I T H M C

International Tourism and Hospitality Management Conference

Sarajevo, Bosnia and Herzegovina

30 September - 4 October 2015

BOOK OF PROCEEDINGS

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INTERNATIONAL TOURISM AND HOSPITALITY MANAGEMENT CONFERENCE

(Sarajevo, 30th September – 4th October 2015)

INTERNATIONAL TOURISM AND HOSPITALITY MANAGEMENT CONFERENCE
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PREFACE

International Tourism and Hospitality Management Conference (ITHMC 2015) organized by Department of Geography, Faculty of Science, University of Sarajevo, Akdeniz University and with the technical support of Zenith Group Sarajevo, was held from September 30 to October 4, 2015 in Sarajevo, Bosnia and Herzegovina.

The Conference brought together leading academic scientists and researchers to exchange and share their experiences and scientific research results, ideas and applications about all the aspects of Tourism Science and Hospitality Management. Tourism science is both fundamental and an applicative science, so representatives from the economy, hotel industry, tourist agencies, as well as government representatives attended the conference. ITHMC 2015 included various themes and sub-themes so it was interesting for different attendees from various science and economy fields.

In addition to the Conference scientific sessions, Conference participants had the opportunity to visit small part of our tourism attractions through out several field trips.

ITHMC 2015 will be the oncoming event of the successful Conference series focusing on Tourism Science and Hospitality Management.

Organization Committee

ORGANIZING INTERNATIONAL TOURISM AND HOSPITALITY MANAGEMENT CONFERENCE


SARAJEVO

RADON



ADDRESS BY THE DEAN PROF. DR. RIFAT ŠKRIJELJ – UNIVERSITY OF SARAJEVO

Dear Minister of Education and Science of the Federation of Bosnia and Herzegovina, dear rectors, dear deans, dear participants of the conference, dear guests, ladies and gentlemen,

it is my pleasure to welcome you to the International Tourism and Hospitality Management Conference, which is organized by the Faculty of Science, University of Sarajevo and the Faculty of Tourism of Akdeniz University from Turkey, with the organizational and technical support of Zenith Group. Before I say more about the conference itself, I want to greet and thank in particular the following:

- Prof. Dr. Akin Aksu, dean of the Faculty of Tourism, Akdeniz University in Turkey,
- Mr. Ahmet Salih Cans, director of Turkish Airlines company in Bosnia and Herzegovina,
- Prof. Dr. Redžo Čausević, President of Green Crescent Society and a professor at the Faculty of Health Studies, University of Sarajevo,
- Prof. Dr. Dogan Gursoy, keynote speaker from Washington State University,
- Prof. Dr. Anton Gosar, keynote speaker from the Faculty of Tourism Turistica from University of Primorska, Koper,
- Members of the Scientific and Organization Committee of the conference, led by the Head of the Department of Geography at the Faculty of Science, University of Sarajevo, prof. dr. Nusret Drešković and
- Zenith group for the technical support in the organization of this conference.

I also want to welcome our dear guests:

- Prof. dr. Faruk Mekić, Vice-Rector for Scientific/Artistic Research of the University of Sarajevo
- Prof. dr. Mirsad Veladžić, Rector of the University of Bihać,
- Prof. dr. Sead Pašić, Rector of the University Džemal Bijedić in Mostar,
- Prof. dr. Kasim Bajrović, Institute for Genetic Engineering and Biotechnology at the University of Sarajevo,
- Prof. dr. Muhamed Brka, vice-dean for international relations at the Faculty of Agriculture and Food Sciences at the University of Sarajevo,

who took the time and supported the organization of this conference with their presence.
As one of the chairmen of this scientific conference and as the Dean of the Faculty of Science, I want to express my great pleasure that the successful cooperation between the Faculty of Tourism of Akdeniz University and the Faculty of Science of University of Sarajevo has began. I hope that it will be continued through the academic exchange of students and faculty staff of our faculties, and through the joint implementation of future projects in tourism.
This conference is specifically important if we take into account that one of the strategic development guidelines of Bosnia and Herzegovina is the development of tourism and the

tourism industry. The Faculty of Science has recognized the importance of the tourism industry, and in accordance to that, the Department of Geography established an orientation of Tourism and Environmental Protection in the academic year 2005/06. It has been proved already that Bosnia and Herzegovina has a remarkable potential for tourism development, because it has a very attractive natural and cultural resources, which are the foundation for the intensive development of the tourism industry. However, in recent years, it turned out that an access to an adequate evaluation of new and the re-evaluation of existing resources is needed. Taking these trends into account, the teaching staff of the Department of Geography is working intensively for a decade on improving existing and developing new methodological concepts in the area of effective evaluation of tourism resources and the related intensification of tourism development in Bosnia and Herzegovina. In this context, this is the main goal of organization and holding of this conference, whose results certainly contribute to the improvement of the tourism industry in Bosnia and Herzegovina and the development of tourism science in general.

Unfortunately, time will not permit me a more detailed introduction of the conference and the program, but I think it is sufficient to say that we will have the pleasure of attending the presentations of more than 70 scientific papers, with the participation of more than 100 eminent scientists from a number of different countries.

I will conclude this brief speech by thanking to all of you who made an effort to be part of this very important event for us. I'm sure that after the conference you will be enriched for a new experiences and knowledge in the field of tourism, and that you will become familiar with the rich natural, cultural and historical heritage of Bosnia and Herzegovina and Sarajevo.

I wish you all a successful work and a pleasant stay in Sarajevo.
Thank you.

OCTOBER 1, 2015						
HALL 1				HALL 2		
		TITLE	**AUTHOR(S)**		**TITLE**	**AUTHOR(S)**
SESSION - I - MODERATORS: Tamara Ratz and Alma Pobrić				**SESSION - I - MODERATORS: Almir Peštek and Lejla Turulja**		
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12:20	SID 165	Hunting Tourism Development in the Tuzla Canton	Senada Nezirović	SID 225	Role of Tax Incentives in Tourism Economy	Sultan Erge
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14:45	SID 237	Geoecological Evaluation of Terrain in National Park Una	Edin Hrelja, Nusret Drešković, Ranko Mirić, Boris Avdić	SID 63	A Critical Assessment of Sport Participants at Endurance Sport Events in South Africa	Madelien Ferreira, Martinette Kruger, Melville Saayman
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OCTOBER 2, 2015						
HALL 1				HALL 2		
		TITLE	AUTHOR(S)		TITLE	AUTHOR(S)
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9:15	SID 102	Changing Tourism Marketing Strategy of Turkey for the Last 10 Years	Nurdan Tümbek Tekeoglu	SID 361	South-Eastern Europe's Tourism In Time And Space Retrospective	Anton Gosar
9:30	SID 153	Evaluation Factor of Hospitality in a Sarajevo Tourism Destination	Lejla Žunić	SID 111	Changes in Pattern of Second Home Development in Countries Arising From Socialist Federal Republic of Yugoslavia	Vuk Tvrtko Opačić, Miha Koderman
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13:00	**Lunch Break (Only for Blue, Green, Yellow Package Participants)**					

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18:00	Poster Presentations					
19:00	**GALA Dinner (Only for Blue, Green, Yellow Package Participants) Meeting in the Hotel Lobby**					

CONFERENCE PARTICIPANTS

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62.	Melville Saayman	North West University	South Africa
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66.	Peet van der Merwe	North West University	South Africa
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92.	Bianca Manners	North West University	South Africa
93.	Maria Tugores	University of the Balearic Islands	Spain
94.	Elisabeth Valle	University of the Balearic Islands	Spain
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98.	Özonay Böcük	Anadolu University	Turkey
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101.	Tülay Polat Üzümcü	Koceali University	Turkey
102.	Ersin Uğurkan	Koceali University	Turkey
103.	Ömür Alyakut	Koceali University	Turkey
104.	Aysun Çelik	Koceali University	Turkey
105.	Emrah Özkul	Koceali University	Turkey
106.	Oya Yildirim	Çukurova University	Turkey
107.	Oya Berkay Karaca	-	Turkey
108.	A. Celil Çakici	-	Turkey
109.	Nurdan Tümbek Tekeoglu	Beykent Üniversitesi	Turkey
110.	Kivanc Inelmen	Bogazici University	Turkey
111.	Burcin Hatipoglu	Bogazici University	Turkey
112.	Yasar Sari	Eskisehir Osmangazi University	Turkey
113.	Ali Dogantekin	Eskisehir Osmangazi University	Turkey
114.	Vedat İyitoğlu	Mersin University	Turkey
115.	G. Nilüfer Tetik	Mersin University	Turkey
116.	Marlena A. Bednarska	Poznan University of Economics	Poland
117.	Marcin Olszewski	Poznan University of Economics	Poland
118.	Irfan Özcan	Akedniz University	Turkey
119.	Emine Erdurü	Akedniz University	Turkey
120.	Metin Ateş	Akedniz University	Turkey
121.	Ertuğrul Tarcan	Akedniz University	Turkey
122.	Mahn Hee Yoon	Daeugu University	Republic of Korea
123.	Murat Toker	Afyon Kocatepe University	Turkey
124.	Ahmet Baytok	Afyon Kocatepe University	Turkey
125.	Emel Istar	Düzce Üniversity	Turkey

126.	Maja Donadić	Petros d.o.o.	Croatia
127.	Cihan Seçilmiş	Eskişehir Osmangazi Üniversitesi	Turkey
128.	Burhan Sevim	Eskişehir Osmangazi Üniversitesi	Turkey
129.	Barış Yilmaz	Eskişehir Osmangazi Üniversitesi	Turkey
130.	Beyhan Aksoy	Akdeniz University	Turkey
131.	Medine Ateş	Akdeniz University	Turkey
132.	Alev Dündar	Anadolu University	Turkey
133.	Mustafa Kurt	Dumlupınar University	Turkey
134.	Elif Tuba Beydili	Dumlupınar University	Turkey
135.	Özcan Zorlu	Dumlupınar University	Turkey
136.	Nor Haniza Mohamad	Universiti Teknologi	Malaysia
137.	Zainab Khalifah	Universiti Teknologi	Malaysia
138.	Işık Sezen	Atatürk University	Turkey
139.	Naci Polat	Pamukkale University	Turkey
140.	Ilker Ünsever	FH KREMS, University of Applied Sciences	Austria
141.	Öznur Bozkurt	Düzce University	Turkey
142.	Murat Göral	Düzce University	Turkey
143.	Ibrahim Baş	Selcuk University	Turkey
144.	Neslihan Gencer	Selcuk University	Turkey
145.	Mehmet Keskin	Sinop Universitesi	Turkey
146.	Orhan Akova	Sinop Universitesi	Turkey
147.	Željka Šiljković	University of Zadar	Croatia
148.	Sultan Erge	Selcuk University	Turkey
149.	Mehmet Murat Payam	Adıyaman University	Turkey
150.	Madelien Ferreira	North West University	South Africa
151.	Tamara Ratz	Kodolanyi Janos University of Applied Sciences	Hungary
152.	Bahattin Ozdemir	Akdeniz University	Turkey
153.	Ayla Aydin	Akdeniz University	Turkey
154.	Osman Caliskan	Akdeniz University	Turkey
155.	Gokhan Yilmaz	Akdeniz University	Turkey
156.	Ebru Tarcan İçigen	Akdeniz University	Turkey
157.	M. Oğuzhan İlban	Balikesir University	Turkey
158.	Mehmet Kaşli	Balikesir University	Turkey
159.	Hasan Hüseyin Yildirim	Balikesir University	Turkey
160.	Yusuf Gurcinar	Işık University	Turkey
161.	Zahra Naimie	University of Malaya	Malaysia
162.	Norasmatul Akma	University of Malaya	Malaysia
163.	Rana Abuzaid	University of Malaya	Malaysia
164.	Senem Yazıcı	International Antalya University	Turkey
165.	Emine Patan	İstanbul Teknik Üniversitesi	Turkey
166.	Melika Arifhodžić	Tourism Board of FBiH	Bosnia and Herzegovina
167.	Zuhdija Dizdarević	University of Sarajevo	Bosnia and Herzegovina

168	Kadir Öztaş	Selçuk Üniversitesi Akşehir	Turkey
169.	Gülçin Çelik	Atatürk University	Turkey
170.	Emir Canatan	Atatürk University	Turkey
171.	Gül Şimşek	Atatürk University	Turkey
172.	Başak Aytatlı	Atatürk University	Turkey
173.	Stevo Pašalić	University of East Sarajevo	Bosnia and Herzegovina
174.	Darko Pašalić	University of East Sarajevo	Bosnia and Herzegovina

PROFESSIONAL MANAGEMENT OF INTERNATIONAL TOURISM AND HOSPITALITY MANAGEMENT CONFERENCE

PLENARY PAPER

SOUTH-EASTERN EUROPE'S TOURISM IN TIME AND SPACE RETROSPECTIVE - AN INSIDER'S VIEW

Anton Gosar[1]

Abstract: South-Eastern Europe was, at the beginning of the modern-day tourism, in the 1960's, a well-defined area of states. With the exception of Greece, all had communistic governments. Yugoslavia decided to open borders, invite tourists and enrich their hard currency income. According to UNWTO Yugoslavia was in 1980's listed among the 10 most visited countries of the world. Through the eyes and experiences of a tour operator and academician, the paper will elaborate on tourism characteristics in three time-frames: 1.) in the historically unified space; 2.) in the contemporary fragmented space and 3.) in the post-industrial globalized space. Personal impressions will be enriched with results of own research and from young scientists' mentorship.
The Fall of the Iron Curtain, the strive for national/ethnic sovereignty, the inclusion of most of the East-European periphery into the EU, the uprising of the middle class in some Euro-Asian and Latin American countries, the change of the air travel mode, the growing cruising industry, the experience thirsty and adrenalin searching population and the health- and environment conscious social groups have again made the tourist destination South-Eastern Europe a territory worth to discover. The fragmented space of the former Yugoslavia is divided into 7 nation-states, crisscrossed by approximately 6326 km of semi-open, often not defined borders where on approximately 252 border crossings tourist must identify himself and declare custom goods. Despite it, will most countries in 2015 of the region report best economic results of the tourism industry ever.
In addition to the pull-effect for the Europeans – namely the warm waters of the Mediterranean - sightseeing tourism of Asians is enriching outstanding features of cultures and nature. Historical capitols and towns, countries' outstanding natural specifics, and dominant cultural sites register Asian visitors near the top of the foreign nation's tourist list. The future of the region for the tourism industry lies in the promotion of cross-border development and in the increase of the awareness of sustainable development of tourism industries' complexity. Tourism development can only be tolerated to an extent where it would not kill the inviting nature, the authentic culture and itself. Regulating millions of visitors in protected sites of nature and UNESCO heritage places is the task for tourism developers of the future.

Key words: former Yugoslavia, tourism geography, timeframes, cross-border- / sustainable development.

Tourists move because they find the world within their reach irresistibly attractive. (Bauman, 2000)

INTRODUCTION

Time and space are, along with wealth, main generators of tourism flows. Tourists' motives are beneficial to a tourist destination only if visitors find the space attractive, have an abundance of time and a surplus of finances for leisure activities. But, in this equation one must not disregard the living standard, demography, culture and geopolitics on both ends of touristic industries' activities - in the outgoing and incoming space. If conditions

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regarding space, time and wealth contents change, this might affect the tourism economy overall.

South-Eastern Europe was, at the beginning of the modern-day tourism in the 1960's, a well-defined area of nation-states. With the exception of Greece, all had communistic governments. All of them, with the exception of the named and Yugoslavia, were in the beginning reluctant to support the development of international tourism and tourism in general, which they considered a bourgeois heritage. According to the UNWTO, in the 1980's, Yugoslavia was among the 10 most visited countries of the world (Gosar, 1989).

In this paper, we will give attention predominantly to the space of the former Yugoslavia, author's own studies and experience as well as research made predominantly by Slovenian scientists. Maps and other visual material will be presented predominantly in the conference's power point presentation.

Yugoslavia's disintegration (1991 - 2008) has through several (geo)political, cultural and wealth issues impacted the space where tourism was to a reasonable extend blooming. It took some of the seven new political entities almost two decades to level out numbers regarding tourists' visits, lengths of stay and incomes; some still struggle. In this paper we will not discuss changes in politics and economy (from communism to democracy; from the central planning economy to market economy) but will elaborate (just) on selected tourism industry's characteristics linked to the time-frame and related space.

Tab. 1. International visitors and international stays on territory of former Yugoslavia (in 1000)*

		1984	1994	2004	2014
Bosnia and Herzegovina	Visitors Stays	394	99	153 392	526 1.109
Croatia	Visitors Stays	5.621	2.659 14.013	7.912 42.516	10.955 59.688
Kosovo	Visitors Stays	-	-	41 63	62 112
Macedonia	Visitors Stays	584	185	165 361	425 922
Montenegro	Visitors Stays	-	-	-	1.324 8.414
Serbia	Visitors Stays	1.272+	301+ 1.264+	481++ 1.650++	922 1.988
Slovenia	Visitors Stays	1.137	832 3.103	1.484 3.833	2.259 5.962
Ex – Yugoslavia Territory	Visitors Stays	9.008	4.066	10.236 48.815	16.473 78.195

*subject to available source (various sources - not cited)
+incl. Montenegro and Kosovo; ++ incl. Montenegro

THE PAST IN THE UNIFIED SPACE

The term Tourismology as name for a discipline, which studies tourism in its complexity - including space, time, economy and other relevant factors - was born in South-Eastern Europe. The contemporary term in use is Tourism Sciences. In 1961 Živadin Jovičić called upon an integrated theory of tourism research – naming it Turizmologija (Ritchie et al, 2008). In the same summer, I stood in a double lane, with an Ethiopian flag in hand, to great Emperor Haile Selassie visiting the Cave of Postojna, where I was employed as guide. Just months later, the country we lived in opened its borders. Soon my parents seasonally devoted our house to people on the move, and on week-ends the main road through my home-town hardly could be crossed due to the many Volkswagens and increasingly Fiats – the popular Fičo – heading to or from the coast. The Simplon-Orient Express (Istanbul/Athens – Paris/London) took me and family to the Atlantic port of Le Havre and subsequently to America.

Modern-day tourism, which started in the 2nd half of the past century, took Yugoslavia by surprise. The sudden freedom to move across borders inspired its own citizens to intensive cross-border shopping trips and subsequently visits to gateway amenities along western borders. In cities and along the coast, domestic tourism started to level out with the incoming foreign. International tourism impacted the western portion of the country at large, whereas inland just urban centers and localities along major trans-continental highways gained transit guests' attention. Sun, Sea and Sand dominated foreign visitors' motives; just a minority decided to enrich their knowledge on cultural diversity of the multi-ethnic state and the many faces of the Balkan natural diversity (Planina at al., 1981;).

I switched from cave to Adriatic seaport guiding. Every second week, Austria Travel London occupied a railway carriage with tourists interested in Adriatic Mediterranean towns. I met them at the border station (Jesenice), talked to them on train, took them to the port (Rijeka) and embarked them on a Jadrolinija ship bound for Zadar, Split and Dubrovnik – showing theme cultural sites there. The second season at Kompas Yugoslavia, I received obligations related to the Blue Cars London program exploring several South-East European nation-states by bus. In the 1960's, this was still considered a highly adventurous trip: long check-ups at border posts, local guiding on the nation-state's territory, constant switch of currency, buses and hotels with no air-conditioning, hygiene at a minimum. In my final six years of tour guiding, which lasted way into the 1970's, I become an expert on the Classical Tour of Yugoslavia.

The Kompas Yugoslavia's own tour program, being offered on the western market, joined British and American, sometimes even French and German visitors on the same bus. A tri-lingual tour manager was the norm. The expectations of tour participants tended more towards gaining multi-cultural expertise on religion and ethnicity and, in particular, "experiencing adventure" (in a communistic nation-state). I remember all, but the first trip left deepest impressions. As more or less a newcomer to the business, I was responsible for the second bus, loaded with American tourists. Western impressions were left in Ljubljana and Zagreb. Banja Luka's parking in the middle of the central avenue was unusual, the Pliva waterfalls and the traditional grain mills were impressive; the legend of the birth of the communistic state in Jajce in 1943 and "pleskavica on lepinja", on the main square of Andrić's Travnik, were the highlights of the third day. On the next day a retired professor, the local guide, delivered hundreds of impressive stories of co-habitation of people and religions in Sarajevo. And, as travels continued, along the Jablanica Lake and Neretva River Yul Brynner's movie "The Battle on Neretva" was re-lived. Mostar's young guys jumping into the cold waters of the named river and Žilavka made the afternoon and evening brighter. As on gravel roads the travels continued, "stečki" and the narrow-gauge railroad towards Dubrovnik asked for many photo-stops. The next week's return trip followed the partly finished "Jadranska magistrala" where Greek, Roman, Turkish, Venetian and Slavonic history was re-lived (Gosar, 1989).

Tab. 2. Length of borders between nation-states on the territory of former Yugoslavia, 2015 (in km)

	BIH	CRO	KOS	MKD	MNE	SRB	SLO	All
Bosnia and Herzegovina	X	956	-	-	225	345	-	1.526
Croatia	956	X	-	-	14	252	670	1.892
Kosovo	-	-	X	170	79	380	-	629
Macedonia	-	-	170	X	-	62	-	232
Montenegro	225	14	79	-	X	45	-	363
Serbia	345	252	380	62	45	X	-	1.084
Slovenia	-	670	-	-	-	-	X	670
Ex – Yugoslavian Territory	1.526	1.892	629	232	363	1.084	-	6.326

Later I switched to a desk job accommodating rare Czechoslovak youth guests (CSKM). As a tour guide, I occasionally joined them on a two day bus excursion to Venice. Their group had to have individual visas, a trustworthy tour manager, and enough hard currency. On two occasions, several young couples disappeared from the hotel and never returned to the group. In the late 1970's, I was invited to Munich, to join a German research team studying the phenomenon of Yugoslavian tourism. Therewith I ended my career as tourism industry's practitioner and continued to work in academic circles.

Open borders were still in focus of domestic travel then. Shopping in Trieste, Gorizia and Tarvisio as well as in Klagenfurt, Radkersburg and Graz kept these cities in the capitalistic West alive and well. Some of them are almost ghost towns today. No preventive measures implemented by the government could stop the import (and smuggling) of Levi's jeans, Minas coffee, margarine, toilet paper, detergents, etc. (Jeršič, 1970) Arrangements such as a personal bank deposit of 500 Dinars (equivalent to $ 50.-) to cross the border, or the cyclic travel permission for cars with odd and even numbers on the roads could not stop Yugoslav nationals from crossing the border (Mikačič, 1989). About one million Yugoslavs found permanent jobs in the West. Twice as many visited border towns on shopping sprees each month. Within the federation's territory, another million citizens enjoyed their leisurely time in second homes and apartments they built or purchased in the mountains and along the Adriatic Sea (Jeršič, 1989; Salmič & Koderman, 2013; Koderman, 2014; Cigale, 2015).

THE CONTEMPORARY FRAGMENTED SPACE

The Balkan wars of the 1990's reduced international visits, hindered tourism growth and resulted into the nation-states of Bosnia and Herzegovina, Croatia, Kosovo, Macedonia, Montenegro, Serbia and Slovenia. The fragment space asked for re-structuring of the tourism industry in many ways (Mihalič, 1999; Gosar, 2005);

In 2015, the fragmented space on the territory of the former Yugoslavia is crisscrossed by approximately 6326 km of semi-open borders. The border delimitation between states, with the exemption of Bosnia and Herzegovina and Montenegro, is not entirely set; in particular maritime and water-based border delimitation causes concern (Gosar, 2012a). On every border-crossing, every single tourist has to present his or her personal document; on most (except Slovenia-Croatia, both EU members), customs control posts are added. Law regulations and currencies are different in all but three; Slovenia, Montenegro and Kosovo have Euros.

Branding of the new entities was/is a difficult process. Branding of a country as a tourist destination is an image process that a nation/place reflects to the world. On the global and European scales, the new countries are known for their rainbow of natural wonders and cultural heritage, but - most of them – also as countries being recently ravaged by war. The new image to be mediated to the world must therefore be rooted in the nation's (new) natural or cultural authenticity and in its people. International visitors are now invited to the part of the space they knew before as – Yugoslavia. To be successful (= profit) it is important to focus within nation-states on a single area or product of the country in attempting to become worldwide (= Europe-wide) the best (Bruketa, 2013). This could annoy tourism providers of the nation which are not put in front of the campaign.

Croatia and Slovenia were among the first to be aware of the importance of branding of their new states. But, according to surveys and tourism industry experts, both are still poorly recognizable in the global context. Both countries have switched in years of sovereignty from one to another slogan - starting with "On the Sunny Side of the Alps" (Slovenia, 1991) and "Mediterranean as it once was" (Croatia, 1999). Finally, they've switched from advertising their own dominant geography, towards literate acrobatics and invigorating promises – "I Feel SLOVEnia" (2010) and "Croatia – Full of Life" (2015). On markets of the Far East, their advertisement becomes unified. The territory of both countries is advertised unison with "Experience Croatia, Feel Slovenia". Other national tourist advertisement campaigns of the region, including BiH ("The Heart-Shaped Land"), follow the trend.

In some of new sovereign nation-states the change on the geopolitical territorial level resulted into the initiation of tourism development strategies. Some countries' governments were reluctant to midterm strategy planning, as they saw this trend as being a heritage of the communistic past (Five Year Development Plans), they've believed that the market itself will regulate tourism trends. The Republic of Slovenia introduced its first tourism development strategy in 1993. According to authors, within the following five "subjects of tourism" tourism products of Slovenia should be developed: a.) the Coast and the Karst; b.) the Mountains and Lakes; c.) the Health Resorts; d.) the Rural Countryside and e.) the Historic Towns. (Sirše et al.,1993; Sirše & Mihalič, 1999). Geographic features behind the above literary named "subjects of tourism" could easily be identified.

But, recent discussions have pointed out that the basic geographic regions of Slovenia can intermingle easily with each other and could therewith produce new "subjects of tourism" and new tourism products. According to authors, the "Slovenian attraction", namely of the space between the Alps, the Mediterranean and Pannonia and, in the cultural sense, "between Venice and Vienna", should be promoted/offered to different markets with certain distinction. Tourism products, based on experience environmental consciousness, have since become the lead element in tourism promotion and creation of touristic regions. Geography has been regarded only as a general frame to be considered and, on a small-scale, in a specific socially/historically bound spatial context. Authors of the new tourism strategy in progress are deliberating on three issues: A.) the overall national importance of a tourism product (incorporating Slovenia as a whole), B.) the nature of tourism products linked to specific natural and cultural sites, and on C.) tourism products applied to certain micro- or mezzo-localities and conditions – like a.) gastronomy and enology, b.) physical activity and related adventure(s), c.) urban culture, d.) eco-experiences: e.) health improvement and wellness enjoyment, f.) meetings and events, g) gaming and gambling, and h.) youth tourism (Cigale 2012; Gosar, 2012b).

The major uplifting of the reduced number of international visitors began in most of the above named countries about 15 years ago; the uncertain (geo)political and economic situation still hinders tourism development in some. I am sure that the conference will in several presentations enlighten the process. I have since mentored two dozens of MSc and a dozen PhD dissertations dealing with the impact of political uncertainty related to tourism. In all, along with immediate financial losses, the short and mid-term impact was proven (Mihalič, 1999). But, on the long run, if the situation stabilizes, tourists not only return but even increase their visits (Gosar, 2012c). Often, even above the trend of the general growth of the tourist industry of the world! What struck me most in the process of analyzing the uplifting of tourism is that visitors from neighboring (new) countries have - after the conflict! - become the most loyal customers of the (new) tourist industry developing in the (new) nation-states. For example: Slovenes (just 2 Million inhabitants) are constantly among the three nationals leading in tourist visits to Croatia (Kerma & Koderman & Salmič, 2009). In 2014 they were second considering visits. First were still Germans (81 Mill inhabitants), Slovenes are followed by Italians (61 Mill. inhabitants) and Austrians (9 Mill. inhabitants). But, Slovenes are also among the leading visitors of Bosnia and Herzegovina – along with citizens of Croatia and Serbia (Koderman & Kerma, 2009)

The sun, sea and sand tourism (SSS) motive is now on the territory of SE Europe enriched by VFR tourism (visiting friends and relatives), roots tourism, memory and spiritual tourism, nautical tourism (incl. cruising), adventure and adrenalin tourism, gambling and gaming, as well as enological and gastronomical enjoyment (Koderman, 2015; Cigale 2006, Balažič 2014, Koderman & Kerma, 2010).

What was until recently missing regarding previous origin of tourists were visits from geographically peripheral western and northern countries of Europe. The area has now become a playground of the residents of Central Europe (Gosar, 2012c). This trend switches slowly to the structure of nationals in the 1980's as increasingly Israeli, Russians and Asian tourists are enriching the tourist scene. Japanese, Koreans, Chinese and Indian tourists visit in an extremely short travel time-span natural and cultural wonders of the region.

Tab. 3. International visitors and international stays vs. residential population on territory of former Yugoslavia (in 1000)*

	Population 2014		1984	1994	2004	2014
Bosnia and Herzegovina	3.810	Visitors Stays	0.10	0.03	0.04 0.10	0.13 0.29
Croatia	4.250	Visitors Stays	1.32	0.69	1.86 10.00	2.58 14.04
Kosovo	1.764	Visitors Stays	-	-	0.02 0.04	0.03 0.06
Macedonia	2.038	Visitors Stays	0.29 0.53	0.09 0.16	0.08 0.18	0.21 0.45
Montenegro	621	Visitors Stays	-	-	-	2.13 13.55
Serbia	7.164	Visitors Stays	0.18+	0.04+	0.07++ 0.23++	0.13 0.28
Slovenia	2.062	Visitors Stays	0.55	0.40	0.72 1.86	1.09 2.89
Ex – Yugoslavia Territory	21.709	Visitors Stays	0.41	0.19	0.47 2.25	0.76 3.63

*subject to available source (not cited)
+incl. Montenegro and Kosovo; ++ incl. Montenegro

THE GLOBALIZED SPACE OF THE POSTMODERN SOCIETY

Mature tourism tends to risk stagnation if innovation is not going to be added to the general pull effects (climate, culture, etc.) to the existing products of the region (Sedmak & Mihalič, 2008). According to UNWTO statistics the top 5 countries leading in the 1950's in international tourist arrivals (USA, Canada, Italy, France, Switzerland) accounted for 71% of the global demand, 60 years later the top 5 group accounted only for 31% of the billion international tourists traveling. Regarding international visits, Yugoslavia was in the 1970's ranked among the second group (first 10) and in the 1980's among the 15 most visited countries of the world. Those 15 countries have in the 1970's accounted for 75% of all international travels and in 1990 for 66%.

The travel and tourism competitiveness index 2015 - TTCI of the World Economic Forum proves that quality and diversity of touristic products increasingly override inexpensive products on the market. Considering just Europe, Spain, France and Germany are leading - despite the fact that they are highly developed countries with high costs in global terms. The combination of business environment, infrastructure, governance and innovation make that possible. The TTCI 2015 ranking of the Mediterranean countries on the world scale shows that Croatia is 33th, Slovenia 39th Montenegro 67th, Bosnia and Herzegovina is not mentioned among 141 countries being ranked. Among countries of SE Europe Serbia is ranked 95th (value 3.34), Macedonia and Kosovo are not included in the ranking.

Tab. 4. The globalization of supply and demand in the tourism industry

Rank / Year	1950	1970	1990	2010
1.	USA	Italy	France	France
2.	Canada	Canada	USA	USA
3.	Italy	France	Spain	China
4.	France	Spain	Italy	Spain
5.	Switzerland	USA	Austria	Italy
Group Share	71%	43%	39%	31%
6.	Ireland	Austria	Mexico	United Kingdom
7.	Austria	Germany	Germany	Turkey
8.	Spain	Switzerland	United Kingdom	Germany
9.	Germany	Yugoslavia	Canada	Malaysia
10.	United Kingdom	United Kingdom	China	Mexico
Group Share	17%	22%	18%	14%
11.	Norway	Hungary	Greece	Austria
12.	Argentina	Czechoslovakia	Portugal	Ukraine
13.	Mexico	Belgium	Switzerland	Hong Kong
14.	Netherlands	Bulgaria	Yugoslavia	Russian Fed.
15.	Denmark	Romania	Malaysia	Canada
Group Share	9%	10%	9%	11%
Other Share	3%	25%	34%	44%
TOTAL	25 Million	166 Million	436 Million	940 Million

Source: Payeras, 2015

The example of Bovec shows us how important it is to think out of the box and become innovative. At the dawn of the 21st century, after the unsuccessful bid for the Winter Olympics 2006 (popular: "Senza Confini" = without borders) the three participating countries – Austria, Italy, Slovenia, decided to continue co-operation and work towards a unique, single tourist destination. The alpine resorts such as Kranjska Gora, Bovec, Tarvisio, Faak am See decided to co-operate in promotion and in services. Disregarding their locality of tourist's stay! Cross-border co-operation is also in progress in Istria, the Adriatic peninsula, located in Italy, Slovenia and Croatia. The recent examples include wellness programs and routes devoted to enological tourism (Vodeb, 2010; Vodeb, 2012; Kerma, 2014; Jurinčič, 2014).

Tab. 5. Travel and tourism world competitiveness 2015 (ranking of selected European and Mediterranean countries).

World Rank	Europe		World Rank	Mediterranean Area	
	Country	Value		Country	Value
1.	**Spain**	5.31	1	**Spain**	5.31
2.	**France**	5.24	2	**France**	5.24
3.	**Germany**	5.22	8	**Italy**	4.98
4.	/United States/	5.12	15	**(Portugal)**	4.64
5.	**United Kingdom**	5.12	31	**Greece**	4.36
6.	**Switzerland**	4.99	33	**Croatia**	4.30
7.	/Australia/	4.98	36	**Cyprus**	4.25
8.	**Italy**	4.98	39	**Slovenia**	4.17
9.	/Japan/	4.94	40	**Malta**	4.16
10.	/Canada/	4.92	44	**Turkey**	4.08
11.	/Singapore/	4.86	49	**(Bulgaria)**	4.05
12.	**Austria**	4.82	62	**Morocco**	3.81
13.	/Hong Kong/	4.68	66	**(Romania)**	3.78
14.	**Netherlands**	4.67	67	**Montenegro**	3.75
15.	**Portugal**	4.64	72	**Israel**	3.66

Source: World Economic Forum, 2015

The case of the Cave of Postojna (and Lake Bled) in Slovenia shows us another regional trend. Despite of its 50 years of the modern day tourism tradition, South-Eastern Europe was until recently not discovered "on large" by Asian and even American overseas visitors. Europe worth visiting for them was Rome, Paris, London, …Hungary, Romania, Bulgaria and Yugoslavia, as a conglomerate of cultures and natural landscapes, was for decades an exotic periphery of communism and predominantly a summer holiday warm seas/lakes destination enjoyed by West-Europeans. In addition to the pull-effect for the Europeans and the region – namely the warm waters of the Mediterranean, the Alps and mountains of the Balkan Peninsula, and the karstic natural heritage – the sightseeing keen Asians are now enriching outstanding features of both, culture and nature. Historical capitols and towns (like Belgrade, Zagreb, Sarajevo and Dubrovnik), countries' outstanding natural resources (like the authentic karst) and dominant cultural sites register Asian visitors near the top of the foreign nation's tourist list.

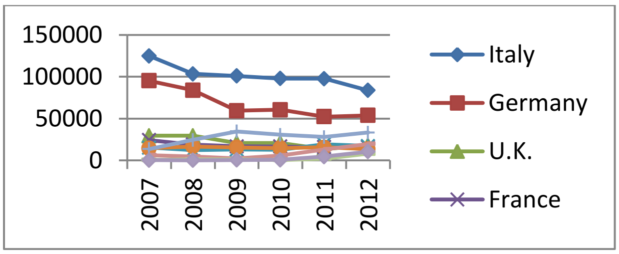

Fig. 1. The Postojna cave: International visitors, 2007 to 2012
Source: Postojnska jama, d.d., Postojna 2013.

The year 2015 promises to become a peak year of international visits in most of the countries of the region. What can we expect from future trends in tourism for the region? In addition to traditional tourism – the renewed sightseeing and sea/mountain holiday-making (described above) - we can expect the following incoming tourism trends to come to the foreground of visits:

1. Roots tourism or Tourism of the Diaspora (within the VFR segment of tourism) is likely to become an increasingly growing international travel mode to the territory and the individual nation-states of former Yugoslavia;
2. Dark Tourism or Tourism of Grief, combined with Tourism of Imagination and with Spiritual Tourism, is likely to increase;
3. The sightseeing "Rainbow of Cultures Tourism" (RCT tourism), incorporating cultural landscapes and well-preserved natural resources of the region is, again, going to become attractive to predominantly Asian and other overseas visitors traveling by land, sea/river or just crisscrossing the region, having other major European points of interests in mind as well.
4. The EEE tourism (Ecological, Ethnological and on Experience based tourism), the AAA tourism (Adventure, Action and Adrenalin rich tourism), and the ISI tourism (Involvement, Heritage and Imaginary tourism) types will increasingly be added to the SSS motives of travels to the most parts of the region.

Tab. 5. International tourist arrivals in selected countries of SE Europe by regions of origin (2013).

International arrivals in 2013	Austria		Croatia		Hungary		Slovenia	
	Number	Share	Number	Share	Number	Share	Number	Share
Europe	21,776,236	87.8	9,965,000	91.0	9,420,000	88.7	1,969,837	87.2
Asia	**1,593,422**	**6.4**	**452,000**	**4.1**	**487,000**	**4.6**	**167,889**	**7.4**
Africa	60,827	0.2	20,000	0.2	27,000	0.3	5,682	0.3
Americas	860,311	3.5	382,000	3.5	614,000	5.8	88,344	3.9
Australia and Oceania	157,318	0.6	129,000	1.2	76,000	0.7	26,818	1.2
Not specified	365,014	1.5	/	/	/	/	/	/
Total	**24,813,128**	**100.0**	**10,948,000**	**100.0**	**10,624,000**	**100.0**	**2,258,570**	**100.0**

Source: Statistik Austria 2014, Croatian bureau of statistics 2014, Hungarian Central Statistical Office 2015; Statistical Office of the Republic of Slovenia 2015a.

In some countries of the region tourism contributes already to more than 10% of the national GDP (Croatia - 22%, Montenegro – 19%, Slovenia 13%). Bosnia and Herzegovina reported 12.9% growth of tourist arrivals (2012 – 2014) and claims that Sarajevo is on the 43rd place of the world's best city ranking (Lonely Planet), ahead of all other capitols of SE Europe, except Athens. To increase the number of international tourists is – sadly – the characteristic of strategic plans of most of region's tourism developers. But, be aware that mass tourism could hinder normal business – like in Dubrovnik, where cruise ship visitors literally occupy the town for several hours - and could become a threat to natural heritage – like at the Plitvice Lakes National Park, where ten thousand (predominantly Asian) daily visitors are a burden to the existing park infrastructure and are enforcing pressure on the natural karstic phenomenon! Regulating millions of “human intruders” (as tourist) at protected sites of nature (Plitvice Lakes, the Cave of Postojna, Lake Bled, etc.) and in UNESCO heritage places (Dubrovnik, Split, Mostar, Višegrad, etc.) and pilgrimage destinations (Međugorje) is a major task for tourism developers and planners of the future. Tourism development can only be tolerated to such an extent where it would not kill the inviting nature, the authentic culture and itself. Indiscriminated use of resources of any kind can kill destinations. To reach the balance and interdependence between economy, environment, corporations and residents should become the major goal for tourism developers in the region.

In the digital age, customers take advantage of mobility and of access to information as never before. They make their own decision after searching, sharing, reading or comparing different options. As a result of it, they are able to create individual products on which they want, as participants, be at least to a minimum in command. They do not want to be one more in the crowd. Contemporary tourists are open to (any) new challenges – as they are driven by the innovative society. They us visual and audio app’s - instead of guidebooks, and GSM cartography - instead of classic maps. Low cost airlines enable them to visits far-away places, with a rucksack, just for a day or two (with no burden for their budget). The modern tourist does not simply follow the footprints of others ahead; they are making their own footprints and new paths to be discovered and used by the tourism industry of the region of SE Europe as well!

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SESSION: PROTECTED AREAS, TOURISM AND ENVIRONMENT

HUNTING TOURISM IN BOSNIA AND HERZEGOVINA

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Abstract: The paper analyzes the hunting tourism as a factor of economic development in Bosnia and Herzegovina. This paper analyzes the main resources for development of hunting tourism in Bosnia and Herzegovina, it examines the basic characteristics, points to the problem of its development, examines the trends of hunting tourism and makes recommendations with a view to the future development of tourism in Bosnia and Herzegovina. There was used a theoretical approach based on local and foreign literature, it analyzes strategic documents, examines the empirical material, analyzes the existing data on income, and it carries out the primary research through personal interviews with relevant people. This paper reports the research pointing to the existing potentials for development of hunting tourism in Bosnia and Herzegovina where they are not sufficiently exploited. Hunting tourism is an additional income for the local population as well as for the local communities as a whole. Hunting tourism is also a major source of income of hunting societies and organizations that deal with it in Bosnia and Herzegovina.

Key words: hunting tourism, wildlife, economic development, Bosnia and Herzegovina.

INTRODUCTION

Hunting tourism, as a specific selective form of tourism on the one hand, and a segment of hunting economy, on the other hand, is an activity that takes place primarily in the natural environment, and is based on the use of one of the most important natural resources, ie. wild game in Bosnia and Herzegovina. This main resource of hunting and hunting tourism is, above all, the object of killing, and rarely observing or recording (photo-hunting or photo safari), and, as such, is subject to loss, but, at the same time, also potentially renewable. In addition to the main motivation segment of hunting tourism, there are also other natural resources, above all, space outside urban areas with different biocenosis such as forests, meadows, wetlands and swamp, farmland and karst fields in Bosnia and Herzegovina. (Ćurić et al 1974)

Hunters are as hikers, tourists motivated by primordial human need to collect food and fur, win trophies, but also to escape from stressful and exhausting city life and enjoy the leisure and natural environment. It is a hunting tourism which is one of the most important forms of tourism in Bosnia and Herzegovina. As a rule, it is of an elite character because of the price of arrangements and costs of hunting. The hunter who goes hunting outside the grounds of its home hunting organization is a tourist. (Novaković, 1996). The interest of Bosnia and Herzegovina for the development of hunting tourism is resulting from its economic importance. Bosnia and Herzegovina has a rich flora and fauna, which is the basis for development of hunting tourism in mountains, forests, and in lowland, and karst areas. Besides, Bosnia and Herzegovina has a long tradition of hunting, it has potential capacities, and professional hunter enthusiasts and mostly professional people with adequate qualifications. Therefore, there is an interest of foreign hunters for hunting destinations in Bosnia and Herzegovina. The present problems of hunting and hunting

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tourism in Bosnia and Herzegovina relate to the inadequate accommodation offer, frequent incompetence of employees in the field of hunting tourism, unregulated statistics, the lack of promotion and other important problems that need to be resolved. (Nurković, 2006)
Hunting areas of Bosnia and Herzegovina have very strong competitors. The sources of income in hunting tourism come from several significant factors. Most income comes from the lease of hunting grounds, then the fee for entering the hunting resort by hunters and their dogs, as well as the fees for killing, wounding and missing. Special profit comes from the purchase of game meat, service of hunters, use of hunting dogs, use of vehicles, services of guides and interpreters, insurance and accommodation and food for hunters. The more and more present issue is the sustainable rural development of hunting tourism in Bosnia and Herzegovina which includes hunting animals in a way that their existence is not questioned, and not to disturb the natural diversity to the area as well as animal species. (Novaković et al 2011) Thanks to this type of hunting, in Bosnia and Herzegovina, the whole activity becomes faster and more easily accepted in society, and creates economic, social and cultural benefits and it can also contribute significantly to the preservation of many animal species. The aim of this paper is to make a modest attempt to perceive the essential characteristics of the hunting grounds in Bosnia and Herzegovina as a specific tourist destination and to identify possible models of its valuation, as there have not been created a valid methodology for the evaluation of tourism potential of hunting areas and their relevant resources.

METHODS AND DATA SOURCES

The methodological approach is imperatively suited to the purpose of work, ie. the modern development of hunting tourism in Bosnia and Herzegovina. The study of hunting tourism coveres the local and regional areas in Bosnia and Herzegovina. In assessing the economic development of new and old hunting grounds, there are almost exclusively used quantitative methods ranging from stochastic to deterministic. Data for writing of this paper have been obtained by the secondary publication research on this subject and previous studies of authors of hunting tourism and hunting areas, the statistical documentation of the State Agency for Statistics of Bosnia and Herzegovina. Studies of this paper include theoretical approach based on domestic and foreign literature. The aim of this paper is to analyze the situation in the hunting tourism of Bosnia and Herzegovina and to propose measures to improve its function. Rating of the direct contribution of hunting tourism on the local and regional economic development in Bosnia and Herzegovina is a good basis for the definition and application of models that allow considering the overall development of the hunting grounds. However, the article of hunting tourism is devoted to a very challenging field of human activity, which has not been explored so far in Bosnia and Herzegovina.

DEVELOPMENT OF HUNTING TOURISM

Hunting is in Bosnia and Herzegovina until the end of the nineteenth century was completely free. With the arrival of the Austro-Hungarian Empire in Bosnia and Herzegovina, hunting was declared of national significance. However, the general disarmament of people, which was conducted for political reasons, led to an increase in the number of harmful wildlife and decline in the number of useful wildlife. Between the two wars, noble wild game have been much destroyed by irrational hunting. The last war has caused even greater suffering of useful game, especially in the area of Bosnia and Herzegovina in the reserve hunting grounds, where, besides that, all hunting lodges and huts were burnt and other hunting technical facilities were destroyed. In order to increase the number of useful game, from 1945 to 1950, there was banned hunting for doe deer, chamois, buck deer and pheasants. On the other hand, it was begun with intense extinction of wolves, for the past seven years there were killed about 5,000 of them. Game was proclaimed a national property, and the right to hunt was regulated by local community. (Laska, 1905) Government and hunting organizations have made a lot on the creation of the necessary conditions for proper breeding of wild game. Hunting grounds are divided on the state hunting grounds and the hunting grounds that belong to hunting organizations. The state hunting grounds cover about 10% of hunting grounds and are used primarily as wildlife reserves, then for the exercise of hunting and hunting tourism development. Their hunting technical facilities are usually renewed so that they could serve to increase international hunting tourism. Hunting tourism in Bosnia and Herzegovina until 1990 was successfully presented through various forms of tourist activities, especially highlighted and presented through hunting tourism programs and activities. Large areas covered by forests, and abundant, diverse flora that is suitable for wildlife are the key factors that allow survival and development of the wild game in Bosnia and Herzegovina.

HUNTING GROUNDS IN BOSNIA AND HERZEGOVINA

Favorite hunting grounds, which were gladly visited by foreign tourists, lovers of hunting, before the war are mountains around Bugojno, and the hunting grounds around Jajce, Kladanj, Mrkonjić Grad, Šipovo, Glamoč and others. We have to also add other features that are provided for tourists who visit Bosnia and Herzegovina for hunting. It's about getting to know remote mountain villages, and socializing with the population whom hunting and production of healthy food are traditional way of life. In order for hunting to have all the necessary tourist references, it should meet the basic criteria set before a tourist destination in general, which is, by definition, "more or less rounded geographical entity that has attractive, communicative and receptive factors, natural, social, anthropogenic, cultural and historical, traffic factors and requirements for accommodation, food, rest, recreation and entertainment of tourists.“ (Sušnik, 1972)

The attractiveness of the natural and social benefits of Bosnia and Herzegovina within the destination that significantly affect the particular choice of destinations (natural, built, cultural and social attractiveness). The conditions for stays and services, necessary facilities for accommodation and food, as well as all the other benefits that enable tourists to stay in the destination (local transport, sports activities, trade). Accessibility of the area, which includes the traveling distance in relation to the source markets, and which is expressed by expenditures, speed and comfort of arrival to the destination (infrastructure, equipment, operational factors and state regulation in the field of transport, border crossing, customs control). The above mentioned segments of tourist destinations in Bosnia and Herzegovina are at the same time the basic elements of each specifically integrated tourism and hunting tourism product. This requires their basic elaboration when it comes to the specifics of some hunting areas as a tourist destination in Bosnia and Herzegovina. (Rapajić, 1996)

Zelengora, a mountain in the area of Foča and Kalinovik, with a hunting area of 54,000 ha. Main wild game: chamois, doe deer, grouse and bear. The hunting lodge on Dobre Vode. Access to the hunting lodge with 12 kilometers of road Kalinovik Foča. The hunting ground has 7 more hunting lodges.

Treskavica, a mountain in the area of Sarajevo and Kalinovik, with a hunting area of 14,835 hectares. Main wild game: chamois, doe deer, grouse, bear and wild boar. The hunting lodge in Rajski Dol. Access to the hunting lodge from Trnovo - 4 km in the direction of Šuštavac. The hunting ground has 4 more hunting lodges.

Kruščica, a mountain in the area of Travnik, with a hunting area of 16,550 hectares. Main wild game: doe deer, wild boar, capercaillie and bear. The hunting lodge in Kruščica. Access to the hunting lodge by the road Vitez 4 km. The hunting ground has 3 more hunting lodges.

Koprivnica, a mountain in the area of Bugojno, with an hunting area of 15,900 ha. Main wild game are doe deer, wild boar, capercaillie and bear. The hunting lodge in Koprivnica. Access to the house via Bugojno-Kupres raod, 17 km from Bugojno. The hunting ground has 4 more hunting lodges.

Gostović, on Kamenica mountain in the area of Zavidovići, with a hunting area of 16,300 hectares. Main wild game: doe deer, wild boar, capercaillie and bear. There is no hunting lodge. Access to the hunting grounds by railway Zavidovići- Han Pijesak, 18 kilometers from Zavidovići.

Sušica, a mountain in the Srebrenica area, with a hunting area of 18,300 hectares. Main wild game: chamois, doe deer and bear. There are no hunting lodges or hunting huts. Access to the hunting area from Srebrenica on foot or horse for 4 hours.

Motajica, a mountain in the area of Derventa, with a hunting area of 12,000 hectares. Main wild game: doe deer. There is one hunting lodge. Access to the hunting area is 7 km from the road Derventa- Bosanski Kobaš.

Vrbanja, in the area of Kotor Varoš, with a hunting area of 15,000 hectares. Main wild game: doe deer, capercaillie, bear and wild boar. There are no hunting lodges or hunting huts. Access to the hunting area by road from Skender Vakuf.

Kozara- Prosara, mountains in Bosanska Dubica and Bosanska Gradiška, with a hunting area of 22,000 hectares. Main wild game: doe deer and buck deer. There are no hunting lodges or hunting huts. Access to the hunting grounds on Kozara from Prijedor over Mrakovica, and to the hunting grounds on Prosara from Bosanska Dubica.

Čvrsnica, a mountain in the area of Konjic, with a hunting area of 32 ha. The hunting lodge is located near the station of Jablanica. The hunting ground has 2 more hunting lodges and 5 shelters.

Prenj, a mountain in Konjic, with a hunting area of 24.1 hectares. Main wild game: chamois and doe deer. The hunting lodge on Borci. Access to the hunting lodge by road 19 km from Konjic to Boračko lake. The hunting ground has 7 hunting lodges.

Velež, a mountain in the area of Nevesinje, with a hunting area of 11,934 hectares. Main wild game: chamois, doe deer, wild boar and bear. There is a hunting lodge located 20 km from Nevesinje. The hunting ground has 1 more hunting lodge.

Jahorina, a mountain in the area of Sarajevo and Rogatica, with a hunting ground of 15.300 ha. Main wild game: doe deer, wild boar, capercaillie and bear. There is no hunting lodge, but hunters can stay at mountain hotels on Jahorina. Access to the hunting narea from Sarajevo b road 37 km orfrom Pale by road 16 km.

Plješevica, a mountain in the area of Bihać, with a hunting area of 6,475 hectares. Main wild game: capercaillie, doe deer and wild boar. The hunting ground has one hunting lodge. Access to the hunting area from Bihać by road 4 km to Zavalje.

