

IMPORTANCE OF ARCHAEOLOGICAL PARKS FOR TRAVEL TRENDS – EXAMPLE SERBIA

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ABSTRACT: *In Serbia, there are numerous archaeological sites, among which the most important are: Sirmium, Viminacium, Lepenski Vir, Felix Romuliana, Mediana, Caricin grad and Vinca. On our soil 17 emperors of the Roman Empire were born, which is one-fifth of their total number, and the highest number of Roman emperors born outside of Rome. Contemporary building within the archaeological parks, creates places that emphasize the value of history, culture and science and help develop knowledge about them. The following work pays attention on a built of a modern infrastructure of existing archaeological parks of Serbia, an analysis of the aforementioned archaeological parks and their comparison with some archaeological parks developed on European soil.*

Key words: *cultural tourism, archaeological sites, valorization*

INTRODUCTION

In time when mass tourism is replaced by a number of forms of tourism, cultural tourism has become one of the most common forms in the last decade. The advantage of the above mentioned type of tourism is reflected in a minimal investment, high income, higher rates of employment, creation of a positive image of the country, positioning in the global tourism market, etc. (Vicentijevic, 2008).

DomvsScientiarvmViminacivm, modern building of Viminacium archaeological park is one of the important factors for the creation of continuity of development, authenticity and integrity on the territory of today's Serbia. The construction not only of this archaeological park, but also others (Sirmijum, Felix Romuliana, Lepenski Vir, Justiniana Prima, Mediana), and the possibility of creation or development of the park at the archaeological site Sajlovo represents a serious example of guardianship of cultural and historical heritage. In further text attention is paid to physical infrastructure of the existing archaeological parks in Serbia, analyzing the current situation and comparison with specific archaeological parks developed on European soil (archeological site of Mycenae, Knossos, Sopot,

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Vucedol, Stobi, Aquincum). Within the park modern buildings are eventually formed, which together with the preservation and presentation of ancient remains contribute to their successful functioning and rapid tourism development (Petkovic 2003).

TERM OF ARCHAEOLOGICAL TOURISM, ITS IMPORTANCE AND DEVELOPMENT IN THE COUNTRIES IN THE WORLD

Archaeology is the main component of the tourism industry both in developed and in developing countries, with particularly significant implications for the financial stability of the local population. In Peru, as in many other countries of the world archaeological tourism and archeology as a science are closely associated with the development of tourism. Because it often presents a home for the poorest residents, archaeological tourism is particularly attractive in developing countries as a means to promote general economic development (Pacífico, 2012).

For many visitors archaeological tourism represents learning new skills (eg. work on the excavation of artifacts) and can be categorized as a form of hobby tourism which includes “education later in life”, and a vast majority of users of archaeological tourism are precisely the elderly, that somehow want to achieve their youthful dream - to engage in archaeology. Archaeological tourism can be defined as an alternative form of cultural tourism whose primary objective is placing archaeological sites under protection and their presentation. On the other hand, archaeological tourism involves visits to archaeological sites, museums, visitors’ centers, festivals, all activities related to the promotion of archeology to public. Development of archaeological tourism in the world is related to the most important sites such as Stonehenge and the Egyptian pyramids. Most countries have always used its archaeological sites as a resource for economic and social development. Thus, for example Italy stands out Pompeii or its Etruscan sites, Greece its Athens Acropolis, Delphi and Mycenae, Knossos, Petra of Jordan, Peru pyramid of Inca, a Mayan pyramid Mexico. Archaeological tourism is becoming very exciting activity that provides an experience that pays well. In fact, this type of tourism is one of the highest-paid forms of cultural tourism: for two weeks arrangement it is often necessary to allocate up to fifteen thousand dollars per person! That is for individual tours with guides, often PhDs of archeology that provide full knowledge of the archeology, history and culture of the visited areas. In addition to rapid and hectic pace imposed on a tour of archaeological sites, arrangements often involve getting up early and physical work in the field. For this reason they are not intended for the general population but for the travelers according to whose interests and preferences these arrangements are made for, which further increases the cost. (Jelincic, 2008).

In the growing global tourism market, the government of Belize has made a step further in marketing and promote the tourism of its country as the primary economic sector. In the nineties of the twentieth century with the help of archaeological research, the findings of the Mayan culture were presented in Belize, among which stands out Caracol (Caracol), partially excavated site with a tendency towards further archaeological knowledge and discovery to the general public. According to a survey conducted among

the citizens of San Ignacio in 2008, on the example of the archaeological site of Caracol, the respondents have emphasized the expansion of the visitor center and souvenir shops, while on the other hand, expressed concern about the excessive commercialization, traffic jams and riots. They emphasized their desire for a comprehensive and improved information related to the site itself as well as the remains of cities of the Mayan culture, presenting all the sites on the tourist map, in order to improve understanding by tourists for the development of culture in the territory of their country. Concluding remarks on the development of cultural and primarily archaeological tourism, in Belize assume further growth in the coming period (Ramsey, Everitt, 2008).

The archaeological and tourist site of Petra in Jordan since 1985 has been on the list of UNESCO World Heritage Site. In recent years, there is the question how the development of tourism affects the archaeological site and park Petra in Jordan. Although through tourism a positive economic impact has acquired, damage to the ancient city, unfortunately, has become one of the main features of this archaeological site. Encouraged by the fact that annual number of 500,000 tourists is directed to this site, no doubt there was a need to raise the awareness of tourists about the avoidance of physical and visual degradation as one of preventive method for combating the negative consequences for the archaeological park. The indicator of deterioration are white deposits on the walls of tombs, but also corrosion of the lower part of the facade created by the drifts of sand of decomposed sandstone. Also, water that infiltrates the wall cavities allows rapid development of vegetation, which consequently creates space and opportunity for further collapse of the wall itself. It is important that the local community is aware of the negative consequences related to their activities on the site, illegal excavations, graffiti, trash and architectural and spatial inappropriate shops inside the archaeological park (Mustafa, Tayeh, 2011).

DEFINITION OF ARCHAEOLOGICAL PARKS

Archeological park presents the idea and methods focused on the protection, management and presentation of certain categories of cultural heritage, the instrument for the protection of complex construction continent such as the fortifications, the remains of cities and settlements. It can be determined and defined as the area of outstanding cultural heritage resources, but also as a part of the land associated with such resources that have the potential to become an interpretative, educational and recreational resource for the public. As an important cultural resources they are highly appreciated by the local population for the development of their environment, aesthetic sense and awareness of heritage preservation. For this reason, they become an attractive tourist destinations to visit. Among the people who visit museums, archaeological parks, historical sites and natural areas for reasons of acquiring new knowledge, there are certain standardized requirements that must be carry out:

- Comfort, cleanliness, easy access to a particular site, the absence of barriers
- Information boards at the site
- Welcome and care for visitors
- Socialization, including interaction

- Communication: be open and accessible to all
 - Education, allow visitors to learn something new
 - Choice and control - visitors have a certain autonomy and freedom of movement, as well as a selection of what each individual chooses to watch
 - Internet access
- (http://ijhssnet.com/journals/Vol_2_No_22_Special_Issue_November_2012/16.pdf).

