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Culture is becoming a leading motive in newest urban tourism. The new indicators show that almost half of all international trips include the cultural component. One of the most challenging issues in the development of the tourism industry is precisely the challenge associated with the growing interest how to develop the tourist destinations to the profitable and recognizable destinations of cultural tourism. If cultural diplomacy in the modern diplomatic practices of the states is put in function in the developing of the cultural tourism, the opportunities for development of the cultural tourism among foreign public can more easily give quick and visible results. The subject of research in this paper is in order to determine the influence of cultural diplomacy in the development of cultural tourism, In the paper will give a theoretical overview of cultural diplomacy and especially the influence of cultural diplomacy for the development of cultural tourism. The main contribution of this paper is discovering new aspects and contents in the development of tourism and enriching the scientific and professional literature in the field of cultural tourism and cultural diplomacy, which areas are modestly examined by scientific public.

culture, modern tourism, cultural activities, modern diplomacy

## INTRODUCTION

Culture, cultural policies and cultural diplomacy in today's days acquire the status of a strategic political determinant, both internally and politically, and within the framework of foreign policies. Cultural diplomacy for more than a century has been an integral part of modern diplomatic practices, an indispensable tool for recognition, approximation and cooperation in close and distant cultures. The unobtrusive attractive force of culture and cultural diplomacy is called "soft power" in foreign policy relations. Soft power has the potential to create lasting relationships of trust, affection, friendship and partnership in a wider political and social context. Following the developmental lines of diplomatic practices, one general tendency is commonplace, which is common to all modern diplomats, which is its restructuring from classical or traditional diplomatic forms and means, to newer phenomena and diplomatic methods and tools that are characteristic of the public, cultural and digital diplomacy.

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## MODERN DIPLOMATIC PRACTICES

Culture, cultural policies and cultural diplomacy in today's days acquire the status of a strategic political determinant both on an internal political plan and within the framework of external policies. Arndt (2007) said that the cultural diplomacy for more than a century, is an integral part of modern diplomatic practices, an irreplaceable tool for recognition, approximation and cooperation of close and distant cultures. According to Nye (2008) etc., the intangible attractive force of culture and cultural diplomacy is called "soft power" in foreign policy relations. Soft power has the potential to create lasting relationships of trust, affection, friendship and partnership in a wider political and social context.

The linkage of tourism and diplomacy does not focus on associations associated with obligations of diplomatic and consular missions of states and their care for their citizens outside the country. The consular offices of the states are mostly dedicated to facilitating the travel of their citizens, especially in the mediation of the validity and completeness of the travel documents. But in the data for the website of any foreign mission, whether in our country or anywhere, attention creates links for the country's most attractive or less-known tourist destinations, its specificities, cultural heritage, natural beauty and rarities, national or regional cuisines, traditional crafts, customs and beliefs, religious celebrities and sacred art, to the latest contemporary creative and cultural industries. Mapping of cultural landmarks and at the level of the highest state representative representation, such as diplomacy, is not only not a random or singular process but rather a part of the priority goals of modern diplomatic practices.

The new information technologies, the availability of the Internet for everyone and at any time, the creation of public opinion, information and networking, become imperatives of the new age, and hence the latest diplomatic practices. British diplomacy among the first, instructs its diplomats to be actively involved in social networks, blogs or forums, where they should be directly involved in debates and discussions and on the most thorny and delicate topics. (Riordan, 2003).

American and Russian diplomacy are intensively involved in diplomatic actions over the internet, recognizing this infinitely broad space as a field in which competitions are conducted, as well as real battles, for prestige and domination, as were the conquests of new spaces in space at the time. Diplomacy, and especially cultural diplomacy in the era of new information technologies, immediately recognizes the challenges of the new age. Culture and its promotion through the Internet is becoming available to everyone at anytime, anywhere. Cultural promotion with this gets an entirely new dimension, and cultural diplomats are given another powerful tool and space for their own actions. The traditional forms of communication of classical diplomacy, predominantly to governments, state officials or institutions, remain a part of the diplomatic agenda of diplomatic missions abroad. Public communication abroad, towards specific target groups in the field of culture and education, science, business sector, trade union and vocational associations, religious communities, non-governmental organizations, media, youth and sports associations, as well as tourist organizations and associations etc. an object of interest to the public, and more recently to cultural and digital diplomacy.