Brestovsko, in the area of Kiseljak, with a hunting area of 8,800 hectares. Main wild game: rabbit and fox. The hunting ground has 1 hunting lodge on Gromiljak, the crossroads Travnik-Fojnica. (Tab. 1 and Fig 1)

Tab. 1. The hunting grounds of Bosnia and Herzegovina, 2014.

Hunting ground	Area hectares	Main animal
Zelengora	54.000	Roebuck
Treskavica	14.835	Chamois
Kruščica	16.550	Bear
Koprivnica	15.900	Rabbit
Gostović	16.300	Pheasant
Sušica	18.300	Partridge
Motajica	12.000	Wolf
Vrbanja	15.000	Waterfowl
Kozara- Prosara	22.000	-
Hrbljine	18.000	-
Čvrsnica	24,100	-
Prenj	24.000	-
Velež	11.934	-
Jahorina	15.300	-
Plješevica	6.475	-
Klekovača	8.668	-
Brestovsko	8.800	-

Source: Data of the national account for 2011 of the Agency for Statistics of Bosnia and Herzegovina

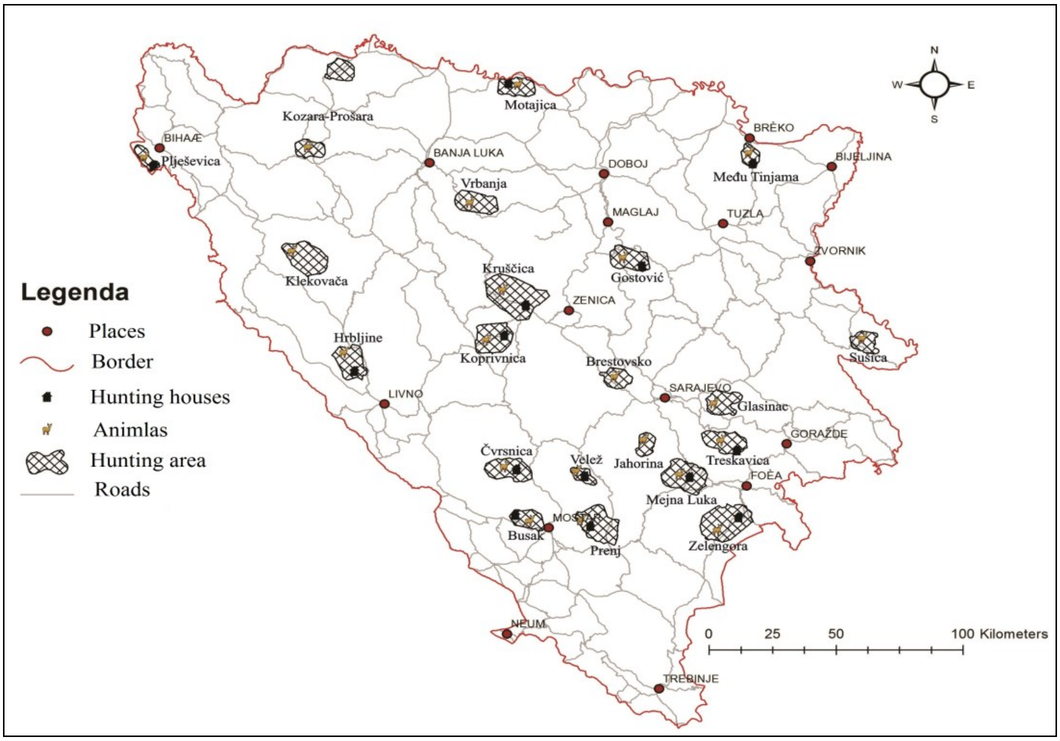

Fig. 1. The hunting grounds of Bosnia and Herzegovina, 2014.
Author: Nurković R.

In all large game hunting grounds as well as in some small game hunting grounds, there are still wolves and many other furry and feathered game. In the hunting grounds, there are hunting associations with all of the above types of game and many others. In the hunting grounds of Bosnia and Herzegovina, around 50,000 rabbits, 6,000 foxes, 1,000 wolves and several thousand of other fur-bearing animals are caught annually. Hunting in Bosnia and Herzegovina is a traditional sport. There are around 10,000 organized hunters affiliated to 77 hunting associations which are gathered in the Union of hunting societies of Bosnia and Herzegovina based in Sarajevo. Large game hunting in the state hunting grounds is approved by Forestry Administration of Bosnia and Herzegovina, and low game hunting by forest management. For each caught game in the state hunting ground, a hunting fee is paid according to the price list, for small game hunting per piece, and for captured bear, chamois, doe deer and wild boar per quality of trophies.

ECONOMIC EFFECTS OF HUNTING GROUNDS AND HUNTING TOURISM

Like only a few other countries, Bosnia and Herzegovina, in a relatively small area, has favorable environmental conditions for the survival and breeding of different species of wildlife. Given its natural conditions and gained positive experience from the previous period in Bosnia and Herzegovina, the use and promotion of the game as one of the special forest products should be a constant source of income. Hunting tourism as a specific type of tourism in Bosnia and Herzegovina provides more efficient use of hunting grounds and wildlife due to the high taxes and the fact that hunters-guests are mainly foreign nationals. Profits achieved this way are invested in improving the situation in the hunting areas

(improvement of conditions of wildlife populations, improvement of infrastructure, and therefore offers). (Subašić, 2009)
Bosnia and Herzegovina exported large quantities of wild fur and still exportes abroad. The Ministry of Agriculture, Water and Forestry of Bosnia and Herzegovina has prepared the price list for game killing that is binding for all users of the hunting grounds. (Urošević et al 2011) "The lowest price for bears is 1,200 KM, and the highest up to 30,000 KM. The hunting of chamois costs from 660 KM to 8,000 KM, wolves 2,000 KM, rabbit 120 KM, pheasant 20 KM, grey partridge 40 KM, quail 6 KM, wild ducks 16 KM and rock partridges 60 KM. (*www.neum.ba*) Besides, hunting and hunting tourism have an impact on employment where hunting is in connection with considerably more employed people than shown by official statistics.
Bosnia and Herzegovina has received a credit from the International Development Agency (IDA) to finance a development project and conservation of forests - Additional Financing and intends to apply a part of the loan funds for contract for consultant services for the Study "Development of hunting." Bosnia and Herzegovina has received a credit from the International Development Agency for the development project and forest conservation. Hunting has its own legislation and frameworks. Hunting Act 2004 introduced dominal system in hunting management with two regulated types of hunting grounds i.e. private hunting grounds and common hunting grounds. Private hunting grounds have three forms of business, such as concessions, rental and entrusting the hunting rights in the state hunting grounds to a legal entity or physical person. (Nurković, 2013)
Accordingly, private hunting grounds ceded on the land owned by the state through public bidding may be given in concession or lease. Duration of the concession of state hunting grounds is about 30 years and management programs planned massive resources for the improvement of hunting management. Common hunting grounds are given to be managed by the most favorable bidder in public auction. Most of the lessee are hunting clubs that are organized under the Law on associations they do not have freedom to engage in activity for profit (Mustapić et al, 2004). The Law on Tourism accurately defines the way in which tourism activity can be performed by hunting associations and owners of hunting grounds. However, this law lacks The rules on hunting tourism.

CONCLUSION

Bosnia and Herzegovina has a rich flora and fauna, which is the basis for development of hunting tourism in its continental territory. Variety and attractiveness of the hunting offer is linked to the existing natural resources and therefore is interesting for domestic, and especially for foreign tourist hunters. On the hunting grounds of Bosnia and Herzegovina, it is possible to hunt big game: deer of all species, doe deer, bear, mouflon, wild boar, chamois; small furry game: fox, martens, hare, jackal, wild cat; and small feathered game: wild duck, dove, snipe and quail.
Hunting, as a specific branch of tourism, is significant because it requires wild game as an object of hunting to create motives for this type of tourism. Wild game is a natural resource and a social good that is renewable but not inexhaustible in Bosnia and Herzegovina. Tourism is definitely the most sensitive sectors of the economy in Bosnia and Herzegovina, and hunting tourism, which entails the movement of armed people in an area as well as taking out the catch (trophies, whole specimens, meat or game products), as the two necessary conditions for the implementation of this specific branch of tourism is even more than that.

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FLOOD MANAGEMENT IN BOSNIA AND HERZEGOVINA: ROLE OF REMOTE SENSING AND GIS

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Abstract: The worst flooding that ever hit Bosnia was in May 2014. The official estimates indicate that over 1.5 million people were affected in Bosnia and Serbia after a week of flooding. The assessments of the damage in Bosnia go up to €2billion of euro. The loss in floods is estimated 5 to 10% of GDP (as per WorldBank estimate). The effective floodplain management is a combination of the corrective and preventative measures for reducing flood damage. These measures require integrating data from a variety of sources, including zoning, subdivision, or building requirements, and the special-purpose floodplain ordinances.There are varieties of tools to generate a flood forecasting model to identify the potentially affected zones, so as to prioritize for remediation or the damage assessment. Furthermore, it is possible to analyze the time-related data and to explore trends and phenomena, to conduct the historical analysis and "what–if" scenarios, and to track and monitor events such as excessive rainfall, track water levels, etc. Bosnia is just starting to develop these tools and methods and this could be the way to improve capability to tackle such natural disasters. This paper describes some applications of Remote Sensing (RS) and Geographical Information Systems (GIS) in identifying flood hazard zones and flood shelters and are therefore important tools for planners and decision makers. The purpose is to describe a simple and efficient methodology to accurately delineate flood inundated areas, flood-hazard areas, and suitable areas for flood shelter to minimize flood impacts.

Key words: Floods, Management, Bosnia, Remote Sensing, GIS.

INTRODUCTION

When an event such as an flood strikes a community triggering the destruction or damage of infrastructure, it is manifesting the fact that such infrastructure is vulnerable, i.e. prone to be damaged or destroyed when such an event manifests itself.

In the context of disaster-risk reduction, the disaster makes the following facts evident: The geographical area where the community is settled is exposed to such a hazard; infrastructure, assets and other processes and services which experienced damage or destruction are vulnerable.

Typically, floods can be represented through maps. Using remote sensing and GIS tools we can identify and delineate the area that can be exposed to floods. Such hazard area demarks the geographic extent of floods which can have a period of return of 100 or more years. Any infrastructure located inside this area is exposed to floods. Experts from the social and economic sciences can then assess the degree of vulnerability of the infrastructure located inside this area and can then assess the risk combining this information related to the flood hazard, the exposed elements and their degree of vulnerability.

The starting point for reducing flood risk and for promoting a culture of disaster resilience lies in the knowledge of the hazard and the physical, social, economic and environmental vulnerabilities to floods. Information on hazards is generated using catalogues of historic events and scientific models that describe the spatial and temporal

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dynamics of such hazards. Furthermore, information on places that may congregate vast amounts of people, including vulnerable groups, is used to improve early warning evacuation procedures and to establish evacuation routes in case of events that can trigger disasters.
Flood hazard maps are elaborated combining specific parameters. They are generated in coarse resolution when used at the national level and at a high resolution when used in urban areas. In many developed countries, flood hazard maps represent areas which could be flooded once every 50 or 100 years. In other cases where the historic catalogue is not complete or is not yet elaborated, flood hazard maps usually depict the areas which could be exposed to floods but without referencing to a period of return.
Information on vulnerability is more difficult to compile given its social and economic nature. In some cases detailed assessments of vulnerability are conducted using specific surveys at the level of individual houses or communities. Such approaches provide more precise information on the different dimensions or components of vulnerability and are better tailored to capture information on the vulnerability of various sectors of development. In other cases, proxies are used to estimate the vulnerability of communities using demographic data and other data derived from national censuses, as well as economic data such as the Gross Domestic Product (GDP). However, such estimates may only capture a fraction of the vulnerability.
A risk map is produced combining the information on hazard and vulnerability. Once the map is elaborated, it will be easy to detect which vulnerable elements or assets are exposed to hazards. In addition, it can be used to identify the types of measures that need to be implemented to minimize the risks and to improve disaster preparedness efforts.

FLOODS: THE ROLE OF REMOTE SENSING AND GIS

Generally, there are several uses of remote sensing observations for flood monitoring:rain rate and accumulated rain amount, snow melt rate, soil condition: soil moisture, temperature, land cover, reservoir/river level, storm water drainage system (urban floods), terrain.If floods can not be forecasted, they may be detected in near-real time. Recent availability of daily satellite observations can provide the mean to do so.
The use of sensors in the visible or infrared portion of the spectrum is limited due to cloud cover. The microwave portion of the spectrum is not restricted by cloud cover. Early work on active and passive microwave sensors for flood monitoring could not rely on satellites with daily revisit times. Since 1997 a set of new generation microwave instruments has been launched with improved performance and daily revisit capability. One of these, the Advanced Microwave Scanning Radiometer - Earth Observing System (AMSR-E) instrument on board of the NASA EOS Aqua satellite (launched in 2002), also has an extremely efficient data distribution mechanism making the data available for public download only hours after their acquisition (De Groeve at all, 2007).
There are three primary uses of remote sensing observations for flood monitoring:
1) To infer flooding conditions by using satellite-derived precipitation;
2) To derive streamflow and runoff to monitor flooding conditions by using rainfall and surface weather data in a hydrology model;
3) To detect flood water on previously dry land surface by using satellite-derived land-cover observations.
To better understand and predict floods there are hydrological models based on how much rainfall occurs and where the water will likely go once it hits the ground. They use several

satellite precipitation datasets within these models to provide near real-time estimates of when and where areas may flood. While the majority of flood models currently focus on local or regional scales — taking into account one drainage basin or watershed — some recent research has shifted to estimating areas of potential flooding on a global scale. There are many examples on various scales which integrate Remote Sensing and GIS in flood alert system. The International Flood Network (IFNet) converts precipitation data from TRMM/GPM[1]into rainfall maps as part of their Global Flood Alert System (GFAS)[2]. IFNet determines flood risk based on a minimum precipitation threshold and in the future will alert communities of potential flooding in their region. There are useful information for flood forecasting and warning, such as global, regional rainfall maps, text data, and provides heavy rain information by precipitation probability estimates.

Near Real-Time (NRT) Global Flood Mapping provided by National Aeronautics and Space Administration (NASA)produces global daily surface and flood water products at approximately 250-m resolution, in 10x10 degree tiles.

The Global Flood Detection System monitors floods worldwide using near-real time satellite data. Surface water extent is observed using passive microwave remote sensing (AMSR-E and TRMM sensors). When surface water increases significantly (anomalies with probability of less than 99.5%), the system flags it as a flood. Time series are calculated in more than 10000 monitoring areas, along with small scale flood maps and animations.The Extreme Rainfall Detection System (ERDS), developed and implemented by ITHACA[3], is a service for the monitoring and forecasting of exceptional rainfall events, with a nearly global geographic coverage.

Relevance of remote sensing in emergency mapping is also evident from existence of the International Working Group on Satellite-based Emergency Mapping (IWG-SEM). According to Boccardo and Gulio Tonolo (2012), deferent types of sensors, platforms and techniques can be considered in the framework of emergency mapping. Modern agile satellites can be triggered in a very short time allowing, in best case scenarios, to have images covering the areas of interest a few hours after request. As far as the sensor type is concerned, radar SAR data are generally exploited when persistency of cloud cover make optical data unusable. Optical sensors are preferred choice to carry out damage assessment at a very high level of detail or when multispectral information is required, and are obviously the only choice when a visual interpretation approach has to be adopted for the post-event analysis. Concerning the spatial resolution, both optical and radar sensors can nowadays acquire very high resolution (VHR) imagery (with a ground sample distance up

[1] The Tropical Rainfall Measuring Mission (TRMM), a joint mission of NASA and the Japan Aerospace Exploration Agency, was launched in 1997 to study rainfall for weather and climate research. The Global Precipitation Measurement (GPM) mission is an international network of satellites that provide the next-generation global observations of rain and snow. Building upon the success of the TRMM, the GPM concept centers on the deployment of a "Core" satellite carrying an advanced radar / radiometer system to measure precipitation from space and serve as a reference standard to unify precipitation measurements from a constellation of research and operational satellites.

[2] GFAS is promoted both by Ministry of Land, Infrastructure and Transport of Japan (MLIT)and Japan Aerospace Exploration Agency (JAXA), under which Infrastructure Development Institute(IDI) – Japanhas developed this Internet-based information system.

[3] ITHACA -Information Technology for Humanitarian Assistance, Cooperation and Action. The non-profit association, based in Torino, Italy, is a center of applied research devoted to support humanitarian activities in response to natural disasters by means of remote sensing techniques.

to 0.5 m for optical sensors). As far as the temporal resolution is concerned, availability of constellation and increasing number of earth observation satellites, drastically increase the satellite revisiting time, allowing to monitor fast dynamic phenomena (e.g. floods). Main interest of users are identification of flood affected areas. It is therefore necessary to identify the standing water on post event images and compare them to the water already present before the flood event.
The most adopted satellite sensors for flood-related analyses are radar SAR sensors, which offer following advantages:
SAR amplitude images enable easily identification of still water bodies in open areas, by means of semi-automated data processing;
The all-weather capability of the radar technology allows imagery to be acquired during night time or presence of cloud coverage (typical weather conditions during floods).
If flood impact has to be delineated in urban areas, or detailed damage assessment is required, a deferent approach based on visual interpretation of VHR optical data is generally adopted.
In recent years, national emergency operations centres (EOC) have began using **geographic information systems** as tools to generate maps and web-based mapping services such as Google Earth to visualize additional geospatial data.

THE EUROPEAN FLOOD AWARENESS SYSTEM (EFAS)

Floods are the most prevalent natural hazard in Europe. During the period 1950-2005, 240 flood occurred in Europe, 47 of those were major, i.e., the number of registered casualties is greater than 70 and/or the direct damage is larger than 0.005% of the EU GDP in the year of the disaster (Barredo, 2007).
The European Flood Awareness System (EFAS) is the first operational European system monitoring and forecasting floods across Europe. It provides probabilistic, flood early warning information up to 10 days in advance to its partners: the National Hydrological Services and the European Response and Coordination Centre (ERCC). The aim of EFAS is to gain time for preparedness measures before major flood events strike particularly for trans-national river basins both in the member states as well as on European level. This is achieved by providing complementary, added value information to the National hydrological services and by keeping the European Response and Coordination Centre informed about ongoing floods and about the possibility of upcoming floods across Europe. EFAS is running fully operational since October 2012.EFAS uses multiple weather forecasts and Ensemble Prediction Systems (EPS) as input. Its forecasts are based on two deterministic, medium-range forecasts from the European Centre for Medium-Range Weather Forecasts (ECMWF) and the German Weather Service (DWD), (and thus different models) and on two sets of EPS: One from ECMWF which covers the medium-range up to 15 days globally (with a spatial resolution of ~30 km and 51 members, and one from the Consortium for Small-scale Modeling (COSMO), a limited area model EPS covering most of Europe with a shorter range up to 5 days (with a spatial resolution of 7 km and 16 members). The reason for using the shorter term EPS is to enhance the spread of EPS within the first few days and to have a finer grid information in particular for mountainous areas. This allows to better identify the location of the floods within the river basin. In a case study it has been demonstrated that using the eight global medium-range EPS available worldwide can provide a higher reliability for the results, but is computationally intensive.

The hydrological model used for EFAS is LISFLOOD. The model is a hybrid between a conceptual and a physical rainfall-runoff model combined with a routing module in the river channel. LISFLOOD has been specifically designed for large river catchments. A particular feature of LISFLOOD is its strong use of advanced Geographical Information System (GIS), in particular as a dynamic modelling framework.
EFAS is providing information to the national hydrological services only when there is a danger that critical flood levels might be exceeded. Ministry of Foreign Trade and Economic Relations of Bosnia and Herzegovina has started initiative of access to EFAS during 2015.

Bosnia and Herzegovina case: floods in May 2014

Three months' worth of rain fell in only three days; it is the heaviest rainfall in BiH since records began in 1894. An estimated 1.5 million people in 60 municipalities in BiH are affected (39% of the population). The most affected are Bosanski Šamac, Odžak, Orašje, Doboj, Bijeljina, Brčko, Maglaj. More than 2,500 households in the Federation of BiH and approximately 8,200 in Republic of Srpska were without electricity.A total of 24 people had been killed, of whom 7 were from the Federation of BiH and 17 were from the Republic Srpska. 2,610 landslides have been reported as of 22 May (UNCT BiH 22/05/2014). Landslides and debris remain a danger in BiH, in areas worst-affected by the floods. Landslides have moved mines and warning signs to unknown locations. Nobody had been killed or injured, but several incidents have occurred, including a mine exploding in Brčko district in the north of BiH.
According to Report of Commission formed by city of Bijeljina, total damage only in that city is over €62 million, but some estimates goes to over €200 million. Over 60% of damage was citizen's property, 38% was property of companies, and about 2% of damage is on infrastructure.

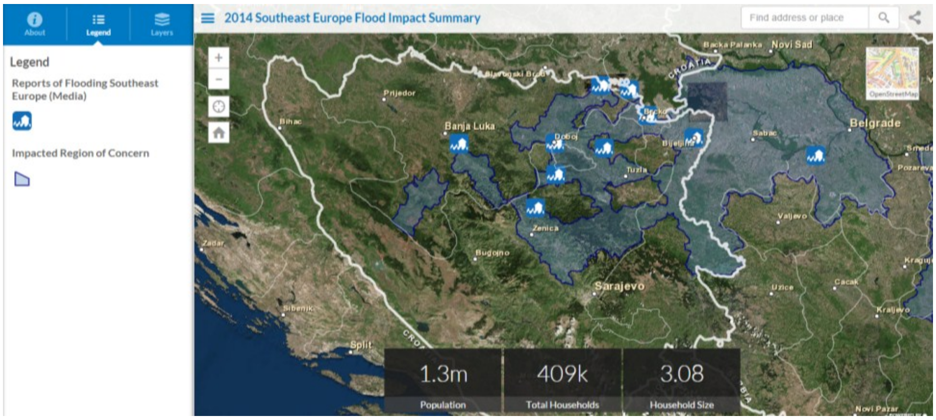

Fig. 1. Southeast Europe floods in May 2014, the most affected zones.

Relief efforts are being hampered by the infrastructure destroyed, broken telecommunications, blackouts. The problem of shifting minefields may also hamper the provision of aid and relief and debris clearance, with the governments warning international rescue teams not to use alternative roads without prior consultation with the Mine Action Centre and Civilian Protection Service (Bosnia and Herzegovina – UNDP

Flood Disaster Situation Report 20/05/2014). According to World Resources Institute and Water Risk Atlas, the most exposed to floods is northern part of Bosnia and Herzegovina with high flood occurrence recorded from 1985-2011 The number of floods recorded in that period is within 10-27.

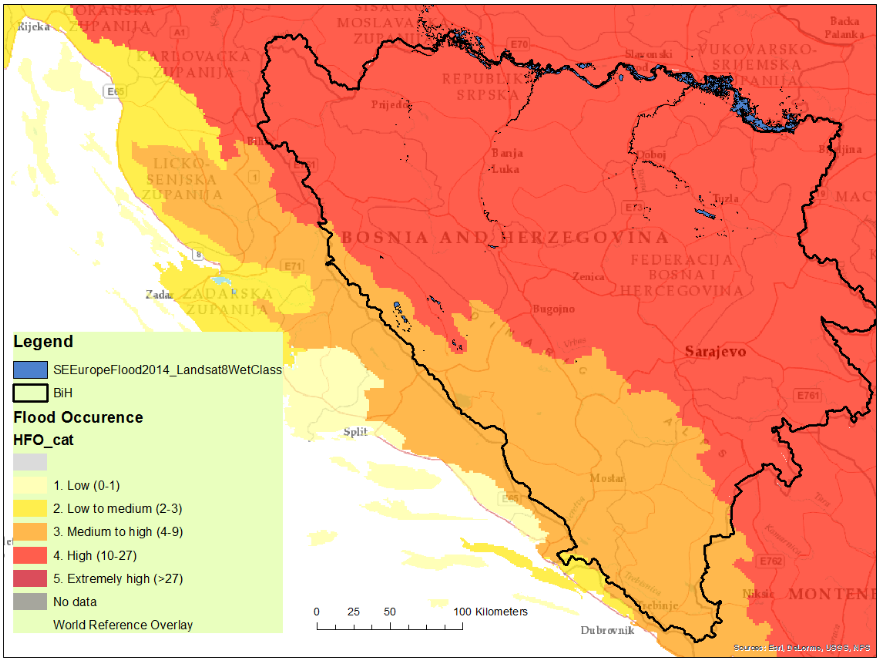

Fig. 2. Flood occurrence in Bosnia and Herzegovina from 1985-2011

Southern part of the country belongs to medium to high flood occurrence within 4-9 floods in given period. Small part in the coastal area has low to medium risk score. According to Aqueduct Global Flood Analyzer[1], floods are categorized by how likely they are in a given time period, i.e. their probability. For example, 1:25 means yearly probability of a flood is 4%. This means that on average this flood will occur once in 25 years. Statistically, however, it is possible to have the associated level of flooding more than once in that time period. The highest probability for floods occurrence are situated in major river valleys in Bosnia: Sava, Vrbas, Bosna and Drina. Probability of inland floods varies among 0 and more the 20 %.

[1] The Aqueduct Global Flood Analyzer is a web-based interactive platform which measures river flood impacts by urban damage, affected GDP, and affected population at the country, state, and river basin scale across the globe. It aims to raise the awareness about flood risks and climate change impacts by providing open access to global flood risk data free of charge. Analyzer identifies the future change in flood risk driven specifically by climate change and socio-economic development.

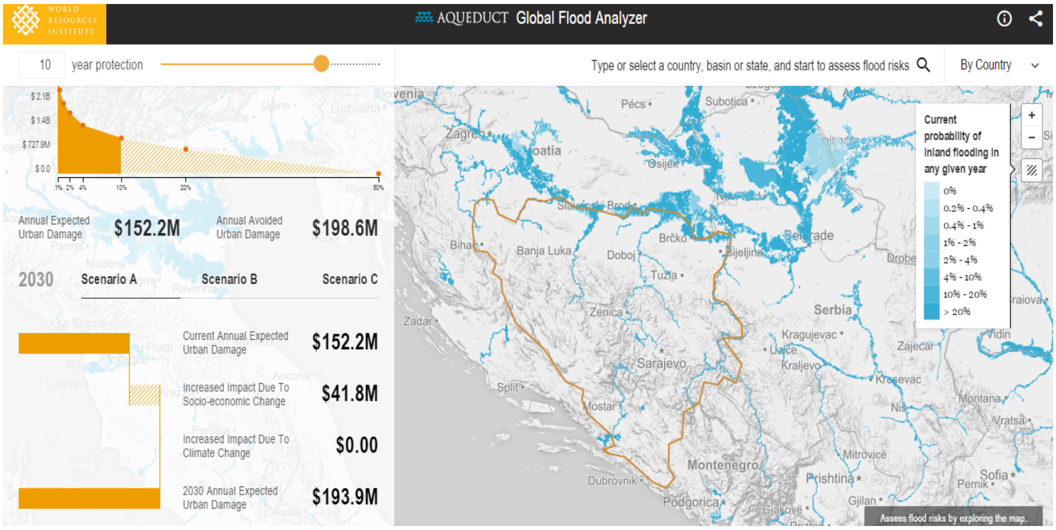

Fig. 3. Bosnia and Herzegovina probability of flooding
Source: http://floods.wri.org/#/country/29/Bosnia%20and%20Herzegovina

A 10-year flood has 10% probability of occurring in a given year (2010), and could cause roughly $ 1.1 billion urban damage in Bosnia and Herzegovina, if there is no flood protection. Annual expected urban damage is $152.2 million according to Scenario A[1], and $193.3 million in 2030. Urban damage estimates the annualized direct damage to assets due to inland flooding in urban areas. Affected Gross Domestic Product (GDP) estimates the annualized GDP by inland flooding in given area. Annual expected affected GDP for 2010 is $ 453.7 million and $ 899.4 million for 2030. A 10% probability of floods occurring in 10 years period could cause roughly 471.0 thousand affected population in Bosnia. Period extended on 100 years period could cause about 556 thousand affected population.

United Nations in Bosnia and Herzegovina implements two floods recovery programmes: EU Floods Recovery Programme implemented by the United Nations Development Programme (UNDP), the International Organization for Migration (IOM) and the United Nations Children's Fund (UNICEF). The Programme aims to rehabilitate 4,000 dwellings for approximately 14,000 people, 100 local roads and bridges, 90 educational institutions (including pre-school facilities), 10 water and sanitation facilities, three municipality buildings, four Centres for social welfare, and four healthcare facilities and sustain and help create some 2,500 income opportunities for vulnerable and excluded groups, affected farmers, agricultural households and those employed by affected SMEs. Programme value is EUR 43.5 million. Also, there is UN Floods Recovery Programme "Today, for us", worth USD 22.6 million.

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[1] Scenario A is future scenario taking into account both climate change and socio-economic change.Difference between scenarios is in moderate (A) and severe (B) climate changes and severe climate changes and uncontrolled population growth and fragmented economy (C).

CONCLUSIONS

Conventionally, flood mapping is done by overlaying a pre-flood image and a peak floodimage to delineate the inundated area. Maps are the best way to display the geographical extent of such events and to overlay relevant information including the location of affected communities, road infrastructure and other areas.The use of satellite imagery and geographic information systems allows to become aware of relevant fact, such as the number of hectares affected by floods, households, or the number of kilometres of roads which have been affected or destroyed. Space-based information also allow to take note of roads which could be used as emergency evacuation routes or as roads to deliver humanitarian assistance to those who require it in remote areas.Bosnia and Herzegovina is a developing country which develop their capacities step by step. One of the most important initiatives is to join the European and worldwide network of early flood warning, considering the massive floods which hit the country in the past, especially during 2014. In particular, it is very important to build own capacities in order to minimize next flood damages.Joining to European Flood Awareness System (EFAS) is the first step in order to access the EFAS Information System (EFAS-IS), which provide services via web portal with a protected password. Services and information should be transmitted to the Emergency Operations Centres (EOCs) operated at the municipal, provincial or national levels depending on the extent of the flood.

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HUNTING TOURISM DEVELOPMENT IN THE TUZLA CANTON

Senada Nezirović[1]

Abstract: The research of the development of hunting tourism in the Tuzla Canton is basically reduced to the need of establishing effective coordination of tourism development at the cantonal level as well as the region of north-eastern Bosnia, connecting tourist destinations on a number of common development issues, and achieving higher levels of overall economic development. The Tuzla Canton has the natural resources that can be used throughout the year. The area is characterized by a pleasant climate and excellent biogeographic characteristics. The mountains have preserved flora and fauna. In the forests of Ozren, Trebavac, Majevica, Konjuh, Javornik and along rivers' valleys, there are wild game, which is an important resource and a base for hunting tourism. The hunting grounds in the Tuzla Canton are divided into social and state hunting grounds. The aim of this paper is to show the possibilities for the development of hunting tourism as a factor of economic development of the Tuzla Canton and surroundings. Methodology of the research demanded field and cabinet work. Besides the literature, for the development of this paper, there were used planning documents, maps, field drawings, and statistical indicators that were processed by modern geographic methods including also GIS technology. By identifying the entire area, rich hunting grounds in the area of the Tuzla Canton were introduced, whereat the guidelines were given in the further development of hunting tourism and the creation of the position of the Tuzla Canton as a significant tourist destination.

Key words: hunting, development, the Tuzla Canton

INTRODUCTION

The Tuzla Canton is located in the northeastern part of Bosnia and Herzegovina. It is located within the geographical coordinates 44°10' and 44°55' north latitude and 18°8' and 19°3' eastern longitude. It covers an area of 2.652 km², where estimated 499.099 inhabitants live. There are 13 municipalities within the Tuzla Canton. It has a favorable geographical position, its openness to the Pannonian Plain and transport links with the Adriatic coast are a very important element for use of the resources of the area. The territory of the Tuzla Canton is rich with a variety of plant and animal species. On the slopes of Majevica, its habitat has a bear, wolf, doe deer, buck deer, wild boar, fox and hare. In the mountain forests of Ozren, Trebavac and Javornik, there are wildlife: wolf, doe deer, wild boar, fox, hare and badger. The thick set of deciduous and coniferous forests, numerous glades, meadows and pastures of Konjuh provide the survival of animals and a rich fauna.2 They are inhabited by bears, doe deer, buck deer, chamois, grouse, wild cat, and since recently mouflon game. Pheasants, partridges, quails, hares, foxes and deer have their habitat on flat terrain along the rivers Spreča, Tinja and Brka.3 In the protected area of the old riverbed of the Spreča, its habitat has a beaver. Wading birds as well as those birds which settle or nest by water can be found along all streams. Alongside of Modrac

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[2] Act to designate part of Konjuh mountain as a protected landscape "Konjuh" (2009): The Government of the Tuzla Canton, Tuzla

[3] Public company "Forests of the Tuzla Canton" joint stock company (2015) . Annual plan for the management of special hunting ground "Konjuh" for the hunting season 2015/2016, Kladanj

lake are settled: red heron, coot, cormorant, grebe, great reed warbler, whiskered tern, wild duck.[1] (Fig. 1.)

Considered as a complementary tourist value, the fauna enables development of hunting and enriches the tourist offer in protected areas. Seen from the tourist and geographical point of view, tourism potentials in the Tuzla Canton are part of the entire geographic area and represent a comparative advantage in its economic development, provide a good basis for a more dynamic development of hunting tourism as a factor of overall economic development.

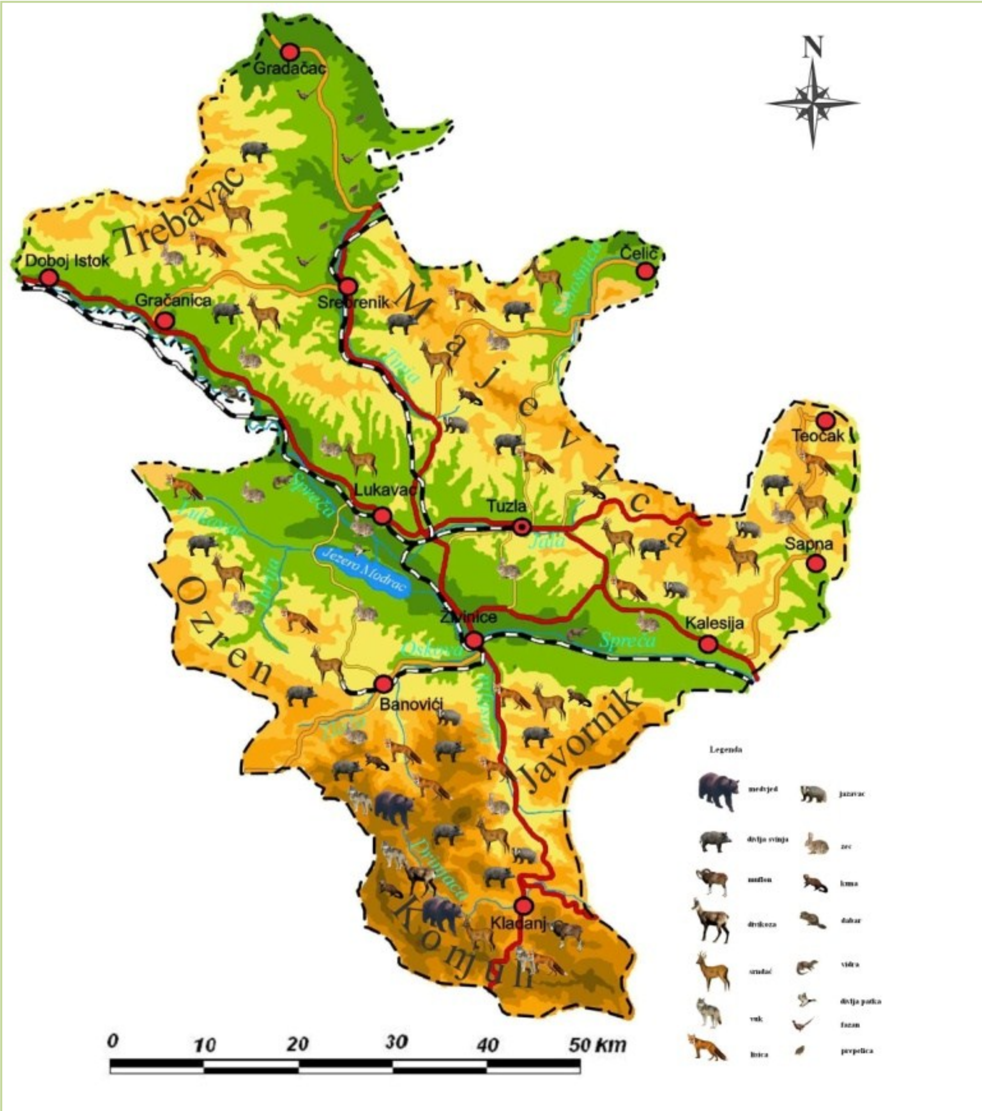

Fig. 1. The fauna in the area of the Tuzla Canton
(the map done by the author)

[1] Ćatović, A. (2010).Turizam in the economic structure of north-eastern Bosnia, Scientific journal Tourism 14th edition, volume 1, Novi Sad.

THE HUNTING GROUNDS IN THE TUZLA CANTON

A part of natural and anthropogenic whole where ecological conditions allow production, breeding, rearing, protection, use of one or more types of game and its parts is called hunting.[1] Hunting represents trapping, culling, use and collection of wildlife parts (discarded antlers, feathers, eggs). Individual hunting of big furry or feathered game and group hunting of wild boars, wolves, foxes and jackals are organized in the hunting ground. Hunting basis provide measures for management of the hunting area for at least ten hunting years.

Annual plan of management of the hunting area is determined on the basis of the structure and number of populations of wild game in the hunting area and is adopted for one hunting year. Hunting year lasts from April of the current year to the first of March of the following calendar year.[2] The hunting grounds are represented by hunting production and hunting technical facilities. On the basis of habitat conditions and purpose, hunting grounds in the Tuzla Canton vary according to elevation (lowland, mountainous and high-mountainous), type of game (big, small, feathered), type (mountainous and plain, hilly and mountainous with large or small game), habitat (forest, field and meadow). According to the management, hunting grounds in the area of the Tuzla Canton are divided on both social and protected (state). Social hunting grounds are managed by hunting associations whose aim is development and improvement of hunting and taking joint actions in the management of hunting grounds in the territory of the Canton.[3] In the area of the Canton operates Hunting Association which gathers 14 hunting societies, one of which is from the area of Brčko District. The Alliance has more than five thousand members which makes it the biggest alliance in the Federation of Bosnia and Herzegovina. (Tab. 1).

Konjuh mountain is characterized with more mountain peaks over 1000 m of altitude, it has significant natural and anthropogenic values. The tourism potential of Konjuh mountain are high mountain hunting grounds.

[1] Newsletter of the Union of hunting organizations BiH (1997), Hunting Gazette No. 4, Sarajevo.
[2] Big illustrated encyclopedia of hunting, 1992: Volume II Construction Book, Belgrade
[3] Catalogue of Alliance of hunting societies Tuzla Canton, 2014, Tuzla

Tab. 1. Social hunting grounds in the area of the Tuzla Canton

Municipality/ the name of Hunting society	***Number of members***	***Area ha*** / ***type / altitude m***	***Types of game***
Banovići/ Zelemboj	180	17300 hilly and mountainous 269-1125	basic: black bear, wild boar, deer, grouse accompanying: marten, fox, wild cat, wolf, hare, wild duck
Šibošnica-Čelić/ Vjetrenik	515	22 226 hilly and mountainous 138–771	deer, hare, pheasant and wild boar
Doboj Istok/ "Fazanka"	120	2644 plain up to 280	deer, hare, pheasant
Gradačac/ Jelen	410	17430 plain and hilly 129-600	basic: deer, hare, pheasant accompanying: quail
Kalesija/ Spreča	550	19200 hilly and mountainous 220-915	basic: pheasant, hare, fox, marten, wild cat, accompanying: wolf
Kladanj/ Sokolina	320	18 103 hilly and mountainous 400-1323	basic: black bear, capercaillie, doe deer, chamois, squirrel, hawk, owl, raven, hare and pheasant.
Lukavac/ Svatovac	550	33 500 plain and hilly 175-884	basic: hare, pheasant and doe deer, wild boar accompanying: wild duck, woodcock, partridge
Sapna/ Mustafa Čeketalo	230	14000 hilly and mountainous 147-916	basic: bear, buck deer, wild boar, pheasant, hare, fox, cat, marten, badger and a small number of pheasant
Srebrenik Majevica	500	19200 hilly and mountainous 220-915	basic: deer, wild boar, pheasant, hare, fox, marten.
Teočak/ "K.Hajro"	114	2900 plain and hilly 250-675	basic: deer, hare, wild boar, accompanying : fox, cat, marten, badger, bear, pheasant.
Tuzla/ Tuzla	600	27152 hilly and mountainous 231-843	deer, hare, pheasant, marten, fox, woodcock, wild duck and wild boar
Živinice/ Toplice: two hunting parts: Spreča and Dubrava	420	25.747 plain and hilly 190-300 hilly and mountainous 200-1200	basic: wild boar, hare, pheasant, grouse, hazel grouse, grey partridge, wild duck, accompanying: fox, wild cat, white breasted marten and pine marten, wild cat, wolf, weasel, badger, crow, magpie, hawk, common snipe and woodcock, quail and common wood pigeon
Gornji Rahić(15km) Brčko/ Fazani 1946	248	22 000 plain 169-260	basic: pheasant, quail, partridge, hare, deer, wild boar, accompanying: fox, marten, and badger, wild duck, woodcock, common wood pigeon, Eurasian collareddove

Source: table done by the author based on data from the Catalogue of Alliance of hunting societies Tuzla Canton

The high mountain hunting ground Sokolina

The high mountain hunting ground Sokolina spreads across the slopes of mountains Konjuh and Javor. The user of the hunting ground is the Association of citizens Hunting society "Sokolina". It is of an open type and it borders with the Special hunting ground

Konjuh. In the hunting ground Sokolina, *the protected game species* are: brown bear, capercaillie grouse, doe deer, chamois, squirrel, hawk, owl, raven, hare and pheasant. *Bears* are protected by a closed season. Estimated hunting productive area for bear is 12.377 hectares, the capacity is 14 individuals. *Deer* inhabit the whole area of the hunting ground, it belong to the second bonitet (quality), hunting ground capacity for deer is 40 indivduals per 1.000 hectares. *Chamois* settle 531 ha of hunting productive area of the second quality, the capacity for this type of game is 37 individuals, they inhabit southern parts of the hunting grounds.
In the hunting ground, there are hunting breeding facilities: feeding facilities 114, salt licks for chamois 36, watering places 31, salt licks for deer game 12, hunting and technical facilities: hunting lodges and huts 10, bunkers, shooting stads and watch towers 5, high shooting stads of closed type 13, high shooting stads of open type 15, hunting trails 33.[1] (Tab. 2).

Tab. 2. Hunting society Sokolina, hunting breeding and technical facilities

	local area						
	Kladanj	***Starič***	***Tuholj***	***Brateljevići***	***Stupari***	***Tarevo***	***Total***
Hunting and breeding facilities							
Type of building	10	5	3	4	4	7	33
Feeding facilities	24	19	17	16	19	19	114
Salt licks for chamois	6	6	6	6	6	6	36
Watering places	7	5	5	5	4	5	31
Salt licks for deer game	-	12	-	-	-	-	12
Hunting and technical facilities							
Hunting lodges and huts	4	2	1	1	1	1	10
Shooting stads and watch towers	-	1	1	2	-	1	5
High shooting stads of closed type	4	2	2	2	2	1	13
High shooting stads of open type	4	2	3	2	2	2	15
Hunting trails	7	5	5	5	6	5	33

Source: Hunting society “Sokolina“ 2007, Hunting economic basis 2007-2016, Kladanj

The special hunting ground Konjuh

The special hunting ground Konjuh is located in the central part of the massif of Konjuh mountain which belongs to the central Dinaric mountain system. Spatially, it is located in the northern part of the municipality of Kladanj (7.240 ha), the western part of the municipality Olovo (821 ha), the southwestern part of the municipality Banovići (2.617 ha), the south-eastern part of the municipality of Živinice (2.647 ha) within the parts of the forest-economic areas "Konjuh", "Sprečko " and "Olovska". Altitude of the hunting ground ranges from 300 to 1328 meters.[2] It borders with the followong hunting grounds: "Sokolina“, “Toplica“, “Zelemboj" and "Tetrijeb". Area of the hunting ground is 13.325

[1] Hunting society “Sokolina“ 2007: Hunting economic basis 2007-2016, Kladanj
[2] Public company "Forests of the Tuzla Canton" joint stock company (2015) . Annual plan for the management of special hunting ground "Konjuh" for the hunting season 2015/2016, Kladanj

ha, which is characterized by two hunting parts: Drinjača (6.202 ha) and Oskova (6.450 ha).[1] Hunting grounds are characterized by steep slopes, sharp ridges, narrow valleys and mountain peaks over 1000 m, in which there are numerous springs and river basins of the Oskova, Litva, Gostilja and Drinjača. The area of the hunting ground is covered with mixed forests, intersected by meadows and pastures, which represents favorable conditions for the reproduction of wild animals.

The hunting area is inhabited with protected, accompanying and unprotected species of wildlife. Protected breeding species of wildlife are: the brown bear, deer, wild boar and grouse. The brown bear is a rare species of wildlife, it inhabits the entire area of the hunting ground, especially the central parts. According to the hunting records, there are 6 individuals inhabiting the hunting ground. Doe deer inhabit almost the entire area of the hunting ground, the capacity of individuals is 116. Wild boars inhabit the entire area of the hunting ground, there are 78 individuals. Grouses inhabit the southwestern parts of the hunting ground, the capacity is 26 individuals.[2]

The accompanying game species are: hare, hazel grouse, wild pigeon, Eurasian collareddove, hawk and squirrel. The unprotected species are: wild boar, wild cat, badger, skunk, pine marten, white breasted marten, wolf, feathered game, crow, magpie and jay. In the hunting ground, there are hunting breeding facilities: solid food feeding stations 17, feeding stations for bears and wild boars 5, salt licks 98, water stations 22, mad baths 66; hunting and technical facilities: hunting lodges 2, hunting huts 2, high shooting stad of closed type 5, high shooting stad of open type 5, bunker, shooting stad and watch tower 5, eaves 7, food warehouse 2. (Tab. 3)

Tab. 3. The special hunting ground Konjuh,hunting breeding and technical facilities 2015/2016

Hunting and technical facilities		***Hunting breeding facilities***	total
Hunting lodges	2	Solid food feeding stations	17
Hunting huts	2	Feeding stations for bears and wild boars	5
High shooting stad of closed type	5	Licks	98
Bunker, shooting stad and watch tower	5	Water stations	22
High shooting stad of open type	5	Mad baths	66
Hunting trails	70		
Eaves	7		
Food warehouse	2		

Source: Public company "Forests of the Tuzla Canton" joint stock company (2015). Annual plan for the management of special hunting ground "Konjuh" for the hunting season 2015/2016, Kladanj

Based on this review, it can be estimated that in the special hunting ground "Konjuh" there are enough hunting facilities which should be regularly maintained within the planned period and with the obligation of recovery of destroyed hunting lodges. There is a hunting lodge with 20 beds at the hunting ground to accommodate guests in the Zlaća as well as a large number of accommodation facilities at the Zlaća hotel, which offers the possibility of accepting visitors and hunt enthusiasts.

[1] Act to designate part of Konjuh mountain as a protected landscape "Konjuh" (2009): The Government of the Tuzla Canton, Tuzla

[2] Public company "Forests of the Tuzla Canton" joint stock company (2015) . Annual plan for the management of special hunting ground "Konjuh" for the hunting season 2015/2016, Kladanj

THE POSSIBILITY OF DEVELOPMENT OF HUNTING TOURISM IN THE TUZLA CANTON

Hunting tourism can be defined as a form of provision of services to people because of wild game culling or wildlife observation and photography with a certain fee. Besides, hunting is an important form of sports and recreational activities of hunters, and is useful for the development of the noble game species. Hunting grounds of the Tuzla Canton have favorable climate, vast areas of forest and mountain meadows, which provides conditions for development of hunting and recreational tourism. This is especially true of the hunting ground of Konjuh mountain.
In the hunting ground Sokolina, there is planned breeding and sanitary culling for breeding species of wild animals, and after reaching full capacity, culling can take place as specified by annual plan for the period 2014-2016.[1] (Tab. 4.) Signaling signs, road signs, movement prohibition signs, signs for location of hunting facilities and signs with basic details of the hunting ground are missing in the hunting ground.The construction and expansion of hunting facilities has been planned that will enable the development of a number of specimens of deer, wild boar, brown bear and grouse.

Tab. 4. Dynamics of game culling in the hunting ground Sokolina for the period 2014-2016.

Annual /game culling	***Doe deer***			***Chamois***			***Wild boar***			***Bear***			***Grouse***	***Hare***
	mature	*young*	*total*	*mature*	*young*	*total*	*Mature*	*young*	*total*	*mature*	*young*	*total*		
2014	36	14	50	2	1	3	17	35	52	3	-	3	6	136
2015	36	14	50	3	1	4	17	35	52	3	-	3	6	136
2016	36	14	50	3	1	4	17	35	52	3	-	3	6	136

Source: Hunting society “Sokolina“ 2007, Hunting economic basis 2007-2016, Kladanj

The protected hunting ground Konjuh*,* besides gun hunting, offers the possibility of observing, recording and photographing of wildlife, which is becoming increasingly popular motive for the population to go from urban areas to nature in order to experience hunting. The nutrition and health control of the wildlife in winter is done in the hunting ground according to the development plan. Use of the game is done through the game culling according to the hunting calendar. The main purpose of the Special hunting ground is growing, protection and use of productive populations of wildlife, considering the special conditions of the habitat of rare, very rare and valuable species of wildlife, a certain degree of intensity of hunting management and maintenance of the tolerable damage from wild animals in forest and agricultural areas, and that with the economic function also have the function of protecting and preserving biological and ecological balance of natural habitats of wildlife, and maintaining biological balance and diversity of the gene pool of autochthonous species. The following table shows the capacity of the hunting ground. (Tab. 5.)

[1] Hunting society “Sokolina“ 2007: Hunting economic basis 2007-2016, Kladanj

Tab. 5. The capacity of the Konjuh hunting ground for the hunting season 2015/16.

Type of game	*hunting productive area /ha*	*Capacity*	*Spring condition*
Doe deer	11.500	400	106
Bear	12.000	12	8
Capercaillie	3000	40	26
Wild boar	12000	112	69

Source: Public company "Forests of the Tuzla Canton" joint stock company (2015).Annual plan for the management of special hunting ground "Konjuh" for the hunting season 2015/2016, Kladanj

The special hunting ground Konjuh owns also accommodation facilities, weapons for rent, terrain vehicles, optical devices and cameras. Maintenance, administration and good organization in the rich hunting grounds, allows the use of resources for the purpose of recreation. The fauna in the protected area of Konjuh helps enriching the tourist offer. Special attention to the hunting grounds attract rare species of wildlife: chamois, fallow deer, mouflon, grouse.[1]

Plain-marsh hunting grounds at small and feathered game in the valley of the Spreča also have the possibilities for development of hunting tourism. The hunting societies Svatovac and Toplice exit to Modrac lake by a larger part of their territory.[2] The hunting society Fazani 1946 stretches along the border of territory of the Tuzla Canton, 15km from the town of Brčko. It is one of the major hunting grounds with a long tradition, it was active under the name of "Fazan" Brčko. The development program has the aim of organizing hunting for foreign hunters for quail, pike, common wood pigeon and wild duck. It has six hunting lodges, two hunting huts, a big shooting stad for hunting and wildlife observation, and two eaves.

CONCLUSION

In the hunting and economic grounds in the area of the Tuzla Canton, economically valuable game preserves can be grown and sustainably used. The hunting grounds should take greater activity in the organization, sustainable management and protection of autochthonous species of wild animals: bears, chamois, grouse, hazel grouse, quail, grey partridge as well as the introduction of new game.