In addition to performing primary job archaeologists should be interested in management of archaeological parks, since their scientific value is a tool of public education. As scientists, archaeologists should take an active role in management of archaeological parks in order to prevent harmful decisions and whimsical individual management of this parks. Archaeological parks are important not only for heritage of tourism at the local and regional level, but also as a basis for the promotion of national identity. (For example, Peru and the Inca capital - the city of Cusco, as an important area where multiple aspects of tourism development are being explored, as the country is rich in numerous archaeological sites) (Hoffman, Kwas, 2002).

ARCHAEOLOGICAL SITES AND PARKS IN SERBIA

According to the legal definition of archaeological sites, the term archaeological site means a piece of land or under water surface, containing the remains of buildings and other immovable objects, burial and other finds, as well as movable objects from early historic times, which have special cultural and historical significance. In further text more will be said about the most important archaeological sites in the territory of our country and its potential archaeological parks.

Archaeological site "Sajlovo"

At the site Sajlovo, in October 2010, layered archaeological site was opened, covering an area of 6800 m². On this occasion 211 objects was explored and documented: 189 settlements - residential (semi pit, pit and remains of surface facilities), economic (storage, silos, traps), utilities (waste pits, drainage ditches and canals) and 22 graves. With the help of colleagues from the Museum of the City of Novi Sad and Museum of Vojvodina the conservation of ceramic and metal findings and treatment of osteological materials was made. On a given site the remains of the settlement and necropolis were found, from the oldest Neolithic period, 7,000 years ago, to a large late Roman settlement from III and IV century BC, evidence that Novi Sad, in the last seven thousand years has consistently had inhabitants. The biggest surprise for archaeologists was the discovery of the necropolis from the Copper Age and the 14 graves with the deceased buried in the fetal (contracted) position. In the spring of 2011, with the newly built Boulevard of Europe the area of 1500 m² has been investigated before the construction of pedestrian and bicycle paths. Geomagnetic survey covered an area of 3200 m² for determining the southern border of site. In the near

future, urbanistic and architectural plan is predicting the construction of a theme park, a museum, an amphitheater which would impose the site as a potential tourist destination within the developed part of the city tourism (Veselinov, 2013). The findings and this site stand out Novi Sad, province and country because of the importance of what was found, and accordingly the protection of cultural heritage is obligation of the state of Serbia, for which the (revised) Convention of La Valletta has been signed.

Archaeological site "Sirmium"

Sremska Mitrovica is located on the bank of the Sava River, on the site of the ancient Sirmium, once the capital of the Roman Empire. At the time of the Flavian dynasty, at the end of the first century, Sirmium became a Roman colony, official Roman city. At the end of the third century it became the capital of Galerius, one of the four ruling Roman emperor, but the 294. Diocletian divided the empire. The system of roads, aqueducts, ruins of the imperial palace, baths, theaters, hippodrome, show that this city was the imperial city and episcopal center of the whole area of the former Roman province of Pannonia. At the time, this was one of the important commercial and transit centers of the Empire where six Roman emperors were born. Later, Sirmium became one of the centers of early christianity, but also a place of suffering of christian martyrs. More frequent attacks of barbarian tribes, especially in the fifth century (Huns, Goths, Gepids, Vandals) contributed to the decline of its importance as an administrative and spiritual center since the city was destroyed (Monograph Museum of Vojvodina, 1997). Medieval historians have thought that the name of this city was given by the name of the celtic tribe leader, Sirmijus, or the king of the Tribals tribe, who was also called Sirmijus (Cirkovic, 2005). The first archaeological excavations in Sirmium began in 1957, when explored imperial palace has discovered while preparing the ground for the construction of residential buildings. Further investigation discovered the ancient hippodrome, as a regular companion of the imperial palace. During the archaeological excavations in Sirmium other monumental public buildings were discovered such as "Licinius terme", granary (Horem), trade and craft district. A detailed and complete exploration of certain facilities, such as. Hippodrome was disabled by younger structures placed under protection that are still used today. In order to present the ancient heritage, the Imperial Palace, the visitor center is built. The architecture of the new building fits into the urban environment, and functionally meets the necessary protection and presentation of the site. Visitors' Center has three levels. On the upper level there is a gallery. On the ground floor is the entrance to the platform - facilities for the reception of visitors along with a souvenir shop and a cafe. By placing walking paths the access for visitors to the lower level was provided - to the site itself. For visitors center is open every day from 8 am to 10 pm. On the site inerpretative panels are set and a guide to the Imperial Palace is included in the ticket price for individual visits, which costs 80 dinars for children and 150 for adults. (<http://www.carskapalata.rs/zastita.html>). Institute for Protection of Cultural Monuments in Sremska Mitrovica, several years ago implemented couple of projects of international cooperation with the aim of presenting the archaeological heritage of the city. One of the projects is "Sirmium - the city of emperors and imperial city", re-

alized within the “Eurostart” program in 2013 and 2014. The aim of the project was primarily exchange of experience and knowledge in the field of cultural heritage in order to promote conservation - restoration work at archaeological sites. Project “TECH COOL TOUR” - technology and tourism, deals with the promotion of Roman and Byzantine archaeological sites through the use of computer technology. In the framework of this project, during 2014. and 2015. a smaller presentation was made in the visitors center in the Imperial Palace Sirmium and Savamala in Belgrade (<http://zavodsm.rs/>).