## CULTURAL DIPLOMACY AND CULTURAL TOURISM

Culture is the leading motive and main determinant of the latest diplomatic practice in the latest trends in urban tourism. This is confirmed by the surveys of relevant institutions dealing with research in the field of tourism, and at the same time it is shown by new research from modern diplomatic practices. Although they apply to newer disciplines in science, academic research in both areas, which stimulates interest and intensity in the last decades of the last century (80's), refer to relevant analyzes and conclusions not only about the situation in these activities, but also for science in general. When we bring cultural tourism and cultural diplomacy in a common context, then culture is an indisputable common denominator, through which we seek answers to a number of substantive issues from the functioning of these two activities. Mazzei (2012) said that the cultural diplomacy, through all its forms, models and ways of appearance, achieves its function and achieves its goals, thanks in particular to the culture and cultural contents, inherent in the most advanced world states, and for countries that are yet struggling for their recognition and establishment on the international stage. Culture,



and because of its emotional message and aesthetic dimension, has its own ways and mechanisms to reach everyone, to audiences with close and recognizable culture and to people, regions and communities with distant and unknown culture. Culture is often the only *modus vivendi*, which can with its mechanisms overcome barriers and build bridges of connectivity and where all other social actions remain unsuccessful. The best cultural-diplomatic actions are those that establish lasting partnerships in two-way communication through which messages are exchanged from both environments. Through culture and cultural actions, states transmit messages to foreign audiences, to the cultural values of their peoples, and through them to the whole system of values, performances, ideas, beliefs and culture of living that are a feature of the systems they produce. In this context, it is important to emphasize examples of regular cultural cooperation and intensive tourist dynamics, among countries with difficult political and diplomatic communication, characteristic for our region.

## MARKERS OF CONCLUSION BETWEEN CULTURAL DIPLOMACY AND CULTURAL TOURISM

In the modern world, culture is one of the most valuable treasures of a nation, of every state. Cultural contents are the ways and instruments with which culture and cultural diplomacy accomplish their mission. The culture is the hallmark of every nation, an internationally recognizable fingerprint, its code, its DNA. Each and every once and all together, have their own culture, their own system of values, ideas or ideals, their own style and way of life. Immanent to culture is communication, which, in conditions of interrupted or worsened relations between peoples and states, is an indispensable tool in the processes of building recognition, trust, affection, loyalty, mutuality.

Culture is the simplest, fastest and most effective way in the two-way exchange of information, for the needs of audiences from different cultural backgrounds. The cultural contents through which this exchange of cultural values is carried out is different from organizing cultural events abroad, through cultural-informative presence in the media-information space, exchange of cultural-educational programs and other informal ways adapted to the modern challenges of the new information. Literature, language, music, film and theatre art, dance, traditional crafts and customs, archaeology and cultural heritage in general, the creative and cultural industries, are part of the content through which cultural diplomacy touches foreign audiences.

Cultural diplomacy can increase people's awareness of a country (to encourage them to think about it, re-build images for it, change negative attitudes), increase respect for a country (to create positive perceptions), to get people interested in a country (to strengthen links, from educational programs to scientific cooperation, to encourage people to see the country as an attractive destination for tourism, for studying, learning online, to encourage buying products, to encourage, looking for certain values) and affecting people (to encourage companies to invest, public support our positions or our politicians, to turn to us as a partner). (Leonard, 2009).

Numerous world-renowned institutions, agencies and media publish lists of the most attractive or preferred travel destinations or places of living in the world at least annually and being part of those lists created on fairly exact parameters and an internationally recognized methodology is not only a matter of prestige, but also a goal that brings numerous benefits. The places, regions or countries that are regularly and high on these lists are usually desired destinations for visiting, and the reasons for which such a ranking is carried out are usually of a cultural nature. Valuable cultural heritage, preserved authentic traditions and customs, popular local or national food, recognizable sacral and urban architecture, are the most common values that bind the needs of tourists in the world. Research by the UN World Tourism Organization (UNWTO), and especially through the publication "World Tourism Barometer" (which publishes three times a year for International Visits and Revenues earned by them), as well as Euro barometer surveys, always have their relevance and relevance in the creation of all future actions of the countries, as well as to the subjects dealing with tourism. ([www.unwto.org](http://www.unwto.org)). Indicatively from the point of view of this study is one of the latest surveys of the Euro barometer, and related to the cultural heritage in Europe, according to which 84% of Europeans consider that they personally value the cultural heritage of Europe, and 90% consider it extremely important for their ground. High 82% of the respondents feel proud of the history and culture of their local community and are proud of the historical monuments or sites, artworks or traditions of their region or state, and also 71% of the respondents consider living nearby a place with European cultural heritage, can improve the quality of their lives. (<https://europa.eu/cultural-heritage>). According to Trip Barometer statistics for 2016, six major tendencies are clearly outlined,