In reforestation, there should make a selection of plants that bear fruit or seeds that wild game like to eat, such as oak, wild cherry, pear, apple and sweet chestnut (Castanea sativa). By the act of protection of the precious species of wildlife, action should be taken on the restoration of hunting areas regarding breeding and development of hunting grounds, and the increase of repopulating the wildlife in their indigenous habitats. To increase foreign tourist traffic in the hunting areas, one should build facilities for accommodation, rest, refreshment and food supply for the nature and hunting lovers, and enrich offer of culinary specialties specially adapted to the ethnic characteristics of this region, such as dishes under the bell and plum brandy. The only way for the Tuzla Canton to increase the influx of visitors and achieve economic benefits is to improve the existing and build new modern accommodation capacities.

[1] Act to designate part of Konjuh mountain as a protected landscape "Konjuh" (2009): The Government of the Tuzla Canton, Tuzla

[2] Official Gazette TK 9/06 (2008): Spatial plan for Tuzla Canton (2005-2015), Tuzla

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THERMAL MINERAL WATER AS A NATURAL POTENTIAL FOR THE DEVELOPMENT OF SPA TOURISM IN BOSNIA AND HERZEGOVINA

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Amra Banda[2]

Abstract: Bosnia and Herzegovina is rich in natural resources, among which the most important are mineral, thermal and thermo-mineral waters. Heterogeneous and complex geological tectonics of Bosnia and Herzegovina conditioned emergence of the large number of mineral, thermal, thermo-mineral water springs that have a significant role in health care, spa and recreational tourism. Initiators of spa tourism in Bosnia and Herzegovina are spas. Healing power of thermal mineral springs has been recognized since the time of Greeks and Romans. After World War II visiting spas was more frequent, but in the period from 1948. to 1960., spas were treated as medical facilities. In the early 70's, visiting spas was treated as a component of tourism, therefore hotels, restaurants and new rehabilitation centers were built. Modern life has influenced the transformation of the classic spa tourism which is increasingly getting the characteristics of wellness tourism. This paper presents some thermal mineral water in Bosnia and Herzegovina, which are valorized in spas, and registered as medical institutions. Besides them, there are numerous cases of these types of groundwater in our country whose value is still not recognized. Paper also describes problems of spa tourism offer, as well as possible ways of Bosnia and Herzegovina spa destinations improvment.

Key words: Bosnia and Herzegovina, mineral, thermal, thermal-mineral waters, spas, spa tourism.

INTRODUCTION

In the Federation of Bosnia and Herzegovina there are 163 deposition of mineral, thermal and thermo-mineral waters. Most common are reservoirs of mineral waters (101), followed by deposition of thermal water (39) and at least represented are thermal mineral depositions (23). According to the level of research thermal mineral water with temperature of less than 40°C are better explored. Although in Bosnia and Herzegovina in the last 50 years intensified research of numerous deposits of thermal and mineral waters were taken, level of research is not satisfactory.

This paper aims to define the main characteristics of the spa tourism in Bosnia and Herzegovina, which is traditionally an important part of the national tourism market, due to the important resources discovered and valued since antique time and developed to the dimensions of a tourism industry during history, which tries to adapt to new market realities.

On the territory of Bosnia and Herzegovina usage of thermal springs for the purpose of therapeutic activities dates back to the Greeks and Romans. It is known that the Romans used thermal springs of almost all today known spas.

Roman coins which were given for health were excavated in Banja Vrućica near Teslić. Thermal mineral water Guber is also known since the ancient Romans period who called it springs Domavija, and the whole area Argentaria. Proof of this is the inscription on the ruins of the spa from the Roman period.

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First traces of the usage of thermal water Ilidža near Sarajevo, dates back to the Roman period who built first spa in Ilidža, as evidenced by the Roman excavations. The biggest development Ilidža experienced in the Austro-Hungarian period. From 1878. to 1895. new accommodation facilities were built. Ilidza had several objects: Stara banja (Old Spa), Nova banja (New Spa), Mala banja (Little Spa) and Blatna banja (Mud Spa). Stara banja had a room for relaxation, two large new pools, Mala banja had cabins for handicapped person and there was also a clinic, balneological infirmary with the application of physical, hydro, electric therapy, sauna and etc. First data about the thermal mineral water in Ilidza gave Mojsisovics, Bittner and Tietze in 1880., and Ludwig did the first chemical analysis of the thermal mineral water Ilidza in 1886. and second in 1894. Ilidza municipality is named after the Turkish word "iladž" which means medicine, or what gives man life.
Roman legionaries healed their wounds in the waters of Fojnica, so the Austro-Hungarian officers and officials treated rheumatism in Fojnica spa. In 1948. they build a hotel, which gradually became a modern institution named "Reumal" for rehabilitation, recreation and relaxation. First analysis of the thermal water in Fojnica was done by E. Ludwig in 1888. so the folk tradition about the healing characteristics of the water got scientific confirmation.
First written documents about the healing characteristics of water in Kiseljak originate from ancient times the 14th century.
In the period from 1948. to 1960., after World War II, visiting spas in Bosnia and Herzegovina became popular so the spas were treated as a medical facilites. In the early 70's visiting spas was treated as a tourism component and accordingly to this fact hotels, restaurants and new rehabilitation centers were built. Spa tourism tradition in Bosnia and Herzegovina as well as in the world expands as new facilities in the spa resorts such as massage centers, fitness, physiotherapy and others are introduced. This paper also underlines the meaning of spa tourism, as a continuous multiphase paradigm, influenced by modern patterns of tourism consume and analyses tourist offer in the most important spa and healing centers in Bosnia and Herzegovina.

STAKEHOLDERS OF BALNEOLOGICAL TOURISM IN BOSNIA AND HERZEGOVINA

Modern spa industry is mainly based on the use of natural resources ie thermal mineral waters and healthy climate combined with medical care and therapeutic activities. Existence of spa resorts is “in part related to the availability of suitable natural resources including mineral springs or attractive amenity landscapes or climate” (Hudson, 2003). The main function of spa tourism resorts is to provide health care service by using natural factors for medical cure in specialized structures and a pleasant environment. (Erdeli et al, 2011) Stakeholders of balneological tourism in Bosnia and Herzegovina are spa-centers. In Bosnia and Herzegovina there is a larger number of balneological centers, with different level of tourist affirmation, registered as health institutions. In this paper some of them are presented.
Spa Terme Ilidža near Sarajevo is located at the foothill of Igman mountain, near the spring of the river Bosnia. Thermal water of Ilidža by water temperature belongs to hyperthermal waters and to the hydro-sulphate-calcium-sodium type. Terme Ilidža stopped working in 1992., and after the reconstruction of the hotel more sophisticated and better equipped resort revived in 2004. This resort has 400 beds, conference halls, restaurant and a cocktail bar. Spa has modern equipment and medical staff for: hydrotherapy, two

therapeutic-recreational pools, physical therapy (electrotherapy, ultrasound therapy, thermotherapy, magnetic therapy, kinetictherapy etc.) and wellness program (solarium, fitness room, two indoor swimming pools and a Turkish bath). According to previous research thermal mineral water of spa Ilidža, can be used to treat patients with rheumatic diseases, joint and bones diseases, chronic inflammation of the lining, catarrh, disease of the nervous system, damage of the blood circulation, as well as gynecological diseases, endocrine disorders and some skin diseases. Inhalation is used in chronic inflammation of the respiratory tract. Terme Ildiža offers its visitors tour of the city with a professional guide, a trip to the spring of river Bosna, folklor evenings with national specialties, as well as skiing, hiking, walking tours and other recreational activities.

Banja (Spa) Vrućica is located 3 kilometers from Teslić. Due to a water temperature of 37.5°C this water is classified as a homeothermal water, ie chloride- hydrocarbonate-chloride-calcium-sodium type. (Tab. 1.) Water of Banja Vrućica is used for the following treatment: myocardial infarction, angina pectoris, hypertension, rheumatic diseases, diseases of the pancreas and liver, bronchitis and others. Spa in its complex has 4 hotels and about 900 beds and provides prevention, treatment and rehabilitation of patients. Banja Vrućica organizes congresses, conferences, seminars, business and other meetings, recreational activities in the bowling alley, at the sports terrains and fitness center. Wellness program has several swimming pools and several saunas.

Banja (Spa) Aquaterm is located in the town Olovo. In the Krivaja river valley is registered about 10 thermal springs (Terma, Solun, Očevija, Orlja etc.) with similar physico-chemical and genetic characteristics. Thermal waters Olova and Orlje are used in recreational and medicinal purposes. Thermal waters of Solun has not yet been valorized in tourism, and there are no accommodation capacities nearby. Water temperature in the health-rehabilitation center Aquaterm Olovo is 34.5°C, and by the chemical characteristics is classified as hydrocarbon-calcium-magnesium water type. (Tab. 1.) Center of balneological tourism in municipality Olovo is a health and rehabilitation center "Aquaterm" which provides medical and rehabilitation services. Center has 160 beds in double and triple rooms. Facility has a TV lounge, billiards salon, game room (chess, dominoes, etc.), table tennis etc. Program of spa treatment includes: hydrotherapy (baths, underwater massage, pool), thermotherapy (paraffin, cold compresses) and electrotherapy. In spa and recreational area of the hotel are located baths with thermal water as well as massage areas. Thermal water in Olovo treats: rheumatism, arthritis, spondylosis, central nervous system diseases, infertility, psoriasis and others.

Tab. 1. Temperature and hydrochemical type of some mineral and thermal mineral water in Bosnia and Herzegovina.

Locality	Water temp. (°C)	Water type
Ilidža-Sarajevo	57	*Hydrocarbonate-sulphate-calcium-sodium*
Dvorovi-Bijeljina	56	*Chloride-hydrocarbonate-sodium*
Slatina-Banjaluka	40,7	*Sulphate-hydrocarbonate-calcium-magnesium*
Banja Vrućica-Teslić	37,5	*The hydro-chloride-calcium-sodium*
Gračanica	37	*Hydrocarbonate-sulphate-sodium-calcium*
Gata-Bihać	36	*Sulphate-chloride-calcium-sodium*
Olovo	34,5	*Hydrocarbonate-calcium-magnesium*
Višegrad	34,2	*Hydrocarbonate-calcium-sodium*
Gornji Šeher-Banjaluka	34	*Hydrocarbonate-sulphate-calcium-magnesium*
Laktaši	30	*Hydrocarbonate-calcium-magnesium*
Kulaši-Prnjavor	30	*Hydrocarbonate-chloride-sodium-calcium*
Tomina Ilidža-Sanski Most	29	*The hydro-chloride*
Fojnica	28,9	*Hydrocarbonate-calcium-magnesium*
Ilidža-Gradačac	28,3	*Hydrocarbonate-sulphate-sodium-magnesium*
Slana banja –Tuzla	27	*Chloride-sodium*
Mlječanica-Kozarska Dubica	14	*Hydrocarbonate-sulphate-calcium-sodium*
Crni Guber – Srebrenica	12,4	*Iron-arsenic*
Kiseljak-Kiseljak	12,2	*Hydrocarbonate-sulphate-calcium-sodium*

Source: Josipović, (1971), own tabular presentation

Banja (Spa) Reumal near Fojnica, is located 50 km from Sarajevo. Thermal water of Fojnica is classified as hydrocarbonate-calcium-magnesium type, and by temperature characteristics it belongs to hypothermal water. This is nitrogen and radon water, which contains traces of some elements (lithium, strontium, rubidium, etc.) that have medical effect. Reumal has center for physical therapy as well as newest equipment for physical medicine and rehabilitation in Federation of Bosnia and Herzegovina and beyond. Today, Fojnica with its enviable accommodation and decades-long tradition has a leading position in the field of spa tourism in Bosnia and Herzegovina. Reumal for its visitors organizes various events: theater performances, book presentations, visits to museums etc. This center is also a co-organizer of various sport events and excursions to natural, cultural and historical sights of Fojnica.

Banja (Spa) Ilidža in Gradačac is located in the Northern Bosnia about 1.5 km from Gradačac. Thermal water in the spa is classified as hydro-sulphate-sodium-magnesium and is slightly radioactive. The water temperature is 28.3°C. Center for physical medicine, rehabilitation and spa treatment "Ilidža" in Gradačac was built in 1980. and it has 150 beds in double, triple rooms and apartments. Congress tourism can also be developed, because this facility has a conference hall with 470 seats. Water of Ilidža Gradačac successfully treats rheumatic diseases, neurological diseases, injuries, diabetes, and gynecological diseases.

Banja (Spa) Guber is located in the area of Northern Bosnia, about 2.5 km from Srebrenica. All 5 sources of mineral water in the area of Srebrenica (Veliki Guber, Mali Guber, Crvena Rijeka etc.). spring from igneous rocks. Bottling of Guber water started in 1889.. Water of Crni Guber contains an essential component of bivalent Fe and rare elements: copper, cobalt, nickel and manganese, as well as many others that together create this healing combination. Water temperature is 12.4 °C. In the area of Spa Guber there are also several mineral springs. Water of Crni Guber is successfully used to treat: anemia, , chronic skin diseases, rheumatism and for weight problems.

Banja (Spa) Dvorovi is located in the area of Northern Bosnia, northeast of city Bijeljina.

Based on the data obtained by deep drilling, tested interval from which thermal mineral water of Spa Dvorovi springs are made of sand and clay marl and sandstone to a depth of about 1176 m.(Đurić, Radovanović, 2012).

Thermal water of Spa Dvorovi by water temperature belongs to hyper thermal waters and by its composition to the chloride-hydrocarbonate-sodium type (Table 1). This spa offers all kinds of massages, inhalation, acupuncture and successfully treats the following diseases: chronic rheumatic diseases, mild forms of diabetes, chronic gastritis, limb injuries.

PROBLEMS OF HEALTH-REHABILITATION CENTERS

In Bosnia and Herzegovina the term spa is still tied for the treatment of patients. Tourist visit to spas for rest and entertainment is not present in Bosnia and Herzegovina as it is in the world. As a result, visitors are mainly elderly people. Key issues that are present in some health-rehabilitation centers have limited capacity or lack of accommodations, as well as the need for their expansion.

Banja (Spa) Terme in Gračanica does not have its own accommodation facilities so the visitors stay in hotels in the city and its surroundings. Same situation is in the Banja (Spa) Tomina Ilidža for which is planned to become a health - recreation center Sanska Ilidža, with supporting facilities. Salt Spa (Slana banja) in Tuzla is currently not in use because new Hotel Bristol within which is planned shopping center and offices, clinics with a wellness center, saltwater pool and an Olympic swimming pool is built. For the purposes of Banja (Spa) Guber in 1967. hotel Domavija was built and motel on the Guber spring was refurbished. Spa center for physical medicine, rehabilitation and spa treatment Argentaria was built in 1982. Currently these facilities are not in use because most of the infrastructure was destroyed in the war 1992. – 1995.

Motel Vrelo disposed with 20 beds and a restaurant, and hotel Domavija with 113 accommodation facilities and 244 beds, but they are both not in use since 1992.

Banja (Spa) Aquaterm in Olovo did business until 1991. within the Sarajevo Brewery. Since 2001., it is registered as a public health institution. Rooms were renovated and accommodation capacities were expanded and additional medical personnel hired. Still, it is necessary to renovate facilities for medical treatment and to build another indoor and large outdoor swimming pool.

WAYS OF IMPROVING TOURIST OFFER OF REHABILITATION CENTERS

Key issue for some spa centers is the lack of additional tourist offer. Tourist offer of spa could be improved and enriched with new contents. For example, Banja (Spa) Ilidža Gradačac can offer day trips to cultural and historical sights such as the Castle of the Husein captain Gradaščević from the 18th century, Husejnija mosque that was built in 1826 and the Clock Tower from 1824, and events such as the Plum Fair.
Banja Vrućica can combine its tourist offer with other attractive tourist attractions in Teslić, such as winter-sports center Hajdučke vode on the mountain Borja, tours to Liplje monastery from the 13th century, visits to Rastuške caves, Teslic city tours etc..
In addition to the spa rehabilitation, Višegrad spa as organizer can offer visitors additional attraction as for example walking the slopes of Tara, Drina River cruise, ride on the restored railroad Mokra Gora-Visegrad, visit to ethno village Mećavnik and visits to religious, artistic and historical treasure of this region.
Slana Banja (Salt Spa) in Tuzla for their visitors can arrange excursions to natural, cultural and historical sights. Area of Tuzla Municipality provides an opportunity for excursion trips. A significant part of the tourist offer is resort Ilinčica, Pannonian lakes and salt exploitation wells.
As for the offer of "Aquaterm" in the future, it should be pointed out that the key problem is the lack of additional offers and content. This deficiency can be eliminated if the offer of health and rehabilitation center would combined with visits to nearby places (Zeleni vir, Solun, Kamenica, Bjeliš Bijambare etc.) or with the organization of cultural events.
Area of the Olovo Municipality is rich with surface waters. Rivers Bioštica, Stupčanica and Krivaja are suitable for excursions, and provide an opportunity for organizing rafting tours. Several sites of cultural and historical monuments are located in Olovo Municipality Visit to monuments such as stećci (medieval tombstones) can be complementary activity to basic offer of health and rehabilitation center Aquaterm.
Banja Reumal for its visitors organizes various events: theater performances, book presentations, lectures, visits to museums etc. This center is also a co-organizer of various sport events and day excursions to natural, cultural and historical sights of Fojnica. Reumal can organize visits to the Franciscan monastery in Fojnica and excursions to Prokoško lake which is located on the mountain Vranica, and is known for its endemic species of flora and fauna, such as triton. The Franciscan monastery has a rich museum collection of minerals and rocks samples, ancient annals, incunabula, books, pictures and charters in Bosnian Cyrillic, Arabic, Turkish, Persian, Latin etc.
In order to improve spa tourism offer in Bosnia and Herzegovina it is important to choose one or more potential tourist segments for this tourism sector and to elaborate strategy based on market research and analyses of tourist offer from neighbour states.
Spa tourism in Bosnia and Herzegovina, as well as many other tourism sectors is still mainly dominated by socialism structures, and spa tourism offer is attractive for domestic tourists due to social balneal culture and social insurance systems. Mentioned spa centers in Bosnia and Herzegovina offer tourist arrangement within their facilities and yre trying to develop additional leisure infrastructure, organize field trips, sports events in the attempt to attract more tourist, not just seniors. Bosnian spa centers also need to consider development of rehabilitation cures and spa packages.

CONCLUSION

Mineral, thermal and thermal mineral waters of Bosnia and Herzegovina have a wide range of application in balneology, medicine, recreation, sports, tourism, bottled water industry, salt and gas extraction from water, water supply and etc.

In Bosnia and Herzegovina, Reumal and Vrućica near Teslić stand out by the number of overnights. Much smaller number of overnights stays is registered in spas: Slatina near Laktasi, Ilidža in Gradačac Aquaterm in Olovo and Mlječanica in Kozarska Dubica. Current level of spa tourist valorization in Bosnia and Herzegovina is not satisfactory. Faster development of spa tourism, implies greater investment in the facilities construction, as well as the enrichment of the offer and a well designed marketing. In Bosnia and Herzegovina term spa is still connected to the treatment of patients and tourist trip to spas for rest, recreation and entertainment is not represented as it is in the world. This is one of the reasons why the spas are mainly visited by seniors who come for treatment.

Tourist capacities of spas in Bosnia and Herzegovina are not used properly. It is necessary to invest in the development of the existing spa centers (expanding facilities such as fitness and wellness services) and in construction of new recreation centers. In addition, marketing activities should be improved and in particular Internet presentation of the spa centres.

Spa tourism sector in Bosnia and Herzegovina in the last two decades transformed by the political and socio-economic changes, but is still dominated by elements from the socialist period that was characterized by mass tourism and mass accomodatian structures. Spa centers in Bosnia and Herzegovina try to adapt to new market trend and forms of spa tourism and orient itself towards international tourism trends and patterns.

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GEOECOLOGICAL EVALUATION OF TERRAIN IN NATIONAL PARK UNA

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Abstract: This paper has a geoecological evaluation of terrain in National Park Una as its study object. Aim of the research is to clarify how valuable and useful are particular terrain segments for tourism valorization, construction of various objects, certain economic activities etc. Geoecological evaluation of terrain is strongly relevant methodological procedure, which can be used for acquiring of results about real value of particular areas.
Paper consists of several parts. First part defines the exact area of exploration and geographic position of National Park Una. Second part is concerned with geomorphological characteristics of explored area and possibilities of its valorization, by detailed analyses of hypsometric facts, angle of slope inclination, vertical articulation and terrain exposition. Geoecological evaluation of terrain is performed in third part, for which purpose a bonity categories are used.
Geoecological evaluation of terrain is based on previous geomorphological analysis. Methods used in this paper are: analysis, synthesis, statistical method, cartographic method and GIS analysis. Method of terrain evaluation is also used, through four categories: hypsometric characteristics, angle of slopes, vertical articulation and terrain mobility.

Key words: Geoecological evaluation, GIS, bonity category, National Park Una

INTRODUCTION

Because of the increasing need for the environment protection and conservation, spatial management and land use should be optimized. For that purpose various methodological procedures are developed and used for adequate valorization of geographical space.
Geoecological spatial evaluation objective is determination of environmental advantages and limitations for certain social purpose. Also, it is useful for exploration and categorization of natural resources. All that contribute to proper environmental management in order to achieve sustainable development. Besides the need for spatial development, geoecological evaluation can be conducted also for spatial planning. In this procedure, more valuable areas are differentiated from less valuable.
Relative geoecological evaluation of terrain in National Park Una is conducted by categorization of absolute altitude, angle of slopes, vertical articulation and terrain mobility. This kind of methodological procedure includes various geomorphological analysis. By application of GIS, basic results of geoecological evaluation of terrain in the

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National Park are gained. Application of this methodology is possible in any land area on the planet Earth and for any purpose.

GEOGRAPHICAL LOCATION OF NATIONAL PARK UNA

National Park Una is proclaimed as protected area in 2008 and it is one of the three national parks in Bosnia and Herzegovina. It is located in the northwestern part of the country, bordering Republic of Croatia. Protected area covers the canyonlike part of upper valley of Una river. It streches from village of Lohovo, through Una and its tributary Unac valleys, to Drvarsko Polje, as well as interspace between these two rivers. Whole territory of National Park, with covered area of 19.800 ha, is administrative part of City of Bihać.

This area is characterized by rare natural geographic elements, which make it unique enough to get a status of national park. Physical geographic uniqueness of studied area is emphasized through component geological, geomorphological, climate, hydrological and biogeographical elements, all of which makes this National Park an area of complex landscape diversity. Beside natural components, this area also have rich cultural and historical heritage, which contibutes to attractiveness in the context of tourism development. Natural values in the National Park are protected by the law on nature protection, while the areas of cultural significance are regulated in accordance with law provisions about cultural heritage.

According to the Law on National Park Una, territory of 19.800 ha in total size is divided into two different zones – first with regime of strict and targeted protection (13.500 ha) and second with regime of targeted development (6.300 ha). Zone of regime of strict and targeted protection is intended for achieving the goals of natural resources protection, protection and conservation of ecosystems and natural processes without human intervention, as well as preservation of unspoiled natural areas, biodiversity and natural habitats. Visits to National Park for tourism, recreation, education or scientific research are enabled to the extent where adverse impact is kept at the minimal level. In the zone of targeted development, some traditional and previously existed economic activities (e.g. agriculture, food production, forestry, tourism atc.) are allowed, under the condition of compatibility with local specificities.

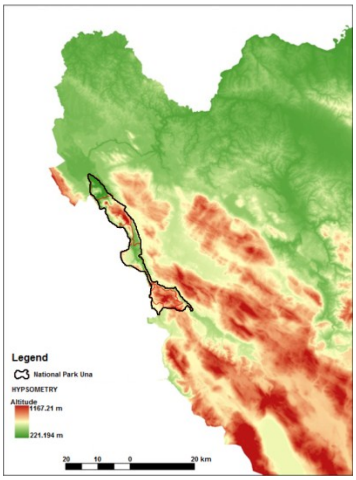

Fig. 1. Location of National Park Una

TERRAIN FEATURES IN NATIONAL PARK UNA AND VALORIZATION POSSIBILITIES

Terrain features are very important factor with impact on spatial planning processes, where morphological, hypsometric and morphographic features are taken into account. Morphological features are valorized through analysis of diversity and attractiveness of terrain.

During tourism valorization of terrain, it is very important to consider its morphometric characteristics, especially:

- Altitude;
- Slope inclination;
- Vertical articulation;
- Slope exposure.

Morphometric and morphological advantages and limitations significantly affect distribution of population, building different objects, roads, as well as way of life and tourism activities. In the terms of vertical categorization, it could be said that terrain under 200 meters represents lowland; terrain between 200 and 500 meters usually is represented by hills; lower mountains are between 500 and 1000 meters high; medium mountains lies between 1000 and 2000 meters, and terrain above 2000 meters is regarded as high mountain.

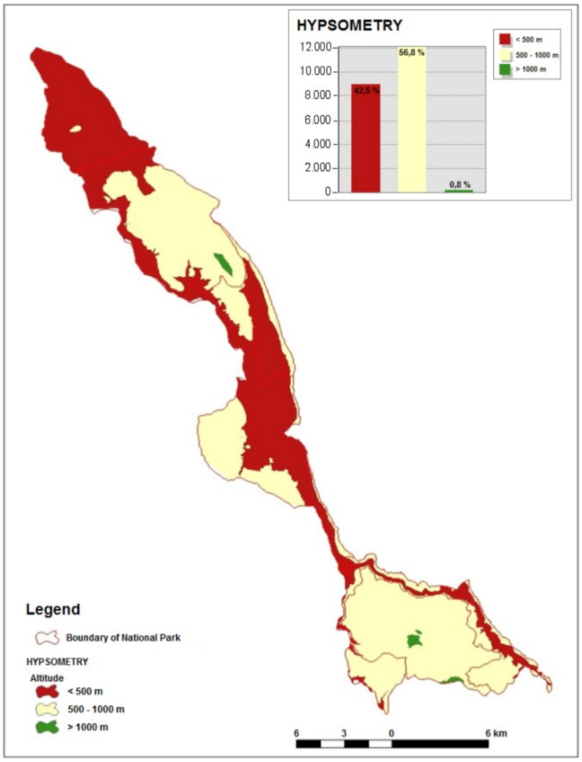

Fig. 2. Hypsometric features of National Park Una

According to this categorization, GIS analysis showed that whole terrain of National Park Una can be classified into three vertical zones – first under the 500 meters (221 – 500 m),

second between 500 and 1000 meters, and third above 1000 meters (1000 – 1167 m). Zone that lies between 221 meters (lowest point of Nation Park) and 500 meters occupies 42,4%, zone between 500 and 1000 meters takes 56,77% and highest zone (above 1000 meters) has share of only 0,76% in total land area. On the basis of altitudinal belts analysis, hypsometric structure is used for determination of possibilites for various activities, like cultivation of different crops, zonal differentiation in forestry, winter sports, recreation etc.
Slope inclination analysis provides determination of advantages and limitations for various types of land use. Slope inclination angles are differentiated in accordance with difficulty and costs of object construction from the aspect of land use. Even terrain with steep slopes (less suitable) can be used for various purposes, but it requires higher expenses due to adjustment. In evaluation of terrain usefulness for construction, following categories are considered:
- 0-2° - very suitable for construction;
- 2-5° - suitable for construction;
- 5-12° - suitable with minor adjustments;
- 12-32°- unsuitable, only with major adjustments can be used for construction;
- 32° or more - totally unsuitable for construction. (Bognar, 1992)

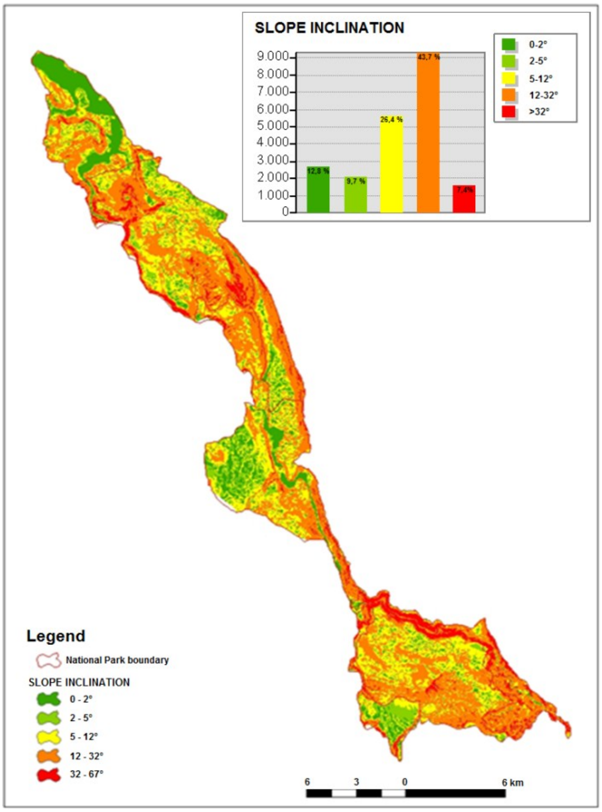

Fig. 3. Slope inclination in National Park Una

Based on cartographic and graphical representation, it can be concluded that unsuitable terrain that can be used for construction of objects only with major adjustments has the largest share in total area of National Park Una, with 43,7%. Generally suitable terrain with minor adjustment needed comes second with percentage of 26,39%, while suitable and very suitable terrain covers 22,52% in total. Completely unsuitable terrain makes only 7,39% of total National Park area. Even though the object of this analysis is terrain of a National Park, it is important to examine slope inclination in the context of construction, not only of residential objects, but also other objects and infrastructure for tourism and monitoring of environment.

Analysis of vertical articulation implies determination of difference in altitude between the highest and the lowest point on the unit of area (m/km²). This method is very significant from the aspect of possibility of its valorization for various economic purposes. There are several categories of vertical articulation: values up to 10 m/km² represent flattened terrain; values of 10 to 40 m/km² represent slightly broken plains; 40 to 60 m/km² stands for slightly broken terrain; values 60 to 100 m/km² implies moderately broken terrain; 100 to 300 m/km² represents broken terrain and values higher than 300 m/km² imply extremely broken terrain.

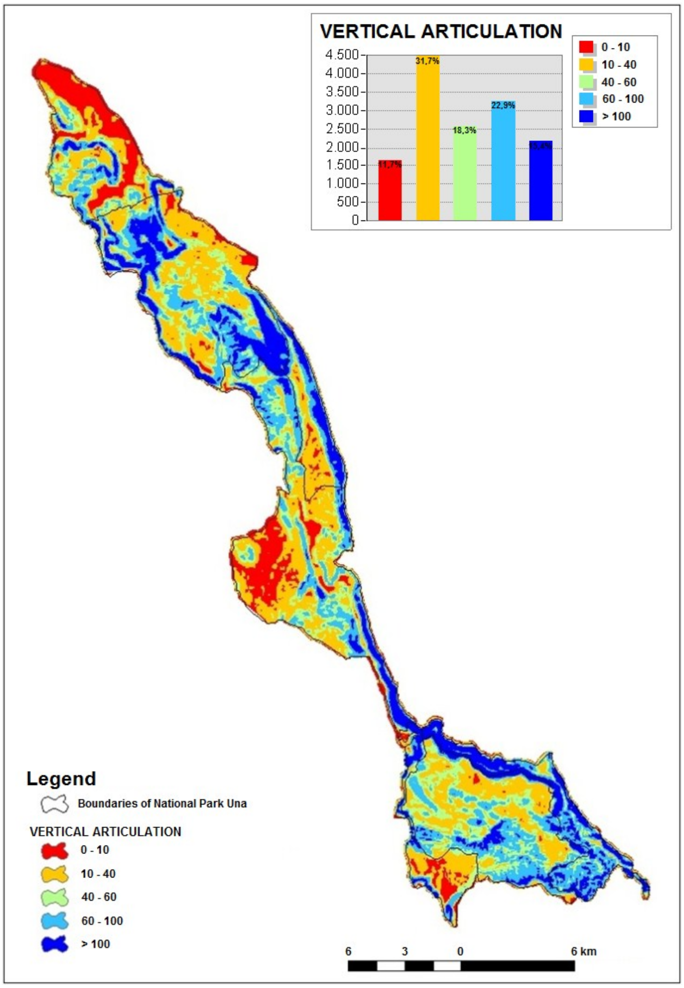

Fig. 4. Vertical articulation in National Park Una

GIS map and chart of vertical terrain articulation show that five out of six mentioned categories can be found in the territory of National Park – there is no extremely broken

terrain (above 300 m/km²). Slightly broken plains are represented by largest percentage of 31,69%, followed by moderately broken terrain (22,89%), slightly broken terrain (18,3%), broken terrain (15,45%) and flattened terrain with only 11,67% in total land area.
Evaluation of slope exposure is very important procedure for general valorization of some area. Slope exposure orientation of terrain surface is in relation to the Sun. In the context of various purposes, slope exposure can be identified as suitable or unsuitable. For example, southern exposures are very suitable for agriculture, while northern exposure is better for development of ski tourism. This is the reason why evaluation of slope exposure is an integral part of comprehensive geographical terrain analysis. GIS methodology is used for cartographic and chart presentation of distribution of different types of slope exposure in National Park Una. Through this visualisation, it became very clear that highest percentage of slopes belongs to northeastern, eastern, southwestern and western exposure, due to general direction of Dinaric mountain chains. However, this category of terrain is more useful for detailed specific analyses than for general geoecological analysis like this one.
These simple percentage-based representations of certain terrain elements don't show the real picture of possibilites for various activities. Functional evaluation of terrain requires analysis of multiple elements, cartographic overlapping of oleates and drawing complex conclusions based on that.

GEOECOLOGICAL ANALYSIS

Geoecological evaluation of natural environment includes optimal space management, whose objectives are determination of environmental advantages and limitations for certain social activity, like tourism, sport or recreation. Except for spatial development, geoecological evaluation can be conducted for the purpose of spatial planning in terms of environmental protection. In spatial planning, natural resources must be taken into account, to that right decisions about its exploitation can be made in accordance to principle of sustainable development.
Applied method is based on summarizing the values for defined elements. Obtained summation coresponds with bonity category of evaluated terrain. Certain terrain categories were evaluated, and evaluation methodology is adjusted to terrain specificities of researched area.
Geoecological evaluation of terrain in the National Park Una is conducted with methodology of summarizing values for categories of hypsometry, slope inclination, vertical articulation and terrain mobility. Evaluation procedure is implemented in a manner of overlapping of net consisting of units of area (62.500 m^2 – 1x1 cm on the map of scale 1:25000) net and maps of slope inclination, vertical articulation and hypsometry. To each unit of area is given adequate numerical value for each category: vertical articulation, hypsometric features and terrain mobility in accordance to slope inclination.
General hypothesis of terrain valorization method is that zones with the lowest hypsometric level, minimal slope inclination, minimal vertical articulation and minimal gradient of terrain mobility have the highest value, and vice versa. Terrain of the highest value received 100 points, and terrain of the lowest value got 16,4 points in total.
Terrain mobility is evaluated according to the potential mobility and slope inclination:

- $0\text{-}2^0$ (stable slope);
- $2\text{-}5^0$ (weak erosion);
- $5\text{-}12^0$ (increased erosion with landslides);

- 12-32^0 (intensive erosion)
- 32-55^0 (intensive material movement, slopes are generally without vegetation);
- > 55^0 (occurance of escarpment and talus slopes). (Bognar, Bognar, 2010)
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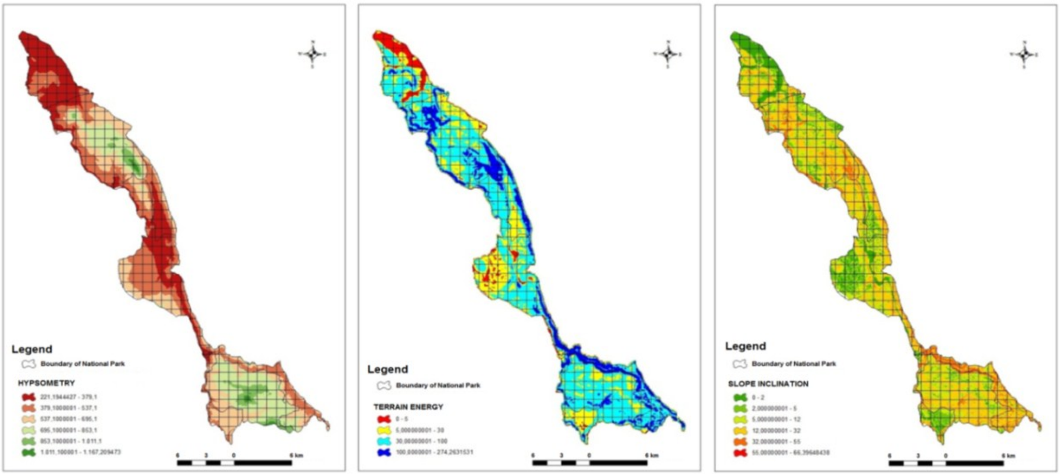

Fig. 5. Methodology of terrain evaluation in National Park Una by using the units of area net

Tab. 1. Points by categories within geoecological evaluation of terrain in National Park Una

Cat.	**Altitude (m)**	**Points**	**Slope incl. (^{0})**	**Points**	**Terrain art. (m/km^2)**	**Points**	**Terrain mobility**	**Points**
1.	221,1-379,1	25	0-2	25	0-5	25	stable terrain	25
2.	379,1-537,1	20,8	2-5	20,8	5-30	20,8	moderate erosion	20,8
3.	537,1-695,1	16,6	5-12	16,6	30-100	16,6	erosion and landslide	16,6
4.	695,1-853,1	12,4	12-32	12,4	100-300	12,4	intensive erosion	12,4
5.	853,1-1011,1	8,1	32-55	8,1	300-800	8,1	material movement	8,1
6.	1011,1-1167,2	4,1	>55	4,1	>800	4,1	large escarpment	4,1

By using this methodology of geoecological evaluation of Terrain in National Park Una, numerical indicators for each unit of area are obtained. These indicators were basis for defining terrain value. After summarizing the points by defined categories, it is conducted classification of terrain areas by bonity categories with values form 0 to 9, i. e. from extremely unsuitable terrain to one of the highest value.

Tab. 2. Terrain bonity categories

Category	Class	Points
9	Terrain of the highest value	91-100
8	Highly valuable terrain	81-90
7	Generally valuable terrain	71-80
6	Relatively less valuable terrain	61-70
5	Generally less valuable terrain	51-60
4	Relatively unsuitable terrain	41-50
3	Gennerally unsuitable terrain	31-40
2	Unsuitable terrain	21-30
1	Very unsuitable terrain	11-20
0	Extremely unsuitable terrain	1-10

Source: Bognar, Bognar (2010)

By using this methodology of geoecological evaluation of terrain in National Park Una, numerical indicators for each unit of area are obtained. These indicators were the basis for defining terrain value. After summarizing the points by defined categories, it is conducted classification of terrain areas by bonity categories with values form 0 to 9, i. e. from extremely unsuitable terrain to one of the highest value.

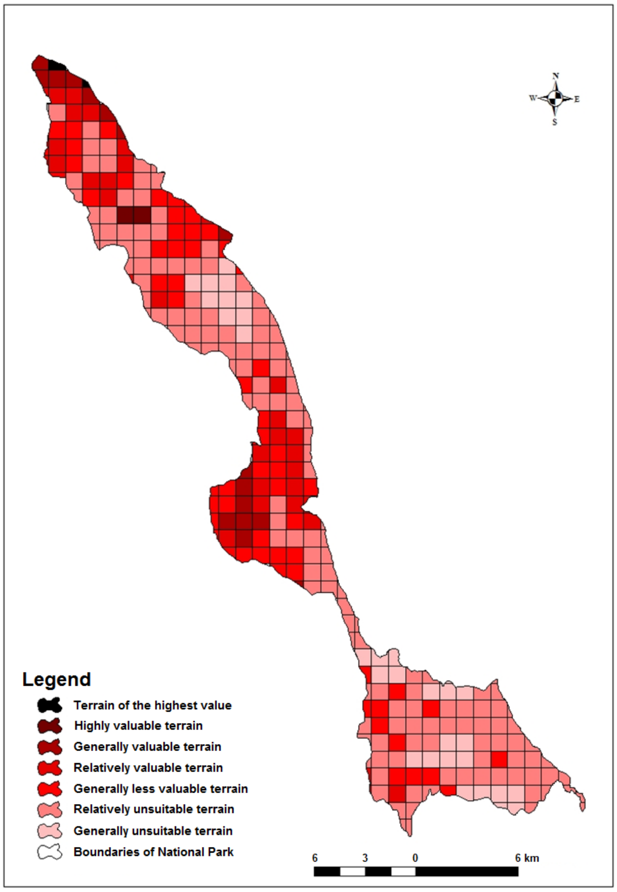

Fig. 6. Bonity categories of terrain in National Park Una

According to conducted evaluation, it can be stated that in the researched area does not exist extremely unsuitable, very unsuitable and unsuitable type of terrain. On the other hand, generally unsuitable, relatively unsuitable, generally less valuable, relatively les valuable, generally valuable, highly valuable and terrain of the highest value are registered. Detailed anaysis and cartographic visualization proved that, despite its exceptionally attractiveness (unique hydrological, geomorphological and biogeographical features), National Park Una has only modest potential in term of its terrain characteristics.
On the basis of precise numerical values, it can stated that over a half (51,5%) of the National Park territory belongs to the bonity category of relatively unsuitable terrain. Generally less suitable terrains come second with 21%, followed by category of generally less valuable terrain (10,4%), relatively less valuable terrain (10,4%), generally valuable terrain (5,4%). Terrain with the highest value and highly valuable terrain have the lowest share in the territory of National Park Una, with only 0,7% each.

CONCLUSION

On the basis of analysis presented in this paper, it can be concluded that geoecological evaluation is significant methodological procedure, which is used for obtaining the real value of terrain in National Park Una. This kind of methodology includes various geomorphological analyses. During the first phase, geomorphological research of the terrain is conducted. Various analyses of certain terrain elements (hypsometric characteristics, vertical articulation, slope inclionation and terrain exposure) are conducted within this research. However, it is not possible to get the relevant results for the total value of terrain in explored area by these individual anaylises only.
Geoecological research has determined specific characteristics of terrain in Nation Park Una. It is obtained on the basis of complex geomorphological analysis of cartographically visualised geomorphological features. Terrain in National Park Una is evaluated through method of analyzing the criteria of hypsometry, slope inclination, vertical articulation and terrain mobility. In this way, various types of terrain are clearly differentiated into generally unsuitable, relatively unsuitable, relatively less valuable, relatively valuable, generally valuable, highly valuable and terrain with the highest value. It can be stated that most of the territory of National Park do not provide great opportunity for development of high number of activities, like mass tourism, except in certain limited locations. Obtained results are very important, because in the spatial planning for special purpose taking it into account can significantly improve, remediate or adjust certain integral elements of terrain, as well as geoecological and tourism value of this protected natural area.

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ON CLIMATE CHANGE ALARMISM IN TOURISM

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Abstract: A state-of-the-art scientific evidence is provided that supports the need of tourism scholars to adopt a critical approach when evaluating the various aspects of climate change. The extent of uncertainties regarding the subject matter does not allow those who study climate change and tourism to dismiss substantial doubts and counterevidence with the usual response about "consensus" or "climate deniers." Human-induced climate change is a phenomenon not yet well understood, and thus advocating greenhouse gas mitigation strategies for the tourism industry is precipitous and likely to inflict enormous costs and involve serious pitfalls.

Key words: Climate change, Global warming, Skepticism.

INTRODUCTION

Climate science is *not* settled. True, the scientific community accepts that the concentration of man-made greenhouse gases could affect the climate, but despite the vast resources invested, the crucial and complex questions for climate policy remain unanswered. Somewhat surprisingly, in their essay "on climate change skepticism and denial in tourism", Hall et al. (2015) seem to agree with that premise, stating that "(t)here is substantial debate over many aspects of climate change science, not only with respect to levels of confidence and uncertainty, but also paradigms and frameworks within which it is understood as a problem to be managed and solved…there is substantial contestation over issues of adaptation, mitigation, vulnerability, and resilience" (p. 17).

These open questions are by no means minor issues but rather substantial deficiencies in the current state of knowledge (Shani & Arad, 2014). Despite these uncertainties, tourism researchers can be found advocating far-reaching steps for the tourism industry to substantively reduce its greenhouse gas footprint (e.g., Gössling, 2009; McKercher et al., 2010; Müller & Weber, 2008; Simpson et al. 2008). It is argued here that these and many other environmental-policy suggestions are ill-timed, are of limited practicality, and may even have a negative impact on the tourism industry. Instead, a scientifically-based, skeptical and cautious approach in studies on climate change and tourism is advocated, one that recognizes the complexities and doubts that are the reality of climate change science.

In a response to a previous paper on the subject matter (Shani & Arad, 2014), Hall et al. (2014) issued a harsh response, which is characterized with all the familiar demagogic tactics of climate change alarmists[1], including labeling the authors as "climate change deniers," referring to "inconvenient" studies as "outliers," misrepresenting arguments as well as resorting to *ad hominem* attacks. Shani & Arad (2015) issued a response addressing most of the concerns raised Hall et al. (2014, 2015). The purpose of the current commentary is to reply to some of the more fundamental arguments mentioned by climate change alarmists such as Hall et al.

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CURRENT CLIMATE MODELS ARE UNRELIABLE

Hall et al. (2015) argued that climate models, which are relied on by the Intergovernmental Panel on Climate Change (IPCC), "have improved considerably since they were first developed and are well validated" (p. 7), yet provide no evidence to back this claim, apart from quoting the IPCC's statements in its own reports. Indeed, the models have consistently predicted more warming than what has actually been recorded, and have failed to indicate the temperature stability that has been observed over the past 18 years (Beenstock, Reingerwetz & Paldor, 2014; Curry, 2014). This is significant as since 1990 atmospheric carbon dioxide have risen 13% (McKitrick, 2014). Hall et al. (2015) reluctantly recognized this evidence, but attribute it to natural internal variability, citing the IPCC's statement that "more that 90% of the net energy increase in the climate system is stored in the oceans" (p. 8).

However, climate models that have hitherto failed to effectively account for natural influences and variability are clearly deficient in serving as a reliable basis for public policy decisions, including those that are tourism oriented. Recent studies also indicate that the climate sensitivity (i.e. the amount of global surface warming that doubling the concentration carbon dioxide in the atmosphere would eventually produce) is significantly lower than that estimated in the IPCC's latest report (Aldrin, 2012; Lewis & Curry, 2014; Otto et al., 2013; Skeie et al., 2014). Such evidence implies that humanity has more time to diminish greenhouse gas emissions than argued in the IPCC's reports as well as more time to improve climate projections and provide more accurate information to policymakers.

Moreover, a recent NASA study refutes the controversial suggestion mentioned by Hall et al. (2015), namely that the deep ocean plays a crucial role in heat uptake. Analyzing satellite and direct ocean temperature data from 2005 to 2013, Llovel et al. (2014) found that the earth's ocean abyss below 2,000 meters has not measurably warmed, while the rise in the temperature of the upper oceans – above 2,000 meters – cannot account for the pause in global surface warming. This and other unforeseen evidence (e.g. the significant continuing growth and thickness of Antarctic sea ice, see Williams et al., 2014) demonstrate the severe limits of climate models. Consequently, "(i)t seems too hasty and irresponsible to recommend that the tourism industry take drastic and expensive courses of action that are based on climate forecasting models that have demonstrated very limited success" (Shani & Arad, 2014, p. 83).

RECENT WARMTH IS NOT ANOMALOUS

Despite Hall et al.'s claims, recent studies (Gennaretti et al., 2014) did provide strong evidence "for substantial warmth during Roman and Medieval times, larger in extent and longer in duration than 20th century warmth" (Esper et al., 2012, p. 1). These are essential discoveries since the infamous "hockey stick"[2] studies (e.g., Mann, Bradely & Hughes, 1998), which were designed to demonstrate that temperatures in the late 20th century were exceptional compared to previous centuries, have been extremely influential in the climate change discourse and used to illustrate that anthropogenic global warming (AGW) is growing and poses a serious problem (McIntyre & McKittrick, 2003; Soon & Baliunas, 2003).

The indication that the past decades were not the warmest in the past millennium does not disprove the AGW theory on its own, but indicates that human influences on the global climate are far smaller than natural variations. This "smallness" can perhaps explain why climate models have thus far failed to project human influences on climate change. Indeed, despite the assertion made by Hall et al. (2015) that our contemporary period can be referred to as the "Anthropocene," Gibbard & Walker (2013) argued that it is uncertain whether anthropogenic effects on the climate are "sufficiently distinct, consistent and dated for the proposal of Holocene/Anthropocene boundary to be substantiated" (p. 29). The "Hockey Stick" repudiation also demonstrates the contribution of rational skepticism notwithstanding well-accepted scientific paradigms, even in the face of delegitimization and personal attacks commonly used in climate debates.

ASSESSMENTS OF CLIMATE CHANGE IMPACTS ARE UNSETTLED

The likely effects of climate change are varied and include both positive and negative outcomes. Up to now, climate change has improved human and planetary welfare (Tol, 2013), and Tol (2009, 2013) calculated that climate change would be *beneficial* overall up to a 2.2°C increase in warming from 2009 (i.e. ~3°C since the pre-industrial era). In light of the aforementioned recent low climate sensitivity estimates, this provides humanity much more time to adapt to changed temperatures and decarbonize its energy production technologies affordably than is assessed by the IPCC. This, of course, also sheds doubts on the assertion made by Hall et al. (2015) regarding the "urgency to reduce emissions" in the tourism industry.

As evidence to the accumulation of heat in the oceans, Hall et al. (2015) cited the IPCC declaration regarding the rise in global mean sea level. Nevertheless, Rohling et al. (2014) reconstruct sea levels over the past 5.3 million years and show that the current rise in sea level is by no means unprecedented or different from prior interglacial periods (see also Stevens et al., 2014). Additionally, the IPCC oceanographic methodology and views have been criticized for relying on computer modeling rather than on observational facts (Mörner, 2010, 2014). Based on extensive observational studies, Mörner (2013) stated that there "is a very strong argument against the IPCC postulate of an ongoing rapid rise in sea level, and specifically against the proposed acceleration during the last decades" (p. 525) and that the IPCC claims "cannot be validated by observational facts" (p. 528).

Due to uncertainties regarding the social costs of greenhouse gases, more accurate scientific information is required before advocating hasty policies that are detrimental to economic growth, as the necessary technological advances for affordable stabilization of atmospheric carbon dioxide are still missing (Galiana & Green, 2009; Pielke, Wigley & Green, 2008). Impact assessments of current climate change have also been criticized for not suitably accounting for substantial future improvements in adaptive capacity, which will advance the capability of coping with climate change. As noted by Goklany (2007a), "(f)uture generations will not only be better off, they should also have at their disposal better and more effective technologies and greater human capital to address not just climate change but any other sources of adversity" (p. 1043).

WEALTHIER IS HEALTHIER

Hall et al. (2015) correctly stated that "climate change is real" (climate is naturally volatile and has indeed always been dynamic) and "(t)he issue now is how to best respond over the short and long terms" (p. 18). Contrary to the confusion, inaccuracies and uncertainties surrounding the effects of future climate change, data clearly demonstrates that despite (or due to) the rise in carbon dioxide emissions and increase in global surface temperatures over the past century, climate has become more – not less – *livable* for humanity (Goklany, 2007b, 2009). For example, from 2004-2013, worldwide climate-related deaths plummeted by 88.6% compared to 1930-1939. Epstein (2014) concludes that the fossil-fuel economy dramatically improves civilization's resilience to adverse climate impacts such as extreme weather events, extreme temperatures, droughts, floods and wildfires (see also Goklany 2011; Ridley 2010). Therefore, "(h)istory provides us ample evidence that 'wealthier is healthier,' since as societies become more affluent their capacity to adapt to changing environmental conditions is significantly improved" (Shani & Arad, 2015, p. 350).