Archaeological site “Lepenski Vir”

The center of one of the most important prehistoric culture Lepenski Vir - a cultural monument of great importance, is located in the Djerdap gorge. At the site the remains of residential architecture from the period 6500 to 5500 BC, or middle stone age, were discovered. Archaeological research in the early sixties of the twentieth century, revealed a total of 136 objects. On that occasion a number of planning citizens habitat, graves, stone tools, bones and horns, various jewelry, plates with engraved signs similar letter and monumental sculptures of stone were found. Sculptures made in the seventh century BC, to all members of the community represented the most holy things that they respected. The monumental sculptures of the Lepenski Vir are now housed in the National Museum in Belgrade, while part of the archaeological material discovered during the systematic survey of the site, can be seen at the Museum of Lepenski Vir. Due to the fact that the site was located in a zone which was supposed to be flooded by waters of Đerdap hydroelectric reservoir, the remains were moved to a new location in the immediate vicinity of the original, about a hundred meters towards the northwest, and elevated by 29.5 m. Exhibition in the new building presents mesolithic and neolithic settlement at the site of Lepenski Vir, a total of over 100 exhibits (everyday objects - tools, jewelry, altars, sculptures, pottery neolithic), and includes a reconstructed burial ways in Lepenski Vir and the hologram reconstruction house from Lepenski Vir. Life on the Lepenski Vir died around 4500 BC, when its inhabitants went looking for more arable land. (Srejovic, 1993). Lepenski Vir Museum is open for visitors every day from 9 am to 8 pm. Ticket price for children under 15 years of age is 200 dinars, for announced groups 300 and for adults 400 dinars. Visits (about 20,000 per year) at this site are mainly made by school trips and cyclists using the international bicycle route EuroVelo6 (<http://www.lepenski-vir.rs/>).

Archaeological site “Viminacium”

Viminacium is the most important city in the Roman province of Upper Moesia. This city is the capital of the Roman province, administrative, military, commercial and industrial center. In addition to the town there is castrum or legionary camp - one of the two largest fortifications in the province and the central point in the defense of Danube Region (Peric, 2007). The settlement received city status in the first half of the second century, during the reign of Hadrian, when it received the status of a municipality and name Viminacium Aelium Hadrianum. In the third century, during the reign of Gordian III, Viminacium became a colony and gained the right to forge money, while

in the fourth century became an important episcopal headquarter. The town was destroyed in mid-fifth century invasion of the Huns, but as a military stronghold was rebuilt in the sixth century during the reign of Justinian. The first studies was made by M. Valtrović in 1882, when he made a sketch of a Roman settlement and described structure of found graves. Currently, research on the site are aimed in two directions. One is focused on the research of the amphitheater, which is planned for the binding of many cultural events (concerts, plays, operas, as well as the reconstruction of gladiator fights). Recently in Viminacium, a new fossil of mammoth has been found, and in June 2014. a paleontological park for children has been opened. So far in Viminacium have been discovered more than 13,500 graves and four large objects: Paleochristian memory, northern gate of the military camp, Roman baths and the Mausoleum where Roman emperor Hostilian was probably buried (Marković, Petrović, 2012). In order to protect the archaeological site Viminacium, and also to enable tourist visits, the aforementioned four large objects are covered. They also made copies of Roman gold and silver jewelry, Roman vessels and lamps, as well as copies of Roman fibula (safety pin or brooch). Construction of the Viminacium center, contributed to the raise of the cultural and economic level of the region as a tourist destination. Centre (Villa rustica) is designed as a place where in a certain period of the year business and intellectual elite can gather around, and the rest of the year would be devoted to tourists. Function of Villa rustica includes work on several levels: expert, scientific, educational level, and marketing - in terms of directing DOMVS SCIENTIARVM as an attractive tourist offer. It is safe to say that the Viminacium is the first of such form of presentation of archaeological heritage in Serbia, which includes the reconstruction of life in ancient times, not just buildings. In order to develop the tourist offer it is possible to try the specialties of Roman cuisine if pre ordered. Bearing in mind that 17 Roman emperors were born in the territory of today's Serbia, a project was launched, that was entitled "Itinerarium Romanum Serbiae" or The Way of Roman emperors. Route should connect all cities with rich ancient heritage, creating a cultural route of over 600 km long, and to present them as a resource that will enrich and enhance cultural tourism. Tourist region through which the routes are passing represents an area of itinerery which stretches from the city of Nis and the archaeological site Mediana, through Romuliana, Trajan's Bridge, Diana, Trajan's table, Viminacium, Singidunum (Belgrade) and Sirmium (Sremska Mitrovica). Tourist visitor center is open for visits every weekday, including weekends, from the 1st of May until the 30th of September from 9 am to 7 pm and from the 1st of November until the 30th of April from 9am to 5pm. Ticket price is 250 dinars, with certain discounts for children and the whole family. Around 60,000 visitors visits Viminacium annually, which indicates that the site is well known outside the local area, and a staff of Viminacium park wants the number to increase in the future up to 300,000 (Marković, Petrović, 2012).

Archaeological site "Felix Romuliana"

Felix Romuliana archaeological site is located in the vicinity of Gamzigrad, within the province of Upper Moesia. From the 29th of June 2007, it has been on UNESCO's list of world heritage. It represents the palace of the Roman emperor Galerius. At the beginning of

the third century AD in the southern part of Gamzigrad a huge settlement (*villa rustica*) was built, and on the surrounding area the remains of abandoned buildings were found that are considered to be used for storage of agricultural products and herding (storage and stables). In late third and early fourth century, on the area of about 6.5 ha, with 20 towers, two almost parallel fortifications with palaces, temples, buildings for accommodation of military and guests, warehouses and other buildings were built. In the fifth century Gamzigrad suffered in riots sparked by the invasion of the Huns in 441. Intensive construction of settlements begins in the sixth century when Emperor Justinian I renews it as border fortress. Around 615., Gamzigrad was abandoned, and only after 971 years or in the first decade of the eleven century, after the conquest by the Byzantine Empire, in 1002, was re-inhabited. Gamzigrad was finally abandoned in the second half of the eleven century and has never been restored. Within the site there was a sumptuous palace with mosaic floors, two ancient temple, three Christian churches and other buildings. The first description and expert evaluation of Gamzigrad - Romuliana was given by the baron Herder, Saxon mining chief, in his book "Mining way in Serbia", in 1845. In 1950 the architect Đurđe Boskovic made a new basis for Gamzigrads walls and stressed the need to defend and explore this important late antique monument. The lack of written documents made impossible to closer specify the name of the emperor and the ancient name of the village. All doubts were resolved with discovery of inscriptions, the 23rd of June 1984. On fragment of archivolte there was the carved inscription Felix Romuliana (Happy Romuliana), the name of the residence of the Roman Emperor Gallery, named by his mother Romula (Srejovic, 1993). In the immediate vicinity of Romuliana, on the hill of Magura, are tumuli where the remains of Roman Emperor Gallery and Romula were burned. As examples of the last imperial cremation in the Roman Empire they are unique in the world and thus excellent reasons for tourist visits. The National Museum in Zajecar, today has the archaeological department with exhibits from Romuliana. Attention is drawn to sculpture portrait of Gallery, mosaics of Dionysus, maze, reconstruction sites, fragments of columns, the marble head of Hercules and Jupiter (Cirkovic, 2001). In December 2015. Gamzigrad became involved in the project of the cultural heritage of the Adriatic region named "Hera". The aim of the project is a reconstruction of the three towers and building multimedia center informative and educational character. Through a system of holographic projection, interactive panels and computer animation the Roman court architecture would be presented to tourists (<http://mtt.gov.rs/vesti/hera-projekat-hologram-na-romulijani/>). Opening hours of the site from April to November are from 8am to 7pm. Ticket price is 100 dinars. The visit is possible with a professional guide. Over time, the number of visits to Romuliana is gradually increasing, and in 2009. from January to June this site visited 19,382 visitors (Saric, 2013).

