

PROMOTING ROCK-CUT CAVE MONASTERIES SUSTAINABLE TOURISM

Dr Milka Semova, milka.semova@feba.uni-sofia.bg

Faculty of Economics and Business Administration

Sofia University St. Kliment Ohridski, Bulgaria

Keywords: promotion, rock-cut cave monastery tourism, rock-hewed monasteries, tourism strategy, destination management organization, UNESCO World Heritage List, Convention Concerning the Protection of the World Cultural and Natural Heritage of 1972/11/16

Abstract: Rock-cut cave monasteries are to be found predominantly in Asia, the Middle East, Europe, Africa, and Latin America, and some of them are recognized as UNESCO World Heritage. Bearers of ancient history, and spiritual and religious rituals from the 2nd century BCE to the 14th century CE, these sites remain less popular due to (1) marketing, (2) infrastructure, (3) cultural events, (4) online resources, TV programs, and gamification, (5) guided tours. Unfortunately, political instability could be listed among the above for some destinations. However, these sites offer a unique opportunity for exploration and spiritual reflection. The paper reviews tourism-specific ESG rankings and certifications that exist for sustainable hotels, plus ESG indices on stock exchanges. It articulates the factors influencing tourism service pricing and lists various incentives. The conclusion offers tips to national destination management organizations for promoting rock monastery tourism.

OVERVIEW OF SUSTAINABLE TOURISM

“Sustainable business meets the needs of the present without compromising the future generations to meet their own needs.”

=== UN (1987) Our Common Future

Sustainable tourism translates the ecological, social, and ethical governance expectations of the employees, local community, and tourists to the investors. It aligns the common understanding of the measures taken, plans and possibilities. Results include improved tourism service through improved technology and changed business processes.

International tourism reached about 90% of pre-pandemic levels in 2023 [1]. However, in 2021, the world consumed 1.7 times more resources than Earth generated annually. As our economic outlook is based on **production**, **use**, and **disposal**, it is not sustainable, and thus the concept of the circular economy was coined [2].

Creating sustainable tourism is the main task of Destination Management Organizations. These national bodies are responsible for overseeing a destination's resources (natural and cultural as well as financial, human, and entrepreneurial) to achieve certain goals. Destination Management Organizations (DMOs) or Destination Marketing Organizations (DMOs) by rule are funded by public-private partnerships. Greenwashing in sustainable tourism is also to be observed by the national DMOs. As they are responsible for the national communication strategy, DMOs are also the ones who do not forge a sustainable image of a tourist service, which does not depict the truth. Greenwashing in tourism (unlike in other sectors) is easily recognizable, and severely harms a destination's reputation and diminishes customers' trust in the long run.

As of September 2023, a total of 1,199 World Heritage Sites (933 cultural, 227 natural and 39 mixed cultural and natural properties) exist across 168 countries. With 59 selected areas, Italy is the country with the most sites; followed by China with 57, then France and Germany with 52 each [3]. Rock-cut monasteries are mostly of mixed-type heritage.

Often hotels claim that their staff members are trained in sustainability practices and will give you an eco-friendly experience while staying at their hotel. However, the employees don't know enough about sustainability or the needed technological investment may not be in place.

We should be aware that everywhere in the world tourism contributes to global greenhouse gas emissions, can harm or displace local people, creates unnecessary waste, and can damage natural landscapes and fragile ecosystems. To do less harm, several major ESG rankings and certifications exist for sustainable hotels, and some of the prominent ones include:

LEED (Leadership in Energy and Environmental Design) is a certification, developed by the U.S. Green Building Council (USGBC). LEED evaluates factors such as energy efficiency, water conservation, indoor environmental quality, and materials selection.

Green Key Global is an eco-certification program that evaluates the environmental sustainability of hotels and resorts worldwide. Hotels receive ratings based on their commitment to sustainable practices, including energy conservation, waste management, and community engagement.

EarthCheck is a global certification and benchmarking program for the tourism industry, that helps hotels measure their sustainability efforts and identify areas for improvement.

Green Globe is a worldwide sustainability certification program for hotels, resorts, and conference centres. It evaluates performance across various sustainability criteria, such as energy efficiency, water management, waste reduction, and social responsibility.

Travelife is an international sustainability certification program for accommodations, tour operators, and travel agencies. It provides recognition to operations that demonstrate a commitment to sustainable tourism practices.