CONCLUDING REMARKS

In order to provide "the balance that is missing from the overly alarmist studies on climate change and tourism" (Shani & Arad, 2014a, p. 82), the reviews of Shani & Arad (2014, 2015), as well as the current paper, present prominent studies that express skepticism regarding the mainstream assessments of climate change and its consequences. Questioning essential elements of the AGW *theory* (which is still a scientific theory, regardless of the extent of body of evidence that supports it) is not a "denial" by any means. Acknowledging counterevidence and scientific disputes is a responsibility – not an act of "denial" – of those who study climate change and tourism.

Hall et al. (2015), like other climate change alarmists, declare that they wish "to improve the quality of climate change knowledge and its communication," (p. 6) but at the same time frame the climate change discourse within arbitrary narrow boundaries of fallacious "consensus" and "settled science." The so-called consensus (see Cook et al., 2013) refers, at best, to a high percentage of scientists who agree that human factors play some role in climate change. However, as was clearly demonstrated, "issues such as the extent and rate of climatechange, the extent of the human factor in causing climate change, the consequences of climate change, and the optimal strategies torespond to climate change are at the heart of the scientific debate" (Shani & Arad, 2015, p. 349). That being the case, speaking of "consensus" is no more than a distraction designed to silence dissenting voices within the scientific community.

One may ask, in light of Hall et al. (2015) explicit confidence in the validity and implications of the AGW theory, why they chose to refer to the "precautionary principle" as the strategy that needs to be applied in coping with climate change. This principle goes further than refraining from actions that have established risks, which Hall et al. argue is the case with human-induced climate change. It calls for exercising caution even with regards to developments with no verifiable risks. Nevertheless, if climate change science is settled, then the precautionary principle is extraneous, as the supposedly harmful AGW was 'proven' and its implications are obvious. But climate science is not settled, and thus the use of the precautionary principle is indeed very useful for climate change alarmists, as it places the burden of proof on climate change skeptics rather than on the alarmists. We are told to take precautionary action to mitigate climate change, even though the crucial aspects of the latter are still under intense scientific dispute. This is not the result of a rational and sustainable approach. but of quasi-religious bigotry that is disastrous for the very concept of human progress.

Jumping on the climate change bandwagon with popular suggestions to curb the greenhouse gas emissions of the tourism industry (and consequently its economic growth) through coercive measures such as carbon caps, taxes and behavioral change of tourists, is a radical manifestation of the precautionary principle, and is not in line with the current state of climate change knowledge. The latter supports our call for a skeptical approach in studies on climate change and tourism. The tourism industry is a crucial engine for global economic development, and consequently to the adaptive capacity of humanity regarding climate change. This conclusion is akin to the evidence that vulnerability to natural hazards is significantly reduced as societies become wealthier (Goklany, 2009; Pielke, 2010). As noted by Shani & Arad (2015), "(t)he AGW policies advocated by tourism scholars will do little to reduce warming, but instead inflict enormous costs and serious pitfalls, preventing the tourism industry from fulfilling its full economic potential" (p. 350).

The American author and philosopher Ayn Rand recognized the ruinous influences of the radical ecological movement long before contemporary AGW hype. In her essay, "The Anti-Industrial Revolution" (1971/1999), Rand reminded us that "(t)he dinosaur and its fellow-creatures vanished from this earth long before there were any industrialists or any men . . . . But this did not end life on earth. Contrary to the ecologists, nature does not stand still and does not maintain the kind of "equilibrium" that guarantees the survival of any particular species—least of all the survival of her greatest and most fragile product: man" (p. 276). This is a crucial lesson to remember in the presence of current climate change alarmism, which regretfully has found its way into tourism studies as well.

Notes

1. Climate alarmism is the excessive/exaggerated alarm about climate change and its consequences; the "deliberate ignorance" regarding counterevidence, and the communication of climate change through inflated language while condemning "dissenting" scientists.
2. The "hockey stick graph" (which was eventually invalidated) "purports to chart global temperatures over the past millennium; a sharp rise at the current end is the 'blade' that makes the otherwise flattish line look like a hockey stick" (Brumfiel, 2006, p.1032).

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SESSION: URBAN TOURISM AND CULTURAL HERITAGE

THE SIGNIFICANCE OF URBAN HISTORY FOR URBAN TOURISM RESEARCH AND PRACTICES: THE CASE OF BURSA

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Abstract: Heritage is the historical result of past interactions. Urban history reveals components of that heritage in the context of a city and helps us to perceive cultural values in their unique connections. Historians have several kinds of references that are used to study urban history. Travelbooks and yearbooks, two of those historical sources, are deliberately emphasised in this study. They introduce not only tangible and intangible cultural heritage of a city as possible tools for sustainability and diversity, but also are essential references in tourism research for particularly historical academic views. Cultural heritage of today together with those lost or almost forgotten can be interpreted through urban history sources within its own methodology but in favour of urban tourism. The outcome is incomparable data for related territory. Besides, it can generate possibilities to enhance not only cliché methods for urban management but also understandings of business leaders. This paper,therefore, underlines distinctive studies of Ottoman Urban History as interdisciplinary input within tourism literature and for possible contributions in improvement of city tourism practices.Urban history studies are considered along with theperception of cultural heritage. The city Bursa is used as a case study in order to exemplify aims of this paper in wider conceptions for urban tourism research and practices. Introduced and evaluatedtravelbooksand yearbooks are hence written about Bursa. Travelbooksare especially chosen from those written by European travellers within nineteenth century. As a result, evaluation also captures perceptions of travellers in mentioned period. Yearbooks of the same era, on the other hand, are also introduced within the concept of urban tourism and cultural heritage.

Keywords: Urban History, Urban Tourism, Cultural Heritage, Bursa, Yearbook (Salnâme), Travelbook (Seyahatnâme).

REVIEWING URBAN HISTORY LITERATUREAS PART OF URBAN TOURISM

Urban History is utmost important research area for history researchers and for their micro studies. It comes to the forefront as one of very closest areas for interdisciplinary research due to its own diverse informationspecialness. Sources that the area takes into account provide most detailed information about a city. Such a city research, subject to a total history approach, not only delivers political history of a city but also puts forth its social, economic and cultural particulars.

Urban history research area became rather important after various evaluationsof humankind through nineteenthand twentieth centuries. Researchers tremendously studied on migration towards cities (or between countries), city developments, planning of districts, emerged problems, dealing with such problems, solution definitions, substructure and superstructure formations, society aspects, cultural and social progresses, architectural extents and so on. Eventually, such massive studies have developed a literature culture. Urban history research became an independent area, having intense number of work, in the West, whereas yet became a field of interest in Turkey (Uğur, 2005). Turkish urban historians are concentrated on city analysis of Ottoman period due to the fact that reference documents are varied and accessible. Physical aspects of cities in Ottoman period, situations of inhabitants together with their social states and detailed and varied

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information can be confirmed fully and extensively in substantial archive documents (İnalcık and Arı, 2005). In order to enrich collected information, a researcher works onadditional sources such astravelbooks and yearbooks. Analysed information is transferred in a systemized way so that information which may have no connection between each other can be gathered together for solid meanings. Outcome of this process, therefore, may become useful knowledge for different disciplines.Such works of urban historians reveal city analysis containinga variety of aspects from political, and economic view to tangible and intangible cultural values, population features, and society practices.

Such richanalysis is not only for own development of a city but also for improvement of urban tourism activities and associated products.Scientific approach of history maximises degree of seeing localcultural values and illustrates new methods for urban tourism research and practices. The paradox of unique urban attractions as once-in-a-life-time experienceswhich can be overcome either by approaching new markets or by creating new tourist products (Ashworth and Page, 2011)may be overwhelmed with the influential help of urban history sources in crafting products. Urban tourism industry, a serious economic input for a city, improves itself for about last thirty years, is full of rivalry and changeable opportunities. Urban history can thereforebe a tool for local strategies to generate differentiation within dynamic urban tourism industry. Western and Eastern historians study cities of Ottoman period within concept of cultural heritagethat enlighten secrets of cities. Existingcity history researches with indisputable results are for both theoretical and practical sense of use for urban tourism. Limited number of literature will be exemplified below in order to point out possible gains.

Present-day trend for Arabian area urban history research of Ottoman period is on cultural aspects. As Hanna (2005) underlines, urban history research increase due to new sources as manuscripts, archival documents, waqf records remodels especially traditional way of looking at an Islamic City or Middle East City and modernises perceptions of historians according toactual sources. In other words, Arabian history is rewritten with historical sources in contrast to eurocentricorientalists' myths[2]. Such progress comprises characteristic to change perceptions of "West" about the "East". Therefore, updated studies can be utilised by actors of tourism destinations as a tool for such anadjustment.

The literature of Balkans area urban history research of Ottoman period, including different areasand several researchers, is uniquely on city itself together with development processes and cultural configurations or as in monography providing information on social-economic and demographic developments (Turhan, Kolçak, and Gökaçtı, 2005). There are extensive worksrevealinghundreds of cultural signs and architectural studies that expose cultural values of the Balkans[3]. Experiential urban history researcher Machiel Kiel,has travelled within the Balkans since 1959, collected information about Ottoman artefacts, recorded many of those together with that are not successfully lived up to today and worked even at several restorations (Turhan, 2005).Todorov, for instance, is very first researchers on the Balkans city history until publications of Bruce McGowan and

[2] André Raymond, is the leading researcher, studies several sources and archive thoroughly and scientifically

[3] Please see following studies: "Ekrem Hakkı Ayverdi, Avrupa'da Osmanlı Mimari Eserleri, İstanbul: istanbul Fetih Cemiyeti, 1977"; "Nur Akın, Balkanlarda Osmanlı Dönemi Konutları, İstanbul: Literatür Yayıncılık, 2001"; "Ömer Turan-Mehmet Z. İbrahimgil, Balkanlardaki Türk Mimarî Eserlerinden Örnekler, Ankara: TBMM Kültür, Sanat ve Yayın Kurulu Yayınları, No: 97, 2004"

GézaDavid (Koç, 2005).There are also international symposiums on Ottoman signs in Balkans[4]. Mentioned studies are to be used in order to create new tourist products enriched by the area's own history.

African area urban history research of Ottoman period is concentrated on political issues; however, there are researches involving with cultural studies. Nour(2005) lists rich sources of area research under four main groups: Travelbooks and notes of European officers are mentioned, even though they are mainly on the purpose to answer the needs of Europeans, local information can be found to lesser extent.

Anatolian area urban history research of Ottoman period is at considerable level. "Some prominent Ottoman Anatolian cities, with no doubt, are honoured by much of interest of researchers. For example, Bursa is one of the most attractive cities for leading urban historians (Öz, 2005, p. 66)". Municipalities of Bursa have a significant library on city history which is the consequence of numerous projects between local officers and researchers of the city university[5].

Urban history conveying such knowledgebecomes vital as a source to tourism research and practises.Lost tangible and intangible culture can be analysed throughout and revived by tourism actors in order to be offered as a local tourist product. Likewise, progress in urban tourism practices by use of urban history research may bring the sense of responsibility to wider interest groups. Active cooperative approaches among stakeholders and involvement of all parties reduces conflicts and increases understanding during development process (Songur, 2012). History, at that point, may become a tie for destination societies;given thatnotion of urban tourism has strong connections with locals and it is in need of actors who haveadvanced understanding of the phenomenon.

Miller and Mumford(1992) state that each generation writes their biography on buildings they build. Such heritage is taken over not for today but to transfer to coming generations. Urban history studies reveal city within heritage aspects and those studies ensure serious inputs for urban tourism improvement. It is within this context that the present paper seeks to emphasise the importance of urban history and its sources for reviving lost cultural values to accelerate the current progress and to prosper today as well as conveying them to the future.

SOURCES OF URBAN RESEARCH

Due to the fact that countries have different documentation within different time periods and cities are livingunits;sources that academicians use vary. They are not usual and not continuously same for every city. As Uğur (2005) declares, cadastral record books were initial sources before 1960 for city historians of Ottoman period, whereas after 1960s Court Records, Temettiiatregistries, and yearbooks (salnâme) have been particularly used. Sources differ between centuries studied and dramatically increase in quality and in number as time passes. In that variety, academicians on one hand are forced to work into details on the other hand the outcome is fruitful in the light of new information (Koç, 2005). Moreover, visual, archival, literacy and material sources should be interwoven in order to see the city truly (Ebel, 2005).However, photographing has started towards to the mid of nineteenth century and the first photo of Bursa was Irgandı Bridge taken in

[4] Such as http://organizations.vgm.gov.tr/index.aspx?Dil=EN

[5] Please see"Nezaket Özdemir, Bursa Kaynakçası, Bursa Büyükşehir Belediyesi, 2011" – as one of latest bibliographies of Bursa.

1854(Dostoğlu, 2001). Therefore, sketches of travellers associated with each travelbooks are vital for researchers who examine a selection of sources for their studies.
Progress in urban history is progress in understanding cultural heritage. However, sources differ in accordance with the importance and the size of cities. A tourism researcher has valid concerns for not acquiring well-qualified information for each city. Therefore, available travelbooks and yearbooks are subjects for specific considerations. Their precise relations with very first travel movements and tourism investments make them the sources for urban tourism developments and tourism history research.

Yearbooks and their importance

Yearbooks are rare official documents revealing history of a city from different points of view. They have varied versions but this study emphasises on especially *province yearbooks*.Case city of this study is rather important within yearbook tradition. Bursa has 37 yearbooks printed between 1869 and 1927; yearbook of 1907 is the last printed one before Turkish Republic was established (Yearbook, 2013). Due to its rich and detailed information[6], this study presents 1907 yearbook. Urban related data provided in those books are important sources not only for urban history but also for tourism history and today's urban tourism assets. We learn from the yearbook that Uludağthen was a famous mountain and named as Bithynian's Olympus at early periods. It is written that its fame was mentioned even by early historiansHeredot and Istrabon. Fame of the mountain continued after Ottomans' conquest. Ascending to its summit was a famous city excursion for travellers of nineteenth century. Another famous excursion area of the same era wasUluabat Lake and the islands located on that lake.1907 yearbook presents that there were small islands on the lake which had ancient Byzantine foundations. Ancient Byzantine structures were also located on the island village of Ancient Apollyon (Apollonia on the Rhyndacum) that could be reached through a wooden bridge. Some of its towers and walls were toldto be steady and solid. It was then believed that a ruined temple and dock located on one of other island (called Kız Island) belonged to Apollonia. The yearbook provides detailed information on status of each ruin that can give the chance to compare to those of todays and to find out hidden ones, if any.
One of the mostly mentioned features of Bursa was its abundance of water sources and thermal water for varied illnesses. Yearbook provides an in depth information about natural content of water with percentages and illustrates cultural traditions in relation to bathing at thermal baths.
Ancient harbour Dasklionand three-saint home of Tirilyewhich lately became a muchdemanded tourist destinationis mentioned in the yearbook. A revealed bridge from fourteenth century is NilüferHatun Bridge that welcomed travellers who entered the city from Mudanya in nineteenth century. The bridge was under restoration and is currently under protection and exempt from vehicles.
1907 yearbook (p. 561-573) provides followings for existing ancient cities: Apameia Myrleiaas ruins with two breakwaters; Apollonia du Rhyndakos as ruins at good

[6] Information oncalendar, sultans, diplomacy and formalities, farming, population and weather, waterfronts and islands, mountains, woods and detailed number of trees, rivers, lakes, hot and cold water sources, thermal springs, mine resources, history, ethnography, industrial activities, ancient cities and their existence, railways, product information, statistics, import and export details, economy, education and schools, taxes, fairs etc.

conditions; Basilinopolis a Byzantine and its cemetery; Daskylion and Hadrianoi monuments including a great building, marble pillars, pillar pedestals, kiosk with few epitaphs and tombs; Lopadium a Byzantine monument; a Roman artefact Miletopolis with several epitaphs, a bridge, sculptures, reliefs, pillar pedestals;Purusawith several Byzantine traces; Nicaeawith very well protectedcity walls, a theatre, epitaphs, Kasyos's Obelisk, Romanian path; Sen Sofi church with well-protectedmosaics.Given details about monuments, sculptures, epigraphs, inscriptions and cemeteries are rich enough to be used in comparison to today's status of each item.The yearbook also details international visitor numbers of ancient places for the years of 1902, 1903 and 1904. It stands as an early cultural tourism statistics for the province itself.

Travelbooks and their importance

Travelbooks are travel notes that were written for centuries, had detailed and authentic narration, werean expression method for desire of travelling, seeing, knowing and conveying. Act of travel writing is as old as the invention of writing. The first travelbookis Hatshepsut's travel reliefs (Löschburg, 1998). Since then, motives of writing for travellers from Heredot to Marco Polo, İbn-iBatuta, Jean de Thévenot, EvliyaÇelebi, Gérard de Nerval, Charles Texierand for numerous travellers were varied.They were assumed as source of knowledge due to scarce means of transportation and communication. Knowledge and the desire to know that was prepossessed the minds by the age of enlightenment, open up the new era for both travellers and readers. It gave the courage to others to travel. Apparently, travelbooks became interesting and widespread reading material for knowing and gradually increased in numbers as reader and traveller population increased.

In the nineteenth century, the meaning of travel had a shift towards travelling for education and culture. However many of well-known travelbooks, as can be understood from their contexts, was written in order to learn a lesson from other nations and be an actor to bring their nation to perfection (Löschburg, 1998). In due course, differences became reason for curiosity; hence,travelbooks written on Middle East and their people became rather popular (Lewis, 1968).

It was European tourism substructure expansion in the mid nineteenth century that afterwards travelbooks started to lose effect on readers. Mode of writing altered towards transparent, direct and understandable explanations by first hand language. In accordance with change in tourist demands, perception shifted from "where to be visited" to "where should be seen" (Koshar, 1998). Transportation has been developed and profession has been evolved, apparently,travelbooks located themselves in shelves of historical books. Such development progress was started in England, in 1836, by publishingof the John Murray's Red Book, giving information about Holland, Belgium and Rhine; following by Karl Baedeker's Hand Books.Notwithstanding the more guides were printed the less there were pages in the guides and information turn into a reduced amount of subjectivity (Löschburg, 1998).

Analysing ahistorical travelbookfor research should initially deal with thepossibility ofbiases. Period of travelling, mean for travelling, duty of traveller had great importance on outcome of travellers' individual observations.Initially, developed Eurocentric approach after the Age of Enlightenment affected many eyes for objectivity. For instance traveller Turner (1820, p. 181) admits:

“I thought the Turks of Brusa extremely goodhumoured: all seemed willing to oblige us, and fanaticism and hatred of Christians, which I expected to see in full perfection in a place where so few Europeans are seen, seemed much less prevalent here than at Constantinople”.

Secondly, most of travellers did not know the language of visited country, possible biases of translators should be considered (Lewis, 1968).Travelbooks are parts of resourceful urban studies. Mentioned negative issues can be overwhelmed with scientific criticism along with the field’s own methodology. Ultimately, all travelbooks somehow enlighten the history and convey information on cultural components towards us. For instance, Book of Travel of EvliyaÇelebi comprehends information that cannot be found in other sources (Polatçı and Tavukçu, 2012). Study has become an important source for Ottoman urban history researchers who study seventeenth century[7].

BURSA IN THE LIGHTS OF TRAVEL BOOKS

Bursa was conquered (in 1326) just a while later Ottomans established; therefore it is said that Bursa has to be seen in order to understand Ottoman Empire and its culture. One of the travellers,Walker (1886), for instance, finds Bursa infinitely oriental than İstanbul. Bursa as the first capital and international trade centre of Ottoman Empire was the citywhere Ottomans developed their understanding of urbanism. Bursa as located very close to its latest capital İstanbul was one of very famous locations for travellers. Almost everyone who visited İstanbul travelled to Bursa mainly for sight-seeing and healing at thermal waters. Travellers of Bursa conveyed information about social and economic history, architectural structure, cultural components, and natural disasters in their travelbooks in following languages Turkish, Arabic, Bulgarian, Danish, Flemish, English, French, German, Italian, Latin, Armenian, and Greek (Özkan and Demirhan, 2009).

Travellers wrote down each detail starting from their preparations until arrival, each excursions and return experiences. Travellers of the nineteenth century were ‘well-informed’ given that they studied destinations prior to travelling. However, Bursa was not the first beaten track of any travellers. They were traveling to Ottoman borders to be able to visit İstanbul or holy lands. They were motivated for travelling after whatthey heard about the city together with its interesting beauties and thermal sources. Such instant plans were kept away travellers to study about the city prior to their visit and therefore it contradicts to the nineteenth century classic traveller qualifications (Lowry, 2004). Lowry (2004) introduces hundred and eighty travelbooks written about Bursa during the years between 1326 and 1923. He lists hundred and one travellers from different nations for the nineteenth century. This paper aims to present several travelbooksby showing what they bring into the forefront and how tourist demands were elaborated. This study analyses fourteentravelbooksthat were written by Europeans[8].

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[7] Hasan Basri Öcalan, *Evliya Çelebi Seyahtnâme’ye Göre Ruhaniyetli Şehir Bursa*, Sistem Ofset, Ankara, 2012. Researcher worked on the Book of Travel of Evliya Çelebi, by dealing only the chapters written about Bursa. He collected and organised traveller’s all explanations under main patıculars of the city in a simplified language.

[8] William George Browne; John Macdonald Kinneir; William Turner; John Füller; George Keppel; Charles Addison; William Hamilton; Julia Pardoe; Robert Walsh; Edmund Spencer; George William Charlisle; Mary Walker; Georgina Max Müller; Ida Pfeiffer.

This very analysis confirmsthat what was writtenin travelbooksis not entirely about the city itself but is actually about Europeans' way of seeing Bursa. Almost all of evaluated travelbooks start with a historical background of Bursa, a stunning explanation for its greenery and picturesque view, abounded of trees and vegetation, cultivated plaine, salubrious air, rich water sources, meaning of bakhshish as early tips for given services, culture of coffee houses, populations by nation, souvenirs of local products, distance information, inhabitants' physical and personal characteristics, heat and weather, etc. a kind of a tourist guide. Besides, information about custom and features of a daily life is provided. Some of them deliver information very much into details. For instance Walkerand Pardoe are worth mentioning that their travelbooks are as rich as city guides of today. When all fourteen travelbooks are considered it might be said that they are having information similar to each other. However after careful analysis, it would be seen that their thorough information desire attention to enrich today's urban tourism.

For instance, reaching to Bursa by road was thought to be uncomfortable and troublesome byBrowne (1820). Hedeparted from Istanbul in June, 1802 and found it difficult to procure a conveyance on the half way and used several means of transportation which at the end took 31,5 hours to reach to destination. Travellers reached to Bursa by several ways of transportation and they arrived to city from different locations. Some part of travellers departed from İstanbul, some others travelled Bursa from west. We should mention traveller Browne again to distinguish him from lots of travellers. He had knowledge of some of local languages and wore traditional costume. Hence, he had better and close communication with locals than many of other travellers. Kinneir(1818) for instance had no relations with inhabitants at all. Travellers provide information about locals as following:Turner (1820, p. 187) underlines that"The people of Brusa are less bigoted, and consequently more civilized". Inhabitants told him that they were forced to entertain gratis, all travellers to and from Bursa, who passed daily in great numbers. Pardoe (1837) also finds Turks universally hospitable. Besides, she adds that her appearance at baths did not create a sensation among the bathers; which may illustrate a sense of familiarity with and acceptance of foreigners. According to traveller Spencer (1838) inhabitants live together in friendship and harmony in spite of cultural differences. Walker (1886) explains that inhabitants of Bursa were famous for their hospitality, they were good humoured and respected others from different religions; but she excludes kids from these characteristics. Hamilton (1842, p. 93) exposes "Whatever may be said of Turkish hospitality, and however strongly recommended the European traveller may be to a Turkish host, I will always find myself treated with more zeal and attention in the houses of Greeks or Armenians than in those of Turks, and will be less exposed to the curiosity of intruders." There is inconsistency; however it was mostly highlighted that locals were hospitable. Improving this tradition even further by educating related stakeholders is irresistible attribute of today'surban tourism.

Pardoe (1837, p. 9) highlights the city as "the richest clump of vegetation that I ever met with in my life"; she continues (1837, p.11) "at the base of the highest mountain lay Broussa, and even in the distance we could distinguish the gleaming out of the white buildings from among the dense foliage which embosomed them." The colour green and rich plantation is also characterized with today's Bursa thanks to its mountain and city parks even though industrialisation has had negative effects on its greenery.

Curiosities for analysed travellers are mostly those which are still some of attractions of today. Baths mentioned by each traveller, however not experienced by all of them. Addison (1838) mentions numerous natural warm baths were inviting invalids from all quarters. He especially highlights that natural warm and cold water tabs are located in the same room. Müller (1897) gives precise information including physical characteristics whereas many of analysed travellers could not bear with the heat and vapour to stay longer. Turner (1820) even though could not experience the baths; he took some sample of water together with him back to England for tests. Because it was said to be good for illnesses, Charlisle(1855) encountered with a Frenchman who visited Bursa for health purposes. Walsh (1838), as a rare visitor act, procured and enjoyeda separate room at baths. He (1838, p.205) writes that "I have been more particular in detailing the process to you, because these are the most celebrated baths in the Turkish empire, and the great resort of all ranks for health or luxury." Thermal tourism of today is one of the main attractions for visitors within modernized buildings at several quarters of the city.
Mosques are mentioned numerous (as 387 and 366) even though lots of them were not visited and found as simple buildings which were not charming. Only Ulu Cami, as one of the urban attractions of today, was found interesting. Green Mosque is another attractions mentioned by Müller. Each traveller astonished with the silhouette of minarets while entering into the city. Turner (1820) was surprised that he could visit the mosques without cavil. Pardoe (1837, p. 40) expresses "while those of Stamboul are almost a sealed volume to the general traveller, he may purchase ingress to every mosque in Broussa for a few piastres; and well do many of them deserve a visit". Pfeiffer (1853) underlines that mosque visit may not be case without a consular. It might be the case because she and her acquaintances explored the city together with the consular assistant. Each traveller mentions tombs of early Ottomans and gives thorough information about buildings and their status. Provided detailed explanations of travellers are rich enough to be used for restorations of today. Besides, some travellers visited Bursa more than one time and if there was a disaster between visiting periods, it can be tracked easily and returned to resourceful information. Bursa has 126 historical mosques lived up to today which were renovated after several local disastersand are open to all visitors together with tombs.
Inner of city was found dirty, narrow and not well housed; however populous and extensive.Füller(1830) onlyfound the inner of the city well built. Turner (1820, p. 151) conveys the situation as "there are several khans in the city, all of stone; the bedestens and bazaars seem to be considerable, …there are some tolerable streets, but all of them are badly paved, and most narrow and dirty".City, in accordance with the remarks of travellers, was recovered from natural disasters and developed after the last quarter of the nineteenth century. New governor Ahmet Vefik Pasha was mentioned by Walker and Müller. Pasha got built so many architectural buildings, modern roads, hotels, and worked to develop social and commercial life of Bursa (Dostoğlu, 2006). Renovated Khans of today are worth mentioning which are used as commerce centres and as tourist attractions. Such travellers witnessed modernisation of Bursa at that period. Yet, there were still tourist attractions not renovated and left to ruins. Each of them can be traced and renewedwith the help of information provided by travelbooks.
Quality of silk and silkworm breeding, some other commercial activities and industrial information was given. Walsh details commercial activities. Walker mentions forty four spinning mills which have two to three thousand women employee. She provides vast information on economic situation of the city as all other travellers. They witnessed very first industrialisation of the city as much as its modernisation. In the light of travellers, a

very old culture of silk produce might be transformed to a tourist product by reviving an old factory into a production area as close as to travelbooks. Bursa has already a sericulture museum today which was established in a renovated old building used as a seeding school.One of its famous cultural value transformed to a tourist product in the light of travelbooks deliver a different experience to today's tourists.

Coffee shops strongly mentioned by each traveller, besides some travellers lodged at those shops as Turner did. Coffee shops of today differ from those of the nineteenth century. A new tourist product may be created from coffee shops inspired by travelbooks.

Environs of Bursa are worth mentioning as travellers took several excursions. Ascending to Mount Uludağwas the famous excursion among travellers, besides İznik/ Nicaea ruins and its Lake, Apollonia ruins and its Lake, Rhyndacus River, Mudanya were other places travellers visited. Each place they visited has detailed explanations about the status of ruins, if they were well preserved or not, have any inscriptions on it, how they were treated by locals etc. Kinneir for instance stayed at Nicaea for several days at a local house (bed and food) and he delivered detailed information about each ruin and the gates of the city. Addison (1838) is the only traveller mentions Seven Sleepers Monastery but he adds that it was well one of as other 50 places.

"Picturesque" fountains which were located almost at all corners of the city are other mentionedcity attractions. Each traveller mentions water and fountains as well as they mention vegetation of the city. Unfortunately a big amount of those fountains are not alive today. Very limited ones were restored.

Some churches were mentioned by travellers which many of buildingeither were used as private factories or damaged during time passes. Churches and temples which were saved from several distractions are steady today and located in the city and its outer districts.

Staying duration varied starting from 2 days upto 12 days. Four out of fourteen travellers stayed in a hotel. Pardoe (1837) explains a lodger of a khan or caravanserais would be a place for traveller merchant or a traveller having no chance to procure private houses. Khans were found inconvenient and confined in size. However square with a fountain was approvable.Walsh found the khans of Bursa to be superior compare to other places. Rest of travellers either lodged at khans and coffee shops or at houses of villagers. Those who were lucky to have a "letter" at their hands stayed in private houses belonging to Armenians or Greeks. Hospitality industry started in Europe in the seventeenth century;it was the mid nineteenth century for Istanbul and Bursa. Walker (1886) writes about improved roads and hotel establishments whichcared for tourist comfort. This comparison is quite important given that European travellers of the nineteenth century would wish to comfort themselves as they were used to.Walsh had to pass several villages without accommodation because of silkworm areas occupied in houses.

Walke r(1886) identifies Bursa as a combination of mountain, water and trees and expresses meaningless of a tourist voyage to further places when there was such a place so close to Europe. She believes that visitor number of Bursa was less in front of what it had. According to her, Bursa should have attracted more visitors. Who knows readers of Mary Walker may pay a visit to Bursa after reading her travelbook as good as a guide. She adds that even though tourists left cities with a hope to revisit but they rarely accomplish their desire. Difficulties of relocation of past might withhold travellers, but today as long as cities keep alive such notion by providing varied attractions to generate a total combination of experiences, visitors will be like Walker. Walsh (1838, p. 197) adds that "I had heard much of this Asiatic capital of the Turks, but the reality far exceeded the picture of my imagination."He should have encountered with such a remark of Spencer's (1838, p.156)

“My next excursion in the environs was to Prusa (or Brusa), one of the most remarkable towns in the Turkish empire, and which I would recommend every traveller who may sojourn even for a short time in Stamboul to visit.”

Considering analysedtravelbooks, theyall have similarities in conveying information. At one hand, it generates a standardised way of looking for new visitors and reduced attractions to several numbers of cultural items. On the other hand, those attractions mentioned continuously by each traveller have quite a solid place in readers mind which stand as an important marketing tool. It should be a consideration factduring use ofeach travelbooks for any destinations.

Bursa today, as mirror of the past

There are congress papers presenting itineraries by following routes of some travellers[9]. Bursa has rich travelbook literature that can be analysed country by country to generate different and authentic tour programmes. Stopovers of famous travellers could bea part of visiting points to make travellers alive within projects. Popularity of historical periods and the cities is equal to popularity of that cities and their cultural heritage. Therefore, converting travelbooks to tourist products is noteworthy.

Urban tourists less possibly will visit the same city (Ashworth and Page, 2011); this is why differentiation and variability within urban areas has great importance. Due to its several tourism attractions, Bursa has the power to generate continuousness among its visitors. Cultural and historical places together with cities’ social and cultural characteristics are primary elements for city tourism and lots of cities tend towards culture and cultural heritage components to increase their competitive profile (Chang et al., 1996). Bursa, as a city of history, has no difficulties to make suchthriving development.

For each investment to develop urban tourism global and local factors and general economic agendas have to be taken into consideration (Chang et al., 1996). Besides, deficiency in considering changes in international tourism market results weak local methods and practices. As it is seen in all cultural consumption, urban tourism is a fashion activity that is directly related to a tourist’s personal life; it makes cities in or out (Ashworth and Page, 2011). Urban tourists are not related only to cultural aspects; hence it is rather grift and hard to generalise. Therefore, those factors should be reconsidered before presenting a revived cultural value within tourism market. Models in order to foresee whether project investment on revived product is functional are vital. Otherwise investment may result with no interest among visitors. Consequently, a project should be subject to a prior examination in front of *possibleeffects of general economy*, *fluctuations within international and national tourism markets*, *features of cultural consumptions*, and *exclusivity of urban tourism as grift and ungeneralised structure.*

This study presents possible contributions of historical studies and sources into urban tourism researches and practices. Possibility of new marketing strategies for Arabic cities, new tourist product options for the Balkans, prioritize cultural values in African cities,

[9]For refenerence:Gül Erbay Aslıtürk – Canan Dikyar, 1200-1900 Yılları Seyyahlarının Anlatımıyla İzmir ve Aydın İlleri İçin Gezi Önerisi, *III. Disiplinlerarası Turizm Araştırmaları Kongresi*, Aydın 04-05 Nisan 2014, pp. 476-487; Gül Erbay Aslıtürk – Süheyla Gökçe, 17.-19. Yüzyıl Seyyahlarının Kaleminden İstanbul: Avrupa Yakası Gezi Önerisi, *III. Disiplinlerarası Turizm Araştırmaları Kongresi*, Aydın 04-05 Nisan 2014, pp. 488-501. Caroline Finkel presented an excursion designed out of Book of Travel of Evliya Çelebi for Tourism Summit, Bursa: 2012.

differentiation by diverse projects in Anatolian cities. Visual components of a city are limited in number and incompatible in quality. Bursa, with an aware notion to revive history according to historical components and to convey this culture onto future generations, reintroduces every historical building in the city. Moreover, seven city museums of today will reach to eleven at the end of this year. Since first museum of the city was opened in 1902, understanding of museum has been shifted towards compatible standards. Bursa stands not only as an open air museum, but also has a strong varietyof museums for different orientations.

There are certainly differences between analysed travelbooks and actual city of today. Narrow and dirty streets with mud houses had been changed with modern streets and blocks. Uncomfortable roads together with scarce means of transportation are not the case of today. Service and hospitality sector is already advancedprospered with international hotel chains and restaurants. Ancient traces and Ottoman monuments have been renovated for the sake of urbanisation. Urban tourism is not only a tourism type, but also an integral part of a city life; in other words its traditional face (Garbeâ, 2013). Bursa has copious attractions that can answer any type of needs from mounting to nature walking, sightseeing to cultural tours, faith tourism to shopping and several urban charms (museums, parks, lakes, attracted local cuisineetc). Municipalities of Bursa are aware of the fact that the city can be a brand not only through industries but also along with its soul and cultural identity. This is why historical and cultural values are revealed and renovated tofunctional extent. Tourism investments together with strong transportation and substructure investments of latest years show developed of understanding among city governors.There have been more than eight hundred and fifty structure restorationslately which helped to awaken historical importance of the city. Local governors have several future projects to increaseservice quality and visitor numbers for health tourism, senior tourism, faith and culture tourism, winter tourism introducingthe mountain's monasteries, crater lakes, ski centres, urban tourism for increased attractions along with museums, congress centres, and historical places.One million visitors (three hundred thousand as international visitors)of today is planned to reach at five million in the year 2023 (1. TurizmZirvesi, 2012).Bursa was thought to be a city ofagriculture, industry, andtourism, all at once. However, a complicated identity problem of the city is trying to be overcome at latest years together with various investments on cultural aspects of the city. Each investment strengthens its position within cultural extent of identity issues. Bursa, along with its actual mottos "*Great City" and "the city of history",* is listed as World Heritage by UNECSO in 2014. This evaluation helped the city to proceed in identity of cultural and historicalcapital.

CONCLUSION

Urban history studies record cultural heritageand constitute a valuable source for urban tourism. Such studies preserving cultural heritage and the city itself stand as one of the best method for sustainable destinations. They are strong tools to reject projects for temporary success. Derived information enhances tourism research and diversifiesurban tourism attractions that make cities both attractive and sustainable. Besides, travelbooks and yearbooks standing as significant sources of history arepresented to tourism researchers and other actors for strategiesto develop urban tourism industry.

Resourceful urban history and its sources:

- are solid marketing tools,

- provide directive information to public administration forbetter tourism management,
- are useful for private sector to generate projects for better cultural offers,
- can be initiated with tourism institutions to bring studentsdiverse way of looking,
- can be analysed to strength the literature, especially for Western travelbooks,
- can become tools to regain lost culture and sustainability can be strategized,
- can enrich thetourism literature,
- can flourish definite and limited urban products,
- are to be strategiesfor being an “in” city and for protecting the existence within industry.

More than half of the population today live within cities, 61% of population,which is estimated about five billion people, will live in cities in 2030 (UNWTO, 2012). While such population will demand to experience other cities, tourism will continue for being an important factor for urban development. Protecting cultural differences and conserving diversities are become tools to challenge urban tourism movements. Tourists will keep visiting cities not like they live in but cities which exhibit their dissimilarities and originalities which arederived from their own historical values.

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TRANSLATOR'S ROLE AND CONTRIBUTION TO THE CULTURAL HERITAGE TOURISM

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Abstract: In a globalizing competitive world, the communicative role of the translator in the tourism sector as a mediator between cultures and languages is essential with respect to the presentation of country's remarkable attractions and heritage. This study aims to explore in what ways the production or rewriting of the original text, based on the purpose and the function of the translational activity, enables the full appreciation of the inestimable reminiscences from the past. Turkish texts on two of the historical masterpieces in Istanbul are chosen to compare with their English versions. This analysis is carried out within the frame of Skopos theory which views translation as a cultural act to reveal behavioral patterns specific to the culture under consideration. The validity of the translator's decisions depend on not only whether the source content is transferred or not but also the strategy applied, i.e. the skopos of the action in relation to the expectations and needs of the assumed audience precedes the mode of the action and a redefinition of the relevance of certain source textual elements becomes necessary so as to attain a functional transfer (Vermeer 2004; Reiss & Vermeer 2014). In the analysis, it is observed that the translator remains faithful to the source text which means to place the tourist audience on the periphery; for instance, he/she would find it interesting to be informed about the architectural design of the building mentioned in the Turkish text, but he/she would be even more eager to discover the real stories and secrets hidden behind the stone walls, which may be included in the translator's narration. One of the aims of translating tourism texts is to represent a country's distinctive cultural identity that offers new traditions and opportunities, so there is a leeway for the translator to move away independently from the source text and use his craft to reconstruct a target text more appealing to the tourist.

Key Words: Tourism Texts, Translation Studies, Skopos Theory, Cultural Mediator, Cultural Heritage Tourism

INTRODUCTION

In cultural tourism the moving of the cultures from one particular destination to another and how these cultures are perceived by the tourists is essential since tourism stands out as an international system of exchange (Robinson &Smith 2006, pp.1-2). The term cultural tourism makes reference to "the cultural nature of, and the role of, tourism as a process and set of practices that revolve around the behavioral pragmatics of societies, and the learning and transmission of meanings through symbols and embodied through objects" (ibid., p.1). Tourism reflects the culture that emerges out of life itself and takes part in the change and production of cultural forms. This complicated chain of relationships reveals the problematic nature of the term cultural tourism. It is not merely used in the sense of the generation and consumption of high art and heritage, but also relates to the identity formation and self-perception of the individual and the society and thus the interpretation of the world. From a European point of view, culture is traditionally associated with the romantic, the beautiful, the educational and the moral. Hence, it would be natural to assume that these shared values found at the core of today's cultural tourism have been inspired by the grand tour of the 18^{th} and 19^{th}centuries popular among the social elite; yet

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there are certainly other factors, which have also promoted the steady development of the cultural heritage attractions, such as new opportunities to experience tradition and arts particularly in small cities, effective marketing campaigns focused on destination branding that conveys the notion of culture as a moral and economically beneficial product. However, to attract the cultural tourist, culture should be viewed within broader societal, political and organizational conditions of a rapidly changing world. Although cultural tourism is promising and continues to grow, the culture of the ordinary and everyday and self-indulgent activities are still at the very top of the touristic agenda; it has been observed that most tourists prefer to learn more about the daily practices and behaviors of the host culture instead of visiting the formalized cultural settings such as museums, galleries and historic buildings (ibid. pp.4-6, 8). To benefit from the economic rewards of tourism, a destination should prioritize its unique historical artifacts, which is a worthwhile venture for our country with its advantageous potential. Approaches to history in view of the different memories, emotions and concerns it evokes are likely to transform these places into new destinations of the tourist who seeks far more than enjoyment and social contact. Tourists with different backgrounds and attitudes need to build connections with their momentary environment no matter how distant it is from their own but at the same time experience the feel of otherness and appreciate nature, people and pasts unknown to them. Therefore, when visiting an attraction, the flow of information, data and messages between the sender and the receiver is important since the desired impact determines this communicational interaction (Robinson & Smith 2006, pp. 9-10; Puczko 2006, pp. 227-228, 232).

The translator as a cultural mediator should be aware of these intentional relations and make his/her choices in the translation process accordingly. In other words, as a result of the socio-economic changes and technological developments in today's globalizing world, tourists tend to discover and narrate the everyday culture where the original taste and texture meets rather spending time to gain a deeper insight into art and history. For this reason, informative texts about the cultural heritage addressed to tourists should be prepared in such a way as to capture their attention and make them believe in the idea that without full exposure to these artifacts their travel will not be able to fulfill its purpose. In this vein, the translator as a rewriter of the source texts attempts to meet the constantly changing conditions, demands and marketing strategies of the tourism sector and practicing his professional craft intervenes when necessary, i.e. the translator's perspective cannot be text-based only as the extra-linguistic factors the text is born into play an equally important role as the textual properties themselves.

METHOD

As the Greek term *Skopos* implies Hans Vermeer's target text oriented Skopos Theory prioritizes the intended function or purpose of a translation. Vermeer focuses on the bicultural competence of the translator since he views language as part of a culture not as an independent system. The text like the language is dynamic and shaped by the needs and expectations of the reader. In addition to the linguistic components, the representation of meanings embedded in the textual material is also related with the extra-linguistic reality expressed in various relationships. Based on this approach there is no one perfect translation and the aim and the contextual situation determines the mode in which the translation is carried out. Discussing these specifications clearly with the client who commissions the action helps the translator for his successful accomplishment of the task.

One of the translation types the skopos theory has put forward is the communicative or instrumental translation. This type of translation gives priority to target culture norms and conventions and is produced by adaptation or modification of the source text to serve a particular purpose. Thus, the source language equivalence plays second fiddle and the practice of translation gains a more realistic identity. Moreover, the target reader is not able to distinguish at a glance between the original text and its translation. Vermeer's dynamic and holistic approach which disapproves the linguistic conception of translation seeing its practice as a cultural transfer, views purpose or function of the translation in the receiving culture as the most important factor to be considered in both the process and product of translation. It should also be noted that in most cases what the translator intends and how the translation functions in the target culture do not comply because the cultures and the audience the source and target texts address are different in various ways. Another essential function this theory emphasizes is the intratextual coherence that enables the reader to understand the given message and relate it to his/her situation. A new concept of the status of the source text brought about by the skopos theory has led to the elevation of the translator's position to an expert in translational action whose voice must be respected. As the professional responsible for the commissioned task and the final translatum, he/she is expected to predict the results of his/her choices and decisions in relation to his/her specified skopos, for instance the effect of the translated text on the receiver. The translator acts according to a commission which includes the instruction given, e.g. the specification of purpose or addressees, to carry out the translation. The target culture conditions determine whether the commission is acceptable or not. It is possible for the translator to make some adjustments concerning the purpose when necessary. These adjustments may be followed by the decisions for changes in the translatum as regards the source text. The defined skopos expands the possibilities of translation and tells the variety of strategies to be used such as paraphrasing and completely re-editing and thus translation is not limited to the faithful imitation of the source text which may result in an enforced literalness (Snell-Hornby 2006, pp.52-54; Vermeer 2004,pp.227-237).

RESULTS

In this study, Turkish texts on two of the historical masterpieces in Istanbul are chosen to compare with their English versions. The texts are taken from the website of the Istanbul Metropolitan Municipality (2008) which presents the city as the "European Capital of Culture". This analysis aims to reveal how the English translations of the websites about the kulliyes built in Uskudar and Edirnekapı to honor Mihrimah Sultan, the only daughter of Suleyman I, may be improved within the frame of the Skopos theory to represent Turkey's distinctive socio-cultural identity and bring the cultural heritage tourism into the forefront as a means of economic welfare.

The texts displayed on the website convey brief information about the historical buildings. In the English translation some additional though limited explanations concerning the presumably unknown architectural parts are given, but they are literally true. To familiarize the tourist with the various phases of the Ottoman life becomes necessary to avoid misinterpretations. The concept of *Kulliye* in the Islamic tradition refers to a self-sustaining and philanthropic development established to serve the society's needs where the governmental, religious and political entities work together as one, so to leave the word as it is in the English translation may be more appropriate as the word *complex* used partially reveals the connotations that *Kulliye* includes (Jenkins 2008, p.80). *Madrasa* is described as “a theological school attached to a mosque” (Köksal 2015), however apart from the Islamic sciences; students were able to study a variety of subjects ranging from mathematics to astrology. Besides, upper level madrasa did not only provide education but also functioned as a milieu of socialization which encourage students enter into urban and cultural life (Şahin 2013, pp.21-22). An explanation related to the multidimensional notion of education in the madrasa is needed for the target reader. Both Kulliyes were built by the chief imperial architect Sinan. The Mihrimah Sultan Mosque in Edirnekapı looks as splendid as the Selimiye Mosque. According to some myth, the nature has also adored its magnificence and once a year, owing to the designer’s unique perspective into aesthetics, the sun goes down on the Edirnekapı Mosque while the moon rises between the minarets on the Uskudar Mosque to symbolize its Sultan whose name means the sun and the moon (Sezer & Özyalçıner 2010). Although it is not present in the source text, the translator may include this story in his target text as complementary information appealing to the tourist. To fulfill his/her task and make the necessary choices, the translator is expected to know both the features of the text type and the demands of the target audience.

CONCLUSION

Translation as an intercultural activity has a purpose or skopos which directs the translator’s choices in the processing and production of translation. The translator’s expertise gives him the authority and responsibility to identify this purpose that is expected to work properly for the communicative situation at hand. Tourism texts are pragmatic texts written to inform the tourist about a country’s attractions and contribute to the sustainable development of the tourism sector. The mediator-translator, being aware of the changing socio-economic trends in the recent tourist demands, should be in an attempt to attract the tourist’s interest to the appreciation of cultural heritage artifacts instead of the everyday activities specific to the host culture. The Skopos theory has a broader conception of the translator’s task removing the traditional limitations imposed by the notion of fidelity and hence providing the opportunity to expand the use of various translation strategies for rewriting, as is the case with the translation of tourism texts.

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URBAN TOURISM AND CULTURAL TOURISM IN THE CONTEXT O BELIEF TOURISM: KONYA SAMPLE

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Abstract: The Anatolia is the ferment, cradle of civilizations and cultures, and a heaven on earth. The yeast of the civilization dough in this cradle has been put at the 10.000's B.C. and has reached up to modern times by a rich, sweet temper, which makes it a rich, generous geographical place and destination.
Too many cities in Anatolia are hosting this historical heritage. Konya, is one of the most rooted cities of our Homeland both culturally and industrially. The documents proving that the revolutionary acts of conversion from nomadism, forager into settlement and agricultural life, in the history of humanity, have realized in these lands, have occured during the Konya Çatalhöyük excavation works. Konya which is assumed as the cradle of world civilization today, has an important location in terms of faith history. The Mother Goddess which has formed in Çatalhöyük at 6500's B.C., also forms the first cores of paganist religions of the Kybele cult. Konya has also hosted other religions during the historical phase. In this study, by evaluating the belief and cultural values within Konya in terms of Christianity and Islam religions, its contribution onto the Urban Tourism will be discoursed.

Key Words: Anatholian Culture, Çatalhöyük, Urban Tourism, Christianity, Islam

INTRODUCTION

As a form of organisation, the city is the source of civilization. This urban civilization's yeast is formed of religion, geography, politics and economy equation. The society which forms out the city, is served by religion in terms of mentality, geography in terms of locations, politics in terms of administration and economy in terms of forming the economic relations. In the Anatolia, Mesopotamia, Egypt, Greek and Roma which are the cradle of the civilization, the religion with all its variations has always been a common source of value. In this formation, the religious structures have played a leading role in forming a civilization through their temples and altars, sanctuaries and sites; the politics with its urban administration, municipality and parliament structures; economy with its marketplaces and bazaars, have fulfilled their duty of forming the urban identity. The constituent element of the last civilization in Anatolia has been Islam.
Thesimilardevelopmentshave been encountered in the Islamic civilization and the cities have been the indispensable elements of the life. Konya, has been represented as the Islamic city until the modern times. The western cities which have obtained a Greek-Roman and Christion line, has reformed a new urbanisation process through the Industrial revolution since the 18. century. This new urban civilization's main characteristic has started with the population migration from rural to urban and by forming a new manner of work and life, have led to a modern urbanisation. The religion and politics which have been a form of organisation in the processes of civilization, occured to be the elements

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determining the society and social organisation, the economy on the other hand, through capitalism and modernisation phases, has been the main element determining the city, society and social organisation. By means of industrialisation and modernisation phases, an economy focused conception has occured in the cities. In this point of view, changing the nature of the city, the sanctuary focused urban structures have left their places to trade focused structures. From now on, the avenues of city aredirecting not tothereligiousstructures but totheshoppingcenters.

Wearecurrently on a world where anything is quickly produced and consumed, the information and transportation spreading and developing fast. This conception and manner, has become a life style which effects both young and old, from rich to poor as a form of living philosophy.

Within a consume based economical conception, the cities have started to get their own parts, the city and city cultures formed of centuries, have converted into a consume culture. On the other hand, the current time has dominated the past, the cultural and religious continuations have been broken. Thanks to tourism which is among the biggest economic sectors of the world, and a social, modern fact, the cities have been a means to form a historical consciousness by highlighting their historical continousness, thus, the studies have established in order to protect the historical identity of cities. As a result, the urban tourism has been started to mention as an alternative tourism possibility. In too many cities in Anatolia the studies oriented on the urban tourism have been paid attention by stepping the Historical Environment Protection Policies. In the studies, Konya has started to take its own part consequently, the tourists of the city at least had the opportunity to see Konya through its past and today. Within the context of Historical Environment Protection Policies, the cities with a civilization identity, have started to step in with their own cultural assets.

CITY AND THE TOURISM

The city is not only a geographical place which adjusts the humane relationships by obliging the mankind to mankind, but is also a life circle which covers the socio-psychological life. The city as a place of living, is one of the most important yet most complex spatial areas (Alver,2012:25).From this point of view, the city, expresses itself with a natural geographical area, through a landscape invaluable to be seen with its buildings, streets, roads, pavements, markets, amusement places, museums, religious, financial and political structures (Alver,2012:25). Tourism is on the other hand an activity of travel which consists of the holiday the "escape and directing", amusement, rest, culture and faith oriented people.

The tourism fact is a modern phenomenon. This fact belonging to contemporary modern societies, has converted into an organisation which anyone can participate in through the globalisation. This organisation, alongside with its formation of sociocultural action between the tourist sending and tourist receiving countries, has established an economic motion related with the countries. The tourism, thanks to its economical dimension, has directed the countries into alternative tourism searches, and the last stop it arrived has been the urban tourism. The urban tourism, is meeting more than half the demand for tourism all over the world.

Even though the world tourism's appearance goes up to the 19. century, the expectations of tourism into the urban economics have been a subject on the agenda of local administrations, after 1980 (Kızıldere,2007:27).The urban tourism is a type of tourism which is carried out in big cities of metropol scale. The interest on the "Urban Tourism" which consists of holiday, obtaining historical and cultural information and experience, spectating sportive activities, participating in the artistic activities, familial and friend visits, shopping and work travels, is dramatically increasing all over the world (Emekli,2013:138).

