



Research note

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THE ATTITUDES OF THE LOCAL POPULATION TOWARD THE IMPORTANCE OF CULTURAL AND HISTORICAL HERITAGE

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Abstract: The cultural and historical heritage of an area represents a significant part of the lives and work of the population living in that area. In addition to being an integral part of the local identity, it also has tourist significance. The Municipality of Pale (Bosnia and Herzegovina) has significant cultural resources and as such has higher prerequisites for developing various types of tourist activities. The aim of the research presented in this paper is to determine the attitudes of the residents of Pale toward cultural and historical heritage. The authors examined the attitudes of the people of Pale toward the importance of cultural and historical heritage at the local and national level, its importance for the development of tourism and economic prosperity as well as the improvement of the life quality. The attitude of the population of Pale toward the importance of cultural and historical heritage protection is examined, as well. The paper also analyzes whether there is a difference in the attitudes of the people with regard to gender, age, education, and employment. For this research, we used a quantitative methodology to analyze respondents' attitudes based on descriptive statistical techniques and non-parametric tests. The main results of our survey revealed that positive residents' attitudes toward cultural heritage prevail. Also, the study revealed that there is no statistically significant difference in the residents' attitudes in relation to gender, but that there is a significant difference in attitudes in relation to age, education, and employment.

Keywords: cultural heritage; population; tourism; Municipality of Pale

Introduction

The cultural and historical heritage of a certain area is an important part of people's life and work. When it comes to the activities both in tourism promotion and in the protection and preservation of cultural heritage, the population as an integral part of the local community is a key actor. Tomka (1998) states that, with their basic properties, cultural assets are an integral part of human life – they influence the cultururation and the enrichment of human spirituality. As such, cultural goods are an inevitable part of tourism, as a socio-cultural and spatial phenomenon.

When defining a community, Aref, Gill, and Aref (2010) have given a geographical definition where a community refers to a group of individuals living or working within the same geographic area with some shared cultures or common interests. This geographical definition of community is

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essential to understand how community development is linked to the ability of a community to improve tourism development.

According to another definition, a community consists of groups of people with a common identity, who may be involved in an array of related aspects of livelihoods. They further note that local communities often have customary rights related to the area and its natural resources and a strong relationship with the area culturally, socially, economically, and spiritually (Scherl & Edwards, 2007). Communities are sets of multiple actors with formal and informal rules and norms that shape their interaction in local-level processes (Muganda, Sirima, & Ezra, 2013).

Local communities nowadays tend to use their cultural and historical heritage as the additional source of financial income through the development and promotion of tourism (Krasojević & Djordjević, 2015). The protection of cultural heritage once considered just the identification of objects and the listing of the cultural heritage. Only the historical and artistic values were considered, while today's practice includes the importance of cultural values and identity as well (Jojić Glavonjić, Todorić, Doljak, & Golubović, 2017).

The Municipality of Pale is located in the eastern part of Bosnia and Herzegovina. It is one of the six municipalities in the city of East Sarajevo with an area of 492 km² and with the population of 20,359. Pale has a rich cultural and historical heritage. Different types of tangible and intangible cultural goods are present in the municipality. Also, Pale is located near the city of Sarajevo (about 17 km), which is an important cultural and tourist center. Among the immovable cultural goods located in Pale, highly significant are numerous necropolises called "stećak" – the medieval tombstones dating from the period from the 12th to the 16th century. Considering the archaeological sites, they are mostly related to the remains of fortifications from the period of the reign of the Serbian medieval Pavlović family. The significance of the Pavlović family and their fortifications for this area was discussed in works of Kovačević Kojić (2003), Niškanović (2003), Pecelj (2003), and Popović (2003). Only the ruins remained of the numerous fortresses of the Pavlović family, preserved more or less, insufficiently examined and explored, so these fortresses share the same destiny with all the fortifications in the Municipality of Pale. However, a huge problem is the population's unawareness of the history of the local community or homeland (Lukić, 2013).

Considering that the population is an important participant in activities related to the promotion and preservation of cultural heritage, the aim of this research was to determine the attitudes and activities of the inhabitants of the Pale toward cultural and historical heritage. On one hand, the main aim of this work and research questions is to consider the importance of cultural and historical heritage for a certain area, and on the other hand, it considers the importance of the population willingness to participate in the development of the local community. According to the previously defined aim, the following research questions were identified:

- What is the attitude of the population of Pale toward the importance of cultural and historical heritage at local and national level and its importance for the development of tourism, economic prosperity, and improvement of life quality? Also, what is the attitude of the population toward the protection of cultural and historical heritage?
- Is there any difference in the attitudes of the population by gender, age, education level, and employment status?
- What are the behavior trends of the population of Pale, in respect of how often they visit cultural monuments, cultural institutions, and cultural events?