"Naissus and Mediana"

Naissus was the birthplace of Emperor Constantine the Great, the ruler who gave Christianity freedom of religion together with all other prohibited religions. The best known suburb was Mediana, where Constantine built a large economic complex with a series of luxury villas. To this day, about eighty buildings was discovered with the most

rich and well preserved mosaics. Mediana, area of about 40 ha was built in the early fourth century during the rule of Constantine the Great, as a residence where Roman emperors stayed during their visit to Naissus. It was taken down by the Huns, but the emperor Justinian in the sixth century restored it. Felix Kanitz in the nineteenth century visited Mediana, and on this occasion, with the support of Serbian authorities, continued the excavations, which were started a few years earlier: he collects monuments, visits the environment and describes antiques (Palinkas, 2011). Recent studies indicate the number and importance of material evidence. Based on the analysis of the archaeological material were established three stages in the development of Mediana: Median 1, 2 and 3. The first settlements in this area dates back to the Bronze Age and the beginning of the early Iron Age. The whole terrain of the median settlement was placed under protection and research continues today. Project "Edict of Milan 313 - 2013, Serbia" beside in Nis was celebrated in 2013 also in Rome, Jerusalem, Istanbul and Trier, cities which are connected with the life of Emperor Constantine the Great. In June 2015., work continued on raising protective structures above the villa with a peristyle. It is planned to cover the area of approximately 9000 m². Its installation will enable the presentation of the site Mediana, but also uncovering mosaic floor of peristyle, which is now covered with sand due to lack of better conditions for conservation. Parallel with this work the first conservation of mosaics in the museum is carried out, since its founding in 1936. Currently, the group visits will be provided depending on whether the works are carried out and whether it is possible and safe to organize a tour of the site. Opening hours of the site "Mediana", from April to November, from 09 am to 4 pm (Tuesday to Saturday), Sunday from 10 am to 2 pm, and on Monday it is closed for tourist visits. Ticket price for adults is 150 dinars, while for students and retirees it is 130 (Peer, 2015).

Archaeological site "Empress Town"

Archaeological site "Empress Town" is located in the village of Stulac, 28.5 km west of Leskovac, and 7.5 km north of Leban, it lies on the gentle slopes of mount Radan towards the Leskovac basin, on the plateau of 42,000 m². It represents an artificial creation built at the beginning of the reign of Emperor Justinian I in the sixth century. Justinian raised here, in the city of his birth, his fortified city Justiniana Prima and made it the capital of Illyricum and important church headquarters. This town was alive during the VI and VII century, when it was interrupted by Slovenian-Avar destruction. In the VIII century Slavs left the city and it was forgotten, only to be discovered in the twentieth century. The research has found that the city was an important religious, administrative and military center, the seat of the newly established archbishopric Justiniana Prime, which had jurisdiction over northern Illyricum. It was divided into three parts: the Upper, Lower Town and the Acropolis. The main building in the Upper part are the Episcopal basilica with a baptistery, bishop's palace and a basilica with a crypt. On the highest part is the Acropolis, who was in the service of the Archbishopric. On it there is the largest church - Episcopal basilica and the palace in which the seat of the archbishop, pelvis and schools for the training of believers. Lower Town stretched South of the Upper Town where so far have been discovered religious buildings, public facilities and

residential district (Petkovic, 2003). In collaboration with the Archaeological Institute, a project was initiated for the reconstruction of the Empresses city with the aim of creating a comprehensive picture of this Justinian city, both in scientific purposes and with the aim of popularizing this site to the public. The project includes a 3D reconstruction of the town and its surroundings, as well as a detailed 3D reconstruction of all the important facilities and areas of the city (www.ahap-serbia.org). In recent years, after a research of the complex in the Southeast corner tower, the remains were discovered for which is truly believed to be remains of the workshop where glass was produced. The discovery is extremely important, given that for years it was thought that the primary production of glass was in Egypt and Syria, and Palestine. If the current findings are confirmed, the Empress Town will be the only place or workshop of its kind in Illyria, or on the territory of the Balkan Peninsula. There are no working hours, nor the prices, while access for the disabled visitors is not possible. For more information about the above-mentioned site visit Tourist Organization of Leskovac where you can find info desk, souvenir shop and tourist guide services (Andjelkovic, 2008).

ARCHAEOLOGICAL PARK IN NEIGHBORING COUNTRIES

Archaeological park "Vucedol"

The archaeological site Vucedol is located on the right bank of the Danube, 4.5 km downstream from Vukovar, and the culture that bears his name (3000 - 2400 BC. E.) belongs to the Eneolithic (copper age). In its initial phase this culture was covering Srem and Slavonia on the right bank of the Danube, so it would eventually beside the whole Croatia occupy parts of the 11 current European countries - the Czech Republic, Slovakia, Austria, Slovenia, Hungary, Romania, Bosnia and Herzegovina, Serbia, Montenegro, Albania and Greece. As a village of farmers, herders, hunters and processors of copper, life at Vucedol took place on three settlement plateaus. Material culture, especially the pottery, speaks of a highly developed civilization. The most famous ceramic vessel found in 1938. on the site of Gradac is the Vucedol dove, a cult vessel of baked clay in the shape of a bird, richly decorated with incrustations. So-called Vucedol Orion, which is considered to be the oldest European calendar also belongs to the Vucedol culture. House of Vucedol is distinctive because it has rounded corners and walls of wattle plastered with clay, and in the central area is large fireplace (Balen, 2005). Professor Aleksandar Durman considers that the site Vucedol is undoubtedly a main European seat, which was created at the same time with the civilizations of ancient Egypt, Sumer or the first layer of Troy. The project of Archaeological Park and Museum building of the Vucedol culture created a workshop of architecture from Zagreb, led by prof. Goran Rako. The main purpose of the park is aimed at presenting the Vucedol culture to visitors on the place of its origin. The newly opened museum consists of four main facilities: the museum building, renewed research center, workshops of traditional crafts and reconstruction of megaron on-site metallurgical workshops and shrines (<http://www.>

casopis-gradjevinar.hr/assets/Uploads/JCE -63-2011-07-05.pdf). Opening hours of the park are from Tuesday - Sunday from 10 am to 6 pm, price of the tickets for children is 20 kn, and for adults is 30 kn (<http://vuucedol.hr/hr/cijene-2/>).

