism: General term referring to leisure travel motivated by one or more aspects of the culture of a particular area.” ('Dictionary of Travel, Tourism and Hospitality Terms', 1996). Thus, the study of cultural tourism can make more competitiveness market to other section of tourist activities. Moreover, it builds up good image to destination while the world goes into the globalization era. This is very important reason why the cultural tourism study must be acknowledged at the same time in the tourism field.
Europe is a key cultural tourism destination that includes museums, theatres, archaeological sites, historical cities, industrial sites as well as music and gastronomy. It is estimated that cultural tourism accounts for 40% of all European tourism; 4 out of 10 tourists choose their destination based on its cultural offering (European Commission).

EU recognizes cultural tourism as a part of vital element for European tourism experience that, in the future, can enhance and become to a global tourism destination. Moreover, the cultural tourism seems to be advancing in all European nations and regions by being supported in funding by local, national and supranational bodies. Thus, European Commission gives an important role of this sector becoming potential greatest growth in tourism sector by supporting by framework or its plan. By cooperating with international organization, EU let others, non EU countries and other international organizations, to join in and cooperate together with policies, exchanging view, best practices in order to boots up this sector.

However, After Brexit, it causes great impact both EU and British for tourism industry, especially, to further develop cultural tourism in EU without one of the most attractive country like England. My point of view will be offered after this essay to show potential circumstance towards the route of cultural tourism in EU better or worse.

II. IMPORTANCE OF CULTURAL TOURISM IN EUROPE

From tourist behavior research of many academic researchers has affirmed that true factor of raising in the amount of visitors to developed countries and developing countries is to open the opportunity to visit in that country; to spend enough time to many cities

and take all time enough to pleasure fascinating culture and attraction inside one country. Duration and entrance process are always counted as a main one option to tourist decision. From paper work of Veerapon Vongprasert (2016) said in his work that all factors of tourist demands come from the readiness in that country how to welcome all visitors with corrected response to their satisfaction during their holidays.

Moreover, society and dynamic economy assume tourism development as the country's economic development to be the way to increase the countries' income, building the job for people, including the businesses or activities concerning tourists in many tourist attractions. The substantial expenditure associated with tourism flows makes a substantial economic contribution to host countries. Changes in this expenditure resulting from shifting destination market shares will impact on countries' export earnings with further changes to Gross Domestic Product (GDP) and employment. This in itself indicates the importance of an understanding of the role that tourism economics can play in policy formulation. (Dwyer, Forsyth, and Dwyer; 2010)

An example case from Germany which is a great top cultural travel destination. The Federal Statistical Office in 2015 has shown the statistic of more overnight stays in Germany, 2015 was above average with 80 million overnight stays or an increase of 5.4 percent on the preceding year. This is a consequence to Germany that it has many favorable structural prerequisites and it locates in center of the Europe. Moreover, it has the excellent infrastructure and the comparatively good value for money to spend during the travelers' holidays.

The more than 40 UNESCO World Heritage Sites in EU; sightseeing, shopping sprees, exhibitions and museums, as well as numerous events as cultural experience in tourism have been shown the sign of increasing in interest by foreign tourists from other country. But with Brexit, the travelers'anxiety regarding to product and service costs, travel document and its regulation, a big change of tour program in travel agency and tour operator agent, flight fee changes will be unavoidable to decline number of tourists to come to EU as many people foreseen.

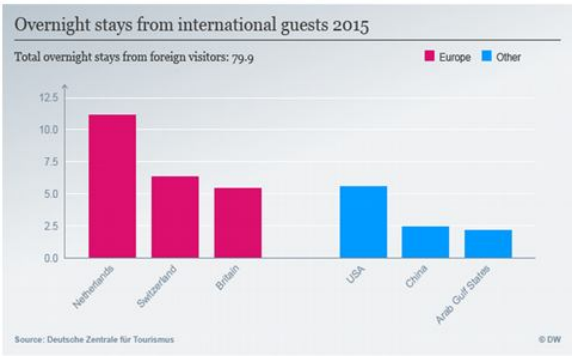


Figure 1 (Source: http://www.dw.com)

From Figure 1, the Overnight stay from international guests has shown the sign of British travelers to Germany for the cultural travel purpose and stay overnight in Germany while others who come to EU member come to the destination also. However, the cost of tourist visiting EU is led by British travelers for the first group from data and EU will be lose most advantages for this group in order to persuade them to come freely as before. The across continent agreement of EU members will be a great obstacle for the richest travelers to produce income to EU in the future.

III. EU TOURISM IN GENERAL AFTER BREXIT

The effect of Brexit will be havoc to end all advantages treaty or agreements for tourists between 2 sides of tourists, EU and UK which cause change in price of travel activities including products and services. For example, people who want to travel to Spain and Portugal will be pay costly while in UK cheaper. This is a consequence that UK want money to fulfill their leaving out EU to stand alone so they reduce a travel cost to attract travelers come more often instead of other countries in EU meanwhile EU want money to repair the collateral damage from losing greatest net income member so they have to increase cost of product and service to diversification of their members. Thus, the number of overseas visitors coming to the UK, will certainly be affected by Brexit. The exact impact will be decided in six key areas: currency, movement of labor, infrastructure and marketing, red tape, business travel and sentiment.
Another example, the Tui tour operator, world biggest tour operator expect that this event will be a great change to number of world tourists to EU. It will be effect on Great Britain and EU tourists also to spend their vacation inside their home region because of many advantages agreement between EU and UK ended. In addition, Great Britain is one of the tour operator's most important markets that tourists from other countries come to see many fascinating attractions to gain their experience tourism by sightseeing its heritages, culture and festivals but now it would be decline of this activity. Also, local tourism sector is worried about the effects of a post-Brexit that it could decline in tourists as more than three quarters of visitors to the UK come from Europe. If the amount of tourists declines, it will produce negative impacts to tourism industry especially on cultural tourism in EU regarding to losing net income from tourism sector.

CONCLUSION

In conclusion, Europe in 2015 was the biggest source and destination market in international tourism.

Eurostat forecasts that according to recent estimates in 2015 there were 2.8 billion overnight stays, which is an increase of 3.2 percent. Here the international overnight stays with an increase of 3.5 percent is growing faster across Europe than domestic market (plus of 3.0 percent). Moreover, The United Nations on World Tourism Organization (UNWTO) long-term forecasts expect Europe to remain on the top spot as source and travel destination market for many years to come meanwhile Asia is expected to continue high growth rates.

As UNWTO forecast that Europe might still be the most travel destination to next coming year, somehow, but such a matter as Brexit occurred, the result could be changed. Above all it depends on EU members to deal with tourism policy how to decrease high travel cost as well as products and services in order to develop cultural tourism. According my point of view, the great result of travelers to EU for cultural tourism will be still and go on if EU pay attention how to retain precious heritages and cultural city places inside their own. To succeed a plan, EU have to fulfill with sufficient infrastructures for tourists to be able to spend over nights at the center of the city instead of nature sites or urban area.

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