GSTC (Global Sustainable Tourism Council) criteria sets global standards for sustainable tourism, including criteria for accommodations.

These rankings and certifications help travellers identify hotels that prioritize sustainability and environmental responsibility, making it easier for them to make informed choices.

Moreover, hotel chains, publicly traded on stock exchanges, are subject to ESG ranking, and the ESG index methodologies give different weight to the three main sustainability factors: ecological, social, and ethical governance as shown in Table. 1 below. We observe that four out of the seven indices reviewed place emphasis on the Environmental (Planet) factor, while two out of the seven prioritize the Ethics in Governance (Ethical Profit) factor. One of the indices assigns equal weight to the Environmental (Planet) and Social (People) factors.

Table. 1: ESG factor weight by seven stock exchanges

ESG Index	Weight of Factor 1. Environmental (Planet)	Weight of Factor 2. Social (People)	Weight of Factor 3. Governance (Profit)	Scale
Bloomberg ESG Data, USA	30-50%	20-40%	10-30%	1-100
Ethics, UK	25%	25%	50%	1-100
FTSE, UK	54%	21%	25%	0-5 to one decimal point
Inrate, Switzerland	25%	25%	50%	D- to A+
MSCI, China	50%	30%	20%	D- to A+
Refinitiv, UK-USA	40%	40%	20%	1-100
Thomson Reuters, UK	50%	30%	20%	1-100 with a corresponding D- to A+ scale

Source: Semova, M. (2023) ESG impact on market performance. Amazon.

Annual project-based awards also promote sustainable tourism development. The following enterprises of different scales were proclaimed as the World's Most Sustainable Hotels in 2021 [4]: #1 The Red Sea Project or Coral Blue, a new green hotel development, off the Saudi Arabian west coast on the island Shurayrah, #2 Wave of Change by Iberostar Group, #3 The urban 1 Hotels (in Brooklyn, NYC), inspired by nature with their Earth Day Everyday campaign, #4 The Spanish-based Meliá Hotels, etc.

ROCK-CUT MONASTERIES ON FOUR CONTINENTS

Rock-cut cave monasteries inherently embody national treasures, necessitating a robust public-private partnership to uphold their preservation. These architectural marvels, crafted into cliffs or rock formations by ancient societies for religious or spiritual significance, epitomize sustainable heritage. Across continents, notable examples of these rock-cut cave monasteries include:

Asia

Ajanta and Ellora Caves, Maharashtra, India is a UNESCO World Heritage site with rock-cut temples and monasteries dating from the 2nd century BCE to 5th CE, featuring Buddhist, Hindu, and Jain art. Trade is frequently cited as the primary influence [5] on the florescence of rock-cut Buddhist monasteries in the Western Ghats mountains, India again between 200 BCE and 400 CE. Alchi Monastery, Ladakh in India are renowned for ancient frescoes and wood carvings, dating to the 10th century. Gheralta Mountains, Tigray, India are rock-hewn churches on cliff faces, requiring challenging hikes, including the famous Abuna Yemata Guh Church.

Longmen Grottoes, Luoyang, China is a UNESCO site with Buddhist sculptures and temples dating from the 5th to 10th centuries. Mogao Caves, Dunhuang, China is a network of 500 caves with Buddhist art spanning the 4th to 14th centuries, a pilgrimage site. Yungang Grottoes, Datong, China consists of over 250 caves with Buddhist sculptures, notable for large-scale statues, dating from the 5th century.

Bamiyan Valley, Afghanistan is a site of colossal Buddha statues, destroyed in 2001, but significant for historical heritage.

Vardzia, Georgia is a 12th-century cave monastery complex carved into Erusheti Mountain, still inhabited.

Dambulla Cave Temple, Sri Lanka is a complex of rock-cut temples dating from the 1st century BC, featuring over 150 statues and frescoes.

Cappadocia, Turkey is a region famous for fairy chimneys and rock-cut churches, Göreme Open-Air Museum a UNESCO site.

Middle East

Petra, Jordan: Ancient city carved into rose-coloured cliffs, capital of Nabatean Kingdom, known for rock-cut tombs, temples, and theatres, including iconic Al-Khazneh (The Treasury). UNESCO World Heritage site, iconic archaeological marvel.

Europe

Ivanovo Rock Monastery, Bulgaria is a UNESCO site near Ruse, known for medieval rock-hewn churches with frescoes from the 13th century. Bulgaria is rich in rock-hewn monasteries [6].