Archaeological park "Sopot"

In the immediate vicinity of Vinkovci (ancient Cibala) is a prehistoric archaeological site of Sopot. This location became the eponymous site of Neolithic culture that spread in Eastern Slavonia and Western Srem. Based on the results of previous studies in 2003 at the "Sopot" archaeological park was built where was reconstructed a total of six houses, which were built through more than a thousand years of inhabitation of this site from 5070 BC to 3950 BC. According to the project, Sopot house made from wattle plastered with clay will have a roof of reeds, and on the floor inside the house will be located clay ovens, weaving loom, and objects of daily use that were used by "Sopocani" (Krznicaric, 2006). The reconstruction of everyday life will be completed by employees of Vinkovci City Museum, dressed in clothes of former residents of Sopot. Since the archaeological park is located near the camp Sopot, Ethnopark "Pikos flat", the remains of the Franciscan monastery and church from the XV century, and the hunting grounds Kunjevci, the largest reserve of fallow deer in Croatia, according to the expectations of archaeologists Vinkovci City Museum, Archaeological park Sopot should become attractive tourist destination in Slavonia (<http://teawerner.wordpress.com/2012/12/26/sopotske-kucice-vracaju-vas-u-proslost/>).

Archaeological park "Aquincum"

Aquincum (Aquincum) is an ancient city which was founded by the Romans, whose ruins are located on the right bank of the Danube near Budapest, in an area that covers 10 ha. From the year 106 Aquincum, becomes the capital of the province of Pannonia Inferior. The capital of the province flourished during the reign of emperors in the II and III century A.D. Military town mainly inhabited by families of soldiers and merchants who supplied them, while wealthier families and veterans discharged from the Legion made civilian city. The city experienced its final flourish during the peaceful reign of Constantine the Great in the first half of the fourth century. In the first third of the fifth century Aquincum has fallen into the hands of the Huns. Attila's death, 454 years has led to the disintegration of Hun empire and the independence of the Germanic people they ruled. Avari who came from the East put an end to Germanic rule in the Carpathian basin in the second half of the sixth century. With the Hungarian invaders that have appeared in the territory of Budapest in the late ninth century opened a new chapter in the history of the Carpathian basin. Construction of the museum Aquincum began a decree from 1887. by the City Council of Budapest. Collection Aquincum by museum presents material from the early paleolithic period (44,000 to 33,000 BC) to the Hungarian conquest (IX century AD). The permanent exhibition "Rome in Aquincum" is opened for public in 2007 in newly built and renovated building in the neoclassical style, housed on the edge of the archaeological park (Visual Store at Aquincum, 2009). Opening hours of the museum during the winter period is from 10.00 am to 4.00 pm, and in

the summer to 6.00 pm. Ticket price varies from 500 to 1000 HUF, depending on the age of visitors and what is included in the price of the tour.

Archaeological site "Stobi"

The ancient town of Stobi lies in central Macedonia, about 80 km from Skopje and about 85 km from the Macedonian-Greek border. It is founded on the former main road between the Danube and the Aegean Sea, which made it strategically important for trade and warfare. Of greatness and significance that Stobi had in the past, testify remains found: the ancient theater, villas, four Christian basilicas, the seven palaces, the Episcopal Palace, aqueducts, atriums, courthouse, spa. The castle was first mentioned in historical records in the second century BC, however, archaeologists believe that the city was inhabited least 400 years earlier. The ancient city has experienced its peak in the period from III to IV century AD. When the Emperor Constantine accepted Christianity as an equal religion in the Roman Empire, Stobi became an important episcopal center. In 447 the Huns destroyed the city, like many cities of the Balkans at that time. At the end of fifth century or early sixth century became the seat of the province of Macedonia Secunda. At the beginning of the sixth century Stobi suffered from devastating earthquake that destroyed many towns and villages of Dardania and Macedonia Secunda. Forgotten city of Stobi was discovered by a French historian and traveler Leon Ezej, in 1861 (Blazevska et al., 2012). In 2013, the National Institution Stobi carried out three projects for archaeological research, and eight projects for the preservation and conservation of movable and immovable cultural heritage. One of the biggest challenges and priorities for the archaeological site Stobi is the construction of the museum complex on the other side of the river. The concept of the future project includes architectural design solution which will in addition to the main museum building also hold the other out-buildings, as well as conceptual landscaping solution on the banks of the river from both sides by wooden shelters, benches and wooden bridges connecting the opposite banks of the river (<http://www.stobi.mk/>). Annual Stobi is visited by about 14,000 visitors. The ticket price is 50 denar's for children, students and pensioners, adult 120 denar's.

ARCHAEOLOGICAL PARKS IN THE WORLD – POSITIVE EXAMPLES

According to statistics, analyzing the period 2014-2015 the number of tourist visits, aimed at archaeological sites and parks in Greece increased by 0.4%. In fact, in 2015. in the case of the archaeological site of Mycenae, together with a visit to the Treasury of Atreus, the number of visitors has increased by 4.6% and this, in 2015 amounted to 46,445 visitors. On the other hand, the number of tourists visiting Knossos same year counted 103,373 visitors (Hellenic statistical authority, 2015). This is supported by the fact that Greece is a country with rich cultural and historical heritage. Given that Greek tourism is characterized by seasonality, and that tourist activities are focused on four regions: Athens, Corfu, Rhodes and Crete, the majority of visitors, in addition to coastal tourism is interested in visiting archaeological sites of ancient cities.