All the cities come into prominence with its own features. Even one word, would be enough to give a thought on its identity. For example, even though there are too many historical and cultural heritages in Konya, the first place to come into mind is Mevlana. This is, its authentic and introductory feature. In that case, Mevlana steps in formation of Konya's urban identity, among all those works since long time. That looks enough by itself in formation of Konya's urban identity and image. The city has the capacity of an open-air museum with its mosques, Moslem theologic schools, hamams and foundation works of Seljukian and Ottoman eras. This open air museum appearance, has started with Konya/Çatalhöyük, by tracking the Roma, Byzantine, Seljuk and Ottomans.

The economical, political and socio-cultural conversions the social structures and individuals experience, have contributed positively and negatively on the city to have a new identity. Those conversions and structuring models formed through the globalisation, is carried out in Konya and our country under the urban renewal and urban construction conceptions just like it is all over the world. Through this phase we experience, the branding of the cities, and formation of brand cities have been on the agenda, to this end, for branding the cities in a planned manner, the Culture and Tourism Ministry has established "Turkey Tourism Strategy 2023 and Tourism Strategy Brand City Action plan" (2007–2013) in 2007. Within the context of this plan, by boosting the urban tourism on the cities like Istanbul, Ankara, Izmir and Antalya which are selected under the Brand Cities Project; and by boosting the cultural tourism in cities such as Adıyaman, Amasya, Bursa, Edirne, Gaziantep, Hatay; Konya, Kütahya, Manisa, Nevşehir, Kars, Mardin, Sivas, Şanlıurfa and Trabzon, it is foreseen to form the brand cultural cities (www.şehirplanlam.org).

The historical center of Konya city, satisfies not only the urban central function where the economical activity and administrative services are focused on, which serves all the urban population in terms of easy accessibility/transportability and urban field usage design and functional positioning and its central location in terms of geography, but also thanks to its spatial and functional pattern accompanied by cultural heritage values and on the other hand, the values subject to its close vicinity's cultural heritage, has appeared to be an urban area with spatial and functional, cultural tourism oriented development potential(Özcan,2009:4).

2.STUDIES ON THE URBAN TOURISM IN KONYA

In tourism, the geographical, cultural and historical features the cities have are presented to visitors as the urban tourism activities within the natural life of that society. The cities are developing the protection and zoning projects for being able to make use of the tourism by bringing their authentic features to forefront.The changes experienced in the behavior and lifestyles of people, has caused an increase in the interest to the alternative tourism types in spite of the sea-sand-sun conception holidays. In this point, the urban tourism which contains of short term visits to cities related with the social, artistic and many other aims have stepped in (İçellioğlu,2014:41).

At the base of this interest, is the desire to know and understand better, the physical, social, cultural and functional identities people have established.At this juncture, Konya, besides having all those identities, has been foreseen as a cultural city within the context of "Turkey Tourism Strategy 2023 and Tourism Strategy Brand City Action Plan" (2007–2013) of the Culture and Tourism Ministry in 2007.
The Konya historical city center concentrates basically on four focals.First of them is the hill town known as Alâeddin Tepesi, and its close vicinity.The second urban focal is Mevlana Museum and its close vicinity which forms the historical urban center.The third focal point of the historical center, is the historical urban square situated on the Mevlana road known today as Kayalı Park.The fourth and the last focal point which describes the historical city center is; the Bedesten region where the traditional Konya Bazaar is situated (Yenice,2014:72-73).
For the purpose of making Konya a cultural city, the Metropolitan Municipality of Konya has primarily started the Protection and Amelioration activities in Accordance With the Historical Vicinity and Konya Historical City Center, Protection and Development in 1996 to this end. As a result of those studies, by considering the transportation, environmental values, historical structures and their features, the zoning plan has been established and applied for protection purpose. This urban project studies has started the following planning studies in accordance with the Konya Cultural and Natural Assets Protection Council Decisions for the purpose of protecting and surviving the architectural and environmental qualifications within the historical city center. The projects which has been included within the planning and accomplished:
1.The studies of development studies related with the Railed Public Transport between Alâeddin Tepesi and Mevlana Social Complex which have been considered since 1970's, and working the Railed Public Transportation on east-west direction suggested in the Protection plan between Mevlana Social Complex and Mevlana Cultural Center and including the (Tuncer, 2006: 51) to connect the eastern part of the city are about to finish.
2. The regions of "Arasta/Bedesten", Aziziye, Kapu, İplikçi and Şerafediddin Mosque vicinity, where the traditional Konya Bazaars are intense, have been considered to become the urban conception areas (Tuncer, 2006: 54) but the historical places around the Bedesten, Kapu Mosque and Aziziye Mosque continue to serve as the traditional urban places by getting restored.
3.The area between the Şerafeddin Mosque part, Foundations regional direction and Yapı Kredi Bank is at the service of pedestrians today while before serving as the cab stand and parking area.
4.The landscape projects of the square between Şerafeddin Mosque part, Government Office, PTT and known as the Kayalı Park by people, are accomplished and have been applied and presented into service.
5.The ancient Konya houses around the Mevlana Social Complex vicinity have been restored and taken into service and rendered into the service of urban tourism.
The Aya Elana Church has been restored with the historical Sille houses and rendered into the faith tourism.

3. THE CULTURAL HERITAGE OF KONYA WITHIN THE CONTEXT OF FAITH TOURISM

The faith tourism is based on the desire of people to visit the sacred places as part of their beliefs from diverse religions. There are four reasons on accepting a place as sacred :

1.Indication by the God of the place which is accepted as sacred(Erbaş,2002:98): The indication of the Solomon Temple to his holiness David by Yahve, (Tekvin,8:21-22) indication of Kaaba to his holiness Ibrahim (Surah of Haj, 26).
2.The participation of God at there with his allmight : Thus, it has been believed in too many religions that the God resided in the holliest part of the temple.
God's disclosure of his power there: The talk of God Yahve with his holiness Musa at the Mount Sina and according to Kur'an, his appearance there. Thus this place has been assumed as holy by the Jews.
The appearance of god there (theophany): The behaviors conducted by the Israelis on too many ancient temples they inherited from Canaanites and protected. Those temples have been considered as legalized by their God Yahve only by means of theophany for Israel (Erbaş,2002:99).
5.Consideration of a place to be sacred by people:A place has been considered as sacred where a leader was born and grown up or got busy, the martyr graves are present or the religious saints' remembrances are preserved(Erbaş, 2002:99).
One of the first settlement centers of humanity history (7000B.C.) and having the traces of too many civilizations within the historical flow Konya, Hittite, Rome, Seljuk and Ottoman eras' artifacts, represents an open air museum identity. As it is for all the cities, Konya has a foundation story as well: According to this story, a monument has been constructed for presenting the gratitude to a person who kills a monster damaging the city, and a picture is drawn explaining that event. That monument has been named as the Iqonium. The mother goddess cult showed up in this land, has developed by converting into Cybele in Phrygia, Artemisia in Greeks and Virgin Mary in Christianity. As a result of the carried out studies, when Konya is considered in terms of Cultural and Belief Tourism, it has shown up to have important values for Christianity and Islam religions starting from the pagan culture.
In pagan cultures any city has its protective god or goddess. Facing any situation they are demanded to shelter and vows are made. The Main Goddess Zizimmene has been respected in Konya and its vicinity. In excavations carried out in Konya/Sızma that was read on a stone: ''Has made a vow to Mother Zizimmene''(Bildirici,2006:5). On a scripture found in Konya /Meydan village, it was determined that the Light-Sky Go- Zeus' name has been written as "Dii" (Bildirici,2006:5). The universal light- Sky God has become local in diverse cultures and in Konya / Zıvarık (Altınekin) it was made wov by the name "Aphia Zeus" (Bildirici,2006:10).
On another writing seen on a fountain stone in the Şeyh Ahmet Quarter, and read by the researcher Calder "Has made a vow to Meiros and his wife Damalis Zizimmene (Bildirici,2006:5).
The Paul of Tarsus who is the architect of modern day Christianity, has visited to Konya and Lystra during his visits to spread Christianity and the first seeds of this religion has drillt there. Among the important saints of Christianity, Timetheus of Lystra and Aya Thekla have converted into Christianity there.
Sille has been an important settlement situated on the Rome - Jerusalem route during the Christianity era, and the basements of Aya Elene which is the biggest church of Sille has been made during one of those sacred pilgrimage voyages in the 327 (Sarıköse,2009:8).
At the city center of Konya, on the location called Arapoğlu Makası, there is a Roman Catholic Church dated to 1910's, which is currently open for worship.
The Anatolia, has entered into a construction era in both intellection and art by Seljukian Turks since the 11. Century and during this phase, Konya has taken its place on the world civilization history by being equipped with Turko-Islamic artistic masterworks. When told

Konya it comes Mevlana to people's mind, when said Mevlana it comes Konya to people's mind. The tolerance idea which forms the base of the Belief Tourism, the appeal of Mevlana "Come, Whatever you be, come", the cultural activities to Remember Mevlana between the dates of 10-17 December every year continue.
Konya, today, despite all its historical phases, lives both the traditional people culture and the life circle brought by the modernity at the same time.
The Christianity and Islamic belief centers situated in the Konya city center are grouped in four:

1. **Churches:** The Klistra ancient settlement, Sille Aya Elana Church, Sille Cave Churches, Sille White Abbey Church, Konya Center Saint Paulus Church
2. **Mosques:** Alaaddin Mosque, İplikçi Mosque, Şerafettin Mosque, Sahip Ata Mosque, Konevi Mosque, Selimiye Mosque, Aziziye Mosque, Kapı Mosque, Nakiboğlu Mosque, Şemsi Tebrizî Mosque, Hacı Fettah Mosque, Piri Mehmet Paşa Mosque, Tavusbaba Mosque.
3. **Small Mosques:** Meram (Hasbey) Small Mosque, Sırçalı Small Mosque, Hacı Ferruh Small Mosque, Hoca Hasan Small Mosque, Ferhuniye Small Mosque, Beyhekim Small Mosque, Zevle Sultan Small Mosque,Karatay Small Mosque.
4. **Shrines:** Selçuklu Sultanlar Shrine, Yeşil Shrine (Mevlana and his Family), Şemsi Tebriz-i Shrine, Sadreddin Konevi Shrine, Tavusbaba Shrine, Ateş Baz Veli Shrine, Tahir and Zühre Shrine,Ahmet Fakih Shrine, Ulaş Baba Shrine(Tapur,2009:479).

CONCLUSION

The Cultural Heritage and Urban Tourism in the Context of Belief Tourism: When the Konya Example is interrogated:
The Belief Tourism and Cultural heritage of Konya the nature, must be taken into consideration in context of cultural values and infrastructural and super-structural studies must be carried out in terms of urban tourism.
The urbanisation and urban renewal must be planned taking into consideration the touristic destinations and nature, tourist, human who form as a base for tourism.
The ways must be searched for presenting to local and foreign people, the religions and beliefs visually, audially and sensorily which are considered to be the main elements of the Belief Tourism and evaluated to be the contributive to the meeting of cultures and civilizations.
As a service sector, the educational seminaries must be held in order to form the consciousness that the tourism has environmental, sociocultural and economical dimensions.
The Cultural heritage of Konya which is currentlyalive and strong must be led up to obtain the functionality with literal projects.
The Urban Tourism is considered as the re-achievement struggle of the economical sources in the cities.
While the Urban Tourism is considered as the struggle to boost the daily life in cities in terms of socio-culture and economy, it must be designed and carried into effect in a manner not to harm the history and social tissue.
When we take a look at Konya from past to today we encounter too many artifacts. They give on one hand how the city is designed in terms of urban tourism on the other hand they should give the conception idea on how to redesign a city.

Konya must be presented and marketed in a healthy manner by revealing more than one richnesses possible to visit.
New strategies must be determined in order to make Konya as a tourism destination the effort must be made in order to remove the obstacles to this end. Thus, the local people must be eager to tourism, the opportunity must be presented to the educated and experienced people.

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CONTRIBUTIONS OF COUNTRYSIDE RESTAURANTS TO RURAL TOURISM: A MANAGERIAL PERSPECTIVE

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Abstract: With the growing attention on alternative tourism activities and environmental protection, rural tourism has become one of the most attractive tourism typesover the last decade, and many more studies have been conducted in the field of rural tourism development and in all other aspects except the importance of countryside restaurants (CSRs).Nevertheless, we see that only a few studies concerning CSRs exist in the current literature. However, CSRs are an important part of rural tourism with their specific service standards including indigenous food & beverages, high customer satisfaction as a result of individual service and a natural & attractive atmosphere. Thus, the prior aim of this study is to stress the importance of CSRs and how those establishments contribute to the development of rural tourism. Within this scope, the study isconducted on 12 CSRs operating in Muğla and a semi-structured interview technique is used as a part of qualitative analysis. As a result it's concluded that CSRs contribute to rural tourism by respecting-protecting and landscaping the nature, by serving local dishes made by indigenous crops, by employing locals and by supplying local foods. Finally, some suggestions are made in order to improve CSRs contribution level and rural tourism development within a managerial perspective.

Keywords: Rural tourism, countryside restaurant, regional development, local dishes.

INTRODUCTION

Tourism industry primarily affects the environment and is also primarily affected from it. Within this mutual interaction, environmental assets which are the natural resources of tourism can be transformed into socio-economic assets by considering the "protect and use environment" principle. In recent years, with the growing interest on alternative tourism activities and special interest tourism, people has begun to pay more attention on some destinations giving opportunity to be intertwined with the nature and serving local products & services, in an effort to attend different tourism activities by actively participation distinctly form 3S tourism. This increasing demand on natural & local destinations has also featured rural tourism destinations. Rural tourism destinations which offer exotic tourism experiences, with their nature and historical & cultural heritage, have a great potential on satisfying a large variety demands of customers.

Although OECD (1994: 8) simply define rural tourism as the tourism activities experienced in rural areas, it is quite difficult to make a common definition, due to its complicated structure and its diversification among different countries(Reichel et. al., 2000; Frochot, 2005; Maestro et. al., 2007; Cai& Li, 2009). However, rural tourismactivities involve a journey to a rural area or a place located far from city & tourism center with the aim of experiencing different activities in proportion to daily ones and consider at least one night staying there (Pesonen, Komppula, Kronenberg& Peters, 2011). Further, an activity can be regarded as rural tourism as long as it is placed in rural

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areas by containing small-scaled initiatives and as long as it is sustainable in nature (Reichel, Lowengart&Milman, 2000: 451). Rural tourism activities consists a wide variety of activities such as nature-based events, festivals, agritourism, artistic activities and some other activities towards local people. Moreover, rural tourism has a multidimensional and complicated structure owing to its interrelations with ecotourism, agrotourism, health tourism, adventure tourism and ethnic tourism (Mair, Reid, George & Taylor, 2001: 1; Maestro, Gallego&Requejo, 2007: 951). Rural tourism contains a variety of activities which are integrated with traditional countryside holiday. And, it is a growing industry within the industrialized world, the growth being largely attributed to changing consumer trends and behavior; higher levels of disposable income, improved lifestyles, increases in health awareness, car ownership and second holiday/weekend break markets (Alexander & McKenna, 1998: 203).

Rural tourism activities have remarkably increased in all developing countries from the beginning of 70s. However, rural tourism activities are originally dated back to Industrial Revolution in which the city dwellers from rural areas had a desire to go back to their hometowns (Perales, 2002: 1101). In the ongoing process, most of rural tourism destinations in many countries have started to restructure from the beginning of 90s which is generally characterized by the transformation from Fordism to Post-Fordism (Cawley& Gillmor, 2007: 316). Rural tourism, its contribution on socio-economic development of (rural tourism) destination and also transformation of local/cultural values to value-added resources has been the subject of many academic studies in the last decade (Perales, 2002; Sharpley, 2002; MacDonald &Jolliffe, 2003; Briedenhann&Wickens, 2004; Fleischer &Tchetchik, 2005; Frochot, 2005; Cawley& Gillmor, 2008).

Today,rural tourism is one of the most important industries that contributes the rural socio-economic development & regeneration. Rural tourism activities also offer substantial employment & income potential for rural areas where the agricultural activities constantly decrease (Sharpley, 2002: 233). Cawley&Gilmor (2007: 137) implies that the contribution of the rural tourism on rural economic development is significant thanks to its diversified sources and stakeholders. Rural tourism also allows a dynamic rural economy and enables local products to gain commercial value (Liu, 2006: 878). On the other hand,rural tourism is commonly accepted as an indigenous part of a socio-economic structure by adjoining with agriculture in rural areas. Thus, rural tourism activities could directly make an important contribution on the sustainability of cultivated agricultural areas by providing an extra income for farmers and locals (Fleischer &Tchetchik, 2005: 493).

In rural tourism, touristic and recreational attractivenessof rural areas are relevant with rurality. Rurality here refers to a lifestyle without show off and perfect harmony of a person with his/her nature. In other words, rurality is relevant with a traditional and romantic discourse of the good old days (Kastenholz, Davis & Paul, 1999: 353). The demand for rural tourism has particularly increased in the last two decades as a result of tourists' expectations towards using rural, environmental, natural and architectural sources intimately.On top of providing financial support, contributions of rural tourists to local economy can be defined as creating new employment opportunities and revitalizing traditional local economy (Perales, 2002: 1103). Those rural areas not only create demand for rural tourism but also increase recreational activities and amenities, quality foods and light manufacturing sectors. Furthermore, rural areas could be turned into areaswhere they spend a certain period of life of individuals from a different social status such as retirees and businessmen. These positive fluctuations in rural areas create new investment opportunities and new ways of providing income, and contribute locals directly or indirectly (Stathopoulou, Psaltopoulos&Skuras, 2004: 405).

It is possible to mention a number of factors that are important in increasing the interest in rural tourist destinations. The desire to escape to the nature from the city chaos, to taste local delicacies made from natural and organic foods, to meet and experience the culture which is peculiar to rural areas and live that authentic atmosphere are among the natural charms of these factors. CSRs that include andcombine all those natural charms are an important part of rural tourism with their service encounter in touch with nature, organic food and beverages and an atmosphere fulfilling tourists' longing to nature. In the context of environmental protection, serving indigenous and organic products at the CSRs also contribute to the sustainability of tourism and rural tourism as a sine qua non for sustainability.Further employing locals at those restaurants is just one of the economic contributions of CSRs among others. Supplying/buying food & beverages from the locals, selling local products such as village bread, honey, butter and etc. are some other economic contributions.CSRs also enhance destination image positively with their high customer satisfaction rates. Since more customers get better service in an authentic atmosphere, popularity of the destination will increase steadily.

In spite of their multidimensional and crucial contributions to rural tourism, the numbers of studies concerning CSRs are still limited. Thus, the main motivation of this study is to make a contribution to the relevant field. As a result of this study, which is pioneering in the field, we assume to reveal some important findings about socio-economic contributions of CSRs as wells as their effects on environmental protection, nature-based marketing strategies of them, and eventually future of them.

METHODOLOGY

Population and sampling

This study aims to reveal the importance and contributions of CSRs on development of rural tourism. Starting from this point of view,CSRs operating in Muğla province are chosen as the population of this study. According to the data gathered information from Muğla Provincial Directorate of Culture and Tourism officials, there are thirty-four CSRs throughout Muğla as of April 2015. However officials have stated that only 12 of 34 CSRs serve with touristic purposes. Those 12 CSRs are chosen as the sample of this study in the first step. Within this scope,interviews were made with an authority from each restaurant.

Data Collection and Analysis Process

Interviewing method is used to gather required data in this study. As one the most used techniques within the qualitative research methods, interviewing method has been used to observe the contributions of CSRs on rural tourism in detail and to get precious knowledge from the CSRs authorities. Also, limited sample and descriptive structure of the study was the other basic reasons in choosing interviewing method.

Within this framework, firstly a semi-structured interview form was designed in consequence of detailed literature review, and theninterviews were carried out by face to face meeting in June 2015. After researcher interviews, the gathered data was reviewed overall and updated for the analysis process. At the second phase, data was reviewed by two scholar and key terms were determined in the scope of the study. As a result of expertise, it is concluded that the determined key terms are substantially similar. Then, the relevant key terms is classified in three main dimensions which are also the main themes of the study as "*contributions to rural tourism,evaluations of current situation and suggestions*","*contributions to environment protection & sustainability*" and "*socio-economic contributions*". So, the contributions of CSRs on rural tourism areanalyzed throughout these themes. At the last phase of the study, some suggestions have been made in the context of the research findings.

Findings

Descriptive findings of the study indicate that the founding year of CSRs generally rangesfrom 1985 to 2008. Four of these CSRs belong to the owners while others are rented from the municipality or regional directorate of forestry. Two of these restaurants employ at least 30 or more staff, and quantity of the staff rangesfrom 2 to 14 at others. Six CSRs serve both domestic and foreign tourists whereas rest of them serves only domestic tourists. Results also indicate that German and English tourists pre-dominate foreign tourist groups. Therefore, we see that touristic CSRs operate in Muğla are generally founded as small enterprises and employ less than 30 staff.

a) Contributions to rural tourism, evaluations of current situation and suggestions

Participants who also represent the responded CSRs inform that they contribute to rural tourism mainly by respecting and protecting nature and offering quality service. By founding an establishment in rural areas, they share the nature with others, support regional employment, and enhance the promotion of region by serving local dishes. Hence their statements such as "*There are two or three nice places on the way and here is one of them.If we had not found this restaurant, someone else would build a house and live here, thus sharing of this beauty would not be possible", "I think we mostly contribute the rural tourism by providing high-quality service", "I believe that we help rural tourism by serving and promoting and selling local dishes or foods", "We make a great contribution to local employment. For instance our four personnel we employed at the beginning brought their families here to live"* emphasize the importance of CSRs to rural tourism.Besides they believe that everyone should landscape their life spaces without dense housing in order to improve rural tourism in the relevant area. The ideas like "*It will not be enough only if I landscape here*, *rather*, to *contribute to rural tourism first off all living style of locals, their houses and other common life spaces must be in harmony with rural tourism. And rural activities should be maintained in order to protect this beauty. Hence, I believe that rural tourism will develop so long as this attractive atmosphere is preserved without illegal dense housing."*

After determining the main contributions of CSRs to rural tourism, participants were asked to remark what can be done in terms of rural tourism development. Gathered answers emphasize the importance of environment protection. They have a clear view that each person should be aware of and feel responsible toward nature in unity, due to fact that protection of environment will not be successful unless all locals and operators adopt this idea.Additionally, participants believe that local authorities must organize some training programs to create awareness about environment protection, as well as continuing service quality improvement efforts. The necessity of improving and diversifying alternative nature based tourism activities in terms of rural tourism development is another important finding of this study. Nearly, all responded CSRs officials highlight that the existence of alternative tourism activities will promote rural tourism in the region by expressing "*Improving diversity of alternative tourism activities will enable rapid rural tourism development*".

Another emphasized issue by the participants is financial supports in terms of improving rural tourism. Most of the participants complain about the inadequacy of financial supports given by authorities. Normally it is expected to use such types of supports at the foundation phase, since there are some regulations of financial supports or grants for rural tourism investments. Contrary to this, responded CSRs have stated that they did not use any rural tourism support, SMEDO (Small and Medium Scaled Enterprises Development Organization) support, credit support or any kind of public infusion of capital because of the difficulties and inadequacies at the obtaining process.Further, most of the CSRs were founded through the owners' own mean and in case of need their personal house appliances such as refrigerator and kitchen equipment were used at early stages, eventually all other needs fulfilled with the earned money in time. The statements "*Nobody wants to take any risk, since there is not any financial support. And this reality severelyaffects rural tourism development. Also, formal procedures about foundation and operation are very difficult*" summarize the negative conditions for the CSRs in a financial sense. Thus, they insist on the necessity of enlarging the quantity and variety of financial supports. After all, professionalism of these CSRs and making contribution to development and promotion of rural areas is only possible as long as CSRs have government promotion & support. So, it is a fact that the authorities must revise some regulations in the field of promotion& support procedures for local establishments such as CSRs.

Besides improving alternative tourism activities and enlargement at financial support, participants of the study emphasize the necessity of substructure enhancements. Results stress on the importance of transportation to maintain sustainability and improvements at rural tourism. Participants overemphasize that transportation system should be improved urgently by saying "*we have many problems with substructure. But transportation and accessibility of the region is maybe the most important subject that authorities must immediately pay attention. We are far away from the city center and transportation costs as well as freights are very expensive, so it becomes more difficult to attract potential customers".* On the other hand,it is concluded that participants looking forward to get natural gas services as soon as it is possible, since they cannot use natural gasat present. Results regarding to substructure improvement also indicate that enhancements on substructure investments are expected after being taken into metropolitan district area.

The last issue addressed at this section is to determine marketing strategies of CSRs. The results emphasize the importance of word of mouth marketing for CSRs. Hence, responded CSRs stated that experienced service by the customers is the best marketing tool. Statements given below support this idea. "*At the marketing process we do not use many tools, only our guests speak of us to his/her friends and so we trust on word of mouth* *marketing. Satisfied guests wistfully tell their positive ideas and nice memories andalso by statingI was satisfied with the service". "Our guests know us well since previous customers adverted us beforehand". "We have a certain customer group constituting of loyal ones, and we can get new ones by the help of previous customers".* Additionally TV series have a great impact on promotion, since the participants think that these series are more efficient and more directly appeal the target population than CSRs own promotion efforts.

b) Contributions to environment protectionand sustainability

Contributions of CRSs to environment protection and sustainability have beenresearched from the perspectives of nature protection, planting & landscaping, waste disposal processes and eco-friendly energy using. The results of the study demonstrate that concern about the "*protect the nature then use it*" principle is the first important finding of the study. Statements of the participants such as "*We cannot be here without our protected nature*", "*our primary goal is to conduct our activities without harming the environment*" and "*our main goal is to protect the environment*" emphasize the given importance to environment protection and sustainability. Another important finding about environment protection is about planting. Almost all of the CSRs stated that they have made planting and have allocated a serious budget for landscaping at foundation phase. Hence, the statements "*in the past this place was almost idle, but we have planted, greened and landscaped here by ourselves"*and "*we both protect the nature and reforest these areas*" are confirming the environment protection efforts of CSRs.

Another issue addressed under the research is the disposal process of solid and liquid waste. In terms of the results, it is concluded that the big majority of the CSRs leave their solid waste to dumpsters without any sorting, since the municipality do not have waste parsing/sorting system. "*Nobody sort the garbage since the municipality does not provide different containers for the solid waste*", "*there is not any recycling process for the waste, so we do not sort the solid waste. Further there must be a strict policy to waste management and it must be implemented throughout the country*" statements clearly summarize the reasons of leaving the solid waste without any sorting. Participants also state that liquid waste is collected by a private company per week and chemical waste such as detergents are directly wasted to sewage. Thus, it can be assumed that waste management processes of the CSRs and also municipality is not efficient in terms of nature protection and sustainability.

The last issue researched in terms of environment protection and sustainability is the green-energy usage. As a result of the growing importance of green-energy, almost all enterprises have begun to consider green-energy usage as a corporate social responsibility today. Thus, like other businesses, CSRs must also seriously address green-energy usage, since it is very important for the sustainability of rural destinations. However it is concluded that CSRs are using solar energy only for the water heating while they use energy saving bulbs for the lighting. More interestingly, they use air-conditioning, solid fuel (wood or coal) for heating, although usage rate of solid fuelis still very low because of temperate climate. Once for all, it is determined that only two CSRs have fuel gas filter. This situation may seem negative for environment protection, but it should be noted that the usage rate of solid fuels is very low as mentioned before.

c) Contributions in the field of socio-economic development

One of the most important socio-economic contributions of CSRs to the region in which they operate is the employment potential created by them. Hence, employment of the locals and simultaneously increments on the family income and welfare is generally accepted as an efficient way of socio-economic development for the relevant region. Further, the idle labor force firstly becomes a part of active labor force, then began to promote production by starting to work at CSRs. Results of the study indicate that a big proportion of responded CSRs select their staff from the local people except in the case of high season. Participants have stated that they can employ staff from outside of the region when they have to bear with a peak demand. On the other hand, it is also concluded that their contributions to rural employment is still limited since they are family-run restaurants and employ a small amount of staff. In terms of employment, participants also notify that they have difficulties at finding qualified personnel because of limited social activities, being away from the city-center and inadequacy of transportation.

Within the context of the study, another prescribed socio-economic contribution of the CSRs is local supplying processes. All participants informed that they supply the big majority of food and beverages they use in service production from the local farmers. Fruits and vegetables, milk and dairy products are the most supplied materials from the local farmers. Meanwhile, 25 % of the CSRs grow these crops in their own farms. However these field crops constitute only half of whole crops used in service production. The other materials or crops which cannot be supplied from local farmers are generally bought from the nearby professional suppliers. At this point,participants as the owner or managers of CSRs particularly emphasize the production capacity of local farmers. It is stated that the most important reason of using professional supplier is the inadequacy and floating production capacity of local farmers. "*We compulsorily buy from other suppliers, when they cannot satisfy our demands in terms of food and beverages*", "*Even though, we want to supply everything from the local farmers, we can supply only %50 of our needs which we use for service production"* statements summarize the unsteady supplying processes between CSRs and local farmers.

Considering the fact that the some authentic or rural restaurants rarely sell local products, participants has been asked to whether they have a separate stand for the purpose of selling local products such as honey, butter, olive, olive oil and village bread. They have stated that there is not a separate stand, butthey sell these types of products only in the case of the customer demands. While two CSRs have reported that they sell honey and olive oil, the rest of the participants do not respond positively to selling local products at the restaurants commercially in general. At this point, it can be assumed that the CSRs have some justifications. For instance, they do not want to create an impression on customers toward getting double earnings by selling the same products separately,since they serve local foods made by these products. Rather, it is believed that CSRs primarily promote and market the region, then themselves by serving local foods through combining them with different combinations at their menu. Contrary to this fact, some restaurants serve only certain types of meals while they are also serving local foods. Participants of these restaurants believe that people prefer to eat roasts, grills and variety of fishes due to the natural atmosphere. Thus, they prefer to serve local appetizers and village bread with the meals rather than serving wide range of main courses. These participants also agree on others by thinking that the most ideal way is to serve local foods (village bread, egg and butter and etc.)with the breakfasts.

Interestingly, despite of their numerous contributions to rural areas, it is concluded that responded CSRs do not carry out or maintain any social responsibility projects (SRP). They just support some charities in case of demand. This approach to SRP may be explained by being a small-sized family restaurant and the low degree of institutionalization. "A*lthough we do not carry on SRP, we support charities in the region*", "*we also support a variety of activities performing for handicapped people", "sometimes we do not charge anything for the meal from handicapped or needy people"* and *"we don't have any time"* statements clearly represent the current situation about SRP of responded CSRs. These statements also indicate that responded CSRs perform some efforts (endowing the mosques, giving money or supporting needy and handicapped people) as a way of carrying out SRP. Further, these establishments do not organize any special events or activities for the local people, instead they support some festivals organizations occasionally or they rarely perform small-scaled breakfast organizations.

CONCLUSIONS

With the growing attention to rural tourism, environment and sustainable tourism today, many more studies are conducted in the field of rural activities and rural establishments. CSRs are one of these establishments located in rural areas which serve local dishes. So, these types of establishments constitute an important part of the rural tourism. Hence,many studies in this field are expected to be conducted. Unfortunately the number of the studies concerning CSRs and their contribution to rural tourism is still very limited. Thus this study has been conducted in order to determine the contributions of CSRs on rural tourism in terms of sustainability, environment management and socio-economic development. Findings of the study indicate that;

- CSRs operating in Muğla are aware of the importance of protecting nature meanwhile they are using this attractive atmosphere presented by the nature.
- Respecting and protecting the operating nature as well as landscaping and high-level service quality are means of contributing to the rural tourism for these establishments.
- Although these establishments directly contribute local employment by selecting their staff from the locals, they barely find qualified staff. Difficulties at finding qualified personnel basically originate from being distantfrom the city center and very limited social activity opportunities. Furthermore, most of them operate as family companies and this fact cause a limited contribution to local employment.
- Responded CSRs market and promote themselves by word of mouth marketing mostly. In other words, they consider their newcomers and loyal customers are the most important marketing tool.
- Substructure and transportation problems seen in the area lead to a decrease on rural tourism demand, and correspondingly regional development cannot increase as planned. Additionally, diversification of rural tourism activities performed in relevant area and social activities are very important for the promotion.

- There are some problems at waste management for the CSRs such as parsing/sorting the solid waste and inadequacy of liquid waste collection which are undesirable for rural tourism development.
- Inadequate and unsteady local production of organic and endemic food constrains responded CSRs to use professional suppliers or to buy from somewhere else.
- Responded CSRs generally do not want to sell any indigenous crop since they find it as unethical and interpret as unfair profit.
- However respondents emphasize that they care about the "protect and use the nature" principle but they do not care enough at supplying and using green energy.
- Responded CSRs approach social responsibility efforts positively. But the quantity of these types of efforts is still very limited as a result of mistakable aim of the SRP.

Findings of the study listed above clearly demonstrate that formal/local authorities must support this types of attempts financially and morally.Because, idle rural tourism potential can be set into motion by supporting these attempts and improve rural activities in accordance with alternative tourism facilities. Additionally owners or managers of CSRs and authorities should take into considerationsuggestions mentioned below.

- Government incentives and promotions to rural tourism must be revised in terms of their allowed amount and procedural simplification.
- Waste management is one of the most neglected issues by the CSRs operators. Thus, local government units should carry out comprehensive waste management programs including formal procedures and collecting efforts.
- For the CSRs, it is very important to maintain basic activities by considering ecological balance and sustainability. Thus, each CSR must fulfill its responsibility for sustainability.
- Overcoming the substructure-superstructure and transportation problems is very important within the context of discharging accessibility principle which is one of touristic attraction elements. Hence, a rural destination or a region can create touristic demand as long as it is accessible for everyone.
- Considering that the local dishes is the most valuable service tool of CSRs, local authorities and farmers should increase the supplement capacity and quality of local crops. Also, incentives and promotions provided in this field actively should be actively used by farmers.
- Although green energy usage is very important for all business, it is particularly vital for the companies whose unique capital is nature. In all circumstances where the energy demand continuously increases and alternative energy resources are important, these types of companies located in nature must be pioneers at green energy usage in order to protect the nature which is our common heritage.

Eventually, it must be noted that this is a descriptive study tackling the contributions of CSRs in the frame of participants' ideas. Thus, this study does not contain any comparative or causation results. Indeed it summarizes the current situation and brings some suggestions to help the development of rural tourism. So, more descriptive studies as well as comparative researches should be conducted in order to understand the contribution levels of CSRs on rural tourism. Also some studies involving quantitative and qualitative research methods simultaneously must be conducted in order to gather detailed knowledge from relevant establishments. We assume that this study can also help the authorities or operators in terms of its findings and suggestions that have been made within a managerial approach.

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DO MEMORIAL SITES FROM THE SECOND WORLD WAR POSSESS POTENTIAL FOR TOURISM DEVELOPMENT – EXAMPLES FROM CROATIA AND BOSNIA AND HERZEGOVINA

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Jasenka Kranjčević[2]
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Abstract: This paper researches memorial sites built in Croatia and Bosnia and Herzegovina in a planned manner to mark the Second World War sufferings or military operations. Most of the analysed sites were planned, designed and built following an urban-architectural competition. All of these sites were designed by the best local planners and artists of the time. Nearly all of them are located in protected natural areas (of varying degrees of protection). Depending on the significance of a particular memorial site at the time, it was planned and constructed as a memorial, educational and/or tourist centre with numerous recreational and accommodation facilities, restaurants and other facilities. This paper examines the role memorial sites played, the current state of memorial sites as a whole, the state of the natural heritage, the state of the cultural heritage, the state of buildings and infrastructure and the present possibilities for tourism development. Memorial sites from Croatia included in the analysis are: Jasenovac, Podgarić, Kalnik, Petrova Gora, Kumrovec, Brezovica, Korenica, Matić Poljana etc. Memorial sites located in Bosnia and Herzegovina and included in the analysis are: Sutjeska, Kozara, Jablanica, Makljen, Sanski Most, Konjuh Planina, Drvar etc. Taking into consideration that planned memorial sites from the Second World War lost their political significance, the conclusion summarizes the state of memorial sites by site, country and the potential for tourism development.

Key words: memorial sites, Second World War, Croatia, Bosnia and Herzegovina, cultural and natural heritage, tourism

INTRODUCTION

Most of the monuments of the anti-fascist battle, which were built during the sixties and seventies in all of the former republics of Yugoslavia, have gone into oblivion. The monuments were built on the sites of significant historical battles in World War II or in places of large civilian and partisan casualties and all of those are the works of skilful local sculptors and architects, such as Dušan Džamonja, Vojin Bakić, Bogdan Bogdanović, Ivan Sabolić, Svetislav Ličina, Vojin Stojić, Vanja Radauš, Gradimir Medaković, Miodrag Živković, Jovan Grabulovski, Janez Lenassi, Petar Krstić, Vuk Bombardelli, Boško Kućanski and Marko Mušič.

The subject of this paper are memorial sites from Second World War in Croatia and Bosnia and Herzegovina which were big part of tourism from sixties all the way to nineties. All these memorial sites in both countries mark the locations of military battles, camps,

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cemeteries and other forms of suffering during World War II. Larger memorial complexes per year toured between four and five million visitors, which was reason enough for them to be treated as a tourist site. The important fact is that this work has grown out of an extremely precious experience: field work of author together with students in the last twenty years has consisted from visits to these memories, with efforts to include them in fostering a tradition of anti-fascism, tourism, memories and inexpensive destination.

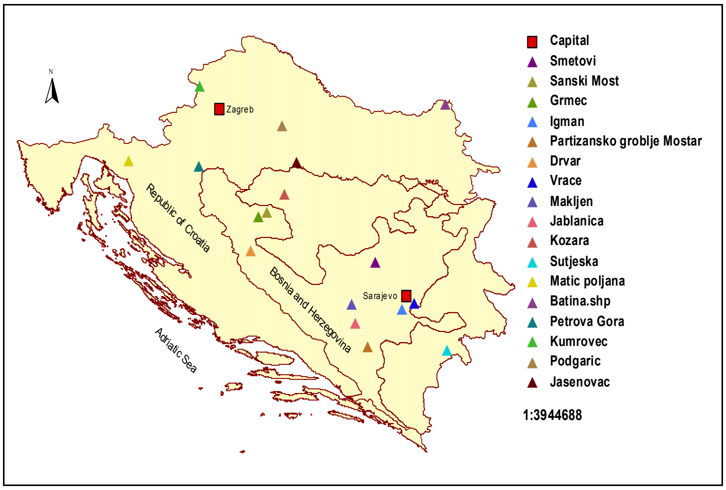

Fig.1. Memorial sites in Croatia and Bosnia and Herzegovina
Source: Authors

Considering increased importance of memorial tourism in Europe and the world this paper aims to verify:

- whether or not memorial sites in socialist period had the same touristic, memorial, educational and political role
- whether or not memorial sites of World War II have the potential for development of special interest tourism such as memorial tourism/dark tourism/thanato tourism

Incentive for research was the fact that the memorial areas of the Second World War such as France are still very attractive for tourism and growing number of visitors. Only location for Normandy landings of Allied Army known as "D-Day" in Normandy in 2014 had 5,926,409 visitors, which is 1.3% more than in 2013.
The location in 1995 had a little more than 3,000,000 visitors (http://ctn.pro-normandie-ourisme.com/content/media/document.php?id_document=4971&id_format=1; (17.7.2015.)) which proves that the said location has memorial, educational and touristic meaning. Memorial areas in Croatia and Bosnia and Herzegovina during socialist period were systematically designed, almost everywhere marked by artistic sculptures, sometimes built with museum and other structures necessary for selective forms of tourism. Most tourists or visitors were: school children, participants in the war, politicians and others.
Without going into detail of historical and military facts, here is revalued their value for the restoration of the memorial tourism or restoration of selective forms of tourism, and eventually designing and shaping a common theme routes of dark tourism.

Overall observing, certain memorial areas from that period have emerged as the best works of artists of Yugoslavia, and besides memorial have certain artistic value. According to some foreign researchers, it is incredible how the artists of the time were talented and what kind of messages they were sending to the world. One of such researchers is a Belgian artist Jan Kampenaers, Associate of the Royal Academy of Ghent who carried out the project "Monuments: end of an era" in which he emphasizes how impressed he was with "abstractness of Yugoslav monuments, their futuristic looks and artistic quality untypical for socialist realism as it raged in those years eastern Europe ". For many European architects those monuments are more museum sculptures in the open, rather than the usual war memorials, but unfortunately they are little known in the world. Same situation is in both of these countries as no one wants to know about these monuments.

Most of these monuments are located in areas with different levels of protection of nature, and if nature is preserved that does not mean that monuments are in the same category. All this shows also that the subject memorial areas in both countries are located outside of cities and often in protected natural areas.

On some locations there have been set megalomaniac monuments/statues as symbols of suffering which were designed by some of the best artists of the former Yugoslavia. As artists were not bound by economic indicators, their work was dedicated to contemporary design. After socio-economic and political changes in the 1990s, systematically arranged memorial areas today are abandoned and largely devastated and have not been included as a part of tourism offer.

Regarding the special interest tourism forms that indicate the location of military operations, death, disaster, cemeteries and other events in recent years have received increasing attention of researchers (Sharpley and Stone, 2009; Stone 2012, Stone 2013, etc.). Putting the location and / or events related to the topics listed in touristic offer is increasingly the subject of research, and less attention was given to the motivation of visitors (Dunkley, Morgan and Westwood, 2001) and to the visit of authentic locations (Cohen 2011).

Methodology

For research purposes, it was necessary to carry first out the so-called mapping of locations of memorial areas from World War II. At the beginning five most important memorial areas in Bosnia and Herzegovina and Croatia were determined. After that there was also determined their state of conservation of cultural and natural heritage, and whether there are resources to rebuild the memorial tourism.

To be able to analyze and evaluate mutually memorial areas, the goal of this paper is, in the first stage, making the records of the above areas i.e. mapping in order to determine their status for the purposes of tourism. It had also been made a comparison of relations between the memorial and areas of tourism in Europe, especially in France and the mentioned countries.

ANALYSIS OF THE CURRENT SITUATION IN DARK TOURISM OFFER

Bosnia and Herzegovina and Croatia are not recognized as countries that offer memorial tourist areas of World War II of international importance. Primary research has identified unique destinations of memorial tourism from the period of World War II in both countries and their connections can represent a variety of projects. Each state for itself will not achieve international significance of these sites unless a common platform is created that will include touristic offer and tourist cooperation of memorial significance. It is necessary to rebuild the devastated areas and put them in the function of tourism, so as to modernize the presentation of the above scope.
In the tourist offer should definitely be included organizations engaged in tourism but also as in France schools, civil associations and so on.

Tab. 1. Memorial sites in Croatia

Location	County	Munic ipality	Have spatial plan	Built Yes/No	State of location today	Protected natural area	Protecte d area of cultural heritage
Jasenovac	Sisak – Moslavina	Jaseno vac	Yes	Yes	Good	Park of nature	Yes
Podgarić	Bjelovar – Bilogora	Berek	Yes	Yes	Bad	Yes	Yes
Kumrovec	Krapina - Zagorje	Kumro vec[4]	Yes	Yes	Medium	Yes	Yes
Petrova Gora	Karlovac	Vojnić	Yes	Yes	Devastat ed	Significan t landscape	Yes
Batina	Osijek – Baranja	Draž	Yes	Yes	Good	No	Yes
Matić poljana	Primorje – Gorski Kotar	Mrkop alj	Yes	26 of stone sclupt ures	Good	Yes	In 1976. protected as historical route

Source: Authors

The memory of war or war memories in the words of Tamara Banjeglav[5], have resulted in the destruction of heritage memory of the Second World War on the territory of Bosnia

[4] Ethnographic Open-Air Museum
[5] In her research in the work ofRE: VISION OFTHE PAST, officialpolitics of memoryin Bosnia and Herzegovina, Croatia and Serbiasince 1990, Alumni Associationcenter forinterdisciplinary Postgraduate Studies(ACIP S), Friedrich-Ebert-Stiftung

and Herzegovina and Croatia. In early nineties in both countries occurred changes in the policies of memory that in a way changed the attitude towards World War II, which was characterized at the beginning of the 1990s by anti-communism and the new nationalist interpretation of the partisan movement, which caused many changes in commemorative practices and official policies of memories today. The focus of this study were also the policies of memory of World War II through the condition of cultural heritage and memorials. So it turned out that all the complexes were equipped, containing the museum complex, the memorial rooms, trails, hotel accommodation. Tourism memories lived there through school trips, youth gatherings, schools and other forms of self-management.

Tab. 2. Memorial sites in Bosnia nad Herzegovina

Location	**County**	**Municipality**	**Have spatial plan**	**Built Yes/No**	**State of location today**	**Protected natural area**	**Protected area of cultural heritage**
Sutjeska	Republic of Srpska	Foča	Yes	Yes	Devastated	National Park	Yes
Kozara	Republic of Srpska	Prijedor	Yes	Yes	Good	National Park	Yes
Neretva	Herzegovina – Neretva County	Jablanica	No	Yes	Medium	No	Yes
Igman	Sarajevo County	Hadžići and Ilidža	No	Yes	Devastated	No	Yes
Drvar	Canton 10	Drvar			Good	Yes	Yes
Makljen	Herzegovina – Neretva Canton	Prozor-Rama	No	No	Devastated	No	Yes
Šušnjar, Sanski Most	Una – Sana County	Sanski Most	Yes	Yes	Good	No	Yes
Grmeč	Una –	Sanski			Medium	No	No

	Sana County	Most	No				
Smetovi	Zenica – Doboj County	Zenica	No		Good	No	No
Vraca	Sarajevo County and Republic of Srpska	Novo Sarajevo and Istočno Novo Sarajevo	No	No	Devastated	No	Yes
Partisan Memorial Cementery	Herzegovina – Neretva County	Mostar	No	No	Bad	No	Yes

Source: Authors

After socio-economic and political changes in the 1990s, memorial areas today are abandoned and largely devastated and have not been included as a part of tourism offer. Given the increased importance of memorial tourism in Europe and the world, this area could have a significant share of these special interest tourism forms as well. Although in the past it suffered great damage, some even complete destruction, they still represent places of gathering of those living participants of the war, like Sutjeska or places where young people gather for low-cost tourism, but very rarely tourism memories.

Fig. 2. MinedmonumenttoMakljen, near the settlementProzor Rama

Photo: Authors

Tab. 3. Built accommodation capacities in Croatia before the last war

Location	**County**	**Municipality**	**Hotels**	**Number of beds**	**Motels**	**Pavilions and depadans-chalet**	**Inns**
Sutjeska	RS	Foča	SutjeskaB Mladost B	134 123		292	210
Kozara	RS	Prijedor	Hotel *„Kozara“* (871) on Mrakovica; B-category; *Settlement for youth „Bratstvo-jedinstvo"*, on Mrakovica,	171 500 200			

			with 500 beds Prijedor: Hotel „Prijedor" (200), B-category .				
Neretva	Hercegovačko neretvanska	Jablanica	Hotel „Jablanica“ (88 1), B-category;	160			
Drvar			Hotel „Beograd“ (60), B-category; Motel „Bastašica“ (14), Inn „Turist“ (21),	120 25 40			
Sanski Most			*Hotel „Korčanica“* on Korčanica, B-category; caffee, restaurant; *Hotel „Sanusu“* in Sanski Most; B-category; *Motel in Luška Palanka*	70 70 12			
Vraca	Sarajevska/RS	Novo Sarajevo, I. NS	Many hotels				
Partizansko groblje	Hercegovačko neretvanska	Mostar	Many hotels				

Although before the war during the disintegration of socialist Yugoslavia these sites were visited by millions of visitors today those numbers are negligible. Given the level of construction, incorporation, ambience and even the need for anti-fascist education, the memorial areas of World War II have the potential for the development of special interest forms of tourism, especially memorial/dark tourism, or thanato tourism.

Modern education and upbringing of young people does not know this kind of memories and that void is felt the most by empty accommodation capacities in these areas. The fact is that such memorial areas even during their construction during socialism had the purpose of being touristic, memorial,educational and of course political centres.

Tab. 4. Built accommodation capacities in Bosnia and Herzegovina before the last war

Location	**County**	**Municipality**	**Hotels**	**Numeber of beds or rooms**	**Motels**	**Pavilions and depadans-chalet**	**Inns**
Jasenovac	Sisačko-moslavačka	Jasenovac	Sava	98B	-	-	-
Podgarić	Bjelovarsko-bilogorska	Berek	Garić	180 rooms	-	-	-
Kumrovec	Krapinsko-zagorska	Kumrovec	Dom boraca	140	-	-	-
Petrova Gora	Karlovačka županija	Gvozd	None	-	-	-	-
Batina	Osječko-baranjska	Draž		-	-	-	-
Matić poljana	Primorsko-goranska	Mrkopalj		-	-	-	-

Fig.3. Partisan Memorial Cemeteryin Mostar

Photo: Authors

The reasons for the occurrence of this form of tourism, according to the findings of sociologists, are found in the so-called de-sacralization of public life and the extrapolation of death in the zone of privacy. "Dark" tourism therefore represents, according to that, reasoning of sustainable acceptance and coping with death. On the territory of South Eastern Europe this type of tourism has been present for a long time. It is woven in Christianity, so "dark tourism" registers its beginnings through visits of Jesus tomb, numerous graves around the world, memorial service, and in the Balkans it is especially popular from the steps of Gavrilo Princip in Sarajevo, across Sutjeska and all the way to Potočari.

CONCLUSION

Memorial areas from the Second World War during their designing in 1960s and 1970s during socialist period had touristic, commemorative, educational and political role. Unfortunately, their existence is tied to the period of socialism, which has a negative connotation among politicians but also part of the population.

Memorial areas from the Second World War on the territory of both countries undoubtedly have the potential for the development of selective forms of tourism such as Memorial Tourism / dark tourism /thanato tourism.

Although in this case we are about memorial sites from the Second World War, it can be concluded that these potentials in contemporary Bosnia and Herzegovina and Croatia are not recognized enough as an attraction for the development of dark, memorial or thanato tourism. Regardless of that these exist as potentials for the development of not only the memories but also education, and therefore the spaces for the development of "black" or thanato tourism.

Because of these findings, the paper concludes that the memorial areas of the Second World War in Croatia and Bosnia and Herzegovina are under-utilized for the development of the memorial, dark or thanatos tourism. At the same time we want to point out that this form of tourism in both countries is not recognized and is positioned in the system and strategies for tourism development.

The meaning of the above areas would certainly have contributed to the design of dark tourism trails from the Second World War. They might be associated with sites of suffering from the last war (1990s) that claimed many lives.

The memories of socialism in the former Yugoslavia in the media usually have negative connotations. Facts about the horrors of the last war, is mostly linked to the cause and effect of just this type of socialism, so memories of suffering in Croatian and Bosnia and Herzegovina are very much alive, the horrors of war are not forgotten, and should not be, but in the culture of memory and the construction of tolerance there is still no place for the development of thanato tourism.

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CONVERSION OF FORMER INDUSTRIAL PORTS INTO TOURIST ATTRACTIONS. HAS INTEGRATION BEEN ACHIEVED?

Daniel Barrera-Fernandez[1]
Marco Antonio Hernandez-Escampa[2]

Abstract: The transformation of redundant port facilities has become a priority in many cities willing to attract a larger number of tourists. From Baltimore's successful initiative to Barcelona's dissemination of the model in Europe, one city after another have implemented the same examples with few variations. The objective of the research is to analyze the renovation of former industrial ports in two medium-size cities: Plymouth and Malaga, focusing on whether the projects have matched the initial objectives to turn the facilities into tourist attractions as well as to integrate them in the city life. The methodological process is based on a comparative analysis of five different issues, namely external accessibility, internal mobility, activities, heritage protection and general integration in the urban context. The research process has ended up in the production of comparative maps. Major differences between both examples can be found in the integration of heritage, both cultural and natural, the consolidation of a mix of uses and the existence of physical barriers between the port and the rest of the city.