one of which concerns the exceptional importance of the presence of cultural notions and special offers when choosing a particular tourist destination. (<https://europa.eu/cultural-heritage>) High 47% of the respondents chose a particular destination because of the culture and perception of the locals at a particular tourist location. Analyzing a dozen specialized sites of travel agency research agencies (Travelers Choice, US News and World Report, Monocle, My Destination, Trip Advisor), we can notice that the schedules of the most visited countries around the world are almost identical, where France has for years occupies first place (with over 80 million tourists annually), and those rankings are regularly located in the United States, China, Italy, Spain, Turkey, Great Britain, Mexico, Germany and Russia. All these countries, in addition to the exceptional natural resources they own, owe their attractiveness to the systematically well-designed brand and recognizable cultural profile, which makes them different, but recognizable and recommended, in foreign pubs on all world meridians. These are rare countries, with a strong diplomatic tradition, but also with many contemporary and widespread cultural diplomacy. The studious and thoroughly designed goals of their cultural diplomacy are accomplished by hundreds of cultural centers and institutes located around the world (British Council, French Cultural Centers, Cervantes Centers, Goethe Institutes, Dante Alighieri Centers, Teka Centers, Russian Cultural Information Centers, Confucius Centers, American libraries and corners), as well as a huge army of professionally trained diplomats, backed by constant financial support from the state, as well as from public-private partnerships and private foundations. (Wyszomirski and Schneider, 2006). Their mission, vision and goals almost entirely coincide with the goals of cultural tourism, that is, through a thorough and comprehensive analysis of the cultural context of action, through the detection of the true cultural needs of the foreign audience, to promote and make attractive, cultural values that are a feature of their countries and nations. To create the most favourable image of its culture, its vibrancy and its values, to create a perception of an open, well-intentioned and hospitable locality, requires a systematic and long-lasting engagement, which includes all means, instruments, ways and methods of action of the cultural diplomacy.

In this context, one should notably notice another significant trend in the development of the tourism industry, which corresponds to crop tourism and cultural diplomacy, which is the “event industry” or event tourism. According to the International Festival and Event Association (IFEA), about one million different events are held annually in the world, such as tourist events with an annual income of over \$ 25 billion and approximately 400 million visitors, while as many as 57% of pleasure trips are linked to certain event. (<https://www.ifea.com/p/education>)

## CONCLUSION

Although it is a matter of many different social activities, the cultural-diplomatic and foreign political activities of the states and tourist activities, which basically have a business-economic character, by analyzing their activities, we can conclude that they are in large part complementary, have similar or identical means and methods of work, as well as great similarity in the priorities and objectives for action. State support for the development of tourism, except through specialized state agencies and institutions, line ministries is carried out continuously through diplomatic activities. The development trends in tourism and modern diplomatic practices also largely overlap. The trend of cultural tourism, expressed through relevant indicators of specialized international agencies and institutes, is growing, and the dominance of modern diplomatic practices, mostly on cultural and digital diplomacy, is also growing in creating a desirable perception in front of foreign audiences. Culture, cultural needs and values are the main points of overlap between cultural diplomacy and cultural tourism. State support in this context is extremely important, creating an environment of affection and friendship with foreign audiences is an obligation of states' foreign policy actions. On the other hand, cultural action in tourism, bearing in mind its three important pillars, cultural values-tourists-local populations also has a multifaceted impact on both the improvement of the general state of relations between states and peoples, as well as the financial condition of the states, and therefore the local population whose main activity is tourism. The interest is mutual, and the joint action in this direction is worthwhile. Although the evaluation of cultural actions abroad can't always be expressed in exact measuring units in short terms, many indicators show that the benefits of well-organized actions of cultural diplomacy and cultural tourism abroad are multifaceted and financially high-profitable. If we take into account the long-standing cultural actions for acquiring friendship



and affection among foreign audiences, the cultural contents related to the study of languages, exchange of cultural and educational human resources and programs, creating partnerships from all branches of culture and at different levels, cross-border and regional connection and networking through shared cultural content, then we can conclude that the common cultural actions of modern diplomats and economic entities of tourism can bring exclusion full favourable and desired outcomes for countries that this support.

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