Literature review

There are many studies that point to the importance and role of the local community in preserving the cultural heritage of an area (Cerdeiras, Pinheiro, Vareiro, & Mendes, 2018; Chen & Chen, 2010; Jun, Nor, & Tahir, 2019; Mohammadi, Khalifah, & Hosseini, 2010; Sánchez Cañizares, Núñez Tabales, & Fuentes García, 2014; Terzić, Bjeljac, Jovičić, & Penjišević, 2014a; Terzić, Jovičić, & Simeunović Bajić, 2014b; Uriely, Israeli, & Reichel, 2003; Yeniasir & Gökbulut, 2018). These studies emphasize the importance of the opinion and attitude of the residents about cultural heritage. Studies deal with the residents as a key actor of the local community, and their views on cultural heritage, most often for the purpose of tourism promotion and tourism development. Thus, Terzić et al. (2014b) state that “opinions and attitudes of residents on certain parts of cultural heritage in their environment are very important since they create local perspective for the evaluation of possibilities to involve geographically limited territory into wider social, cultural, and tourism flows” (p. 185).

Cerdeiras et al. (2018) agree that cultural heritage is of vital importance in the identity of communities and that the support of local residents is crucial for tourism promotion. Sánchez Cañizares et al. (2014) came to the conclusion that in order for tourism to be sustainable and ensure that the residents perceive the benefits to be gained from tourism, greater participation by local residents in tourism initiatives is needed. Rastegar (2010) states that more different research shows that local people have more positive attitude toward tourism development when they have the right to involve in decision-making and management of the programs. Some studies have shown that the awareness of the cultural heritage significance is not enough, but that the participation of local community members in decision-making processes is necessary. The research in the Danube region has shown that the residents are aware of the problems referring to the protection of cultural heritage and the potentials for sustainable cultural tourism development, but such awareness is not sufficient in this case. The main issue is the possibility of the participation of the members of the local communities in decision making processes related to cultural heritage and cultural tourism. The opinion of the local community members is very important for the functioning of this community (Terzić et al., 2014b). It is necessary to train residents in acquiring competencies and skills to participate in the preservation of cultural heritage. When it comes to training and raising the awareness of residents, Sánchez Cañizares et al. (2014) state that “public agencies, NGOs and universities (both domestic and international) play a significant role and should make a commitment to training and heightening the awareness of a predominantly young population” (p. 94).

Methodology

Sample size and survey instruments

For the purpose of the survey on attitudes and behaviors toward the importance of cultural and historical heritage the questionnaire was used. The survey was conducted in the period of the September 10, 2019 to the October 10, 2019. 409 respondents from Pale municipality participated in this survey, which represents 2% of the total population according to the census report from 2013 (Republika Srpska Institute of Statistics, 2017). The questionnaire consists of four questions of objective type (gender, age, education, and the employment) and 11 questions of subjective type (six for attitude survey and five for survey of population behavior tendencies). The respondents expressed their attitudes and behaviors by Likert five-point scale of assessment.

Table 1
Sample structure by gender, age, level of education, and employment status (N = 409)

Variable		N	(%)
Gender	Male	135	33
	Female	274	67
Age	15–25	256	62.6
	≥ 26	153	37.4
Education level	Primary school	88	21.5
	High school	135	33.0
	Student	71	17.4
	College/University	115	28.1
Employment	Employed	152	37.2
	Unemployed	257	62.8

Note. N = Respondents.

The research of attitudes toward cultural and historical heritage was conducted in relation to gender, age, level of education, and employment status. The structure of the study sample is presented in Table 1.

The IBM SPSS 20.0 (IBM Corp. Released 2011) software program is a tool used for statistical data analysis and processing. Descriptive statistics were used for basic data analysis. For this purpose, the arithmetic mean (*M*), standard deviation, minimum, and maximum values were calculated.

Ranking of attitude items was performed according to the mean values of the items.

In the second part of the analysis, respondents' attitudes were analyzed in relation to gender, age, education level, and employment status. In order to choose an appropriate statistical technique, the dependent variable – attitude, was tested for the normality of data distribution in relation to factor variables: gender, age, education level, and employment status. For this purpose, Shapiro-Wilk normality test was used with the significance level of $p \leq .05$. The results of testing for all the categories in factor variables had value $p = .000$ indicating that the data was not normally distributed and the null hypothesis was rejected. Due to non-normal distribution of the data, it was necessary to perform non-parametric tests for the comparison of attitudes by categories of gender, age, education level, and employment status. The non-parametric, Mann Whitney U test was applied for binary variables and Kruskal Wallis H test for variables containing more than two categorical values.