Meteora, Greece is a complex of monasteries atop rock pillars, a UNESCO site since the 14th century. Orthodox Christian centres, a refuge from invaders, a popular tourist spot.

Matera, Italy is a UNESCO site with ancient cave dwellings and features a Green Michelin-starred restaurant serving traditional Italian cuisine with a modern twist.

Orheiul Vechi, Moldova is an archaeological complex with rock-hewn caves for religious use, fortifications, and monastic dwellings carved into limestone cliffs.

Pechersk Lavra, cave monastery of Kyiv, Ukraine is a historic Orthodox Christian complex founded in the 11th century. Includes caves for monks, and magnificent churches.

Africa

Lalibela, Ethiopia are UNESCO-protected churches attributed to King Lalibela in the 12th century, carved from a single rock, an incredible religious site. Tigray region in Ethiopia is home to rock-hewn churches atop cliffs or within caves, culturally significant like Lalibela. Two new rock art sites in the Irob district of eastern Tigray, northern Ethiopia, have been discovered recently. One of them, Ra Bolo, contains images of domestic cattle and human figures while the other, Adhay Bolo, appears to contain only images of goat-antelope caprinaes [7].

Egypt: Notable rock-cut structures like Abu Simbel Temples, Valley of the Kings, Valley of the Queens, and Monastery of Saint Anthony and Saint Paul. Rich historical and religious heritage is showcased in ancient temples, tombs, and desert monasteries. Monasticism first reached today's Bulgarian lands in the 4th -5th century CE, entering through the territories of today's Turkey, Palestine, Syria, and the deserts of Egypt [8].

Latin America

The churches of Lalibela, Ecuador are not as well-known as their Ethiopian counterparts. They are a series of rock-hewn churches built by the indigenous Puruhá people. These churches, located in the Andean region of Ecuador, are carved into soft volcanic tuff, and are known for their unique architecture and historical significance.

San Ignacio Mini in Argentina is a UNESCO World Heritage-listed Jesuit mission complex located in the Misiones Province of Argentina. While not carved directly into the rock, the buildings of San Ignacio Mini are constructed using a combination of indigenous Guarani techniques and European architecture, creating a unique blend of styles.

In North America, traditional rock monasteries like those in Ethiopia or India are scarce. However, sites like Bandelier National Monument in New Mexico, Montezuma Castle National Monument in Arizona, and Mesa Verde National Park in Colorado feature ancient cliff dwellings built by indigenous peoples, showcasing their resourceful use of natural rock formations for habitation and ceremony.

While Green Michelin-starred restaurants may not be as common near rock monasteries compared to other regions, eco-friendly accommodations are available nearby. In Ajanta and Ellora Caves, India, as well as Mogao Caves in China, Cappadocia in Turkey, Petra in Jordan, Meteora in Greece, and other cultural sites, travellers can find lodgings prioritizing sustainability and community engagement, contributing to responsible tourism practices aligned with ESG principles and UN Sustainable Development Goals.

KEY MESSAGES TO KEY AUDIENCES & CUSTOMIZED SERVICES

Tailoring tourism services to cater to the preferences and needs of different generations is imperative for ensuring a diverse and satisfying customer experience. For Generation X travellers, who prioritize authenticity and cultural immersion, personalized guided tours focusing on historical, cultural, and

natural landmarks may be particularly appealing. Millennials, on the other hand, are drawn to immersive and adventurous experiences, making activities like eco-tours, outdoor adventures, and unique dining experiences highly sought after. Generation Z travellers, characterized by their tech-savviness and social consciousness, may favour interactive and educational experiences such as virtual reality tours, volunteering opportunities, and initiatives promoting sustainable travel practices. By recognizing and accommodating the distinct preferences of each generation, tourism providers can optimize their offerings to deliver memorable and meaningful experiences for travellers of all age groups.

Despite the COVID-19 pandemic being declared a threat to the elderly in 2020, the economic repercussions have disproportionately affected the active population. A survey conducted by the US advocacy organization Data for Progress in April 2020 revealed that 20% of workers under the age of 45 lost their jobs, with an additional 13% being placed on leave and 19% experiencing reduced working hours, totalling 52% affected. This same demographic faced significant economic hardship during the 2007 financial crisis, prompting political scientists to caution that this generation will navigate two major economic downturns during their working lives.

