

## **Measures for effective restoration and transformation of tourist attractions**

1. Creation of central public register of immovable monuments of cultural heritage and tourism operators.
2. Elaboration of a list with measures for preservation, research, conservation and restoration of sites, their socialization and advertisement.
3. Urgent applying of advanced and cost-effective measures for monitoring and conservation of monuments that have basic infrastructure for it (electricity, etc.).
4. Elaboration of strategy about tourist, as part of the regional and municipal strategies through mandatory participation by respondents and dialogue with all legal persons/stakeholders carrying out tourist activities in the region.
5. Realization of the idea of carrying capacity - management of tourist flows and the implementation of planned economic effects.
6. Truly integrated tourism products (affordable, attractive, diverse, unique and safe) to be created and promoted by operators in the region (tourist information centres, hotels, restaurants, shops, tour operators, etc.).
7. Creating favorable economic conditions for practicing the profession “animator and tourist guide” to retain young experts to work in the region.
8. Creating unique scenarios involving interpretation of the legend, events or interpretation of the rituals and traditions surrounding the monuments of immovable cultural heritage.
9. Application of modern marketing methods to advertise and motivate travelers to purchase travel packages, discount system and others.