Archaeological site "Mikena"

The homeland of King Agamemnon, Mycenae archaeological site, located about 90 km southwest of Athens as one of the most important cultural centers of Greek civilization, but also the military fortress that dominated a large part of southern Greece. Mycenaean culture lasted during the bronze age from 1600 - 1100 BC, and was named after the eponymous archaeological site in the Peloponnese. According to Homer Mycenae represented the kingdom of King Agamemnon. Trademark of Mycenae are the famous Lion's Gate and gold mask of Agamemnon. Behind this door is the real archaeological treasure trove: tiles with the Mycenaean script, vessels for food storage, hairpins and combs, swords, gold jewelry, fantasy studs, primarily the golden copy of so-called Agamemnon's death mask, found by Schliemann during the thirty years of excavations of Mycenae. Inside and outside of the fixed walls of Mycenae there are numerous tombs and the largest of them, according to the original shape is "Treasury of Atreus". The whole complex is built on a hill, around 1300 BC. It represents a building where they found the remains and golden mask that is related to King Agamemnon. Linear B letter used by the Mycenaean is derived from the Cretan Linear A script. It contains about 200 characters and is the beginning of the Greek alphabet. The oldest manuscript of this letter dates from the seventeenth century BC, found a total of over 6,000 tables of this letter. The city was destroyed in the late second millennium BC. The conquest of the city was conducted by grandsons of Heracles son: Aristodemus, Temen and Hresfont 1104 BCE, eighty years after the Trojan War. The museum, an area of 2000 km², is located a few meters before the entrance to the city. The idea to create a museum got the archaeologist George Milonas. Only three rooms on two levels are in use for exhibition. The first room of the museum is dedicated to the life of Mycenaean, with exposed ceramic tableware. Another room is dedicated to objects found in the tombs and in the third room are exposed frescoes, jewelry, tools and weapons and other items intended for religion, science, arts and commerce (Gavela 2002). With the ticket of 8 euros from November to March, the museum is open from 8.00 am to 3.00 pm, and in the summer until 8.00 pm. Annually this valuable world's archaeological site is visited by about 40,000 people (Nomination of Mycenae for inclusion on the world heritage list, 1998).

Archaeological site "Knossos"

Minoan civilization, which developed on the Greek island of Crete 3000 BC, is one of the most complex cultures in ancient times. Historians have thought that this culture is part of the legend, until in 1900 was discovered one of the ancient cities in Crete. Almost lost culture was named by the king Minos, the legendary ruler. Minoan civilization ended 1350 BC probably due to the eruption of the volcano, but also because of the conquest and destruction by its successor - Mycenaean culture from the Greek coast. Studying the Minoan culture were mainly based on archaeological finds, of which we should point out epigraphic material. In Crete was discovered several thousand inscriptions written various letters, including three well-known domestic letter. The oldest is one of hieroglyphic writing, then linear letter A, and letter B. What in the beginning of

1900 Arthur Evans discovered was the “Palace of Minos” also known as “PALACE AXE” because the ornament double ax was the most applied in the decoration of same. On this occasion, were discovered also Royal villas and small palaces, numerous luxurious villas as well as a chapel for the burial of members of the royal family, Sen Deni ancient Crete (Macdonald, 2003). Annually Knossos is visited by about 40,000 visitors, and the time allotted for tourist visits throughout the year from 8 am to 7.30 pm during the summer, while winter working hours are shortened to 3 pm. Ticket price is 5 euros, while tickets that includes, in addition to the site itself, also the Archaeological Museum of Heraklion is 10 euros. As with the archaeological site of Mycenae, certain discounts and free tickets the same structures of individuals and groups are included in the tourist offer (<http://www.scribd.com/doc/117364992/Pala%C4%8Da-u-Knososu>).

TOURIST POTENTIAL EVALUATION OF SERBIAN ARCHAEOLOGICAL PARKS WITH FOREIGN PARKS

Tourist valorization represents the determination and valuation of tourist attractions, but also the properties that are attractive for tourists and through them tourists can satisfy their need for tourism. In a further text is presented qualitative and quantitative model of tourist valorization and Benchmarking analysis, respectively comparative analysis of potential archaeological parks of Serbia with foreign parks. Tourist evaluation was performed according to the estimates of archaeologists and historians of the Museum of Vojvodina. To make a tourist valorization of cultural and historical monuments of archaeological sites, requires the following elements:

1. tourist and geographical position (position within the village, close to roads)
2. artistic value (aesthetic quality, the rare)
3. cultural and historical significance (the history of the area and its role in the past)
4. tourist value of environment (diversity, preservation of nature, the arrangement environment)
5. tourist attraction and recognition
6. the arrangement of space and equipment (accommodations, souvenir shops, information boards)
7. incorporation into tourist value (position in relation to the tourist value of the environment)

GENERAL ASSESSMENT of current tourist values of localities in our region which we can find out after conducting quantitative and qualitative analysis is 3.66, with the possibility of further tourism investments, a greater degree of improvement of the current situation and their place in the tourist offer.

According to the results of the analysis, Viminacium (4.39), Lepenski Vir (4.22) and Sirmium (3.83) especially stand out by relevance, as tourist sites of international importance, which attract more and more tourists in recent years.

The highest score for its tourist-geographical position has archaeological site and park Viminacium to 4.67. The site is located on the 100-th km from Belgrade next high-

Table 1: Quantitative-qualitative methods valorization of archaeological sites in Serbia

Locality	ELEMENTS OF TOURIST VALORIZATION								General assessment
	Micro-location position	Artistic value	Environment	Tourist construction and equipment	Tourist attraction and recognition	Incorporation into the wealth of tourist			
Sajlovo	4,4,5	5,3,2	4,3,2	2,1,1	3,3,2	4,3,2	4,3,2		2.94
Average rating	4.33	3.33	3.00	1.33	2.67	3.00	3.00		
Sirmium	5,5,3	4,3,5	4,3,3	4,3,3	4,3,5	4,4,4	4,4,4		3.83
Average rating	4.33	4.00	3.33	3.33	4.00	4.00	4.00		
Viminacium	5,4,5	5,5,4	4,5,4	5,5,4	5,4,4	4,3,4	4,3,4		4.39
Average rating	4.67	4.67	4.33	4.67	4.33	3.67	3.67		
Lepenski Vir	3,2,4	5,5,5	5,5,4	4,4,4	4,5,5	4,4,4	4,4,4		4.22
Average rating	3.00	5.00	4.67	4.00	4.67	4.00	4.00		
Romuliana	3,2,2	5,5,3	3,4,5	3,3,5	5,4,5	4,3,3	4,3,3		3.72
Average rating	2.33	4.33	4.00	3.67	4.67	3.33	3.33		
Mediana	4,4,4	5,4,4	3,3,4	4,3,4	4,3,3	5,4,4	5,4,4		3.83
Average rating	4.00	4.33	3.33	3.67	3.33	4.33	4.33		
Empress Town	3,2,2	4,3,2	3,3,3	3,3,2	3,3,2	3,2,2	3,2,2		2.67
Average rating	2.33	3.00	3.00	2.67	2.67	2.33	2.33		
Average rating									3.66

way E-75 thereof. It is possible to get a bus to Pozarevac and then local transport to the Kostolac B, Thermal Power Plant, which is located near the archaeological park. Propitiatory position of Sajlovo site in Novi Sad and Sirmium in Sremska Mitrovica is reflected in the fact that there are close to the capital of the country, with which it binds Europe's longest international road E-75 and E-70 highway European importance, and the proximity of the Danube over which sites are connected by water with the countries of Central and Eastern Europe with a length of 2300 km. Along Nisava, goes one of the legs of the E-75 which makes the site Median very affordable. Archaeological site Lepenski Vir is located within a protected national park Djerdap. It can be reached by own transport using the corridor 7, M25 highway or bicycle route Eurovelo 6. Other sites are less accessible since they are not located on one of more important transversals.