Key words: urban tourism, cruise facilities, waterfront, heritage, regeneration

THE TOURIST USE OF A SINGULAR PIECE: THE WATERFRONT

The regeneration of the waterfront for tourism and leisure uses is a solution to the decline of port facilities.In general, all projects of this kind follow the same models, from the first interventions in Baltimore and other cities in USA, through their adaptation to European cities to their current globalization (Ward, 2006). According to Andrade Marqués and Blasco López (2012), three phases can be distinguished in port regerenation. In the first phase in the 1960s-1970s, only leisure activities were established. In the 1980s residences were introduced. In the 1990s, spectacular architectural projects were developed coinciding with mega-events. Finally, in the 21st century, factors of competitiveness are differentiation and maintainance of the local port identity.

A common negative effect of these projects is that they contribute to the substitution of traditional port activities and loss of heritage assets (Williams, 2004). Some of the difficulties in planning these spaces are the existence of physical barriers between the port and the rest of the city, the participation of various government agencies (Alemany Llovera, 2005) and the increasing security requirements (Estrada Llaquet, 2006).There is a substantial difference in the presence of built heritage depending on whether the port has a military or commercial origin (Pinder & Smith, 1999). In addition, there is sometimes a delicate natural heritage closely dependent on built structures (Howard & Pinder, 2003). Finally, integration of non-material values has to be considered to achieve a sustainable development (Van Hooydonk, 2009).

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COMPARATIVE ANALYSIS OF THE TOURIST REGENERATION OF PORTS IN PLYMOUTH AND MALAGA

Introduction to both cases

Sea and port activities are crucial to understand the history, urban development and character of Plymouth (England, UK). Unbuilt areas for military reasons led to the open spacesthat arenowadays the symbolic image of the city. The Army built its facilities in areas of difficult access by land but suitable for naval function and, after losing its strategic interest, some of these sectors have been integrated into urban life. These features have made Plymouth's waterfront a relatively little changed area, with great heritage value, making it a major tourist resource.

On the other side, the waterfront in Malaga (Andalusia, Spain) is the result of a series of profound changes in the coastline. The port has been extendedthrough land reclamation and the city has taken over the former coastal areas. During the twentieth century the city and the port evolved independently, gates and fences were installed and high capacity roads were created, acting as a physical barrier. Fisheries and port activities were no longer visible from the city and Malaga's maritime character was lost.

Currently, Malaga's waterfront has two distinct parts. The port is located in the city centre, divided into a touristsection and anindustrial area. The rest of the waterfront is made up of urban highways, sea promenades and sandy beaches with residential uses, with only two exceptions to this rule: the former fishermen's neighborhood of Pedregalejo and the former seaside resort of Baños del Carmen (Barrera-Fernandez, 2012).

External accessibility

Unlike other cities, in Plymouth there is no road or rail infrastructure acting as a barrier between the waterfront and the rest of the city. Historical reasons are the difficult topography, military uses and the twisting shape of the coastline. Apart from them, tourist plans and urban policies have repeatedly decided not to intervene aggressively in order to preserve this unique space. Today, the waterfront is only accessible by secondary roads and the parking area is very limited, being far more practical to reach it by bus, taxi, bike or on foot.

Malaga has a main road acting as a barrier between to the waterfront. While regeneration of the port was being carried out to increase tourist activities, some proposals were suggested to mitigate the barrier, but none of theme was finally developed. Even the long-term demand of removing the fence between the port and the city has been accomplished only partially.In fact, the solution applied was in the opposite direction, an underground car parkand a new traffic lane were created, thus increasing traffic significantly.The physical separation of the port and the rest of the city is just the implementation of the division and lack of coordination between the different agencies intervening in the port: City Council, Port Authority, Andalusian Government and Spanish Government.

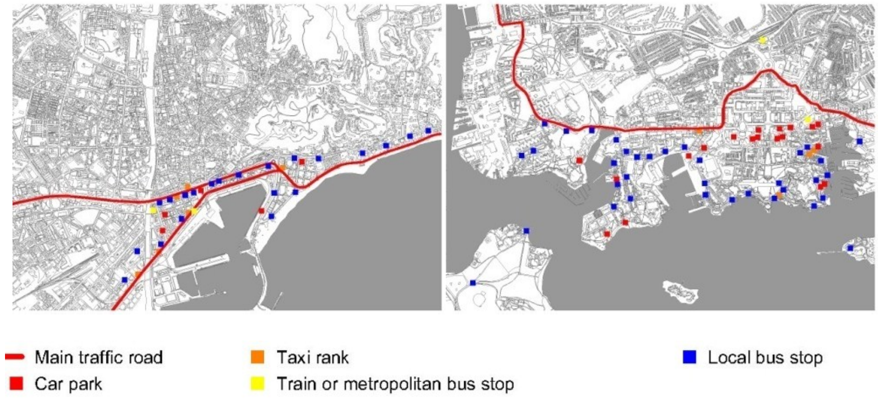

Fig. 1. External accessibility to the waterfronts of Plymouth and Malaga. Source: Barrera-Fernandez, D.

Internal mobility

In Plymouth's waterfront there are several ferry connections, from those serving its neighborhoods to those connecting with France and Spain. In general, bike paths are shared with pedestrians or vehicles. In particular, the South West Coast Path National Trail goes all along the waterfront. Apart from it, pedestrians have access to the waterfront through paths and stairs except in military and industrial areas. Granting public access has been a priority in all urban plans and regeneration policies since the 1990s.

In the case of Malaga, pedestrian mobility is possible in the beach areas but problems appear when trying to reach the port. In the tourist section, pier 1 is accessible only in the commercial sector, while in pier 2 two levels have been created and only cruise passengers have access to the coastline. Bicycles have even more restrictions than pedestrians, since there are no bike lanes along the waterfront. In addition, cycling is prohibited in the non-tourist section of the port. Pedestrian mobility and cycling havebeen made more difficult after the renovation of the port to attract tourist activities. Fences, prohibition signs and security cameras have multiplied to prevent visitors from leaving the tourist sector. As a result, public access is forbidden to the stretches from which the best views of the waterfront can be enjoyed.

Activities

In relation to activities, Plymouth's waterfront is currently characterized by a mix of uses and a coexistence of activities that tend to be segregated elsewhere. A variety of uses has been an objective inall kinds ofregeneration-related policies since the 1990s, as reflected in documents such as Tomorrow's Waterfront (Plymouth City Council, 1990), the Local Plan First Alteration (Plymouth City Council, 1996),the Vision for Plymouth (MBM Arquitectes, AZ Urban Studio, 2003) and The Plymouth Local Economic Strategy 2006 - 2021 & Beyond (Plymouth City Council, 2011). Although port activities such as shipyards, ancillary industries, freight and fishing do not have the weight they had before, regeneration policies emphasize the importance to keep them in order to diversify the economy, reducing the overreliance on tourist and commercial activities.

Currently, the city offers a wide range of berths and marinas along the coastline. Tourist and commercial uses have been enhanced in three sensitive areas: Royal William Yard, Sutton Harbour and The Hoe. In all of them the variety of shops, restaurants and services has been expanded although with different results. Royal William Yard has been fully restored, however, the place lacks the desired multifunctionality and has a uniform picturesque appearance. The Hoe has managed to retain its character as an open space and Sutton Harbour has made an effort to keep its mix of residences and tourist uses, although not without tensions. The city's tourist policies have put the emphasis on the development of the waterfront in a sustainable way, thinking about a future in harmony with the environment and the aspirations of the local community. Nevertheless, this search for a consensus has made some operations excessively slow, like the cases of the unrealised projects to reuse Drake's Island or the new infrastructure for cruise passengers in Millbay.

Malaga's waterfront can be divided in two main sectors: sandy beaches and the port. Although beaches are officially considered as open spaces, they are being increasingly occupied by restaurants and hammocks.In contrast to the case of Plymouth, regeneration of Malaga's waterfront to promote tourist and commercial activities has not been balanced with a recognition of exisiting port activities and there has not been an effort to make them more present in the city's daily life. In fact, they have been hidden away from the tourists' gaze.

In general terms, Malaga's waterfront is characterized by segregation of activities. Each section is designed to accommodate only one activity. Moreover, there are no activities to attract citizens unless they act as tourists. As a result, social mix and spontaneity are unresolved matters. To this artificiality, specific port regulations have contributed. As an example, it is forbidden to sell or consume food and beverages outside restaurants, playing in water sources is prohibited and permission is required to play music or perform artistic or cultural events.

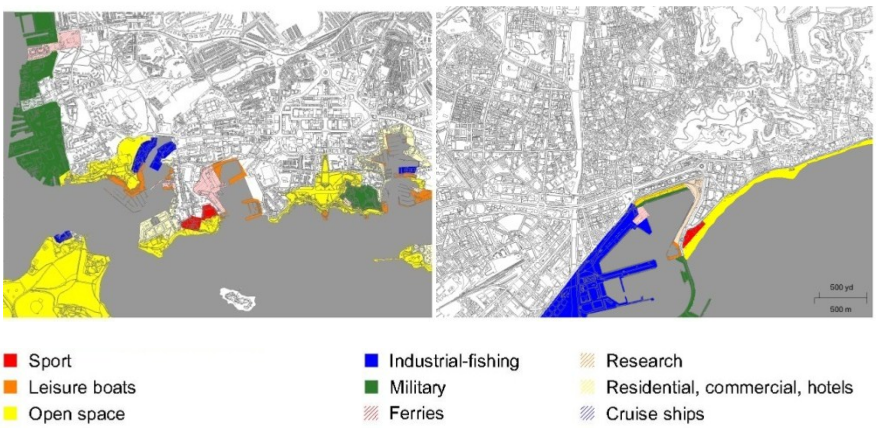

Fig. 2. Land uses on the waterfront of Plymouth and Malaga. Source: Barrera-Fernandez

Heritage protection

As mentioned above, tourist plans in Plymouth's waterfront always begin with a recognition of the cultural, natural and landscape value of this environment and their preservation is a main objective. A positive feature in this regard is that heritage protection is not limited by ownership or administrations involved, resulting in a large amount of listed military sites in the waterfront. In relation to port heritage, a wide range of assets have been listed, such as docks, bollards, walls, warehouses and facilities of all kinds. In addition, there is a listed wreck. Regarding protected urban areas, there are four Conservation Areas includingwaterfront sections within their limits.

Furthermore, Plymouth's waterfront concentrates a number of protected natural sites, since it serves as the habitat of several communities of plants, fish and birds, some of them endangered. Therefore, interventions carried out in the waterfronthave to assess their impact on marine life (Plymouth City Council, 2007). Finally, non-tangible values associated with the port have a leading role in the city, in aspects such as the cultural life, scientific research centres and marketing strategies. The new city's brand itself of "Plymouth, Britain's Ocean City" states the close relationship that this city keeps with the sea.

On the other side, Malaga's waterfront is very poor in terms of cultural heritage and protected natural areas. One factor that explains this situation is land reclamation, which has made former port facilities lose its location close to the sea. Another reason is that the Andalusian Government does not have the power to protect heritage assets linked to State-run services (Act 16/1985). As a result, the entire coastline presents a great artificiality, with annual supply of sand, which has serious consequences for marine life. Furthermore, the port belonged to the central Conservation Area until 2012, when it was excluded of the new delimitationand nowadays the only listed asset is the Virgen del Puerto chapel. This lack of protection resulted in the destruction of a significant amount of industrial heritage assets when the port was regenerated to attract cruise ships, losing the grain silo, warehouses, cranes, port facilities, pavements and townscape elements.

General integration in the urban context

Suming up all the aspects analyzed, it can be considered that Plymouth's port is well integrated with the rest of the city, since access from other neighborhoods is relatively easy, there are no inner barriers, there is a continuity of the urban fabric, the port is socially inclusive, it has an intense daily activity and regulations are as restrictive or permissive than in other parts of the city. The only areas in which unauthorized access is forbidden are military sites, shipyards and fishing facilities. Some areas such as marinas and leisure facilities have a very specific use but they are accessible anyway. Open spaces have an inclusive design to allow mix of activities and users.Only Drake's Island is a pending task since it remains abandoned and is only accessible by private boat.

In the case of Malaga, the port's integration needs further improvement. Beach areas are fully accessible but private occupation is increasingly limiting public use. The tourist sector of the port can only be accessed partially. Entry to marinas and cruise berths is banned for general public. The commercial area has been designed as an open-air shopping centre, where there is no space for activities not related to consumption. The closest dock to the city centre has been divided into two parts, being the waterfront reserved only for luxury cruise ships. In the tourist and commercial area users are encouraged to move in a limited area and to act in accordance with the intended uses, thus creating an atmosphere of artificiality and exclusion, more similar to the one of a shopping centre than to an open space. In fact, since the port was reconverted to a tourist attraction, new fences and controls have been installed, separating the port even more from the city. In Malaga's waterfront there is a lack of long-term vision that results in rigid parts, unconnected to each other and impossible to cross without authorization. In addition, recognition of the port's non-material values is still pending, as well as the integration of port activities in the city's daily life and identity.

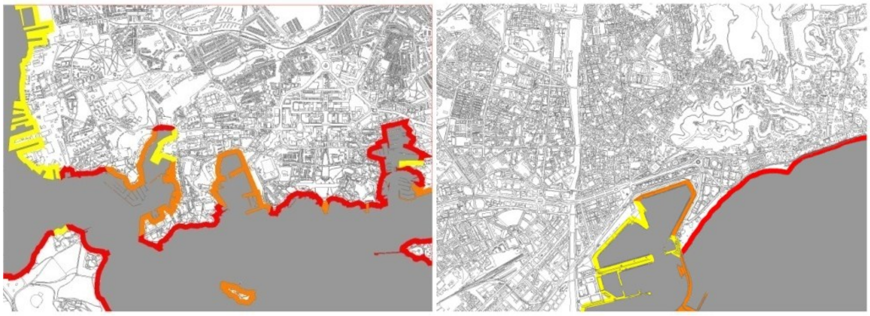

Fig. 3. Integration of the waterfront with the rest of the city in Plymouth and Malaga. Source: Barrera-Fernandez, D.

CONCLUSIONS

This research has presented two models of renovation of former industrial ports to attract further tourist and commercial activities. In Plymouth's example, tourist activities have been developed without losing its mix of uses. On the other hand, Malaga has neglected social inclusion and public access in favor of a project fully devoted to cruise ships and shopping. Several keys arise from the comparative analysis for cities aiming at regenerating redundant port facilities in a sustainable way. A priority is to grant accessibility from the rest of the city, which has not always an easy solution due to the existence of physical barriers such as roads or railways, thus a long-term vision is needed where urban plans and economic delivery strategies play necessarily a main role. Secondly, a diversity of users, not only tourists, needs to be achieved. In this regard, internal mobility is recommended to be granted by public transport, bike or pedestrian walkways both along the coastline and perpendicular to the different specialized sections of the waterfront.

Focusing only on tourist-related activities leads to a lack of social mix and underused areas, thus incorporation of other uses more related to the city's daily life is crucial to grant activity around the clock. Finally, an extended risk in reconversion of former industrial ports is the development of tourist attractions very similar one to another. Distinction can be achieved by integration of built heritage, especially industrial assets, the natural heritage represented by the ecosystems coexisting with built structures and non-material values, closely related the role that the port has in the city's history and identity.

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CULTURAL HERITAGE OF THE UNA NATIONAL PARK, UNSEPARABLE PART FROM THE TOURISM DEVELOPMENT

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Aida Korjenić[2]

Abstract: Total area of the National Park "Una" belongs to the municipalities of Bihać, Drvar and Bosanski Petrovac. Within these municipalities, the National Park encompasses 26 inhabitated rural areas, some totally and some partially. Inhabitants of these areas have been practicing primary activities so far. The valleys of the upper reaches of the Una, as well as the valley of the Unac, both coming into the area of the Una National Park represent a unique nature unity in Bosnia and Herzegovina, very important for preserving its total natural diversity. The National Park abounds with a rich heritage in a cultural-historical point of view as well. Cultural heritage represents any concept or a thing, natural or artificial, considered being esthetical, historical or spiritual important (ICOM). Inclusion of the cultural heritage goods into the programmers of protected area represents also post-admission obligation of the European Union's members. It means that sustainable development of the Una National Park is unthinkable without inclusion of the cultural heritage goods into the all tourism development plans. However, cultural heritage contributes to attractiveness of a certain touristic destination, and so it is often precondition for the touristic choice. Adjusting to the measures and lifestyle inside a specific category of nature protection is a challenge that these areas will have to face in the coming period. The topic of this paper is the analysis of the transformation of agricultural areas into the touristic ones in the National Park "Una".

Keywords: The Una National Park, cultural heritage, tourism, sustainable development

INTRODUCTION

The Una National Park is situated in the west-northwest part of Bosnia and Herzegovina. The area of the Una National Park occupies 347, 7 km^2. The stretching direction, northwest-southeast, is yet the direction of the Una flow and its tributary Unac. This area is dominated by Mesozoic limestone and dolomite formations with the presence of Cenozoic mainly flysch rocks. Geomorphologic, climate and pedology characteristics of this area influenced development of agriculture, which was inhabitants' basic activity. In fact, the hill-ravine relief type, fluvial-denudation morphosculptural shapes, moderate thermal regime with average annual temperatures from 4.0° C to 10° C, and annual isohyets amounts from 1250 mm to 1750 mm, as well as dominant hydromorphic and automorphic soil division, indicate, and statistical data from the year of 1991 confirm that, the greatest number of households have been occupied with agriculture as the main or additional activity. A small number of the employed in manufacturing, trade, handicrafts and services. Agricultural land belongs to 10,510.72 ha or 30.2%, and the forests and forest land 22,451.48 ha or 64.6% of the total area of Una National Park.In the regional-geographical regarding the National Park "Una" belongs to the region North Bosnia, and the Una-Sana subregion and smaller part region of the High karst.

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Administratively, the National Park of Una encompasses an area municipality of Bihac, Drvar and Bosanski Petrovac, and within them 26 populated rural areas, in the whole or part of the territory. This area has been continuously settled since prehistoric times, over antique period and Middle Ages all until nowadays, what in a great measure contributed to the fact that in the vicinity of the Park, numerous archaeological findings are situated, as well as fortress remains, hill fort remains, and preserved medieval towns. The Una National Park has been proclaimed as the protected one, above all, on the base of natural values this area is rich with. Specific tuff barriers have given distinct and unique picture to this space. The largest fractures in the longitudinal profile of Una, appeared in its upper course which falls at thalweg amount to 0.23%.

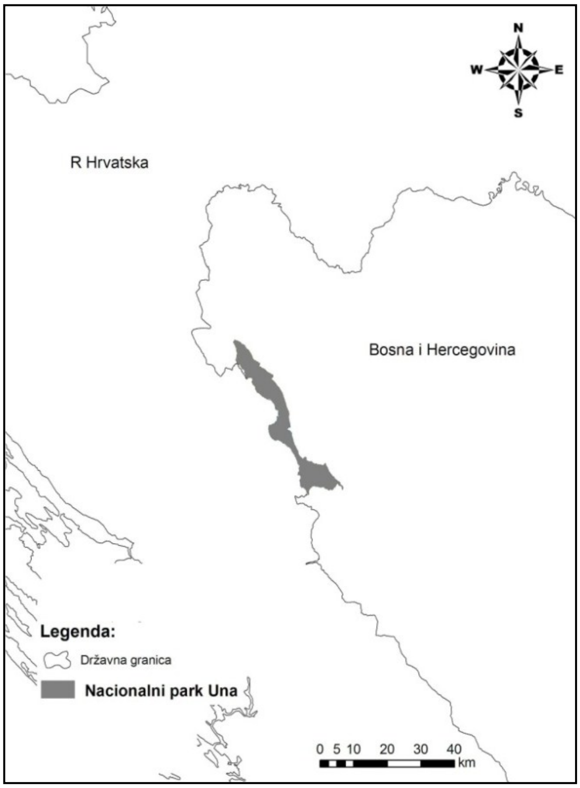

Fig. 1. Position of the Una National Park

In this segment, the falls were created in the initial fault breaks, and later increased accumulation of travertine, such as Martinbrodski waterfall and Strbacki buk. Natural waterfalls and cascades on the upper longitudinal profile of the Una represent unique natural value, according to which this flow carries hydronim – „The Una – the one and only".

The Una National Park represents, concerning its attractive attributes, a complex touristic motive. In itself it joins attributes of recreation, curiosity, remarkableness, as well as aesthetical attribute. Recreational attribute refers to the ability to conduct different types of recreational sports, how at water of Una, so in the valley. Rafting, kayaking, canoeing, hiking by educational paths and extreme sports and hiking on the slopes Osječenica affect the physiological functions of man. The aesthetic attributes characterize the rarity and value of certain phenomena, which national park as a natural landscape abounds. River terraces in Martin Brod and Kulen Vakuf, in front of mountain stairs (Klišević, Tavan and Ostrovica), slopes (Kalati-Klisa, Rajnovac, Doljani) and only the river bed in the area of Bastasi, Martin Brod, Kulen Vakuf, Ostrovica and Lohovo where travertine barriers exist which are the basis for the magnificent cascades and waterfalls, are areas of exceptional landscaping experience.

Besides this, the park abounds the significant number of preserved and its terms of origin, refugial unique habitats, as well as a large variety of fauna vertebrate with present endemic species, and a large number of sensitive species. In this group of vulnerable, include species of large predator, forest species of bats and specific types of bird fauna that are on the lists of species in Appendices conventions such as the Habitats Directive, Bern Convention, Bonn and Washington Convention. Beside natural values, the objects of

cultural heritage in a great measure contribute to attractiveness of this touristic destination, and very often they are precondition for touristic selection. That would be the attribute of remarkableness of the Una National Park, which is linked to objects of special historical and cultural importance. Numerous cultural heritage monuments in this area are product of long and tempest historical past. As the sustainable development of the Una National Park would be completed, beside the natural heritage which dominates in this area, it is necessary to include cultural heritage goods in all plans for tourism development.
When drafting this paper, a methodology has been used which, beside the analysis of certain literature, included also processing of data collected on the terrain, as well as analysis and processing of study documentation which has already been drafted for needs of the Una National Park. Data collected by surveying the field, were supplemented and verified using the cantonal, municipal and other official sources, thus ensuring greater accuracy.

POPULATION AND SETTLEMENTS IN THE FRAMEWORK OF THE NATIONAL PARK UNA

The area of the Una National Park covered parts of the municipalities of Bihać, Drvar and Bosanski Petrovac. Bihać municipality belongs to the largest part of the National Park 297,6 km^2 or 85,6%, then the municipality of Drvar 40,4 km^2 or 11,6 % and the lowest part of the 9,7 km^2 or 2,8 % of the protected area is in the municipality of Bosanski Petrovac. Within the National Park various settlements belong only partially. Of the 26 settlements 10 are part of the territory (8 from Bihać and 2 from the municipality of Bosanski Petrovac), while 16 settlements in its entirety belong to the National Park (14 from Bihaćand 2 from Drvar municipality).When structure size and surfaces participation are in question, one can conclude that a big difference exists among them. The settlement of Veliko Očijevo with 36,9 km^2 has the largest surface area inside the National Park, and the smallest one, yet with part of its territory has Gorjevac settlement with 2,22 km^2. According to data gained from municipalities' services in 2008, when this area was proclaimed as National Park, the number of inhabitants amounted 1526. That number is a bit smaller today, and, on the base of preliminary results on census taken place last year, it amounts 1269. Given that the largest area belongs to the municipality of Bihać and number of inhabitants is the largest in this municipality. During the last 5 years the population of this municipality has been reduced from 1,306 to 1,103 residents in 14 settlements, which accounts for about 87 % of the total population of the National Park. In the municipality of Drvar in 2 settlements, according to estimates from 2008, lived 220 inhabitants, compared with 166 in the last census, or 13%, while the 2 settlements from the municipality of Bosanski Petrovac uninhabited. In general, 10 places in the National Park area are not settled, than that in Bihać municipality 8 settlements, of which 4 of the inhabitants in general, and 4 villages are just part of the territory in the coverage of this protected area uninhabited because on the these parts there is no households but are inhabited in part out of it.
Concerning the number of inhabitants as well as the way of building, settlements are rural type. The greatest number of inhabitants settles the town of Kulen Vakuf, and with only 487 inhabitants and the largest number of developed social activities, this settlement yet dominates and makes the center of the National Park Una. In number of population followed Klisa with 192, Bastasi 140 and Martin Brod with 125 inhabitants. In these four settlements live 74,4 % of the total population of the observed area. During the analyzed

five-year period, only in 6 settlements there was a slight increase in population while in the all other observable decline in the number of population. If consider dynamics of inhabitants during the last 60 years, with note that total inhabitants of settlements which today are partially belong to the Una NP have been processed, general decrease of the inhabitants' number can be seen as well. The increase recorded in the period between the census 1948. and 1961. as a result of increased birth rates and reduced mortality of the population after World War II but also the beginning of economic development and living standards in general. Industrial development and strengthening of the municipal center caused migrations of population from rural to urban areas. Since 1971. there has been a continuing decline in the population. It is evident in particular the reduction of the population since 1991, i.e. after the recent war in Bosnia-Herzegovina, where a large number of residents killed or migrated to other areas.

Tab.1. The Una NP inhabitants according to census years since 1948, and assessments for 2008.

The population of settlements in their entirety								NP of Una	
1948.g	1953.g	1961.g	1971.g	1981.g	1991.g	2008.g	2013.g	2008.g	2013.g
12 521	**12 779**	**13 336**	**11 829**	**10 527**	**9 035**	**5 044**	**3299**	**1 526**	**1269**

Source: Statistical Office of the Federation of Bosnia and Herzegovina, Sarajevo 2013.

Like the number of population, and population density in this area is very small and is only 3,65 inhabitants/km^2. The aforementioned four sites with the largest population have a higher population density, ranging from about 48 inhabitants/km^2 in Kulen Vakuf to about 32 in Martin Brod and 29,4 inhabitants/km^2 in Klisa. The lowest population density of settlements have a Mali Cvjetnić with 0,4 and Kalati with 0,7 inhabitants/km^2. The ratio of male and female population is 55:45% in favor of women, and most of them are aged 16 to 65, except in Martin Brod, where the population is generally older than 45 years. Only 5.5% of the population have finished college or university, most (56%) have secondary education. In economic point of view this area is characterized by poorly developed. Number of employees in the total population ranges from 10 to 20%, and most of the population lives on social benefits or pensions. The employees work mainly in the service sector where it employs about 75% of the total number of employees, while a smaller number of employed in the primary sector. The primary and secondary sectors are now largely based on the work of the gypsum mines near Kulen Vakuf, fish ponds near Martin Brod and wood processing plants in the Ćukovi. Significant is and the Agricultural Cooperative "Ostrovica" from Kulen Vakuf, which as the concessionaire has 436 ha of agricultural land of which is structurally 134 hectares of orchards, 226 hectares of pasture and 76 hectares of meadows, and stations for the purchase of raw milk in Kulen Vakuf, Orašac and Ćukovi. One of the preconditions for the development of the tourism industry is development of the catering sector and road infrastructure. At the National Park Una, several restaurants located in Kulen Vakuf, with a capacity of about 150 beds, Martin Brod has 40, and the settlement Bastasi with 24 beds. In Kulen Vakuf is in function and an auto-camp. With such accommodation facilities (hotels, motels and private houses), and the capacity of accommodations neighboring municipal centers, it can be concluded that currently can satisfy the needs of visitors and tourists who come to the National Park Una. Area of Una National Park has a little inhabited places, so the network of local roads is modest and underdeveloped. Length of local roads is about 36 km and all with the macadam roadway. Local roads Gorjevac - Doljani - Štrbački Buk and Orašac (Pađeni) - Luke (Štrbački Buk) have a tourist function but quite a bad route and the quality of the roadway. The main roadway in the area of Una National Park is a regional road Dubovsko - Orašac – Kulen Vakuf - Martin Brod - Drvar, with a length of 57 km. Parts of the road Dubovsko - Kulen Vakuf and Martin Brod - Drvar are upgraded with asphalt, while the part of the road Kulen Vakuf - Martin Brod by gravel roadway. The only parts that are in the narrow belt of the Una River are Kulen Vakuf - Martin Brod and part of the regional road Orašac - Kulen Vakuf. In the immediate vicinity of the National Park is the main road, M5 (Bihać - Bosanski Petrovac - Ključ) and the M11 which connects Karlovac via Bihać with Split.

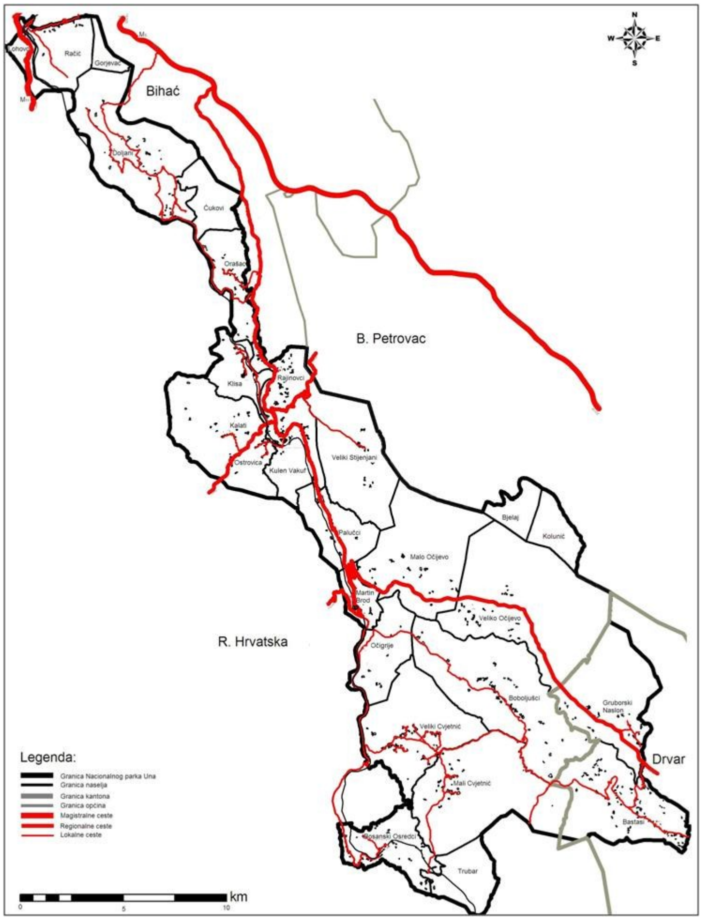

Fig.2. Settlements in the area of the Una National Park

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CULTURAL HERITAGE OF THE NATIONAL PARK UNA INSEPARABLE PART OF DEVELOPMENT OF TOURISM

All motives which fulfill cultural need for moving are called cultural touristic motives. In attractive view, attributes of aesthetic and remarkableness have been the most often linked to cultural motives. Concerning that every concept or a thing which is considered to have aesthetical, historical, scientific or spiritual importance, represents the cultural heritage, it in fact represents the base of cultural ambience in which we live and understand our continuity. By the monuments of cultural heritage we mean goods of general interest which have special protection according to laws and international conventions.

The European convention on protection of architectonical (immovable) heritage refers to the following permanent goods:

- Monuments: all buildings and structures of extraordinary historical, archaeological, artistic, scientific, social or expert importance;
- Groups of buildings: homogenous groups of urban or rural buildings exceptional by its importance, sufficiently unique to make topographically defined unit;

- Localities: the acts of man and nature, areas partially built and sufficiently characterized and homogenous that can be topographically defined, and are of extraordinary historical, archaeological, artistic, scientific, social or expert importance.

Movable cultural heritage are made of objects important from reasons of ethnology, archaeology, history, art, science or technology, whether they are mined from the ground or taken out from the water, objects which are acts of ethnographic art, army objects or objects of technologic and scientific importance. The cultural heritage of the protected area represents materialized expression of cultural, historical and social development of various human communities and societies in total in this area. Characteristic natural heritage, as well as the position on transit direction towards the sea, have brought to that various cultures have left their traces on the space of the Una National Park, since prehistoric time, over the Roma period and Middle Ages, to Turkish and Austro-Hungarian era, and the newest history. Interpenetration of civilization influences have arisen from that reason, as well as richness of cultural-historical localities, for which is considered that still it has not been researched enough and with partially documentation.

Until now, some special worth cultural-historical contents have been put under the protection in this area:

- in category of national, regional, and local cultural-historical values of the observed area, those are fortresses along the Una River valley, urban heritage of Kulen Vakuf and Martin Brod, and in wider area there are also archaeological localities from prehistoric, antique and medieval periods around the Bihać Town (Bihać, Ripač, Privilica) and the Drvar Town (Drvar, Bastasi).

However, the whole observed area yet stayed proportionally unexplored until nowadays, and great part of its cultural-historical resources still have been unrecorded, so thus still unprotected.

In the most important sites of prehistoric age, there are counted hill forts registered as monuments of culture on the territory of Federation of Bosnia and Herzegovina:

1. Drenovača (Lohovo), situated on the top of bald stony hill, from west side it has single, and from south and east double stony bulwark, elliptic shape and size about 170 x 70 m;

2. Gradina (Međugorje), originated from the Late Bronze until younger Iron Age. It is accessible from the north side, and there is the plateau defended by transversally bulwark, length 86 m and height 6 m;

3. Mali Ljutoč (Račić), settlement which is considered to origin from the period of Iron Age, recorded as cultural good. On the slope between elevations 941 and 708, on the north hill-side of Međugorje, there are pieces of prehistoric ceramics;

4. Čardak (Doljani) is prehistoric hill fort. It is very narrow and very long (about 370 m). In the middle of transversally bulwark there are the basis of „belvedere“ from Turkish period;

5. Registered cultural monument, hill fort Luke (Klišević) is a settlement of the Late Bronze and Iron Age. It is situated on the Stoparuša hill (length about 100 m, width about 80 m), along the very Una River right side above the Štrbački Buk;

6. Gradina (Small and Big) Klišević, is situated on the plateau, crescent shape above the Una right side, divided by trench on the Small (165x95 m) and Big Gradina (260x245 m);

7. Ostrovac – Ostrovački grad, prehistoric hill fort, medieval and Ottoman’s town, is now on temporary list of the national monuments. From prehistoric hill fort, there have been sporadically preserved remains of the protective bulwark;

8. Ljutica gradina (Ostrovica) probably belongs to the Late Bronze or Iron Age. Stony bulwark protects the oval plateau, with the biggest width 118 m;

9. Gradina (Veliki Stijenjani), registered prehistoric hill fort, for which is considered to originate from the Late Bronze and Iron Age. Very badly preserved stony bulwark surrounds the plateau, size 80x40 m. On the most accessible side, that is NE, so called limit tumulus, there is reinforcement of bulwark, and perhaps remains of tower or observation post;

10. Kućerine (Veliki Stijenjani) is a necropolis with tumulus. In the space around the orthodox cemetery, until slopes of the Misinovac hill, there are 200-300 stony tumulus of approximate height 0.5-1 m, with diameter of 6-12 m.

11. Crkvina (Veliki Stijenjani) is an area with recorded remains of medieval tomb. The remains were buried in prehistoric tumulus, basis 18x12 m.

12. Gradina (Malo Očijevo) is fortified settlement of irregular oval shape (size about 200 x 120 m) in the north side it has double, and in the east single protective bulwark. In this area there have been found the remains and parts of prehistoric ceramics;

13. Gradina in Martin Brod is prehistoric hill fort with traces of fortified settlement;

14. Gradina (Gornji Boboljušci), as well, is registered prehistoric hill fort. One bronze sickle originates from this hill fort, and it probably belongs to the Late Bronze Age;

15. Gradina 1 (Bastasi-Podbrina), hill fort from prehistoric period and Roman fortress, is situated above Berek on the right side of Unac, downstream from the mouth of Bastašica. It was protected with three-side bank. In this area can be noticed the remains of four-angled building built in plaster. Fortress is rich with hill fort ceramics, and one spear has been found as well. There are many tumuli around from the Bronze, Iron and Roman Age;

16. Gradina 2 (Bastasi-Podbrina), is prehistorichill fort situated on the right side of Unac and was protected with stony-soil bank. Of surface findings, there dominate plenty of hand-made ceramics, and is considered to originate from the Bronze and Iron Age;

17. Obljaj (Bastasi), hill fort is situated on the hill on the left side of Unac. The bank (dry wall) is devastated, ruined and blown up. Plenty of ceramics can be found on the slopes;

18. Crkvina Pod (Orašac), though there are no traces of building, it is about prehistoric hill fort, situated on the hill plateau, where is oval stony bulwark as well, size 10x15 m.

Objects from the Antique period which have been registered as cultural monuments in the area of Federation are as follows:

19. Crkvina (Doljani) is Late Antique church, mined in 1895, and is considered that it originates from the V or VI century. The church ruin has square layout with relatively big half-circle apse. In the ruin, there have been found fragments of Roma inscription and urn of Japodes type, on which were mentioned names of Aurelius Clementinus and Aurelius Maxsimus;

20. Gradina - (Bastasi-Podbrina), already mentioned as prehistoric hill fort and Roman fortress.

Of registered cultural monuments as sites from the Middle Ages, the followings can be set out:

21. Medieval town of Rmanj in Martin Brod with ruins situated on the mouth of Unac into the Una. The town's bulwarks have been demolished to basis, and only 10 meters high rounded tower has been preserved, with tenants separated by vaults. The town was built at the end of XIV or beginning of XV century. In Martin Brod, there is also Serb orthodox monastery Rmanj with remains of original frescos, which was announced as the national monument of Bosnia and Herzegovina. It is considered that its origin dates from the end of XV, relatively beginning of XVI century. In three papers written in Glagolitic alphabet from 1448, 1451 and 1478, there was mentioned Rmanj, as a capital of Lapac tribe;

Fig.3. Medieval town of Rmanj
Source: www.nationalpark-una.ba/

22. Ostrovički (Ostrovica), medieval town, compound of rounded defend-tower, height around 8-10 m and some of city walls. Close to the middle age part, there have been built, in Turkish period, square city bulwarks and polygonal tower in the north. The old Ostrovica fortress in Kulen Vakuf was found by Hungarians (Frankopani), at the end of XIV and beginning of XV century. The town was situated on strategically important position along the „Roman way"(trade way) from Lika towards Dalmatia, that is towards Slavonia and Central Bosnia.

23. Greek (Ostrovička) Crkvina, probably Late Middle Age church, west from the Grad (Town). Under the bunch of rocks, irregular rectangular shape, size about 10x8m, there are bases of a building made of broken stone and very hard plaster, probably church remains.

24. Downstream from Kulen Vakuf on the way to Štrbački Buk, there is also situated the old town of Orašac. Orašac is situated on emphasized hill above the Orašac brook. A rounded tower of the town have been preserved, little damaged, with height about 12 m and part of walls of the town's fold, oriented NW-SE and with length about 80 m. The tower is medieval, while other objects belong to the Turkish age;

25. Crkvina (Careva Luka), in Očigrije, is represented with remains from middle age church and tombstones. On the place of the church building ruins, there are two bases of Romanesque style columns, XII, XIII, century and several medieval tombstones (late XIII-beginning of XVI century) in boards shape.

Fig. 3. Ostrovica

Fig. 4. Orašac

Of objects that belong to traditional architecture, in the area of the Una National Park, one can set out the followings: the mill on the Krka source (today only bases preserved), mills in Martin Brod, wooden bridges on Unac (upstream from Šipke, Bastasi), and so called čatrnje(storage for water), collective rainwater along with rural housing units. Memorial heritage is represented with old rural cemeteries with tombstones, and memorials from NOB during the World War II that has the status of cultural good, (Orešković tomb – Malo Očijevo, Tito's cave - Bastasi).

The bigger the number of cultural heritage monuments, bigger is the need for touristic moving as well. Good tourism management in the protected area can also help to protection, preserving or improvement of cultural heritage objects, and on the base of collected income from tickets or certain amends.

Cultural heritage goods should be renovated in accordance to the scientific principles on protection, respecting the world's conventions and charter on cultural goods' protection with the same approach to all historical layers and their equal valorization. As the cultural heritage goods' renovation is a complex process, with which it is wanted to return a part of historical identity to the ambience which grew together with cultural heritage goods,

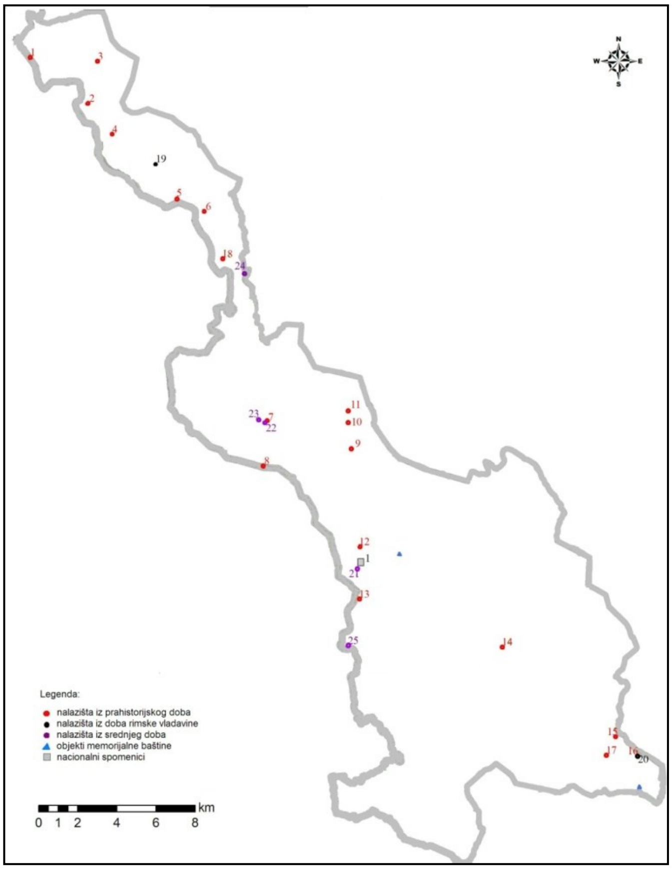

Fig.5. Registered objects of cultural-historical Good in the frame of the Una NP

and a completeness to areas and ambiences which have been destroyed, so imperative of all our interventions yet must be preservation of continuity of spatial relationships by restitution of objects which once existed there. The new architecture must respect principles of spatial, style and other relationships, keeping the most important objects for restitution, by applying certain methodologies. Beside mentioned objects and sites registered as cultural monuments in area of the Federation of Bosnia and Herzegovina, in spatial coverings of the Una National Park, one can set out also sequence localities in which were found material remains from prehistoric, Roman and Middle Age period, and according to the Archaeology lexicon of Bosnia and Herzegovina.

In the frame of prehistoric period those are the next localities:

- Kulen Vakuf (Kulen Vakuf), site of objects arisen from younger phase of the Late Bronze Age. It is about bronze sword of type Škocjan-Kulen Vakuf, and bronze sickle.
- Gradina (Osredci), fortified smaller settlement, protected with banks width 3 m. Late Bronze and Iron Age;
- Gradina (Veliki Cvjetnić), on the place of hill fort there were found the remains of protective wall of the fortified settlement and parts of ceramics;
- Martin Brod (Martin Brod), single findings from prehistoric period. Bronze blade for weapon, type „knife on stick“;
- Očigrije (Očigrije), single findings, is set out bronze hoist from the Late Bronze Age.

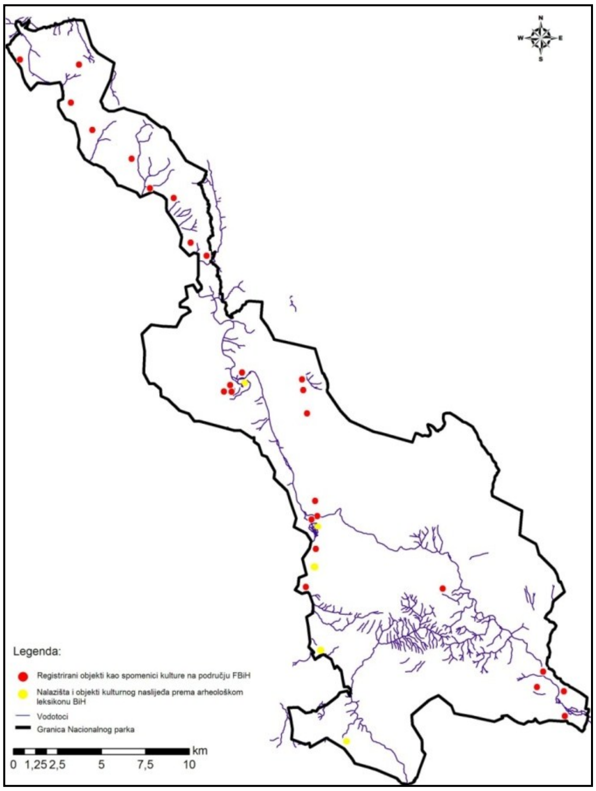

Fig. 6. Registered and objects of cultural and historical heritage of according to archaeological lexicon of BiH within Una NP

TRANSFORMATION OF AGRICULTURAL IN TOURISM SETTLEMENTS WITHIN THE NATIONAL PARK UNA

Every change in area, which originates in certain time as a result of its usage, brings to redistribution of richness and power in human society (Stojanović 2006). From this arises that social attitudes and values are very important as well as education which have big role in a development of conscious on natural environment protection and preservation need. The area of the Una National Park until now has been mostly agriculture-oriented, and with special purpose spatial plan it was projected as touristic-recreational zone.

Protected areas are established primarily to preserve the bio-physical processes who participate in the overall landscape diversity, or in the framework of cultural and historical values and tourist visits to these areas are manifested through positive and negative effects. Plan development and incomes realized by sustainable tourism will contribute to preserving and developing of this protected area but also to economic development of local community as well as wider area. Managers of this protected area should target direct touristic developmental possibilities supported by long-term economical development. This strategic touristic development plan can exist under the condition of maximum inclusion of the local community, educated for this purpose. With tourism development increase the request for services, touristic objects and servicing with primarily products in total touristic offer. In that fact lies the base of agriculture settlements' transformation into touristic ones in the National Park area. By increasing the number of visitors also increases the need for more accommodation facilities, restaurants, various attractions but also the demand for basic services safety measures, health protection, various craft services and etc. All this belongs to the field planned sustainable development which must contain a spatial plan for special purposes. As a result of unplanned tourism development can occur dissatisfaction to local residents and visitors themselves due to decline in the quality of the tourist experience.

Therefore, the development of tourism in Una National Park should be approached systematically and above all should:

1. educate and develop creative awareness in the local population about the necessity of development of tourism, which does not endanger, but enhances the space, and accordingly find appropriate types of tourism and catering facilities properly sized and located them;
2. determine the capacity of the space in terms of the maximum load and depending on the condition of the natural geographical conditions;
3. establish capacity in all the parameters sustainable development.

Positive effect of tourism development is seen in the fact that local inhabitants can improve their economic situation, beside through implementation of significant incomes from the gastronomy services, so as souvenirs sales, traffic and craft services. Tourism development offers employment possibilities not only in this sector but also in complementary activities, and livestock and agricultural products can be directly included into touristic offer. Agricultural in tourism is profitable primary activity and has an important role as an additional employer and buyer of agricultural products. Additional income in tourism preserves agricultural activities and farming, and thanks to the income from tourism can survive a small farm. Tourism in this way helping agriculture, which is favorable because it would otherwise setback agriculture brought certain consequences; less agriculture less maintenance authentic natural environment, the loss of attractiveness of rural way of life, the disappearance of old customs and cultural heritage.Local community can fulfill benefits through local guides' jobs, where guides have comprehensive knowledge on local flora and fauna, on soil or characteristic geomorphologic and hydrologic objects, and especially on tradition and cultural-historical values of some region. Tourism and construction sector offer better paid workplaces, and can increase problem of reduced labour force in agriculture. Right to stated facts, management of the National park should establish harmony between protection of natural and areal resources, and values and development of economic activities and local communities. That implies inclusion and coordination of relevant institutions on all governing levels, touristic and other economic subjects, and especially local inhabitants. In order to achieve this, it was necessary to incorporate European principles concerning defining routes and levels of protection natural and environmental. The resultof such conductin Bosnia and Herzegovina had just occurred during the definition and promulgation of the National Park"Una", the third of its kind in

Bosnia and Herzegovina. The sequence of actions that preceded the final result is not sufficiently, and in some areasnotinvolvingthe local community,which according tothe European Charter should be involved in public debates. Involvement of local communities in public presentations, discussion and revision, among others, and raising environmental awareness in the field of preservation of the basic indicated values on which is based the proposal of designating the National Park "Una". One of the specific goals of spatial planning is the education of the population, promotion of awareness and education in order to protect nature and life in nature and with nature. The Preliminary Draft Area plan of specific characteristics “The Una River watershed 2007-2027” was adopted in 2012. However, in this preliminary draft, education of inhabitants is not emphasized in the chapter which describes a programme of rules of area arrangement and activities for implementation of this plan. In addition,this document has noguidelineson the transitionandthe necessaryprofessionalorientationof the agricultural populationin the agro-tourism sector. In purpose of managing, protecting, enhancing, using and developing of the National park, the Government of FB&H established the Public firm “The National park Una” in Bihać, that manages the National park, according to the Plan of managing of the National park “Una”. With this plan, business affairs were determined which the Public firm should carry out, among other things, to cooperate with local communities for achieve goals of protection and development of the National park, and to expertly help and give advice to land owners and beneficiaries in the National park.

In accordance with Management Plan is necessary to increase awareness of the value of karst areas and on the preservation of habitats, as well as to break the traditional view that the protection of nature and environment indirectly entails sacrifice economic growth and profit. It should be emphasized that local inhabitants are not satisfied with former amount of information of activities on establish the Park and the Public firm, and also with information about possibilities for local beneficiaries. It should attach a data that public debate about the Preliminary draft area plan of specific characteristics “The Una river watershed” was not announce on the way that local inhabitants and civil society could participate, as the EuropeanConvention for the Protectionof environment would bebinding. During 2014. year, the only activity which has been implemented on education has been dedicated to employees in the National park “Una”, to representatives of special services, organizations and touristic agencies, but not to local inhabitants.

CONCLUSION

Building heritage has inestimable value in modern civilization. It contributes to strengthening of conscious on cultural identity of individual and community, it reflects culture and way of life, and it testifies the value of tradition and memories. Identification and valorization of goods, natural heritage as well as cultural one, represents significant potential for their usage in the process of spatial planning. That is one of the main conditions at development of the economy activities, cultural tourism, opening of new working places and, in general, regional development. The term cultural tourism itself refers to close connection between culture and cultural heritage from one side, and attractiveness of certain touristic destination from the other side. Tourism development in the Una National Park should bring several social-economic effects of state, regional, and especially local importance, such are:

- Stimulation of domestic economy development, especially those branches which have key role in realization of touristic traffic: gastronomy, traffic, trade, craft, touristic agencies, guide service;
- Increasing of local employment, in touristic sector as well as in its complementary activities;
- Development of cattle breeding and agriculture which are directly included into touristic offer;
- Rising of the quality of various sorts of infrastructure, that has impact on life of local inhabitants.

However, with tourism development and outrageous commercialization can be lost autochthonous values, of which the most important ones are: traditional hospitality, local habits and crafts. The biggest consequences could have various kinds of usurpation and devastation of land for tourism purposes. Excessive construction of tourist-recreational, accommodation, catering, and service capacity may undermine the carrying capacity of the protected area. In order to protect existing cultural heritage objects and autochthonous local tradition, it is necessary to take all measures in order to, among others: preserve traditional settlements in their relatively preserved original environment, educate local community on values of cultural-historical heritage, preserve and renovate traditional architecture, but also other historical buildings with monumental characteristics, as bearer of space recognition, perform research and cataloging of all archaeological sites, valorization of total building heritage and registration of temporary protected localities. Also, all elements of cultural heritage should be on a certain way managed and presented in a frame of touristic offer (for example, establishing ethno village or museum on open for presentation purpose). Management of the National park "Una" should go in for planned development of tourism, not only to indulgence of legal outlines in point of view to bringing legal documents. The same should be implemented in a whole, not partially. It means one should reach the balance between infrastructural equipping, development of local communities and protection of physical and social environment in accordance with all decisions of areal-planned documents. Education of local inhabitants and their involving into touristic offer are one of clevises of successful sustainable development. In fact, local community inclusion into development and tourism functioning in protected areas leads to improvement of visitors' experiences, what then leads to prolongation of their stay and its cost enhancing.