A compelling promotional message for **Generation X** regarding rock monastery tourism should resonate with their values, interests, and preferences. Generation X, born between the mid-1960s and early 1980s, is also referred to as the female-raised generation in the USA because of the Vietnam War [9]. Such promotional messages aim to appeal to Generation X's sense of adventure, curiosity, pragmatism, and appreciation for cultural heritage while highlighting the unique and transformative experiences offered by rock monastery tourism.

A compelling promotional message for **Generation Y** (also known as **Millennials**) regarding rock monastery tourism should also resonate with their values, interests, and preferences. Millennials, born between the early 1980s and mid-1990s to early 2000s, often tend not to respect seniority, experience, qualifications, or hierarchical structures [10]. These promotional messages should appeal to Generation Y's desire for meaningful experiences while highlighting the transformative and immersive nature of rock monastery tourism.

A captivating promotional message for Generation Z regarding rock monastery tourism should resonate with their value of sustainability, social consciousness, and immersive experiences. **Generation Z** also known as **iGen** [11] is born from the mid-1990s to the early 2010s. These

promotional messages aim to capture travellers who take the internet for granted and can process information at the speed of light [12] while highlighting the transformative and educational aspects of rock monastery tourism.

Indigo children, who are identified as geniuses denounced as problematic, can be born any time between the 1970s to 2010. Parents and teachers admit that they have problems figuring them out [13]. They do not study and play the usual games for their age; they do not recognise any authorities and insist on their way. The first indigo children are believed to have been born in the 1970s. They work mainly with the right half of their brains, making them creative, intuitive, imaginative, and emotionally intelligent. This inclination naturally puts them in opposition to the prevailing modern rationality and logically ordered lifestyle. Because of their strong intuition and intelligence, indigo children can spend several years in office before anyone notices that they are not writing or reading correctly. A new label of “dyslexia” follows, which can be disastrous because these children tend to believe that they are perfect and have a mission to save the world. According to psychologists, what seems to outsiders to be a distraction is concentration, as they are normally focused on social topics.

Finally, more and more researchers are referring to **Generation C** or users, without a specific age range [14], who do everything online and are socially active; they prefer content to form, and they are interested in and able to analyse complex global issues. “**C**” [15,16] could also be derived from computer communications, clicks, causes, collaboration, and, in 2020, an additional “C” designating coronavirus. Generation C does not denote a specific age group; rather, it encompasses individuals adept at communication and technology, with a broad perspective on the world. These discerning individuals pose a significant challenge for tourism agencies in the years ahead.

In 1999, Generation E [17] could be identified as individuals reshaping the landscape of business with the ethos “You Can, Too!” By 2012, Generation E took on a new significance, embodying those who feel empowered to combat climate change in their daily lives. Similar to Generation C, Generation E transcends age and represents a mindset. An app bearing the same name was developed, allowing users to contribute to environmental nonprofits with each purchase. A 2018 Gallup survey highlighted a “global warming age gap,” revealing varying attitudes and risk perceptions across different age groups. For instance, 70% of adults aged 18 to 34 express concerns about global warming, compared to 56% of those aged 55 or older. In 2017, young Europeans, particularly within the vibrant electronic music and festival scene, were colloquially referred to as **Generation E** [18]. Furthermore, Generation E is actively engaged in numerous educational initiatives focused on fostering empathy and combating

hatred and discrimination. Ultimately, it is up to us to determine which interpretation of the "E" aspect takes precedence, but this emerging ethical, ecological, and entrepreneurial cohort warrants recognition as a distinct segment.

The pandemic of 2020-21 has changed the typical political climate, economic competition, social behaviour, and dependence on technology. We have yet to experience whether the forecasts for stagnant national markets will come true or, conversely, if our world will become even more transparent and efficient, especially with the Gen AI introduction after the pandemic. One thing is for sure – this global crisis has reminded humanity of the universal principles of **interconnectedness** and **reciprocity**, which will have to be incorporated into future successful communicational campaigns.

Social media giants provide usage statistics under certain conditions which contain data on 1) the average time spent using social networks daily in minutes by country; 2) favourite applications per country and generation; 3) engagement with the siblings of social media: news reports, e-commerce, gaming, or online dating 4) social media impact on mental health, etc. These are the big five tech giants, also known as the FAAMG, namely Facebook, Amazon, Apple, Microsoft, and Google in the United States. Statistics are also available upon request by the Chinese companies Baidu, Alibaba, Tencent, and Xiaomi, collectively referred to as BATX, and often seen as the competitor, specialising in high-tech services, products, and artificial intelligence. The same applies to the Russian version of Facebook - Odnoklassniki (meaning Alumni) and the Russian most used search engine Yandex (derived from "Yet another indexer") which operate in the former Soviet Republics.