Planned raising of settlements with sanctuaries, necropolis, monumental sculptures of stone, testify to the fact that the Lepenski Vir represent not only the village but also a religious center, and it therefore has the largest evaluation of artistic value (4.67). Second place undoubtedly belongs to Viminacium, featuring by the extraordinary frescoes, remains of pottery, coins, glass, paleontological park, and a third place occupy no less important site Romuliana, known for its beautiful mosaics, which since 2007 under the protection of UNESCO, and the Median (4:33).

According to the ambience in which are placed, archaeological parks are estimated as follows: Lepenski Vir (4.67) Viminacium (4:33) Romuliana (4.00), Median (4.00). In the vicinity of Lepenski Vir in Djerdap NP, there are numerous reserves and cultural values such as Golubac city, the remains of Trajan's bridge, table Trajan, the Roman castrum (camp) Pontes and Diana. Not far from the archaeological site of Romuliana is located spa named "Gamzigrad". Median is located in the ambience in the vicinity of Nis spa, but also Sicevac and Jelasnic cliffs, aimed toward complementing the value of environment.

The highest rates, according to elements of tourist construction and equipment received Viminacium (4.67) and Lepenski Vir (4.00), and the lowest Empress Town (2.67) and Sajlovo (1.33). Best tidiness and well equipped are characteristics of Viminacium. Attention is paid especially to the presentation of the North gate of the military camp, parts of uncovered thermals and mausoleum, after year 2000. Within the park visitor center is built, which is a reconstruction of the villa rustica. Lepenski Vir is under the modern protective structure, which in addition to the site itself includes exhibition hall, amphitheater, visitor center, while in the future will be enriched with scientific research centers, landing for cruisers, yachts and boats. Tourist development of newly discovered archaeological site Sajlovo is not satisfactory. The question is how the protection of sites fit into the city's urban development plans, that around the new roads predicts the construction of infrastructure facilities.

Tourist attraction of mentioned archaeological sites is large, but still underused. The highest ratings have Lepenski Vir, Romuliana (4.67) and Viminacium (4:33). All localities should receive the visitors center, which is now implemented only in Lepenski Vir and Viminacium. By the "Hera" project Gamzigrad became involved in the project of the cultural heritage of the Adriatic region. Through this project, tourists would be able to see the Roman court architecture by using holographic projection system, interactive panels and computer animation.

Table 2: Quantitative-qualitative methods valorization of archaeological sites abroad

Locality	ELEMENTS OF TOURIST VALORIZATION							General assessment
	Micro-location position	Artistic value	Environment	Tourist construction and equipment	Tourist attraction and recognition	Incorporation into the wealth of tourist		
Sopot	5,4,4	4,4,3	4,3,3	2,2,4	3,3,3	4,3,3	3,89	
Average rating	4.33	3.67	3.33	2.67	3.00	3.33		
Vucedol	5,5,5	5,3,3	4,5,4	3,4,5	4,4,3	4,4,5	4.17	
Average rating	5.00	3.67	4.33	3.67	3.67	4.33		
Stobi	5,5,5	5,4,5	4,3,4	3,3,5	4,4,4	4,3,4	4.11	
Average rating	5.00	4.67	3.67	3.67	4.00	3.67		
Mycenae	4,4,5	5,4,5	5,4,5	4,4,5	5,5,5	5,5,5	4.67	
Average rating	4.33	4.67	4.67	4.33	5.00	5.00		
Knossos	4,4,4	5,5,4	5,4,5	3,4,5	5,4,5	5,4,5	4.44	
Average rating	4.00	4.67	4.67	4.00	4.67	4.67		
Aquincum	5,4,5	4,4,3	4,4,4	4,4,4	4,4,4	5,4,4	4.11	
Average rating	4.67	3.67	4.00	4.00	4.00	4.33		
Average rating							4.23	

The last element of tourist valorization is the incorporation in tourist wealth. According to the tourist values of the complementary motifs, important for the integration of the tourism offer, archaeological parks with the highest scores are: Median (4:33), Lepenski Vir (4.00), Sirmium (4.00) and Viminacium (3.67).

According to the results of the analysis, by their relevance Mycenae (4.67) and Knossos (4.44) especially stand out in the wider Mediterranean region, as well as the Vucedol (4.17) and Aquincum (4.11) in the region.

Convenient location of archeological park Vucedol (5.00) is reflected in the fact that is located near Vukovar, which is connected by roads with Vinkovci, Osijek, Zupanja, and the proximity of the airport in Osijek, about 20 km. The ancient town of Stobi is located just a few minutes drive from the E-75 highway North - South, which today connects Macedonia with Greece. Second place is occupied by archaeological park Aquincum (4.67) located along the road, Sentandrea path that continues to the South and crosses the border of our country. Across the Gulf of Corinth to the site of Mycenae (4:33) can be reached by using the highway 8, as well as the water flows through the port of Piraeus.

The highest rate in artistic value received: Stobi, Mycenae and Knossos (4.67), while the second place belongs to the other archaeological parks Aquincum, Vucedol and Sopot (3.67). The importance that Stobi had in the past is testified by found remains: the ancient theater, villas, Christian basilicas, the seven palaces, aqueducts, mosaics, baths. Trademark of Mycenae are the famous Lion's Gate and a copy of the gold mask of King Agamemnon, while of Minoan culture, ie. Knossos are three local scripts: hieroglyphics, linear A and linear letter B.

As ambient parameters were taken into consideration also: arrangement, diversity, maintained facilities and approval elements, so the archaeological sites are assessed as follows: Mycenae and Knossos (4.67) occupy first place, second place, according to the estimates of competent people is Vucedol (4:33), and the third Aquincum (4.00). Area where Mycenae is located, has become an unavoidable tourist destination on the way to Sparta, Megalopolis, Tripolis and Olympia. Proximity to the archaeological site of Knossos frame many cultural and historical values available to visitors: the Archaeological Museum, Church of Agios Minas, Venetian fortress from XIII century. Located on the right bank of the Danube, the site Aquincum complemented by the value and quality of the environment, which makes it a cultural and strategic center of the capital - Budim fortress and the hill Gelert familiar with its impressive Statue of Liberty.