Natural and cultural surroundings together with preserved area must make one entirety which will be a base for usage and values and which will influence its development. Inclusion of cultural heritage goods, beside the natural one, into programs of protected area, represents obligation if we want and we tend to become a country member of the European Union.

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IS CONSERVATION OF CULTURAL PROPERTIES A TOOL FOR TOURISM HOSPITALTY?

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Abstract: The paper addresses to the perennial question *"Is tourism a tool for the conservation of cultural properties?"* or, vice versa: *"Is conservation of cultural properties a tool for tourism?"* Author, for being a conservation architect, asks the question according to the main theme of the conference as "*Should architectural conservation activities mainly aim at fulfilling the requirements and expectations of the tourism for sake of touristic hospitality?*"Thus, approach to the Congress theme “tourism hospitality” will be from the viewpoint of conservation theories, conservation practice and conservation politics. The paper aims to address the interrelation and/or contradiction between tourism and conservation of cultural and natural heritage. It will use an amalgam of theoretical approaches and basic international documents in relation to the management of tourism and cultural heritage. Interaction and/or contradiction between the tourist and the inhabitant will create the basis to question the term “hospitality”.Arguments and discussions will be exemplified by cases from Turkey and some other European countries. The clues of basic principles pertaining to a balanced interrelation between the two main concepts given above will be given in conclusion.

Keywords: Tourism, Hospitality, cultural property, conservation

Prologue

As a conservation architect, and I will not discuss concepts related to tourism hospitality, tourism planning, types of tourism and the like in this paper. With a 42 year long experience of the conservation of cultural properties and natural values behind me, I will make an exposé of that experience (or a series of experiences) and comment on the interrelations and contradictions between tourism and architectural conservation. I will only give basic definitions of some concepts so that I can make my comments from the viewpoint of architectural conservation.

As a beginning, **Tourism** has a connotation of leisure travel and tends to be synonymous with holidays (vacations). In dictionaries as well, tourism refers to travel for pleasure.From the viewpoint of **hospitality**, tourism is generally related to the products to sell and the markets to serve. (Medlik, 2003, p.vii). I learned that ‘hospitality’ is used in different meanings. Dictionary definition is ’the act orpractice of being hospitable; the reception and entertainment of guests or strangers with liberality and goodwill’ (The Shorter Oxford English Dictionary).Recently, the term refers to ‘commercial’ or ‘professional’ hospitality: the provision of accommodation, food and drink for people away from home for reward”. (Medlik, 2003, p. vii). The word ‘hospitality’ can be defined as the provision of food,beverages and accommodation.I am well aware of the importance of the satisfaction of tourists, that is the customers of the tourism industry. Actually, this importance is the factor that sets the aim and scope of the type of tourism and hospitality industry in any country. It is a known fact that usage rate, or, "vacancy rate" is the primary variable of hospitality industry. Minimization of this rate is the fundamental factor behind the competition between the countries of interest for which the benefits gained through tourism is of vital importance. My limited observation shows that tourism income becomes even more important for countries during periods of financial crisis. In such instances

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customers' satisfaction get extra priority and hospitality industry takes extra measures to minimize the vacancies.

Fig. 1. Sight-seeing activities: a) Athens, b) İstanbul

Not only the qualities (or the luxury) of hotels, restaurants, entertainment facilities but also the *loci* of touristic activity becomes crucially important. This is where the problem**, my problem**, begins.

Fig. 2. New architecture emerged to attract tourists (Side) note the electricity cainets

It is obvious that seeing and experiencing new places is the fundamental factor in choosing a "place to go" for any tourist. Discovering new, exotic places, being part of a new environment that may be exciting or relaxing or even adventurous are primary attractions for tourists. Going to safari tours, staying at spartan conditions are such pseudo adventures that are to be lived, documented by photographs or videos and shared as life experiences. Less adventurous but more "**culturally satisfying**" for many people is visiting historic and traditional places. Today, tourism is far beyond the **3S** concept of **"sea-sun-sand"** formula and especially upper cultural/socioeconomic group prefers to learn the cultural background of countries that they visit.Hard or soft, tourism **used** natural and historical values throughout centuries. Even archeology as a science began with the curiosities of travelers, especially from 18th century onwards. Going to Italy or Greece was very fashionable. People who wanted not only to see but also to learn from what they saw opened the gates of a new science, archaeology. And a natural follow-up for it were the concepts of restoration and conservation.

Once the priority becomes cultural tourism, implementations of restoration and conservation start accelerate. Tourists start to expect more and more "luxurious" cultural experiences that match the luxury of the establishments they live in. And this is the point where contradictory requirements emerge.

Fig. 3. A repaired house of native inhabitant (a) and (b) a "restored" house on the very same street, İstanbul

At this point it seems that the implementations of restoration and conservation have no limits. Yet, the fact is that the limit is set by qualities, characteristics, problems and the potentials of the cultural/natural values. 1964 Venice Charter formulates the dilemma: "*Restoration stops where conjecture begins*". Scientific circles accept and apply this to its widened context even today. Now, not only single buildings but also natural environmental characteristics as well as inhabitants living in these environments are important. All these aspects are not to be elaborate and sophisticated. Modest products of a culture, mobile or not, are valuable for humanity as long as they provide information about the community which created them.

“Cultural Turism” comes into international platforms at this stage: One of the most important documents in the field is The Charter of Cultural Tourism prepared by ICOMOS in 1976. This paper discusses the positive and negative sides of tourism. Contribution of different specialists is taken as a positive point (Article 3) whereas “...massive and uncontrolled use of monuments.”(Article 4) by visitors is taken as the negative side. In the section of Basis of Action, the *document “... expresses the wish that from school age onwards children and adolescents be educated to understand and respect to monuments,sites...”*. This criterion should still be an aim that Turkey tries to reach at.

In 1997, Charter on the Use of Ancient Places for Performance was declared by the Council of Europe. This document allows some special performances by taking necessary precautionsreducing the risk of damage to ancient sites.

12th General Assembly of ICOMOS, held in Verona in 1999 declared “International Cultural Tourism Charter”. This may show that the problems could not be solved and get even more complicated in 10 years. This Charter stated that *“... the natural and cultural values belong to all people. We each have a right and responsibility to understand, appreciate and conserve its universal values”* (The Charter Ethos). Due to the increasing globalization in recent times, *“... the conservation, interpretation and presentation of heritage and cultural diversity of any particular place or region is...”* accepted as an important factor which requires constitution of a correct management plans for such areas. This scope is related to the dynamic and critical interrelation of heritage places and tourism (Principle 1). Principle 3 requires the necessity of assuring the visitors experiences to be worthwhile, satisfying and enjoyable while conserving and planning of heritage for touristic purposes. Involvement of host communities in this planning process is adviced in Principle 4. Conservation theories also bring very similar statements (Jokhilehto,1993).

For years, conservation circles tried to tell other sectors that scientific conservation is not a hindrance for the development of these sectors. On the contrary, creating a balanced development is one of the aims of conservation.

But, while securing that balance, it should not be overlooked that conservation requires honesty. Conservationist's aim is to convey information to coming generations without any deformation of the original messages. This is done through the material witnesses of the past, that is, the cultural properties. These express the signs and symbols in material form. That is why we cannot separate tangible values, values that we can touch, smell and taste, from intangible values which we can only detect through the properties that are conserved.

This is the process that has to be evaluated from the viewpoint of tourism hospitality and the limits of the consumer's, that is the tourist's, satisfaction and pleasure.

The concept has changed quite a lot in time.

The Icomos "Charter for the Interpretation and Presentation of Cultural Heritage Sites" states the below-mentioned decisions in 2008:

"*Tangible and intangible values of cultural heritage sites must be safeguarded in their natural and cultural settings and social contexts. Respect The authenticity of cultural heritage sites, and the significance of historic fabric and cultural values must be protected from the adverse impact of infrastructure, visitor pressure, inaccurate or inappropriate interpretation.*

"Conservation of cultural heritage sites must ensure their long-term maintenance and promote public understanding and participation. Involvement of stakeholders and associated communities is very important."

The Paris Declaration On heritageas a Driver of Development,adopted at UNESCO Paris in 2011, aims “*to measure the effects of globalisation on communities and heritage. It will then identify the actions needed not only to protect heritage, but also to ensure that its use, its promotion and enhancement, and its economic, social and cultural value are harnessed to the benefit of local communities and visitors. “* The Florence Declaration on Heritage and Landscape as Human Values (2014) states that *“All individuals and communities have the right to benefit from cultural heritage and landscape to the same extent that they have a duty to preserve its authenticity and cultural diversity as a human right*”. Protecting the spirit of “place” and people’s identity must aim the improvement of their quality of life.

* * *

I have schematized the scientific theoretical approach above. The real-life situations come out very different.

Real-life realities put the attraction of the tourist at the top of the scale. And this instantly transforms the cultural property to "a tool, an object, a theater stage" of an un-real world. All architectural characteristics are changed, altered and even destroyed. Natural elements are modified, elaborated through non-native flora. Colors become more cheerful, LED-lighting schemes create theatrical, orientalist outlooks**.**

Fig 4. Touristic role playing, Vienna

Many of the architectural characteristics are destroyed and reconstructed according to the needs (!) of touristic functions. Facades gain a pseudo-priority, but they become mostly imitated elements, ending up as beautiful but hybrid surfaces which have never-ever existed throughout history. - - - I will show a few examples to make my point.

Fig 5. a) Color change in Ayvalık; b) Reconstruction in İstanbul: Both aiming beautification

It is inevitable to accept the cultural values of a country as an important factor attracting tourism. European countries also follow the same tendencies especially in these days. There are lots of cleaned white facades and touristic restorations. But in the case of Turkey, especially in the conservation of archaeological sites, the aim and the tools has changed their roles.

Conservation aims at the continuation of the cultural properties to the younger generations in a sound state by giving correct information. Tourism, by definition is a tool for this aim and should be very carefully defined. Gaining more income through tourism is a policy of Turkey similar to other countries. But 5* hotels and 3S understanding which had failed decades ago in the case of Spain. The result of this policy affected the profile of tourists coming: Only 9% of them are now coming to Turkey for cultural purposes. So, the quality of visitors are lower and many of the cultural values are spent for the sake of this result.

The destruction caused by the use of antique theater for several concerts cannot be compansated by the income of ticket sales. This experience was lived in Italy in 1970s and failed. The results are obvious: Vibration, air pollution, extra load of the motor traffic ... Introduction of thousands of people to the site without control, effects of electronic equipments for high-volume performances are known. So, this choice is not correct way of representing our cultural past to the visitors.

Fig. 6. Aspendos: Thousands of visitors in an antique theater

Only 2-3% of the national budget is being used for the sector of culture in Turkey. Compensation of the shortage of budget should not mean privatization of conservation activities. This is not totally rejected if necessary measures to control the implementations are set. But, the risk of further damage cannot be underestimated. This will mean squandering our cultural identity which will cause a break in the continuity of culture of a nation.

That is why these cultural properties are not called as “heritage”. They are the values to be preserved for the coming generations and not for spending them in advance. (Asatekin 1998)

Fig. 7. a) Original traditional dwelling in Ormana, b) Interpretation of the very same architecture in Milas

Fig 8. a) and b) Tourism hospitality: Social and architectural impact

Besides the damage given to the physical environment, we should not overlook the social side of the impact. Once changes start to take place, native inhabitants become forced to leave their homes. There are several reasons behind this gentrification. Land prices and rents increase rapidly, many of the original owners are not wealthy enough to restore their buildings, residential neighborhood transforms to a touristic district and life patterns start to change. Domestic functions decline, recreation activities that continue throughout night time disturb people, interaction between neighbors erodes and disappears. Traditional values disappear one by one.

This is a total socio-economic change. . . . Yet, this is not final.

Because of the declining historical - traditional values of a settlement, profile of the visitors start to change. Cultural tourism gives way to a mass tourism which is dominated by lower cultural groups. Kitsch products begin to spread, taste of the users as well as the serving group decline. This is a vicious circle and neither tourism nor cultural properties can benefit from this uncontrolled change.

This process always makes me ask this question: "For whom we try to conserve historic - traditional environments?" The aims of scientific conservation totally fail in many cases. Neither architectural conservation is a tool for conservation proper, nor tourism is the only tool of realization of conservation.

Fig. 9. Tradition is lost….

I know that there is not a general rule that can be accepted internationally. It is always a *caso per caso* situation. And it leads to a scope that each influencing factor should be analyzed and evaluated in detail.

Our aim should be to convey the cultural properties honestly and as valuable assets of every community's identity. To this end, I feel that I need to note that expected satisfaction of the visitors from the tourism-hospitality industry should be based upon:

- Experiencing the native and original characteristics of the environment that they visit,
- New functions for the cultural properties must be given according to their historical-architectural spatial organizations-qualities. Only in this way people can learn the cultural values expressed by the physical environment they are experiencing. Fake spaces and buildings means lying to people and giving wrong messages pertaining to their value. This is totally against the aims of both conservation and specializations of tourism hospitality.

Fig 11. Kitsch spreads….

- The local inhabitants are to be part of the whole project so that they continue to live in the environment they belong to. This will give the correct message about the socio-cultural and tangible characteristics of the visited site. Yet, there is a very delicate balance which all contributing parties must take into consideration: Local inhabitants are not actors performing on a theater stage to satisfy tourists. They are to be a part of the planning activity as real owners of the area.

Fig. 12. Kitsch architecture trying to copy “traditional”, Side

- New buildings to fulfill the needs and requirements of the touristic spatial organization should not be pseudo-historic buildings, presenting themselves as beautified hybrid restorations. They should be designed as contemporary interpretations in harmony with the historic environment and buildings.
- Nature and flora should be respected. Using alien trees and flowers may look exotic and interesting to tourists but they completely ruin the character of the site.

All in all, if the aim is the maximization of the user satisfaction in hospitality industry, we should not overlook the fact that user satisfaction is possible only by conveying the correct information from the past and making clear the characteristics of the specific cultures the target group is experiencing.

Fig. 13. Native flora of Mediterrenean: Baugainvilla.

Epilogue

All countries must find the answer Ricoeur's famous paradox *"becoming modern and to return to sources.*." (Ricoeur,1993:271). As long as universal civilization requires scientific sprit in the spread of techniques, native solutions (Ricoeur,1993: 279-281) without eliminating the rooted culture flourished in this country should be found.

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A RESEARCH ABOUT REVENUE MANAGEMENT AWARENESS AND APPLICATIONS IN TURKISH HOTEL INDUSTRY

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Abstract: Fierce competition and changing business context are leading the business enterprises to develop and apply new tools and methods in order to survive or attain growth targets. In this regard revenue management and its application methods are gaining more importance each day. Revenue management, which might be defined as the art of maximizing revenue and profit indirectly by means of selling a service which is subject to time and capacity restrictions in the short run. Major aim of this study is to reveal the awareness level and applications of hotels which might be considered as the major and most institutional players of tourism industry. Relevant headlines such as a short history of revenue management, its components, advantages and disadvantages of revenue management applications, barriers in front of the revenue management process are mentioned within the context of study. In order to state the current situation in Turkey, a reliable sample of hotels (30 hotels of five and four stars) from Ankara, capital city of Turkey, was chosen and these hotels were subjected to a short questionnaire which is designed on previous studies about revenue management. Based on the findings of research it might be claimed that the majority of participants are aware of revenue management and are using various tools with differentiating degrees in order to maximize their revenue or attain their revenue targets.

Keywords: Revenue management, hotel revenue management, revenue management applications, revenue maximization

INTRODUCTION

Revenue management efforts might be based on demand and supply concepts within the context of free market economy. Every kind of market might be segmented and all the segments react in differentiating levels to any price change. As part of the service industry hotels and other accommodation facilities intensely use revenue management in order to maximize their revenue. Due to the perishable nature of services, because they are limited with time, revenue management gains its highest value within the managerial tools of service enterprises. However, revenue management as a tool needs to be treated delicately. Otherwise the results might be unexpected due to the parameters which need to be incorporated into the models developed for attaining revenue targets. Additionally these parameters should be measured and monitored continuously and consistently for better results. It might be claimed that previous studies on revenue management are on the focus of researchers and are evaluated as instructions by managers. Literature review constitutes the first part of this study.

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LITERATURE

Revenue management is described as the price strategies and information systems applications that assign the right capacity to right customer at the right location on the right time (Kimes, 2000: 121). (Donaghy, 1995) described revenue management as a technical approach that aims to increase net revenue of estimated usable room capacity that has been determined based on the best rate and assigned to varying market segments.

In other words, revenue management is the adjustment of prices based on estimated demand levels and this is applied so that price-sensitive customers can decide to buy during off peak times and non-sensitive customers to price can decide to buy during on peak times (Kimes, 2000: 121).

Revenue management applications focus on three fundamental demand-management decisions that include structural decisions, price decisions and quantity decisions. Primarily structural decisions focus on which sales format is going to be utilized, which market segmentation or differentiation mechanism will be adopted and how products will be grouped. Price decisions include; how prices are going to be set, how different product categories are going to be priced, and how prices will change within a time frame. Finally, quantity decisions focus on how much of a capacity to allocate to different market segments in regards to accepting or rejecting a demand for a purchase, when the product will be withdrawn from market, and when it will be back on the market (Tan, 2012: 1).

History of Revenue Management

Revenue management concept first appeared in airline industry of United States in late 1970s with liberalization movement. Peoples Express (an airline company) was established with this liberalization aiming to fly passengers with less cost than other airline companies (Unurlu, 2010: 56). Big firms like American Airlines and United Airlines decided to compete with Peoples Express and started selling a low amount of seats for a cheaper price and other seats with high price tags. In this way they were expecting to carry price-sensitive passengers of Peoples Express along with other high-cost paying customers. At the end, customers of Peoples Express decided to use big airlines and after certain period of time Peoples Express filed for bankruptcy (Jerenz, 2008: 8). President of Peoples Express Donald Burr then admitted that most of problems they have faced were due to lack of revenue management (Hacıoglu, 2011: 7).

Hotel businesses started using revenue management applications in midst of 1980s. Orkin focused on *revenue statistics* in his work about revenue management in 1988. Revenue statistics were calculated by dividing average room price by maximum room price and multiplying the result with occupancy rate. Most important point of this study is that instead of focusing on high occupancy rate or high average room rate managers should focus on maximum revenue (Kimes, 1989: 15).

Revenue management is vastly used in the airline and hotel industry. Other than these industries, railway transportation, cruise tourism, health services, electricity distribution, car rental, radio-tv commercials, entertainment, publishing and telecommunication businesses also practice revenue management applications successfully (Harris andPinder, 1995: 299). Along with fundamental principles that can be applied in different sectors easily, appropriate revenue management systems should be formed for each sector that embraces these sectors' characteristics and dynamics. For instance, a strategy used for airlines industry may not provide solutions for hotel and restaurant industry (Ivanov, 2014: 8).

Elements of Revenue Management

In order to develop a better understanding and a complete knowledge of revenue management constituents and important aspects of revenue management might be addressed. Following sub sections are of great importance regarding to revenue management and its expected results when applied.

Demand and reservation features

Revenue management helps for future estimations in times of high and low demands (Lee-Ross and Johns, 1997: 67). Alongside with reservation status, being able to do demand forecasts efficiently helps businesses in decisions regarding getting reservations. Within this context, there are three different demand forecasting methods utilized by accommodation enterprises. These are occupancy rate forecasts, revenue based forecasts, and demand based forecasts (Buckhiester, 2011: 99-103):

*Occupancy Rate Focused Forecasts***:** This forecasting method used in accommodation firms which generally have an operational structure. This forecasting model provides limited information and it is used for short terms. It provides information to the accommodation firm within a time frame regarding to how many rooms will be occupied, how many customers will accommodate along with groups and touristic tours information. Based on an analysis focusing on its structure; it helps other branches of the hotel on task-planning but it is not very useful in the planning of revenues.

Revenue Based Forecasts: Another demand forecasting model utilized by accommodation firms is revenue based forecast model with its financial structure. This forecasting type focuses on occupancy rate, average rate and revenue for the upcoming months and provides knowledge to the management. In other words, it leads management in the areas of renting, purchasing, and cash flow necessities in a monthly manner.

*Demand Based Forecasts:*As a strategic demand forecasting approach, demand based forecast is a method that brings together information about previous information, reservation speed, marketing efforts and current room capacity of the market and then decisions are made based on this knowledge. Revenue managers with a developedknowledge about revenue management often apply this method while determining sales policies.

Pricing

Revenue management has two parts. First one is rooms management, capacity management in other words, and the other one is pricing. Resource usage as part of revenue management is the reserved room status based on current and future demands. Pricing is the best price that can be applied in different situations (Kimes, 1989: 15). Many people who do not have enough knowledge about revenue management think it is a method used by businesses which enables them to change prices constantly throughout the day. Actually revenue management is a type of price diversification (Kara, 2008: 20). In revenue management, the important point is to diversify price sensitive people with other groups that are willing to pay high prices (Wirtzve Kimes, 2007: 229). Airline firms change fare prices before the flight and throughout the day many times. Accommodation businesses should also adjust prices with a competitive understanding based on current demand and price effects on demand (Kimes, 1989: 18).

It is evident that most of approaches used by businesses to increase revenues are related to pricing applications. It can be said that decisions that will be made regarding pricing are important in regards to increasing and decreasing revenues. Based on his work about revenue management (Ivanov, 2014) specifies that "price diversification, dynamic pricing, low price guarantee" practices are directly related with pricing, and capacity management, excess reservation, room suitability guarantee and length of stay control practices are non-pricing practices.

Information Systems

Revenue management system can attain success based on the level it benefits from other information technology systems efficiently. If the system does not have integration, same information might have been entered into system more than once. Preventing this problem or resolving such matters reveals the importance of people in the area of revenue management. Although some firms are able to resolve this problem, many revenue management systems are not integrated with other information systems (Hacıoğlu, 2011: 11). As computer-based information technology gets integrated with revenue management, revenue management is going to be able to be helpful to hotel managers in regards to selling varying customer groups rooms with diversified pricing and maximizing income (Choi and Cho, 2000: 18). In other words, information technologies and systems help ease the process of utilizing revenue management in the sector of accommodation (Jauncey, Mitchell and Slamet, 1995: 24).

Overbooking Policy

Efficiently using capacity is important in revenue management. Overbooking policy is practiced in the service sector in order to prevent non-usage of capacity due to cancellations and no-shows. As a result, reservation cancellations and no-shows cause revenue losses (Sfodera, 2006: 69). Overbooking is determined carefully by analyzing capacity and demand. It might be said that overbooking is practiced between 5 and 10 % of total capacity within airline and accommodation businesses (Harris and Pinder, 1995: 303).

Barriers in front of Revenue Management

Revenue management is a strategic system especially for service sector in maximizing revenues and increasing profits. For this reason more firms start adopting it every day. It is important to use revenue management applications successfully for every business but there can be barriers in successfully applying revenue management. Based on his research about hotels in China, (Li, 2011) describes barriers in front of revenue management as follows:

- *Limited knowledge about revenue management:* Most of hotel managers do not possess knowledge about revenue management. They perceive revenue management as price wars between competitors and price dumping policy instead of a strategy formed by the balance between supply and demand.

- *Limited information system:*Information system within state owned hotels are not used efficiently. Instead of operating multi-function systems in an integrated format, each of them are operated in a single way. That's why state owned hotels possess information systems that lack rich technical knowledge and skills. And this causes the inability of accessing needed information for revenue management.
- *Neglecting past information (knowledge):*In order to have an efficient revenue management, there is a need to have demand forecasts based on historical data. Not recording historical data or not keeping them in the database cause problems in demand forecasting. And this causes the revenue management to be unsuccessful.
- *Unreliability of the revenue management system:*Revenue management system depends on forecasting and information technologies. Although revenue management system in some hotels have reached an advanced level by utilizing these tools, a lot of hotels still hasn't been able to form a reliable revenue management system.

Advantages and Disadvantages of Revenue Management

Capacity increase is not possible in the short-term due to limited capacity in hotel businesses and high costs of investments. For this reason it is not possible to sell rooms to more customers and increase revenue even if there is an increase in demand. At this point, revenue management system enables the business to increase prices in the case of increased demand and provides advantage to the firm by maximizing revenue and profit (Harris andPinder, 1995: 302). Another benefit of revenue management is to provide precaution against cancellations and no-shows by allowing overbooking.

Although revenue management system brings important benefits to firms that practice, it also has disadvantages. Businesses stay alive with customers. Customers may not have knowledge about the structure of this system. For this reason, they may prefer to stay away from firms that practice revenue management system thinking there can be problems with the process. And the business may lose customers. Another negativity can be faced on the employees of the business. This system brings workload and it bears risks associated with possible mistakes. And this has huge cost. That's why employees are skeptical about the system. Employees should be educated about the structure of the system and appropriate staff should be selected for the related tasks (Hacıoğlu, 2011: 90).

RESEARCH METHODOLOGY AND QUESTIONNAIRE

A short questionnaire is designed based on the literature review and previous studies(Yousef, 2007) in order to come up with current status about revenue management among Turkish hotel enterprises. Research questionnaire is sent to 56 hotels ranked as four and five star hotels as listed on the Ankara branch official web site of Republic of Turkey Ministry of Tourism and Culture. Hotel managers are contacted by telephone and informed about the research in order to increase the participation rate and reliability of responses. Within the research context 30 responses out of 56 questionnaires are gathered by means of online applications.

FINDINGS

Exploratory status of this study required gathering information about the demographic features of participating enterprises. Question 1 is designed in order to reveal the star ranking profiles of participating hotels. As it is summarized in Tab. 1, 57% of the hotels are 4 star hotels and 43% are 5 star hotels. Additionally all the responses gathered belong to city hotels which might be considered within the group of business hotels instead of leisure hotels or resorts.

Tab. 1: Hotel status regarding to their star rankings

Star Rankings of Participants	Frequency (n)	Percentage (%)
4 star hotels	17	57
5 star hotels	13	43

As it is a known fact that the most important basis for revenue management has been the capacity, capacity usage in other words. Tab. 2 depicts the capacities of participating hotels based on a 50 room capacity interval. Nearly half of the hotels (except two hotels with total rooms up to 50 which represent 2% of respondents), approximately 43% of the respondents, reported that they have rooms between 51-100. 30% of the other half represents the hotels with a room capacity of more than 150 rooms and 20% with a capacity of rooms between 101 and 150. It might be said that the general capacity status of participating hotels are eligible for revenue management applications.

Tab. 2: Total number of rooms

Number of rooms	Frequency (n)	Percentage (%)
1-50	2	7
51-100	13	43
101-150	6	20
150 and more	9	30

Tab. 3 summarizes the type of proprietorship status of participating hotels. Two third of the participating hotels, 67% - 20 hotels, seem to be independent hotels while the rest of participants, 33% - 10 hotels, belong to a hotel chain proprietorship. Findings regarding to the proprietorship status of participating hotels revealed that regardless of their proprietorships, majority of the hotels are interested in revenue management and its applications.

Tab. 3: Type of proprietorship

	Frequency (n)	**Percentage (%)**
Chain hotel	10	33
Independent hotel	20	67

Tab. 4 depicts the findings about awareness levels of participants. Three fourth of the participants,73% - 22 hotels, reported that they are aware of the revenue management on a scale of moderately and extremely. Eight of the participants, 27% of the total, reported that they are slightly aware of the concept and two participants reported that they are unaware of revenue management. Findings reveled that majority of the participants are aware of revenue management and its applications.

Tab. 4: Degree of awareness about revenue management and its applications

	Frequency (n)	**Percentage (%)**
Not at all	2	7
Slightly	6	20
Moderately	2	7
More than moderately	15	50
Extremely	5	16

Tab. 5 provides data about information sources of hotel managers regarding to revenue management. Findings revealed that the most important source of information for one third of the respondents, representing 33% of the total, about revenue management and its applications is educational programs arranged by different sources such as non-governmental organizations. Copycat applications gathered by industrial relations constitute one fourth of general information resources representing 27%. Books, journals and articles – other resources and courses constitute nearly the half of information resources respectively ranging from 17% to 13% and 10%.

Tab. 5: Information resources about revenue management

	Frequency (n)	**Percentage (%)**
Courses	3	10
Educational programs	10	33
Books, journals and articles	5	17
Applications	8	27
Other	4	13

As it is shown in Tab. 6, responses revealed that more than half of the participants, 57% - 17 hotels, are willing to learn revenue management and its applications while the rest seems to be unwilling. It was found that one fourth of the respondents was unaware or insufficiently aware of revenue management and its applications, 27% - 8 hotels, and was shown in Tab. 4. This might be interpreted that participants who are unaware of revenue management or have little knowledge about its applications are indifferent or unwilling regarding to the implementation of revenue management.

Tab. 6: Willingness to learn revenue management

	Frequency (n)	**Percentage (%)**
Yes	17	57
No	13	43

Tab. 7 summarizes the application status of revenue management by participating hotels. As it is apparent, responses shown below and responses shown in Tab. 4 are overlapping and findings of the research prove that higher degree of awareness about revenue management result in higher degree of applications about revenue management. It might be said that majority of the hotels are aware of the revenue management concept and they are applying variety of methods within the scope of their knowledge and interest.

Tab. 7: Revenue management applications within the organization

	Frequency (n)	**Percentage (%)**
Yes	20	67
No	10	33

Regarding to the duration of revenue management applications within the organization responses summarized in Tab. 8 revealed that a small majority, nearly 40 percent, is aware of the issue and apply in their hotels at most for 5 years. This might be due to the emerging nature of revenue management issue in Turkey, especially in hotel industry. 13% of the participants responded that they are using revenue management applications between 5-10 years and 17% responded that they are using revenue management applications more than 10 years. It is apparent that revenue management and its applications are emerging issues within Turkish hotel industry when it is compared to the origination of this issue in 1980s.

Tab. 8: Timeframe for revenue management applications within the organization

	Frequency (n)	**Percentage (%)**
Less than 5 years	11	37
5 to 10 years	4	13
More than 10 years	5	17
No idea	10	33

Tab. 9 summarizes the frequency of revenue management applications referred within the organization. Half of the participants reported that revenue management and its applications are used frequently within their organization. Approximately 15% reported that they used revenue management rarely or moderately. On the other hand one third of the participants did not respond to this question. This might be due to the involvement degrees of participants to the revenue management applications.

Tab. 9: Level of revenue management applications within the organization

	Frequency (n)	**Percentage (%)**
Rare	2	7
Moderate	2	7
Frequent	10	33
Frequent as a routine	6	20
No idea	10	33

Regarding to the software assistance a small majority of participants responded that they are using software in order to obtain better results about revenue management. Nearly one fourth of the respondents (27%) responded that they are managing the revenue management process on manual basis, meaning that they are using managerial information in order to make decisions about revenue management. Tab. 10 summarizes the results of question eleven regarding to the software assistance for revenue management.

Tab. 10: Software assistance for revenue management

	Frequency (n)	**Percentage (%)**
Yes	12	40
No	8	27
No idea	10	33

Question 12 in the research questionnaire is designed to determine the commonly used revenue management tools by hotel enterprises subject to the research. Generally accepted in literature or commonly used techniques industrially are listed and respondents are expected to choose among these. As shown in Tab. 10 most widespread method used by hotels is stay length control. Following one is capacity management and overbooking or over contracting seems to be the third commonly used method. Research question is built on two dimensions; price and capacity. As it is listed in Tab. 11 dynamic pricing represents the price dimension of revenue management and might be considered as the essence of revenue management process and might be considered as the primary tool for revenue management (Talluri and Ryzin, 2004). The rest of revenue management tools listed in research question is related to the capacity dimension (Ivanov,2014). Findings revealed that capacity related revenue management tools are commonly used by participating hotels. Surprisingly dynamic pricing or other price related tools are not used in order to manipulate revenue. This might be due to the general economic conditions or competitive conditions.

Tab. 11: Commonly used revenue management tools

	Frequency (n)	**Percentage (%)**
1. Dynamic pricing	0	0
2. Capacity management	8	26
3. Overbooking or over contracting	6	20
4. Stay length control	12	40
5. Upselling	4	13
6. Optimal room allocation	5	16

Question 13 aims to determine the perceived effects of revenue management on the concluding evaluation information of enterprises such as efficiency as a whole, profitability, total costs and capacity usage. Tab. 12 demonstrates the findings below. Responses summarized below belong to the participants who are aware of revenue management and use revenue management tools and represent the two thirds of total respondents (20 out of 30 respondents). All respondents reported that they believed revenue management contributed to the efficiency of organization more than moderately or strongly by 60% and 40% respectively. Profitability is evaluated as to be affected by revenue management more than moderately or strongly by 45% and 55% respectively. Regarding to the cost reduction and capacity usage issues findings revealed that a small minority of the respondents, 15% and 5% respectively, believed that revenue management is slightly effective.

Tab. 12: Effects of revenue management on various efficiency dimensions of organization

	Not effective		Slightly effective		Moderately effective		More than moderately effective		Strongly Effective	
	n	%	n	%	n	%	n	%	n	%
Increases efficiency							12	60	8	40
Increases profitability							9	45	11	55
Decreases costs			3	15	4	20	6	30	7	35
Enhances capacity usage			1	5	3	15	8	40	8	40

CONCLUSIONS

It is apparent from the findings that a big majority of the hotels subject to this research are aware of revenue management and its applications. Regardless of their star rankings or ownership status most of them are seeking increased revenue by means of revenue management applications. Findings revealed that three fourth of the participant are aware of revenue management issues and its applications on an accepTab. level of moderate or more. Amongst various types of information sources regarding to revenue management and its applications educational programs and printed materials such as books, journals and articles might be stated as the most referred ones followed by industrial applications gathered by industrial relations within the hotel business. With respect to willingness to learn and usage frequency level of revenue management applications it might be said that research results are overlapping and it is apparent that findings summarized in Tab. 4, 6 and 7 are proving each other. Approximately two thirds of the participants responded that they are utilizing revenue management tools with varying durations but the majority of this group falls into the "less than five years" group meaning that the revenue management is an emerging issue within Turkish hotel industry. With respect to the revenue management tools it is apparent that managers are using the tolls related to capacity management instead of the tolls related to pricing. Upselling might seem a tool related to pricing but instead it is the act of increasing the revenue with additional goods or services meaning that this is related to capacity or room allocation rather than pricing. Finally responses revealed that 40% of the participants who are aware of and utilize revenue management applications are employing software in order to enhance the revenue management process and attain better results. All the participants agreed that revenue management applications are effective on the indicators or outcomes such as efficiency, profitability, costs and capacity usage with varying degrees but it might be stated that affirmative results are generally on the levels of more than moderately or strongly.

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CLIMATE IMPACT ON ORIGIN AND TOURISM VALORISATION OF TRADITIONAL URBAN ARCHITECTURE IN BOSNIA&HERZEGOVINA AND CROATIA

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Abstract: Climate stands for one of the important factors of tourism valorisation in a certain area. For the purpose of this paper Köppen climatic classification has been used. In a given area distinguished types of climate include: temperate climate C, continental climate D and alpine climate E. Considering the fact that climate can indirectly impact the geologic structure of certain areas on the Earth's surface by means of insolation and precipitation, building materials for architecture can be various. For example, as main or dominant building material in areas with warm climate types a stone is the most commonly used material, but wood and timber are commonly used in areas with cooler climate types. This research is based on selected urban areas for the each belonging climate type. By using Köppen climatic classification for the GIS mapping of climate subtypes, which are based on long-term climate data, selected urban areas have been chosen. Cities that belong to Csa climate subtype are: Mostar, Split and Dubrovnik, cities under Csb climate subtype include: Livno, Konjic and Rijeka, cities that belong to Cfa subtype include: Bijeljina, Osijek and Vukovar, cities under Cfb subtype include: Sarajevo, Banja Luka and Zagreb, towns that belong to Cfc climate include: Delnice and Slunj, and towns under Dfb climate subtype are: Kupres and Nevesinje. Areas with Dfc and ET climate subtypes include rural settlements and unpopulated wild areas. Research focuses on architecture from the six most significant historical periods: Antique, Byzantine, Medieval, Venetian, Ottoman and Austro-Hungarian. Based on all the characteristics described before, the conclusion implicates that climate factors have significant impact on the architectural styles, and generally on the urban environment which is the tourism valorisation object.

Key words: climate types, architecture, GIS, tourism, valorisation, Bosnia&Herzegovina, Croatia

GEOGRAPHIC LOCATION OF BOSNIA&HERZEGOVINA AND CROATIA

Territories of Bosnia and Herzegovina and Republic of Croatia in terms of regional geography are situated mostly in South-East Europe, and partly in Central Europe. By the contemporary political and geographical terms this area covers parts of the Western Balkans. Geospace of these two countries is located inside the next geographic coordinates: 42°24' N, 46°33' N and 13°30' E, 19°37' E.

This area's main tectonic feature is situation at Alpine-Himalayan orogenic belt, that includes Dinaric Alps. Dinaric Alps mountain range is a natural zone that separates Pannonian and Adriatic basin. Those mountains were formed by orogenic folding movements. In terms of climate geography, this area is a transitional zone between subtropic and temperate climatic zones. Particular impact on the climate condition has the nearness of Mediterranean, that includes Adriatic sea as well. On the other hand, Pannoanian basin openness allows stronger penetration of cold air masses from the north. In this area main climate types by Koppen classification include: Cs type (Mediterranean climate), Cf types (temperate warm and maritime climates), Df types (hemiboreal climate) and ET type (alpine tundra climate). Natural barrier between Cs and Cf climate types is Df

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climate type, that covers the area of Dinaric Alps, hence their southern parts have Cs, but northern parts have Cf climate type. Hydrographic objects drain their waters into two drainage basins: Black sea basin (through rivers Sava and Danube) and Adriatic sea basin. The most important rivers that discharge into the Adriatic sea are: Raša, Zrmanja, Krka, Cetina, Neretva and Trebišnjica, while the Black sea basin backbone includes river Danube and it's large tributary rivers Drava and Sava which is the flow endpoint of these rivers: Kupa, Una, Vrbas, Bosna, Ukrina and Drina. This area's vegetation belongs to Palearctic biomes of Mediterranean forests, woodlands and scrub and Temperate broadleaf.

In terms of administrative structure, Republic of Croatia consists of lower taxonomic units – counties (Croatia has total 21 counties), while Bosnia&Herzegovina consists of entities (Federation of BiH, Serb Republic and Brčko District), and it's entity Federation of BiH is divided into 10 cantons. Last censuses provide data for total Croatian population of 4,284,889 residents[2], and total population of Bosnia&Herzegovina is 3,791,622 residents[3]. Settlements in this area are formed in river valleys, as well as in coastal areas, so the most significant among them are settlements with population over 100,000 and those settlements are dominant macroregional centers. In Croatia the most significant cities are Zagreb (790,001), Split (178,102), Rijeka (128,624) and Osijek (108,048), while in Bosnia&Herzegovina those cities are Sarajevo (391.130) and Banja Luka (150.997). Economy of Bosnia&Herzegovina is based on different industries and services, so the most important export products include metals, machines, furniture, mineral products, footwear, chemical products, wood products and textile. The most important export trade destinations are Croatia, Germany, Italy, Austria and Slovenia, while the import destinations are Croatia, Germany, Serbia, Italy, Russia and Slovenia. In 2012 total country export trade was valued at 5.22 billion USD, and total import trade was valued at 9.93 billion USD.[4] Economy of Croatia is based on different industries and services, especially on tourism. Croatian main export products include machines, mineral products, chemical products, vehicles and transportation parts, metal products, food products and textile. The most important Croatian export trade destinations are Italy, Bosnia&Herzegovina, Germany, Slovenia and Austria, while the most important import trade destinations are Italy, Germany, China, Slovenia and Russia. In 2012 total country export trade was valued at 12.8 billion USD, and total import trade was valued at 20.3 billion USD.[5] Bosnia&Herzegovina is a member state of CEFTA group and NATO program Partnership for Peace, while Croatia is full member state of European Union and NATO alliance. Both countries are member states of Council of Europe and United Nations.

In terms of culture, both countries have various cultural and historical heritage. Bosnia&Herzegovina has 2 UNESCO world heritage sites: Old Bridge area of the Old city of Mostar and Mehmed Paša Sokolović Bridge in Višegrad, while Croatia has 7 UNESCO sites: Historical complex of Split with the Palace of Diocletian, Old City of Dubrovnik, Plitvice lakes National Park, Euphrasian Basilica in the Historic center of Poreč, Historic city of Trogir, The Cathedral of St. James in Šibenik and Stari Grad plain on the Hvar island.[6]

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[2] Statistic bureau of Croatia
[3] Statistic bureau of Federation of BiH
[4] https://atlas.media.mit.edu/en/profile/country/bih/(19.08.2015.)
[5] https://atlas.media.mit.edu/en/profile/country/hrv/ (19.08.2015.)
[6] http://whc.unesco.org/en/list/ (21.08.2015.)

URBAN ARCHITECTURE OBJECTS INVENTORY ACCORDING TO CLIMATE TYPES AND HISTORICAL PERIODS

Urban architecture objects inventory is based on the six main historical periods and climate types by Koppen classification. According to Koppen the most significant climates include Mediterranean climate (Cs) with it's two subtypes Csa and Csb, temperate warm and maritime climate with it's two subtypes Cfa and Cfb and hemiboreal climate with it's Dfb subtype. The most significant historical periods where these objects belong include: Antique, Byzantine, Medieval, Venetian, Ottoman and Austro-Hungarian.

Label **Cs** stands for Mediterranean climate in terms of Koppen climate classification. Letter **„s“** denotes summer period with dry weather conditions. The main Cs climate type can be differentiated due to the quantitative and spatial dinamics of average annual and monthly (July) isotherm lines. Therefore in this climate type two climate subtypes can be distinguished: **Csa** – Mediterranean climate with hot and dry summers and **Csb** – Mediterranean climate with warm summers.

Label **Cf** stands for temperate warm i humid climate according to Koppen classfication. Letter **„f“** denotes conditions with almost even distribution of precipitation, which means there are no extremly dry periods in areas with Cf climates. Climate subtype **Cfa** has hot and dry summer conditions with mean air temperatures of the warmest month above 22°C (usually in July or August), while **Cfb** subtype has warm, but slightly cooler summer conditions, when the mean air temperatures is higher than 10°C in 4 months period nad the mean air temperature of the warmest month is below 22°C.

Climate type **Df** in the area can be distinguished into two climate subtypes, according to average annual, January and July isotherm lines: subtype **Dfb** corresponds to hemiboreal climate with temperate humidity and warm summers, while subtype **Dfc** corresponds to hemiboreal climate with humid and cool summers. Climate subtype Dfc covers non-urban areas in Bosnia&Herzegovina and Croatia, so it's not the subject of study in this paper.

Architecture in the areas of Cs climate type

In the areas of Cs climate type the main characteristics of traditional urban architecture depend mainly on geologic structure and climate impacts in certain area. This area's geologic structure consists dominantly of limestones, so the most objects have been built by that material, whereas dry conditions and sparse vegetation have caused very limited usage of wood material. Throughout history the expansions of past empires have deteriorated natural environment, especially in terms of deforstation with visible aftereffects even today.

The most significant monuments in cities with **Csa** climate subtype include:

Split: Diocletian's Palace (Antique period), Cathedral of Saint Domnius (Medieval period), Prokurative square (Austro-Hungarian period)[7]
Mostar: Basilica Cim (Antique period), The Old Bridge area, Karađoz-begmosque (Ottoman period), High school building (Austro-Hungarian period)

[7]http://www.visitsplit.com/en/446/attractions (24.08.2015.)

Zadar: Church of Saint Donatus (Byzantine period), Cathedral of Saint Anastasia (Venetian period)
Šibenik: Cathedral of Saint James (Venetian period)
Dubrovnik: City walls with forts (Medieval perod), Sponza Palace, Church of Saint Blaise (Venetian period), Hilton Imperial Hotel[8] (Austro-Hungarian)

The most significant monuments in cities with **Csb** climate subtype include:

Livno:early Christian basilica (Antique period), Hajji Ahmet Dukatar mosque,Bali-aga Ljubunčić mosque, Lala-pasha mosque, Monastery church of Saints Peter and Paul in Gorica, Orthodox church, Duman old bridge (Ottoman period), High School building, Municipality old building, Water supply station Duman[9] (Austro-Hungarian period)
Knin: Knin Fortress (Medieval period)
Konjic: Čaršija mosque, Old bridge (Ottoman period)
Poreč: Euphrasian basilica (Byzantine period)
Opatija: Kvarner Hotel (Austro-Hungarian)
Pula: Pula Arena, Arch of the Sergii (Antique period), Castle or Kaštel[10] (Venetian period)

Architecture in the areas of Cf climate type

The conditions of Cfa and Cfb climate subtypes have allowed various building styles, wherein the main construction materials include stone (limestone), sand, lime plaster, wood material etc. The most numerous monuments originate from the Medieval, Ottoman and Austro-Hungarian period, while there are no representative monuments from Antique, Byzantine or Venetian periods.

The most significant monuments in cities with **Cfa** climate subtype include:

Osijek: Korogyvar Fortress (Medieval period), Fortified town of Osječka Tvrđa, Pejačević family's krypt, Counts Pejačević Palace (Austro-Hungarian period)
Vukovar: Historical Baroque City center, The Coach Post building, City Magistrate building, Central Pharmacy Kirchbaum-Švarc, Grand Hotel, Castle Eltz, Church of Saints Filip and Jakov and the Franciscan Monastery, Palace of the Syrmia County, Birth house of Lavoslav Ružička, Saint Rok's Chapel, Orthodox Church of Saint Nikolaj[11] (Austro-Hungarian period)
Bijeljina: Atik mosque, Saint Georgije's church (Ottoman period), Building of the Assembly of the City, Old High School building (Austro-Hungarian period)

The most significant monuments in cities with **Cfb** climate subtype include:

Zagreb: The Lotrščak Tower, The Stone gate, Medvedgrad Fortress, Saint Mark's Church, Cathedral of the Assumption of the Blessed Virgin Mary, Church of Saint Francis of Assisi

[8]Dubrovnik Tourist Board (2013) Dubrovnik Riviera Info, Alfa-2. Dubrovnik
[9]Burek, A. (2007) Kameno Hlivno, Livno u turskom vaktu (Stone Hlivno, Livno in the Ottoman time), Planjax. Tešanj
[10]Istria Tourist Board (2015) Enjoy Istra summer 2015, Radin Print. Sveta Nedelja
[11]http://www.turizamvukovar.hr/vukovar_eng.php?stranica=171(23.08.2015.)

(Medieval period), Saint Blaise's church, Croatian State archives, Croatian National theater, Palace Hotel, Ilica street[12] (Austro-Hungarian period)
Sarajevo: Ghazi Husrev-Bey's mosque, The Emperor's mosque, Baščaršija old town, The old orthodox church, Cathedral church of the Nativity of the Theotokos (also known as Serbian orthodox cathedral), The old Synagogue, Svrzo's house (Ottoman period), Ferhadija street, Ban Kulin alley, Bosnia&Herzegovina Presidency building, Sarajevo Academy of fine arts, City Hall, City market (also known as Markthalle), Cathedral of Jesus' Heart, The National museum of Bosnia&Herzegovina, Marijin Dvor city area, Europe Hotel (Austro-Hungarian period)
Banja Luka: Kastel or Castle fortress (Medieval period), Ferhadija mosque (Ottoman period), Mariastern Abbey, Bosna Hotel, City promenade Gospodska street, Museum of modern art of Republika Srpska (also known as The old railway station building) (Austro-Hungarian period)

Architecture in the areas of Df climate type

In the areas of Df climate type there are few urban zones, which are characterized by mixed types of urban-rural settlements. In the areas of Dfc climate subtype, there are only rural settlements, while in the areas of Dfb climate subtype exist urban zones with traditional architecture. Characteristics of Df climate subtype are very similar to the characteristics of Cf climate types on the northern slopes of Dinaric Alps, but also they are similar to Cs climate types of the southern slopes of Dinaric Alps. Higher areas of Dfb climate subtype due to the larger volume of snowfall anually, have objects with the high roof constructions and small windows.

The most significant monuments in cities with **Dfb** climate subtype include:

Glamoč: Basilica in Radaslije (Antique period), Old fortified town Glamoč (Ottoman period)
Kupres: Basilica in Otinovci (Antique period), Ruins of the Medieval church in Otinovci (Medieval period)

TOURIST EVALUATION OF URBAN ARCHITECTURE OBJECTS BY HISTORICAL PERIODS

Tourist evaluation (sometimes tourism valorisation) determines valuation, estimation or assessment for tourist attractions values, or assessment for tourist attractiveness all of the phenomena, objects or spaces which have attractive features interesting to tourists or visitors who can fulfill their recreational and/or cultural needs by visiting them. The most important method for tourism evaluation is combined qualitative and quantitative method of comparison. For tourist evaluation of cultural and historical monuments essential elements are: travel or tourist-geographic location, artistic value, surroundings value, tourist attractiveness and recognizability, fit-out of the visiting place, incorporation into tourist resources. Assessment is marked by numbers from 1 to 5, where mark 1 means unsatisfying quality and such objects should not be presented, mark 2 means satisfying quality so the objects have local tourism significance, mark 3 means good quality so the objects have regional tourism significance, mark 4 is for very good quality which means

[12]Zagreb Tourist Board (2015) Step by step Zagreb: A walk through Zagreb, Kerschoffset. Zagreb

the objects have wider regional or national tourism significance, and mark 5 means excellent quality so the objects have international tourism significance.[13]

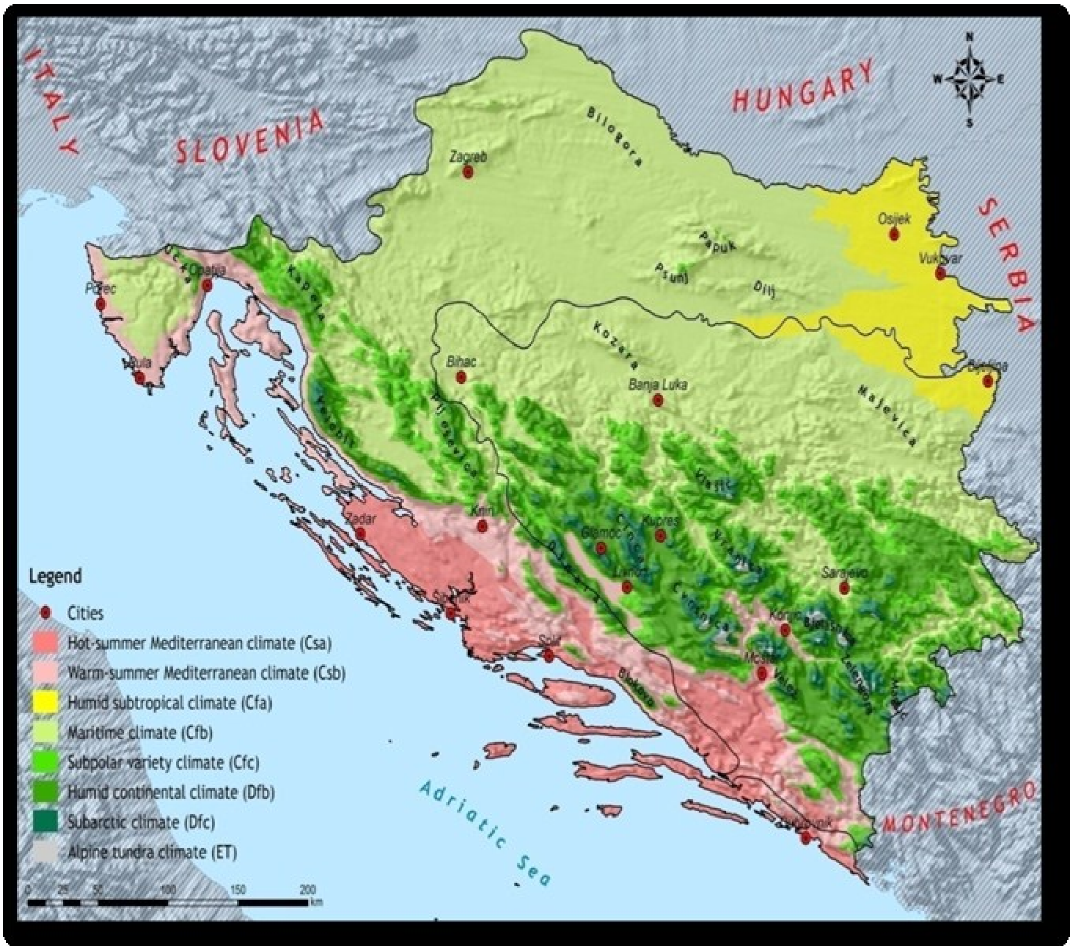

Fig.1 Distribution of Köppen Climate types in Bosnia&Herzegovina and Croatia

Antique period

In the Antique period Diocletian's Palace has higher mark for the general tourist value than Basilica Cim because of better preservation and greater tourism importance. The preservation of those objects was influenced by wartime devastation and climatic factors, of which the most important are temperature fluctuations in deep inland.