So, our main questions when promoting sustainable tourism would be:

- How to segment our audiences – by generation, region, budget line, interests, preferences, etc.
- Which segment to target through what channel?
- How to adapt the proposition and the whole marketing mix for each segment?
- How to include the sustainability idea in the marketing mix (product, service, brand, price, incentive, communication, accessibility)?

A matrix that crosses the above would be necessary when crafting the proposition: cross tables for generations, behavioural patterns, and values, as well as cross tables for region-specific (culture-specific) verbal, non-verbal and visual semiotics.

INCENTIVES AND PRICING FOR THE DIFFERENT CUSTOMER SEGMENTS AND TARGET AUDIENCES

Incorporating considerations beyond profit, encompassing aspects related to people, planet, peace, and partnerships, is increasingly recognized as integral to contemporary business practices. Nonetheless, the extent of attention to detail varies significantly depending on the specific business context. Milestones such as the establishment of the Global Reporting Initiatives in 1997, the adoption of the UN Sustainable Development Goals in 2015, and the implementation of the EU Corporate Sustainability Due Diligence Directive in 2022 signify significant progress in advancing the global transition toward a more equitable and sustainable future. These initiatives underscore the growing commitment to integrating sustainability principles (Table. 2) into corporate strategies and operations worldwide.

Table. 2: ESG categories by pillars

Environmental decisions	Social decisions	Governance decisions
Decrease greenhouse gas emissions & improve air quality	Human rights - fair pay, no child labour and anti-trafficking internal rules	Management strategy - ethical standards, peace and partnerships for the SDGs
Energy management	Community relations, access & affordability	Governance structure - diversity, inclusion and equality
Water & wastewater management	Customer welfare - fair messaging, privacy & data security	Group structure
Waste & hazardous materials management	Labour relations & practices, employee well-being	Financial transparency, anti-corruption, and anti-money laundering internal rules
Exposure to environmental impacts	Exposure to social impacts	Exposure to good corporate governance impacts

Source: Semova, M. (2023) ESG impact on market performance. Amazon.

By addressing environmental, social, and ethical governance considerations, tourism stakeholders can work towards achieving a balance between economic growth, environmental conservation, and social equity, thereby contributing to the long-term viability and resilience of tourism destinations worldwide.

Sustainability is increasingly recognized as an integral component of reputation management for businesses. Sustainability involves actively shaping and influencing public perceptions of a brand,

which can be assessed through various metrics such as stock prices, financial indicators, and levels of brand loyalty. To effectively manage reputation, businesses utilize a range of tools designed to monitor and respond to reviews across diverse platforms, including social media and review websites. Examples of such tools catering to businesses of all sizes include TripAdvisor, KAYAK, Airbnb, Booking.com, Skyscanner, Reputation.com, and Grade.us.

A limited number of countries with rock monasteries are featured on platforms like TripAdvisor (as of March 2024), including Bulgaria, Georgia, Greece, Ethiopia, Moldova, and Ukraine, albeit without explicit national listings. This underscores a significant tourism niche that demands attention from national Destination Management Organizations, prompting questions about the neglect of rock monasteries as potential tourist attractions.

Numerous factors contribute to the underdevelopment of rock monastery tourism, even though many of these sites hold UNESCO World Heritage status.

Tourism development tends to **favour modern attractions** over lesser-known sites like rock monasteries, resulting in less investment in infrastructure, marketing, and visitor services. Additionally, the remote and inaccessible locations of many rock monastery sites, coupled with **inadequate transportation and tourist facilities**, pose significant challenges for visitors.

Remote regions often **fail to promote** their rock monastery sites to both domestic and international tourists, leading to low awareness of their cultural significance and tourism potential. **Political instability or security issues** in these areas further discourage tourists and hinder tourism development efforts.

The absence of proper facilities such as **visitor centres, guided tours, accommodations, and dining options** near rock monasteries diminishes the overall visitor experience and discourages tourism. **Online resources, TV programmes, and gamification** are also less available for the rock-hewed monasteries segment. The latter - gamification, being relatively new is a little-known marketing tool in the field [19].