According to the tourism elements of construction and equipment of the archaeological site Mycenae was marked with 4.33. Museum, few meters before the entrance to the city, with around 2,500 exhibits, has two floors, rich in supplied objects that were found at this site. Knossos and the Aquincum share second place (4.00), while the third place belongs to the Vucedol and Stobi (3.67) The new tourist attractions in Aquincum Museum are: virtual experiential room, playground and a mythical model of an ancient Roman house. Museum of modern archaeological park Vucedol consists of four main facilities: a building with the museum exhibition, research center, old crafts workshops and reconstruction megaron.

The world-famous archaeological sites of Mycenae (5.00) and Knossos (4.67) have the highest ratings for attractiveness and identity, considering that since 1999, only Mycenae came under UNESCO's protection, it can be concluded that a large number of people sufficiently aware the importance of the mentioned localities. For these locations no less Aquincum in Hungary, as well as Stobi in Macedonia with an average score of fourth

Incorporation into the tourist wealth of archaeological sites of Mycenae (5.00), is associated with proximity of Argos and the remains of a temple dedicated to the goddess Hera, Roman baths and theaters. Complementary motive of Knossos (4.67) completes the palace in Festos, the most famous finding - disc with its famous hieroglyphic inscription. Among the important cultural and natural motifs that complement the wider tourist value of Aquincum (4.33), there are: Budim fortress, Gelert hill, Hungarian Parliament, the Holocaust Memorial, Orthodox church of Saint George. In the vicinity of the site Sopot (3.67) is an artificial lake and Polosh Monastery (XIII century). At about 30 km southeast of the city is located Tikvesh ornithological nature park.

BENCHMARKING ANALYSIS

The term that could be used in the Serbian-speaking area is "the comparative analysis with the comparison". Benchmarking as a term has many definitions, but generally refers to the acquisition of knowledge, adopting best practices and sharing information.

The comparative analysis of potential archaeological parks of Serbia and the aforementioned sites abroad, presented the most important facts that have declared our archaeological sites on the map of major tourist destinations, as well as those directed to download the positive examples of foreign archaeological parks on the territory of our country.

Serbia positive examples	Good practice in the world
<ul style="list-style-type: none"> • The fact that on the territory of Serbia was born 17 Roman emperors, legends and enriched the story of their lives, contribution and importance at the global level. The topic is of interest primarily to foreign tourist. • Good transport connections between all sites, Corridor 10 and 7. • Since 2007. Romuliana is part of the UNESCO world cultural heritage since 2011. The Empress Town was on the preliminary waiting list for inclusion in the World Heritage monuments. Each member state undertakes to protect, conserve, popularize natural cultural heritage located in its territory. • Notable is its proximity to national parks, special nature reserves, the development of rural, spa tourism. • The built visitor center at the site "Lepenski Vir", "Viminacium". • At the site "Mediana" were used authentic materials. Was a commitment to respect modern principles of protection and revitalization. • Locality Viminacium, is one of the few that is not over-built resort; mammoth discovery - the opening of paleontological center. • Caring annoying on cultural heritage - Institute for Protection of Monuments of Culture and the Ministry of Culture. • Involvement of the Council of Europe in terms of strengthening the idea of cultural routes. • Gradually increase the cultural and educational level of tourists, and their growing interest in cultural tourism. • Realising manifestation forms of tourism (Viminacium, Lepenski Vir). 	<ul style="list-style-type: none"> • At sites Sopot, Vucedol, Stobi and Mycenae developed rural and wine tourism. The development of wine tourism could be included as an additional offer to archaeological tourism on the slopes of Fruska Gora and in Eastern Serbia case Rajac cellars. Archaeological parks reconstructed the life of the past that a visitor can concretely feel (through food, drink, workshops, etc.). Is similar to a modern rural tourism due to environmental, natural features, not available in urban centers. • Adequate presentation and interpretation of the archaeological park "Aquincum" (create virtual tour virtual experiential room, mythological courts, and models of ancient Roman house) - a positive example to take advantage of our archaeological sites. • The level of tourist visits at a high level, most of the sites of Knossos and Mycenae. To a large extent, visitors are familiar with the importance of the site, taking into account that they are put under the protection of UNESCO. • Located on the main road in the red city core, such as "Aquincum" could also be used at the "Sailovo". Preliminary urban architectural plan would be realized the project forming museum, models of ancient houses, the construction of special facilities for making replicas of children's toys, dishes, organizing summer camps, lectures, etc. • Example construction of Sopots' homes, as well as models of authentic dwellings, reconstruction of cycling paths, asphalt driveway can be used as a positive example on our sites • In order to develop science, a positive example comes from Macedonia. National Institution Stobi possesses a museum and research center and conservation service. It organizes exhibitions, maintains international archaeological and conservation schools. • At the archaeological site "Vucedol" held lectures on culture Vucedol students and teachers, in order to better presentation of historical character of the site. • At archaeological sites in Greece provided a buffer zone in order to avoid the devastation of the same. • Introduced night-time (example "Stobi")

CONCLUSION

In order that certain localities in Serbia, that are still under-utilized for tourism purposes, should found themselves on the list of priority among archaeological parks to visit, a certain conditions should be fulfilled. The question is: "How come that a feast worthy of the cultural heritage of Serbia has not yet become a generator of tourist visits and significant tourism income"? The answer lies in inadequate investments, long period during which there was no information boards, nor adequate presentation and promotion, visitors' centers, which still does not exist at all locations, lack of adequate tourist signage, material base, as well as no access to sites. The existence of a plan to build 100 roman pensions, located along the route "Roads of Roman Emperors" in a totally natural surroundings, for the purposes of tourist accommodation, it would certainly represent a good vision of experts and truly authentic experience for each individual. If all what is planned will be implemented, these sites can contribute to the recognition of Serbia abroad, the formation of national identity, as well as creating the brand of Serbia, as an important destination for cultural tourism in the world. What must be avoid are the mass tourist visits that could contribute to the devastation and damage of these important sites, which requires the need to develop a sustainable vision of cultural tourism, so that the basic value of these buildings would be preserved.

Finally, we should mention that for the comparative advantage, strength of the domestic economy is very important. A stronger economy creates greater local escort, greater demand reduces the costs of resources, creating greater competitiveness that leads to increased offer and improved quality of services and products. Resources of destinations change over time and therefore comparative advantages of destination change also. Wise management of resources is a condition for long-term competitiveness of tourist destination.

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