Results and discussion

The first part of the analysis was performed in relation to the first research question: survey on the attitudes of the population of Pale municipality toward the importance of cultural and natural heritage at local and nation level and its relevance for tourism development and economic prosperity. Basic data analysis with the final ranking of the items of attitude is presented in Table 2.

Table 2
Item rankings by its mean value

Items	N	Min	Max	M	SD
6.6 Protection of cultural and historical heritage is very important		1.00	5.00	4.7531	0.63412
6.1 Cultural and historical heritage is important for the local area		1.00	5.00	4.6993	0.73098
6.2 Cultural and historical heritage is important for the entities and the entire country		1.00	5.00	4.6846	0.66109
6.5 Students should learn about cultural and historical heritage in school	409	1.00	5.00	4.6675	0.71876
6.4 Cultural and historical heritage makes people of a particular area proud		1.00	5.00	4.5892	0.72928
6.3 Cultural and historical heritage can improve the life quality of people in municipality Pale		1.00	5.00	4.5086	0.81982

The analysis of the individual items related to the attitudes is also presented in Table 2 and shows that the respondents have the most positive attitudes toward cultural and historical heritage in general. The attitude presented in item 6.6 Protection of cultural and historical heritage has the highest level of agreement. Slightly lower agreement is with the attitudes toward the importance of cultural and historical heritage for the local area (item 6.1) and its importance for the entities and the entire country (item 6.2). The lowest rank is of the item 6.3 presenting less positive attitudes of the population toward the claim that the cultural and historical heritage makes people of a particular area proud.

The second research question investigates whether there is a difference in the attitudes of the population toward the cultural and historical heritage in relation to gender, age, level of education, and employment status. Accordingly, the second step of the analysis was to examine the attitudes of the population toward cultural and historical heritage in relation to gender, age, and employment. For this purpose, the variable age was recoded into a binary variable whereby all respondents younger than 26 belonged to one group, and respondents aged 26 and older were part of the other group. The research of the population attitudes and identifying the potential attitude differences between certain groups of population is performed using the Mann Whitney U test. The results of the Mann Whitney U test are shown in Table 3.

Table 3
Results of the Mann Whitney U by gender, age and employment status

	Variable	N	M_{rank}	Sum $_{rank}$	Mdn	U	Z	p
Attitudes of the population on the importance of cultural and historical heritage	Gender							
	Male	135	191.29	25823.5	4.83	16643.5	-1.755	.079
	Female	274	211.76	58021.5	5			
	Σ			409				
	Age							
	$s \leq 25$	256	186.44	47728.5	4.83	14832.5	-4.378	.000
	$s \geq 26$	153	236.06	36116.5	5			
	Σ			409				
	Employment							
	Employed	152	229.33	34858	5	15834	-3.412	.001
Unemployed	257	190.61	48987	4.83				
Σ			409					

Note. Significance level $p \leq .05$.

Distribution of responses according to gender variable is asymmetric in male, as well as in female group of respondents. Asymmetric distribution is the prerequisite for applying the non-parametric Mann Whitney U test. Test results for gender variable ($p = .079$, for significance level $p \leq .05$) indicate there is no statistically significant difference in attitudes about the importance of cultural and historical heritage between men ($Mdn = 4.8$, $N = 184$) and women ($Mdn = 5.0$, $N = 274$).

After recoding age variable into binary variable, with the first group comprised of the respondents younger than 26 and the second group of the respondents aged 26 or older, the analysis of distribution was performed. Due to the asymmetry in the distribution of the responses

across age groups, the Mann Whitney U test was once more applied. The p -value is equal to .000, which indicates there is a significant difference between the respondents younger than 26 and respondents aged 26 years or over. The older group of respondents ($Mdn = 5.0$, $N = 153$), on average, had a more positive attitude toward the importance of cultural and historical heritage than the younger group of respondents ($Mdn = 4.83$, $N = 256$).

Analyzing the respondents' attitudes by the employment factor asymmetric distribution of results was noticed in both groups of the employed and unemployed respondents. The results of the Mann Whitney U test (Table 3) indicate there is a significant difference in attitudes between these two groups of respondents, due to p -value that is equal to .001. Based on the results obtained, we conclude that there is a difference in attitudes about the importance of cultural and historical heritage between the employed ($Mdn = 5.0$, $N = 152$) and the unemployed population ($Mdn = 4.83$, $N = 257$). On average, the employed respondents ($M_{rank} = 229.33$) have more positive attitude toward the importance of cultural and historical heritage than the unemployed respondents ($M_{rank} = 190.61$).