Preservation of rock monastery sites requires careful management to **protect cultural heritage**. Striking a balance between tourism development and conservation efforts is challenging, particularly in ecologically sensitive areas.

Collaborative efforts involving government agencies, local communities, tourism stakeholders, and international organizations are crucial for addressing these challenges. Strategies like enhancing accessibility, marketing, infrastructure, and promoting sustainable practices are essential to unlock the tourism potential of rock monastery sites while ensuring their preservation and economic benefits.

This also leads us to the topic of tourism pricing, influenced by a large variety of macroeconomic and microeconomic factors: currency fluctuations, regulatory requirements, market demand, seasonality, cultural preferences, competition, distribution channels, value-added services, and local operating costs. Businesses adjust prices based on exchange rates, peak/off-peak seasons, taxes and regulations, consumer behaviours, competition, distribution channels, package deals, and local expenses to remain competitive and profitable in the global tourism market.

In the realm of international tourism services, a spectrum of price incentives can be employed to entice tourists, encompassing the following categories: Early booking discounts; Last-minute deals; Seasonal promotions; Package deals; Discounts for families or groups; Rewards for repeat customers; Off-peak pricing; Special events or festivals; Flexible booking policies; Discounts for residents.

By implementing these price incentives strategically, tourism businesses can attract a diverse range of travellers, stimulate demand during slower periods, and maximize revenue while providing value for customers.

RECOMMENDATIONS TO PROMOTERS

Again, in the context of sustainable tourism, recommendations for promoting rock monastery tourism should run the basic marketing segmentation technique: demographic, geographic, behavioural patterns, and values, crossed with region-specific (culture-specific) verbal, non-verbal and visual semiotics.

Developing a multifaceted approach to promoting rock monastery tourism involves various strategies aimed at raising awareness, enhancing accessibility, and ensuring a positive visitor experience. Key recommendations may include:

As there is currently no dedicated map exclusively showcasing rock-cut monasteries worldwide, perhaps it's an opportune moment to pioneer the creation of such a map. This map could function akin to a digital passport, collecting stamps or virtual badges for each monastery visited, reminiscent of club membership perks. Such an innovative approach could catalyze the development of a novel niche within the tourism industry, offering enthusiasts a curated journey through the rich heritage of rock-cut monasteries across different continents.

Apply rock-cut monastery sites for UNESCO World Heritage listing in an attempt to significantly increase tourism returns, even though a large lobbying industry has grown around the awards.

Launch comprehensive marketing campaigns targeting both domestic and international audiences across various channels, including social media, travel websites, print media, and travel agencies. Emphasize the unique historical and cultural heritage of rock-cut monasteries through visually appealing content such as photographs, videos, and virtual tours. Collaborate with tourism boards, local governments, and cultural organizations to integrate rock monastery tourism into broader heritage tourism initiatives.

Improve infrastructure and transportation networks to enhance accessibility to rock monastery sites, including roads, signage, parking facilities, and public transportation options. Provide visitor amenities such as visitor centres, information booths, restrooms, and dining and accommodation facilities near the monastery sites. Prioritize sustainable tourism practices and responsible visitor management to preserve and conserve the rock-cut monuments.

Organise cultural events, festivals, and religious celebrations at rock monastery sites to showcase local traditions, music, dance, and cuisine. Collaborate with local communities, artisans, and performers to offer authentic cultural experiences that engage visitors and deepen their appreciation of the historical and spiritual significance of the monasteries.

Develop educational programs, guided tours, and interpretive signage at rock monastery sites to provide visitors with insights into their history, architecture, and religious significance. Create user-friendly websites and mobile apps with interactive maps, games, itinerary planners, and booking capabilities to assist visitors in planning their trips. Encourage user-generated content and reviews on travel platforms to enhance credibility and attract prospective visitors through word-of-mouth recommendations.

Train local guides and interpreters to deliver engaging and informative tours tailored to diverse audiences, including school groups, families, and international tourists.

Addressing communication barriers related to stereotypes, generalizations, and attribution biases is essential for effective communication and messaging. Local Destination Management Organizations (DMOs) should foster collaboration and partnerships among government agencies, tourism stakeholders, local communities, and heritage conservation organizations to promote sustainable tourism development and preservation of rock monastery sites. Engage with tour operators, travel agencies, and hospitality providers to incorporate rock monastery visits into tour packages and travel itineraries, thereby increasing visitor numbers and contributing to the local economy.

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