The analysis of the respondents' attitudes by the education level was carried out on the basis of Kruskal Wallis H test (Table 4). The results indicate there is a significant difference in the attitudes about cultural and historical heritage between the four categories of respondents by the level of their education (Primary education, $n = 88$; high school, $n = 135$; student, $n = 71$; college/university degree, $n = 115$), $\chi^2(3, n = 409) = 19.394$; $p = .000$. The most positive attitudes toward cultural heritage are found in the respondents with higher education ($M_{rank} = 229.80$, $Mdn = 5$) and the respondents with high school degree ($M_{rank} = 217.96$, $Mdn = 5$). The test reveals that the greatest difference in attitudes toward the importance of cultural and historical heritage is between students ($M_{rank} = 166.39$) and respondents with a college/university degree ($M_{rank} = 229.80$).

Table 4
Attitudes toward cultural and historical heritage by education level of respondents

Education	N	M_{rank}	Mdn
Elementary school (1)	88	183.86	4.8333
High school (2)	135	217.96	5.0000
Student (3)	71	166.39	4.8333
College/ University (4)	115	229.80	5.0000

Note. Kruskal Wallis H test $p \leq .05$; $\chi^2 = 19.394$; $df = 3$.

Table 5
Mean values by the items of behavior tendencies toward the importance of cultural and historical heritage

Items	M
5.1 Visits to cultural properties such as a prehistoric monument, monastery, old part of the city, archaeological site	2.709
5.2 Visits to a library and archives	3.367
5.3 Visits to a museum or a gallery	1.927
5.4 Attending a cultural event	3.220
5.5 Attending a folklore event	2.171

$M_{rank} = 19.394$; $p = .000$. The most positive attitudes toward cultural heritage are found in the respondents with higher education ($M_{rank} = 229.80$, $Mdn = 5$) and the respondents with high school degree ($M_{rank} = 217.96$, $Mdn = 5$). The test reveals that the greatest difference in attitudes toward the importance of cultural and historical heritage is between students ($M_{rank} = 166.39$) and respondents with a college/university degree ($M_{rank} = 229.80$). A significant difference in attitudes is noticeable between students and the respondents with high school degree ($M_{rank} = 217.96$).

Finally, the third research question assumes the identification of the behavior trends of population in Pale in relation to cultural and historical heritage, and it identifies how often respondents visit cultural monuments, cultural institutions, and cultural events. The results (Table 5) indicate that the respondents mostly visit libraries and archives ($M = 3.367$) and cultural events ($M = 3.220$). The least visited are museums and galleries (item 5.3) and folklore events (item 5.5).

In general, residents in the municipality of Pale have positive attitudes toward the importance of cultural heritage, which is a good result. But, if we refer to the previously presented literature on other experiences (Sánchez Cañizares et al., 2014; Terzić et al., 2014b), it can be seen that it is not enough just to raise the awareness of residents. They should be involved in activities in the local community related to the protection of cultural heritage as well as the promotion of tourism in the municipality of Pale. This applies to the younger generation in particular, and this should be improved in the future, through training and education of young people.

Conclusion

We can conclude that the greatest importance is related to the protection of cultural and historical heritage. The respondents attach great importance to the cultural and historical heritage of local community as well as to its importance for the entities and the entire state. Respondents also think that it is necessary to learn about cultural and historical heritage at school. It is believed that cultural and historical heritage can serve to improve the quality of life of Pale municipality residents.

Further results of the study revealed that there is no statistically significant difference in the attitudes of the population in relation to gender, but that there is a significant difference in the attitudes in relation to age, education, and employment. A more positive attitude of the older group of respondents aged 26 and over on cultural and historical heritage compared to the younger group of respondents, indicates that older groups have more awareness of cultural heritage and its importance. This also applies to the respondents with a higher education level. More positive attitude of the employed respondents on cultural and historical heritage indicates that the economic component has an impact on the cultural upgrading of the population. From the analysis of the behavior tendencies by the frequency of visits it can be concluded that libraries and archives are the most visited cultural institutions in Pale. It is assumed that the National Library of Pale is the most significant and most visited cultural institution on the territory of this municipality. The authors assume that the existence of an institution such as a museum in this municipality would be significant for the local community as this is the municipality with rich cultural heritage, which needs to be better promoted and protected.

Based on all the above mentioned, it can be concluded that the respondents generally have a positive attitude toward cultural and historical heritage, which is highly significant, especially considering the importance of the population as a key factor when it comes to activities on tourism promotion and protection and preservation of cultural property. The residents should be involved in activities in the local community related to the protection of cultural heritage as well as the promotion of cultural tourism in Pale. It is necessary to train them for the acquisition of competencies and skills, especially for young people. Pale has significant cultural properties and has significant prerequisites for the development of different types of tourism. Also, it is necessary to adapt the tourist offer to the needs and expectations of modern tourists, including better promotion of cultural heritage of this municipality.

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