[13]Košić, K. (2011) Tourist Evalutation [online], Faculty of Science, University of Novi Sad, Pages 3, 7, 11-13, 21

Tab. 1. Tourist evaluation of the significant monuments of Antique origin

type	subtype	City/Town	Monument	Travel location	Artistic value	Surroundings value	Attractiveness	Fit-out	Incorporation	**General tourist value**
Cs	Csa	Split	Diocletian's Palace	5	5	5	5	4	5	4,8
		Mostar	Basilica Cim	4	3	4	2	4	4	3,5
	Csb	Pula	Pula Arena	5	4	5	5	4	5	4,7

Byzantine period

Although the monuments are situated in areas with different climate types, these objects in Zadar and Poreč have the high mark for general tourist value, mostly due to their artistic and surroundings values. Inter alia, their attractiveness is in fact that they were built in specific way, by using traditional building materials.

Tab. 2. Tourist evaluation of the significant Byzantine monuments

type	subtype	City/Town	Monument	Travel location	Artistic value	Surroundings value	Attractiveness	Fit-out	Incorporation	**General tourist value**
Cs	Csa	Zadar	Church of Saint Donatus	4	5	5	5	4	5	4,7
	Csb	Poreč	Euphrasian basilica	4	5	5	5	3	5	4,5

Medieval period

Banja Luka in Cfb climate type and Knin in the areas with Csb climate type have representative monuments of the national tourism significance, and those monuments include medieval fortresses which were built due to strategic importance. Those monuments still have the lower marks of general tourist value than the monuments in Zagreb and Dubrovnik, mainly because of their poor travel location and fit-outs.

Tab. 3. Tourist evaluation of the significant Medieval monuments

type	subtype	City/Town	Monument	Travel location	Artistic value	Surroundings value	Attractiveness	Fit-out	Incorporation	**General tourist value**
Cf	Cfb	Banja Luka	Kastel Fortress	4	4	5	3	4	5	4,2
		Zagreb	Medvedgrad Fortress	4	5	5	4	5	4	4,5
			Saint Mark's Church	5	5	5	5	5	5	5,0
Cs	Csa	Dubrovnik	City walls with forts	5	5	5	5	5	5	5,0
	Csb	Knin	Knin Fortress	4	4	5	4	3	5	4,2

Venetian period

The most numerous monuments of the Venetian origin are located in the areas with Csa climate type and sometimes in the areas with Csb climate type. Those monuments are best evaluated (international tourism significance) especially due to their preservance and specific architecture style. Because of climatic conditions those monuments were built mostly of local stone.

Tab. 4. Tourist evaluation of the significant monuments of Venetian origin

type	subtype	City/Town	Monument	Travel location	Artistic value	Surroundings value	Attractiveness	Fit-out	Incorporation	**General tourist value**
Cs	Csa	Šibenik	Cathedral of Saint James	4	5	5	5	4	5	4,7
		Dubrovnik	Sponza Palace	5	5	5	5	5	5	5,0
		Zadar	Cathedral of Saint Anastasia	4	5	5	5	4	5	4,7
	Csb	Pula	Castle or Kaštel	5	4	5	4	4	5	4,5

Ottoman period

Monuments of the Ottoman origin are widespread in the areas of all climate types, where the cities with Ottoman cultural features are located. The least preserved monuments are in the areas with Dfb climate type due to more significant influence of continental landmass (greater temperature fluctuations and significant impacts of precipitation – mostly snow and ice). In the areas with Csb climate type monuments of national tourism significance exist and their preservance depends on the more significant influence of continental landmass as well as on the travel location and fit-outs. National tourism significance have monuments in Bijeljina, which marks are slightly lower due to a weaker surroundings and fit-out values. The best evaluated monuments of Ottoman origin are located in the areas with Csa and Csb climate types (Mostar and Sarajevo).

Tab. 5. Tourist evaluation of the significant monuments of Ottoman origin

type	subtype	City/Town	Monument	Travel location	Artistic value	Surroundings value	Attractiveness	Fit-out	Incorporation	**General tourist value**
Cf	Cfa	Bijeljina	Atik mosque	4	4	3	4	3	4	**3,7**
			Saint Georgije's church	4	5	3	4	3	4	**3,8**
	Cfb	Sarajevo	Baščaršija old town	5	5	5	5	5	5	**5,0**
			Ghazi Husrev-Bey's mosque	5	5	5	5	5	5	**5,0**
			Svrzo's house	5	5	4	5	5	5	**4,8**
		Banja Luka	Ferhadija mosque	4	4	5	5	4	5	**4,5**
Cs	Csa	Mostar	The Old Bridge area	4	5	5	5	4	5	**4,7**
	Csb	Livno	Hajji Ahmet Dukatar mosque	3	5	5	5	3	4	**4,2**
			Bali-aga Ljubunčić mosque	3	4	4	5	3	4	**3,8**
			Monastery church in Gorica	3	5	5	5	3	5	**4,3**
		Konjic	Old bridge	3	5	5	5	3	4	**4,2**
Df	Dfb	Glamoč	Old fortified town Glamoč	2	3	5	3	1	2	**2,7**

Austro-Hungarian period

Tab. 6. Tourist evaluation of the significant monuments of Austro-Hungarian origin

type	subtype	City/Town	Monument	Travel location	Artistic value	Surroundings value	Attractiveness	Fit-out	Incorporation	**General tourist value**
Cs	Csa	Mostar	High School building	4	5	4	5	4	4	**4,3**
		Dubrovnik	Hilton Imperial Hotel	5	5	5	5	5	5	**5,0**
	Csb	Opatija	Kvarner Hotel	4	5	4	5	4	5	**4,5**
Cf	Cfa	Osijek	Fortified town of Osječka Tvrđa	5	4	4	5	4	5	**4,5**
			Counts Pejačević Palace	5	4	4	4	4	5	**4,3**
		Vukovar	Historical Baroque City center	5	5	5	5	3	5	**4,7**
			Castle Eltz	5	5	5	4	3	5	**4,5**
			Church of Saints Filip and Jakov and the Monastery	5	5	5	4	3	5	**4,5**
		Bijeljina	Old High School building	4	3	4	3	4	5	**3,8**
			Building of the Assembly of the City	4	5	4	4	4	5	**4,3**
	Cfb	Sarajevo	City Hall	5	5	5	5	5	5	**5,0**
			Sarajevo Academy of fine arts	5	5	5	5	5	5	**5,0**
			National museum of Bosnia&Herzegovina	5	5	4	5	5	5	**4,8**
		Banja Luka	Mariastern Abbey	4	5	4	4	4	5	**4,3**
			Museum of modern art of Republika Srpska	4	5	5	4	4	5	**4,5**
		Zagreb	Ilica street	5	5	5	5	5	5	**5,0**
			Croatian National theater	5	5	5	5	5	5	**5,0**
			Palace Hotel	5	5	5	5	5	5	**5,0**

The numerous monuments in the areas with Cf and Cs climates have been built in Austro-Hungarian period. Those monuments were mainly built of local materials, respecting their surroundings and natural environment. Monuments' marks of the general tourist value are ranging from national (Osijek, Banja Luka, Bijeljina and Mostar) to international (Sarajevo, Zagreb, Dubrovnik, Opatija and Vukovar) tourism significance. The most numerous among them are monuments in the areas with Cfb climate type (Sarajevo, Banja Luka and Zagreb) where the climatic conditions have been optimal for their construction.

CONCLUSION

In the areas of Bosnia&Herzegovina and Croatia several climate types can be distinguished, and these types have specific natural and geographic features which have influenced different architecture styles. The largest area coverage has Cfb climate type, which also has the most diverse architecture styles. Temperate climate elements have caused that, most of all the air temperature and precipitation. Contrary to Cfa and Cfb climate types there are Csa and Csb climate types with much more extreme conditions, where the precipitation is unevenly distributed, while the average air temperatures are much higher than those temperatures in the areas with Cf climate. The natural barrier between these types is Dinaric Alps mountain range, with the most dominant D and E climates. This paper's object of study include urban architecture objects which, depending on the evaluation of the general tourist value, are considered as tourist attractions or resources. Generally if climate types were only observed regardless of the historical period of the monuments' origin, it can be said that monuments in the areas with Csa and Csb climate types have the greatest tourism significance. The reason for this also lies in the fact that most of the cities are located there, because of the optimal climatic conditions.

Monuments were categorised according to the most important historical periods: Antique, Byzantine, Medieval, Venetian, Ottoman and Austro-Hungarian. On average, the highest evaluation marks have monuments of Venetian origin (4,5 to 5,0), followed by Byzantine monuments (4,5 to 4,7), Medieval monuments (4,2 to 5,0), monuments of Antique origin (3,5 to 4,8), monuments of Austro-Hungarian origin (3,8 to 5,0) and Ottoman monuments (2,7 to 5,0). It can be said that usage of the building materials depends on the climatic conditions, especially the dominant usage of certain materials which depends on the average air temperatures,the type and amount of precipitation, the frequency of winds and geologic structure of certain area. For example, in the areas with Cs climates due to higher air temperatures and stronger winds, the most dominant building material is the stone, while in the areas with Dfb climate type the wood is mostly used as building material. However, in addition to climatic factors historical events in the past should not been excluded, because of their significant impact on the look and preservance of certain monuments. For example, the border zones between Venetian Republic and Ottoman Empire influence, or between Ottoman and Austro-Hungarian Empires, were often war zones in the past, so monuments in these zones are less preserved than in the areas that had been safer like the areas in deeper inland or on the Adriatic coast which were guarded well, hence there are located the most important historical monuments which have national or international tourism significance.

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THE DEVELOPMENT OF SPECIFIC FORMS OF TOURISM IN MOSTAR AND WEST HERZEGOVINIAN TOURIST-GEOGRAPHICAL REGIONS

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Abstract: Mostar and West Herzegovinian tourist-geographical regions are rich in natural and anthropogenic tourist potentials, where specific forms of tourism can be developed, such as: mountain, hunting, rural, excursion-recreational, adventure, recreational/sports, fishing, speleological, ecotourism, religious, cultural manifestation, business, convention and transit tourism. This paper will present the main natural and geographical and socio-geographical characteristics of tourist-geographical regions, as well as the possibility of their valorisation for the development of tourism in them. Moreover, it will present the tourist trade and accommodation capacities of these tourist and geographic regions. In this paper, the following methods will be applied: statistical, valorisation, descriptive, cartographic, etc.

Key words: Mostar, West Herzegovina, tourist-geographical region, tourism development

INTRODUCTION

In preparing the plan for tourist-geographical regionalization, the method of tourist valorization was used, in which the following criteria was used: natural and anthropogenic tourist attractions, transport infrastructure, tourism traffic, catering and accommodation capacity, scope and quality of the tourism offer, tradition and recognition in the tourism market, human resources, complementarity and competition with the environment, and as parameters: the average value of tourist arrivals and ratings of tourist products of Bosnia and Herzegovina municipalities. After analyzing all of the criteria and parameters, using data from the Statistical Offices of Bosnia and Herzegovina, units set aside with common tourism products, and those units we called tourist-geographical regions of Bosnia and Herzegovina.

According to the common tourist characteristics there has been set aside 13 tourist-geographical regions: Sarajevo, Tuzla, Posavina, Podrinje, Bihać, Banja Luka, Mostar, east Herzegovinian, west Herzegovinian, southwest Bosnian, Coastal, Travnik and Doboj. According to its functionality, they are divided into three groups: metropolitan, leisure area and the areas - cognitive, educational and religious (Bidžan, 2011). In this paper we will present the third group of regions - cognitive, educational and religious, and according to their tourist potentials, they include the following tourist-geographical regions: Mostar and West Herzegovinian, and we will show more specific forms of tourism that can be developed in these tourist potentials.

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MOSTAR TOURIST-GEOGRAPHICAL REGION

Mostar tourist-geographical region covers an area of 3,225 km^2, from Makljen and Ivan-sedlo in the north to Mostar field in the south. Tourist-geographical position of this region is very favorable because the significant Bosnian and Herzegovinian road M-17 passes through it, which connects the capital of Bosnia and Herzegovina and the tourist center of the region to the Adriatic coast. Its position will further improve once the highway Vc is built, and tourists who are to come to the capital will come easier and visit also this area.

Mostar tourist-geographical area consists of 5 municipalities: Jablanica, Konjic, Mostar, East Mostar and Prozor. This region according to preliminary data from the census of 2013 has 166,987 inhabitants, and the population density is 51.7 persons per km^2.

The tourist center of this region is Mostar who is also a political, economic, financial and cultural center of Herzegovina. The unique beauty of the region is contained in that it is at the same time mountainous and lowland, and coastal and continental. In the areas around Jablanica, Konjic and Prozor are rich bio-geographic and hydrographic tourist potentials, which are preserved from anthropogenic pollution. In Table 1 we will show the most important natural and anthropogenic tourist potentials and specific forms of tourism which can grow on them in this tourist-geographical area.

The natural characteristics of this region are very diverse with colorful richness of landscapes, especially its forest areas that represent the geo-ecologically preserved area with natural attractions of the region, such as the endemic Bosnian pine, various species of mushrooms and herbs, various karst formations, numerous springs, waterfalls, attractive localities of the Neretva canyon, Rakitnica and Drežanka, etc.

Special attention that it deserves was given to the mountain river Neretva which provides a unique experience in one its parts with adrenaline-filled rafters in the canyon upstream from Konjic. Track length for rafting on the Neretva from Glavatičevo to Konjic is about 23 km with the beautiful canyons and waterfalls which can be seen on the descent. In the upper course, from Glavatičevo to Bjelimići, there is a kind of air spa which is very well visited throughout the year. The opening of the fishing season on the Neretva river takes place on the first of April and closes on the first of November. Being rich in fish, it is quite visited by anglers from all over the territory of Bosnia and Herzegovina. In the lower flow of the river Neretva where rafting ends in the village Džajići, 4 km from Konjic, there is a beach which is visited during the summer season. This river provides the following development of specific forms of tourism: bathing, fishing, sports and recreational, adventure and excursion tourism.

Moreover, noteworthy is the Nature Park Blidinje whose live sceneries are Blidinje lake, the high mountain depression Dugo polje, mountains Čvrsnica and Vran, occupies 358 km^2 and is located in the northwestern part of macroregion. Blidinje, a natural pearl with a lot of diversity in a small area, offers excellent opportunities for the development of the following specific types of tourism: winter-sports, rural, eco-tourism and mountain tourism.

Tab. 1: Most important natural tourism potentials in Mostar tourist-geographical region

<table>
<tr><th colspan="3">Natural tourism potentials</th><th>Specific</th></tr>
<tr><td rowspan="13">Geomorphological</td><td rowspan="8">Mountains</td><td>Vran</td><td>MT, HT,</td></tr>
<tr><td>Ljubuša</td><td>MT, HT,</td></tr>
<tr><td>Raduša</td><td>MT, HT,</td></tr>
<tr><td>Prenj</td><td>MT, HT,</td></tr>
<tr><td>Čvrsnica</td><td>MT, HT,</td></tr>
<tr><td>Bjelašnica</td><td>MT, HT,</td></tr>
<tr><td>Bitovnja</td><td>MT, HT,</td></tr>
<tr><td>Velež</td><td>MT, HT,</td></tr>
<tr><td rowspan="2">Glens and canyons</td><td>Canyon of Neretva</td><td>TR, FT,</td></tr>
<tr><td>Canyon of Doljanka</td><td>TR, FT,</td></tr>
<tr><td rowspan="3">Caves and pits</td><td>Cave Ševrljica near Blagaj</td><td>ST</td></tr>
<tr><td>Cave Vrpeć in Odžak –
Bjelimići near Konjic</td><td>ST</td></tr>
<tr><td>Green cave above Blagaj</td><td>ST</td></tr>
<tr><td rowspan="15">Hidrographical</td><td rowspan="8">Rivers</td><td>Neretva</td><td>TR, FT,</td></tr>
<tr><td>Drežanjka</td><td>TR, FT,</td></tr>
<tr><td>Rodobolja</td><td>TR, FT,</td></tr>
<tr><td>Buna</td><td>TR, FT,</td></tr>
<tr><td>Bunica</td><td>TR, FT,</td></tr>
<tr><td>Trebižat</td><td>TR, FT,</td></tr>
<tr><td>Bregava</td><td>TR, FT,</td></tr>
<tr><td>Doljanka</td><td>TR, FT,</td></tr>
<tr><td>Springs</td><td>Buna Spring</td><td>TR</td></tr>
<tr><td rowspan="2">Waterfalls and riffles</td><td>Waterfall Šištice</td><td>TR</td></tr>
<tr><td>Waterfall on Bregava river</td><td>TR</td></tr>
<tr><td rowspan="4">Lakes</td><td>Jablaničko lake</td><td>SRT, TR</td></tr>
<tr><td>Boračko lake</td><td>SRT, TR</td></tr>
<tr><td>Ramsko lake</td><td>SRT, TR</td></tr>
<tr><td>Blidinje lake</td><td>SRT, TR</td></tr>
<tr><td rowspan="2">Climatical</td><td>Mountain climate</td><td>Prenj, Velež</td><td>MT, HT,</td></tr>
<tr><td>Modified meditererranean</td><td>Konjic, Mostar</td><td>CT, BT, RT,</td></tr>
</table>

Source: Bidžan, 2011

Legend: MT- mountain tourism; HT – hunting tourism; RT – rural tourism; TR – trip-recreational tourism; ET – extreme tourism; SRT- sports-recreational tourism; FT – fishing tourism; ST – speleological tourism; ECOT – ecotourism; CT – cultural tourism; BT – business tourism; CGT - congress tourism; TT – transit tourism.

Tab. 2: Most important anthropoghenic tourism potentials in Mostar tourist-geographical region

Anthropoghenic tourism potentials			Specific forms of tourism
Archaeological	Numerous necropolis with medieval tombstones (stećak)	Visočica	CT, TR
		Konjic	CT, TR
Architectural heritage	Fortress	Počiteljska	CT
		Stjepan town - Blagaj	CT
	Bridges	Lekina ćuprija - Blagaj	CT
		Kriva ćuprija - Mostar	CT
		Stara ćuprija - Konjic	CT
		Old Bridge - Mostar	CT
	Buildings	Česma on Musala -	CT
		Kujundžiluk čaršija -	CT
		Sahat tower – Prozor	CT
		Old town Počitelj	CT, TT
		Bishop castle - Mostar	CT
		Gymnasium - Mostar	CT
		City hamam - Mostar	CT
		Kajtaz house	CT
	Sacral objects	Franciscan monastery and church Uznesenja Blažene Djevice Marije, Šćit	CT
		Old orthodox church,	CT
		Karađoz-beg mosque,	CT
		Koski Mehmed-paša mosque, Mostar	CT
		Cathedral of Mother Mary, Mostar	CT
	Memorial centres and objects	Jablanica	CT
		Uzdoljani - Rama	CT
		Drežnica - Mostar	CT
Museums, galleries and collections	Museum of Herzegovina, Mostar		CT
	Old Bridge Museum, Mostar		CT
	Collection of wood-carving products ¨Mulić		CT
Manifestations	Mostar Summer		CT
	Buna Mevlud		CT
	International business fair, Mostar		CT, BT
	Jumps from Old Bridge, Mostar		CT
	Jump into Kazan, Konjic		CT
Cultural heritage	Monument of mitraistic cult - Konjic		CT

Religious educational instit.	Cernički Sibjan mekteb	CT
	Ćejvan ćehajin mekteb	CT
Municipalities	Mostar	CT, BT, RT, CGT, TT, ECOT, RGT,
	Konjic	CT, RT, TT,
	Jablanica	CT, TT, SRT
	Prozor	CT, ECOT, RT, SRT, RGT

Source: Bidžan, 2011

Legend: RGT – religious tourism; RT – rural tourism; SRT- sports-recreational tourism; ST – speleological tourism; ECOT – ecotourism; CT – cultural tourism; BT – business tourism; CGT - congress tourism; TT – transit tourism.

We will single out one anthropogenic tourism potential and that is Dovište Buna, near Mostar, where once upon a time gathered Bogomils, it is one of the major pilgrimage sites in Bosnia and Herzegovina, whose number of visitors from all neighboring countries, as well as remote Emirates often exceeds the figure of 40,000. Therefore, this is a big event which is prepared and implemented by the organizers of this event, in which a central role is played by Dani Mevluda (Days of Mawlid), where Bosniaks traditionally gather to celebrate Mawlid, the birth of the Prophet (peace and blessings of Allah be upon him). In any case, it is one of the most beautiful customs of the traditional gathering of Bosniaks (Table 2).

All pilgrimage sites in Bosnia and Herzegovina are considered to be a certain phenomenon, unknown in other countries with a majority of Muslim population. It speaks only of the uniqueness of Bosniaks as a nation. Traditional Mawlid (Mevlud) and Dhikr (Zikr) are held on the second Saturday in May every year. Mawlid has been held in Blagaj since 1975 with a four-year interruption during the war (1992-1995). According to tourism workers, the most common foreign guests in Blagaj are tourists from Malaysia and Turkey. The guests from Turkey are well informed and fascinated by the fact that the Tekke (Tekija) was built by the order of the Ottoman sultan, who was left spellbound by the beauty of this place. Tekke is open for visitors throughout the year, and in the garden overlooking the spring of the river Buna, tourists can have the original Turkish coffee, tea or a refreshing drink.

Konjic is situated on the Neretva river, 60 km from Sarajevo, just down Jablanica lake. Konjic and surroundings are attractive for tourists in both summer and winter. There are fishing on the Neretva, the Rakitnica, Boračko and Jablanica lake, hunting on the mountain Prenj, Visočica and Bitovnja, and above all famous culinary specialties. Boračko lake is approximately 20 km far from the city center. It is a beautiful, natural lake, good for swimming, rest and recreation, rich in a variety of fish, and is a paradise for anglers. On the wealth of natural and anthropogenic tourist potentials, this municipality can develop the following forms of tourism: cultural and manifestation, fishing, hunting, bathing, mountain, adventure, eco-tourism, excursion tourism , transit, rural, and so on.

In the municipality of Prozor - Rama, in Šćit, there is one of the oldest Franciscan monasteries in Bosnia and Herzegovina, which is an attractive tourist destination due to its turbulent history and artistic value, and there is also beautiful Ramsko lake which is rich in fish, and is also a paradise for anglers. This municipality can develop the following specific forms of tourism: bathing, fishing, eco-tourism, rural, cultural and manifestation.

Mostar, the political, financial and cultural center of this tourist-geographical region, is located at the foot of the slopes of the mountains Velež, Hum and Čabulja, in the valley of the Neretva River, at an altitude of 60-80 m. It is a city of sun, greenery, blossom which is characterized by pleasant Mediterranean climate with long hot summers. Mostar is 60 km far from the sea, and in it and its vicinity there are many unique sites of cultural and historical treasure and heritage witnessing the life in this area since the ancient times. Mostar has a complete spatial infrastructure, road and rail traffic that goes from north to south to the Adriatic Sea, and a modern airport. Mostar is first mentioned in 1452. Up until the Ottoman conquest in 1468, Mostar was considered for the small and insignificant place. The name of the city of Mostar was first mentioned in documents from 1469. Among the explanations of the origin of name the most interesting are two: Mostar was named after bridge keepers and after two towers which were called mostars. The city grew and soon became the center of Herzegovina. Even before 1592, Mostar was the center of the Mufti (muftije); in 1767 it became the center of the Herzegovinian Metropolit, and since the half of the last century it has been the center of the Catholic bishop. The Old City of Mostar is interesting for its lively narrow streets. It contains a multitude of restaurants and traditional crafts. There is also a multitude of cultural and historical and religious sites such as the Old Bridge, the Crooked Bridge (Kriva ćuprija), Tabačica, Koski Mehmed Pasha Mosque, the Hammam, and so on. Moreover, it is important to mention sports and tourist event - Dives from the old bridge, which is probably one of the most famous events in the environment. Divers symbolize courage, boldness and a healthy lifestyle. The green Neretva, the biggest river in Herzegovina symbolizes purity of nature, while the Old Bridge tells the story about the history, architecture and people of this region. This event is always accompanied by a large number of tourists from Bosnia and Herzegovina and the region. This municipality can develop the following specific forms of tourism: cultural and manifestation, bathing, sports and recreation, and religious and fishing tourism.

Mostar tourist-geographic area is connected over the main roads M-17 (E73) to Sarajevo region and the Adriatic coast, over the main road M-16.2 to Travnik region and the regional road R-419 (Jablanica-Posušje) or to west Hercegovinian region and with the Republic of Croatia, which is in part still a gravel road. Through this area runs the modern type railway Sarajevo-Mostar-Ploče (the Republic of Croatia). The city of Mostar has an international airport which is of great importance for the future development of tourism in this region.

As for the tourist traffic, Mostar tourist-geographical area in 2014 had 800,000 tourist arrivals, of which domestic tourists accounted for 32% and foreign tourists 68%. They had 140,292 nights of which domestic participated with 24%, and foreign tourists with 76%. Most tourists come from Croatia, Turkey, Italy, Slovenia, Serbia, Montenegro, Germany, Spain and France (http://www.fzs.ba/Podaci/07.pdf). As for accommodation capacities, this region offers 16,372 beds in various types and categories of accommodation (hotels, motels, small pensions, private houses, etc.) with the increasing tendency of tourist capacities and a significant annual growth in revenue. There is a very well developed cottage industry, and small inns, restaurants and cellars offer visitors the unforgettable taste of the Orient and Mediterranean.

This tourist-geographical region is of great importance to define the tourist offer of Bosnia and Herzegovina; of the total 626 national monuments in Bosnia and Herzegovina, in the area of Mostar region there are the 64 national monuments. Its unique natural and anthropogenic tourist potentials enable the development of a number of specific forms of tourism: bathing, sports and recreational, adventure, religious, educational, cultural and manifestation, etc.

WEST HERZEGOVINIAN TOURIST-GEOGRAPHICAL REGION

West Herzegovinian tourist-geographical area, as its name suggests, is located in the western part of Herzegovina. Tourist-geographic location is very convenient because it is located only 30 km from the Adriatic coast and on the border between our country and the Republic of Croatia, which also increases the importance of its position. Its municipalities are the following: Čitluk, Ljubuški, Grude, Široki Brijeg and Posušje with an area of 1,544 km^2. The tourist center of this region is the municipality of Čitluk. According to preliminary data from the 2013 census, there is a population of 97,893 people and population density is 63.4 persons per km^2. The most important geomorphological potentials are the mountains: Vran, Čvrsnica and Čabulja, the fields: Mostar Blato, Posuško, Šuićko, Ljubuško and Grudsko, as well as numerous waterfalls and caves, and the nature park Blidinje. Hydrographic tourist potentials are also very specific and among them stand out the underground river Trebižat and its waterfall Kravice. Biogeographically, this area is characterized by the following ecosystems: Bosnian pine forest (Pinus heldreichii) and thermophilic deciduous forests with Turkey oak (Table 3).

Tab. 3: Most important natural tourism potentials in West Herzegovina tourist-geographical region

Natural tourism potentials			Specific forms of tourism
Geomorphological	Mountains	Čvrsnica	MT, HT, TR
		Čabulja	MT, HT, TR
Hidrographical	Rivers	Vrljika-Matica-Tihaljina-	TR, RT, SRT
	Waterfalls and riffles	Bučine	TR
		Kočuša	TR
		Kravica	TR
	Lakes	Blidinje lake	TR, SRT
Climatic	Modified meditererranean climate	Široki Brijeg	MT, HT,TR, SRT
	Meditererranean climate	Ljubuški	TR, SRT

Source: Bidžan, 2011

Legend: MT- mountain tourism; HT – hunting tourism; RT – rural tourism; TR – trip-recreational tourism; ET – extreme tourism; SRT- sports-recreational tourism; FT – fishing tourism; ST – speleological tourism; ECOT – ecotourism; CT – cultural tourism; BT – business tourism; CGT - congress tourism; TT – transit tourism.

Wine and tobacco are the crops with which generations have grown up and lived off. Nowadays in Brotnjo one can enjoy a splash of high quality wine from autochthonous varieties of Žilavka and Blatina and thus feel the union of nature, tradition and quality. Their qualities are witnessed by the Charter of Ban Kulin from 1353, which in the famous Čitluk document speaks of quality wine from this region (http://www.Hercegovina.ba/hrv/brotnjo.html).

In the municipality of Čitluk today is registered 20 odd wineries, and each of them in its own way distributes quality wine across Europe which has been proven by valuable prizes in numerous exhibitions throughout Eastern Europe. One of the phenomena of viticulture in Brotnjo are also stone vineyards that represent a real tourist attraction. Vineyards of stone, with the help of sunlight and water from the Neretva, produce high quality stone wine (Table 4).

Tab. 4: Most important anthropoghenic tourism potentials in West Herzegovina tourist-geographical region

Anthropoghenic tourism potentials			Specific forms of tourism
Archaeological	Numerous necropolis with medieval tombstones (stećak)	Blidinje	CT, TR, ET
		Mramorje, Gornji Studenci, Ljubuški	CT, TR
Architectural heritage	Fortress	Tower of Herceg Stjepan, Ljubuški	CT
	Buildings	Marića Gaj, Grude	CT
		Winery in Ljubuški	CT, ET
		Eco-ethno village ¨Herceg¨, Međugorje	CT
	Sacral objects	*Church Bezgrešno začeće Blažene Djevice Marije, Posušje*	CT, RGT
		Church Uznesenja *Blažene Djevice Marije,*	CT, RGT
		Church St. Ivan Nepomuka, Posušje	CT, RGT
		Church st. Mihovil, Grude	CT, RGT
		Franciscan monastery with church, Široki Brijeg	CT, RGT
		Nesuh-aga Vučjaković mosque, Ljubuški	CT, RGT

		Church st. Jakov, Čitluk	CT, RGT
		Shrine of Queen of Peace, Međugorje	CT, RGT
Museums, galleries and collections	Museum Humac, Ljubuški		CT
	Franciscan archaelogical colletion in Gorica,		CT, ET
	Gallery ¨Majka¨, Ljubuški		CT
Manifestations	Festival of folklore, Široki Brijeg		CT
	Festival of folklore, Grude		CT
	Peace march and prayer for peace in the world, Grude-Ljubuški-Međugorje		CT, RGT
	West Hercegovina Fest, Široki Brijeg		CT
	International devotional meeting of young,		CT
	International cup of heavy men, Posušje		CT
	Wine Fest – Festival of wine, cheese and ham,		CT, BT
Municipalities	Grude		CT, BT, RT, TT, ECOT, RGT
	Ljubuški		CT, RT, TT,
	Čitluk		CT, RGT, TT,
	Posušje		CT, ECOT, RT,

Source: Bidžan, 2011

Legend: RGT – religious tourism; RT – rural tourism; SRT- sports-recreational tourism; ST – speleological tourism; ECOT – ecotourism; CT – cultural tourism; BT – business tourism; CGT - congress tourism; TT – transit tourism; ET - educational tourism.

Stone wineyards are located in Blizanci and they were planted 26 years ago in an area of 100 hectares. The locality of Blizanci is unique in that the stone desert was turned into an oasis of abundance and beauty. Assuming that the personality of the wine is largely conditioned by the character of the ambience - the stone on which the grapes are produced, the manufacturer of the wine called it "Stone" and, as such, it began to be produced in 1990. Brotnjo boasts of the fact that in Gradnići is the oldest wine cellar in Bosnia and Herzegovina which was built in 1855 by the parish priest Fr. Petar Bakula.

Today, this cellar is a tourist attraction based on which we can show the time in which life of the people of Brotnjo took place in the time of the Ottomans. With the aim of promoting Brotnjo as a wine region, in 2006 started the project ¨Vinska cesta Hercegovine¨ (Herzegovinian wine route). Through this project, the image of Herzegovina was created, which positively promote this area in Europe and the world. Each year, in honor of the grape harvest, cultural economic and tourist event ¨Dani berbe grožđa¨ (Vintage days) in Čitluk is held in September. No matter what, Brotnjo is a place that will treat every guest with top quality wine and in which each guest will feel the combination of nature, tradition and quality of this fertile region (www.vinskacesta.ba/index.php).

Moreover, it is important to note that by the arrival to this region, especially in Međugorje (Medjugorje), you will feel peace and beauty of life, harmony of a man and nature. Međugorje today is one of the most visited pilgrimage sites (shrines) in the whole Catholic world. In the village of Bijakovići in the area of Međugorje, according to the testimony of six children, Our Lady has been appearing every day since 24 June 1981. Following the interest of pilgrims from around the world for visit to Međugorje, there were built large tourist facilities. Hence, Međugorje has about 10,000 beds in various categories of accommodation with high-quality restaurants, shopping and other service facilities. Since then, thousands and thousands of pilgrims come to Međugorje from all over the world and so far it has been, according to general estimates, visited by more than 15 million pilgrims, far more from abroad than from the country.

According to the tourist representatives and news correspondents around the world, Međugorje has become the best known and most often mentioned place in this part of Europe. By apparition of the Queen of Peace, Međugorje has developed tourism and has become an inevitable destination with a rich religious prayer content for millions of pilgrims from all over the world.

Throughout the year, numerous seminars and festivals are held in Međugorje, among them, we must highlight the Youth Festival that has been held for the past 20 years in Međugorje. The Youth Festival is held every year in the first days of August and during it Međugorje becomes the world center of youth from which messages of peace, love and faith are sent to the world. The most important events throughout the year are: Apparition, Youth festival, Assumption of the Virgin Mary, Mass on Križevac, Easter, Christmas and New Year. The pilgrims who come to Međugorje besides an inevitable visit to the Apparition Hill and Križevac, in the sanctuary have an opportunity to visit several more interesting destinations (http://www.hercegovina.ba/hrv/medjugorje.html) (Fig.1).

West Herzegovinian tourist-geographical region is linked to southwest Bosnia region by highway M-15, and to the region of Mostar by highway M-6.1, while it is linked to the Coastal region by the highway M-6. As for the tourist traffic, West Hecegovinian tourist-geographical region in 2014 had the number of tourist arrivals of 3972, of which domestic tourists accounted for 34.3%, and foreign tourists 65,7%. They had 5,916 nights of which domestic tourists participated with 33%, and foreign tourists with 77%. Most tourists come from the Croatia, Italy, Slovenia, Germany, Serbia and Montenegro (http://www.fzs.ba/Podaci/08.pdf).

As for the accommodation, this area offers 205 beds in various types and categories of accommodation (hotels, motels, small hotels, private houses and other) which is a very small number and must be urgently increased if this tourist-geographical area wants to seriously engage in tourism. It has a very modest importance for defining the tourist offer of Bosnia and Herzegovina, out of the total of 626 national monuments in Bosnia and Herzegovina, in its area are 19 national monuments. It can develop the following specific forms of tourism: cultural and manifestation, mountain, eco tourism, rural, educational, speleologic, sports and recreation and others.

CONCLUSION

Mostar and West Herzegovinian tourist-geographical regions have ideal natural and anthropogenic tourist potentials for the development of many specific forms of tourism. Religious tourism can be developed in Međugorje, Mostar, Blagaj, Prusac, Travnik and Fojnica, where there are numerous religious buildings of various confessions which host numerous religious events: Youth festival in Međugorje, Dani Ajvatovica in Prusac, Mawlid in Buna, etc. Intact geomorphological and hydrographic tourist potentials such as: Vlašić, Rostov, Neretva, Vrbas, Nature Park Blidnje lake, and many others allow it to develop different types of sports and recreational tourism: winter-sports, bathing, fishing, hunting, rafting, cycling, paragliding, mountain climbing, etc. Moreover, these tourist-geographical regions have numerous authentic villages in which rural tourism could be developed by the engagement of tourist boards and local people, which would certainly contribute to the revitalization of these villages once again and young people would remain living in these regions and providing financial security on the doorstep. All listed specific forms could more intensely begin developing in these tourist-geographical regions, only if tourist boards and local governments would make an effort, and that would further contribute to more balanced regional development of these regions.

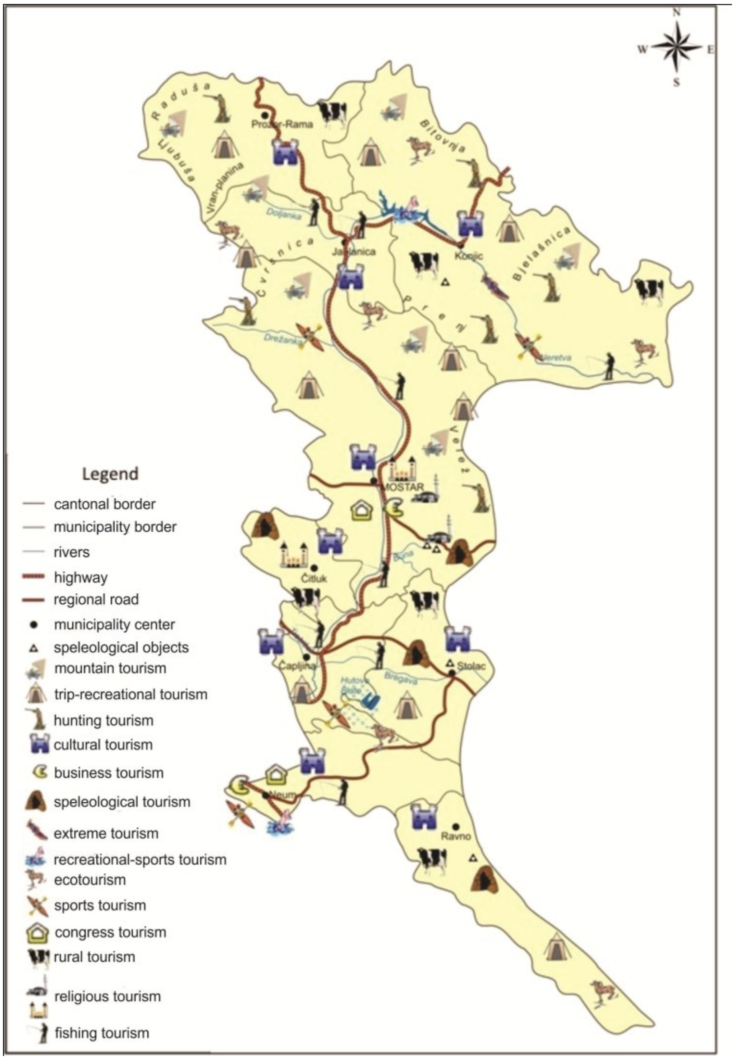

Fig.1. Specific forms of tourism in Mostar and West Herzegovinian tourist-geographical regions

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THE EFFECT OF HOTELS' TRAINING ON OVERNIGHTS, REGIONAL GROWTH AND EMPLOYMENT

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Abstract: The role of human capital and, more specifically, the role of on the job training, has been widely analysed in the economic literature. Moreover, in the field of hospitality and tourism some studies focus on the relationship between training and hotel performance. This paper goes beyond this goal. It analyses the role of training on the hotel occupancy but, furthermore, it measures the impact of this human capital investment on the growth of a region, measured in terms of production, added value and employment. It combines both, microeconomic data from a database of two hundred hotels and the macro perspective of the Balearic Input-Output table, allowing measurement of the positive externalities that human capital investment in the hotel sector generates through the rest of the economy. Results show a positive and significant impact on potential growth and employment that goes beyond the strictly tourism-related sectors. In terms of policy recommendations, this work gives meaning to the promotion of public policies encouraging training practices at hotel level.

Key words: human capital, on-the-job training, hotel occupancy, tourism impact, regional growth

INTRODUCTION

There are several contributions which show the importance of human capital investment and, in particular, the role of education and in-firm training investments as a competitive strategy to generate sustainable growth and wealth (Becker, 1962; Mincer, 1974; Bishop, 1994). Human capital is expected to contribute to value added, either through higher direct productivity of more educated workers or because of better decisions or work organisation (Rosen, 1982). The importance of considering training decisions as a key element of successful performance arises as a key element for increasing competitiveness in tourism firms and tourism destinations.

In the general economic literature numerous studies have undertaken an empirical analysis of the relationship between training and firm performance. For instance, Molina and Ortega (2003), using a survey of senior executives in human resources, found that, overall, higher training is associated with significant benefits that increase firm value. Also using a dataset of American firms, Bartel (1989) obtained a significant rate of return on investment in training. The same result is obtained by Carriou and Jegger (1997) and Sheehan (2013). However, sometimes, as in the case of Black and Lynch (1996), the effect is not significant.

In the context of tourism literature, the studies quantitatively assessing the impact of human capital related variables on firm performance are fewer. Some studies have found that training programs positively impact manager and customer satisfaction, without using direct measures of productivity (Davies et al., 2001; Hocutt and Stone, 1998; Jameson,

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2000) and some of them do not find clear evidence of significant effects on the productivity of tourism establishments, as it is the case of Cho et al. (2006) for lodging and restaurants. However, most of the papers focus their analysis strictly on the hotel industry.
In a number of papers studying the determining factors of productivity for firms in the hospitality industry, evidence has been found of training activities having an impact on hotel productivity. In Georgiadis and Pitelis (2012) small and medium-sized enterprises in the UK Tourism Hospitality and Leisure sector were analysed to test the impact of human resources (HR) on price minus cost margin. They discovered that a highly skilled workforce result in more profitable firms. Such Devesa and Mendieta Peñalver (2013), who developed a DEA study for a sample of representative Spanish hotels, found that, among other characteristics, hotels with training in new technologies are more efficient. Finally, in Garcia and Tugores (2015), the impact of different human capital characteristics and human resource policies in analyses on three different performance indicators, occupancy rates, GOP and customers' satisfaction. Their findings suggest that both educational and training variables play a role when it comes to explaining hotel performance, with training outperforming education, in broad terms.

At a regional or macroeconomic level, the role of human capital in determining the level and growth of GDP has been analysed the last three decades. Aghion and Howitt (1988) summarize much of the earlier works that are mainly theoretical and deals with different growth model specifications. Despite the specific model that is used, there is strong evidence that higher educational inputs increase productivity and so produce higher levels of national growth. Temple (2000) distinguished two main groups of model specification, the first group assume that the stock of human capital is the engine of economic growth such as secondary school enrolment rates, whereas the second group attribute growth to the accumulation of education and training in a given period. However, Koch and Reuling (1998) pointed out some of the difficulties of measuring training investments.

The current paper should be contextualised within this body of empirical literature addressing the role of training on the hotel occupancy in an important mature tourism destination in the Mediterranean. Furthermore, how this growth in hotel occupancy, due to training activities, increases directly and indirectly production, added value and employment of other sectors of the economy is discussed. In a destination for which tourism activity is the main driver of the economy, with over 41 per cent of the Balearic Gross Value Added in the islands (Polo and Valle, 2008); the total impact on the Balearics of training activities in the Balearic hotel industry is calculated.

Thus, the importance of training is assessed, in this paper, both combining microeconomic and macroeconomic data. It is innovative in the analysis of on the job training impact both at sectoral and regional levels. In doing so, it allows measuring the scope of the positive externalities that training activities in the hospitality sector, has on other related sectors of the economy.
The rest of the paper is organized as follows. First, the theoretical framework that will be used is explained and, at the same time, there is a description of the different data sources used. Coming up next, the empirical work relating training and overnight stays at the firm level is developed. The next section focuses on the relationship between training and regional growth and employment creation, disaggregating the spill-over effects for the

different sectors of the economy. The main findings and their economic policy implications are discussed in the concluding section.

DATA AND METHODOLOGY

In this paper, an empirical exercise is performed to analyse the importance of training investments in explaining the performance of hotels and rest of the Balearic economy. In doing so, two different datasets are used. The first one is a 200 hotels sample which is representative of a population of 743 hotels in Majorca, the main island that represents the 80 per cent of the total number of hotels of the Balearics. It is representative with a confidence interval of 95% and under the least favorable condition p=q=0.5, with a sampling error slightly under 5%. Data were collected during summer and early autumn 2008, coinciding with the high season at the destination by means of personal interviews with hotel managers.

Its strategic weight in the economy explains why any improvement in this sector has an important impact on the rest of the economy that should be taken into consideration. In order to study the relationship between the hotel industry and the rest of the Balearic economy, and in particular in some related sectors, it is used a second database: the Input-Output Table of the Balearic Islands for 2004 published by Conselleria d'Economia, Hisenda i Innovació del Govern de les Illes Balears (2007).

The connection between the two databases in order to analyze how an improvement in a specific hotel can affect the other sectors as well as the regional economy as a whole has been planned as follows.

From the first database, the variable overnight stays is created using the information of one variable that directly observes at the hotel demand, the occupancy rate, but also taking into account the number of rooms the hotel has and the number of moths that it remains open, as well as the standard number of beds of a room. Coming up next, a regression analysis is developed and the marginal effect of training activities on the number of overnights is founded. Taking into account the number of hotels in the Balearics as well as the average expenditure per overnight stay in the islands officially published by the Balearic government (Conselleria de Turisme i Esports, 2007), the increase of tourism expenditure due to training activities organised by hotels can be obtained. Finally, the Input-Output Table allows us to estimate the impact on production, GDP and employment of the Balearic economy if 100% of the hotels carry out training activities.

TRAINING AND OVERNIGHTS

In this section the focus is on the relationship between the hotels' training activities and the number of overnights. The hotel database contains information about training organization developed by hotels. It is found that the 47.50% of the hotels in the database develop and organize this type of activity. In addition, there is also information about the number of euros spent by hotels on training activities. However, this variable is less useful in the analysis because of the lower response rate and also because the relationship between hotels training workers and positive expenses is not perfect. Some hotels train workers say that their expenses are 0 because they because they are supported by public funds, for example.

Figure 1 presents the overnight stays (in thousands) and occupancy rates differentiating between training and non-training hotels. Like in Cho *et al*, (2006) it is found that there is only a slightly but non significant difference between the occupancy rates of training and non-training hotels (77.98% vs 77.50%). However, the number of overnights appears significantly higher for those hotels that organize training activities (63638.53 vs 44771.27). After performing mean difference tests, overnights are significantly better for training hotels. In fact, overnight stays will be the dependent variable in the regression analysis because it is the one that permit us to relate occupancy, tourism expenditure and growth.

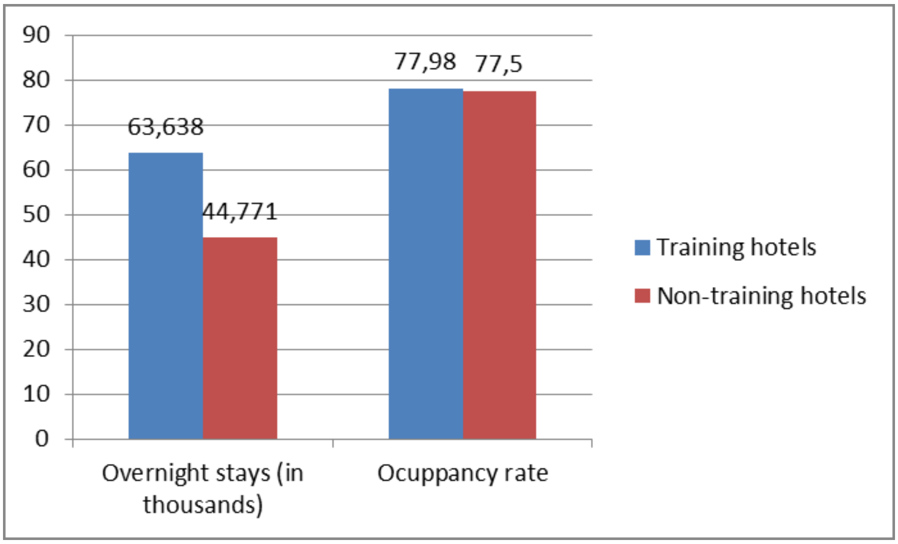

Fig. 1: Training and non-training hotels, overnights and occupancy rates

However, a simple descriptive analysis is not enough. Different variables, other than the training decisions, are obviously strongly related to occupancy numbers. As an example, Figure 2 shows the relationship overnight stays and the level of seasonality of the hotel, measured with the number of months opened, revealing the need to take into consideration these findings.

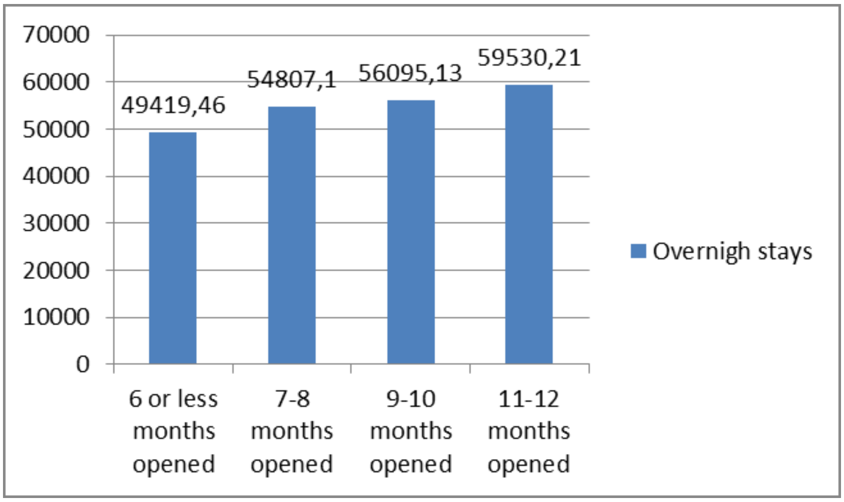

Fig. 2: Relationship between overnights and number of months opened

Thus, the higher level of overnights of hotels with training activities cannot lead to conclude that the implementation of training courses in the previous year increase hotel occupancy. In order to state that, other variables such as the number of months opened, size, etc… that through the descriptive analyses it have been seen directly related with the hotel occupancy or with training, should also be taken into account.

An econometric exercise is conducted to analyse the performance results achieved by hotels in the Balearic hotel industry, specifically an ordinary least-squares regression model (OLS) is applied to explaining the number of overnight stays.

The model includes the variable that organization and implementation of training activities by hotels and other controls including education, some management variables as well as the structural characteristics of the hotel.

Table 1 presents the results. The estimated coefficients and their degree of significance are presented for the final specification of the model. Those variables with insignificant results are dropt from the final specification. It is the case of hotel category, among others.

Tab. 1: OLS of the determinants of hotel occupancy

Variable dependence:	Overnights
Training activities	2613,575*
University education	-451,400***
Size	351,009***
Months opened	4962,955***
Owners management	-5227,082**
Chain	4938,687**
Repitors	4320,262**
Beach near the main city	4047,152**
Pseudo R2	0.9248
Number of observations	165

Note: *** Significant to 1%, ** significant to 5%, * significant to 7%

Results show that the size of the hotel, measured with the number of rooms, and the number of months opened contribute positively to the number of overnight stays of a given hotel. The location near the beach but close to the main city is also a determinant factor for the hotel performance. Some commercialization and marketing traits of hotels also contribute to increase the number of overnights. It is the case of the hotels marketing strategy directed to tourists that go to the same hotel more than just one time.
It can also be observed that belonging to a chain also increases overnights in a significant way. However, the number of overnight stays is significantly lower in those hotels for which the management is carried out by the owners themselves. Thus, it is evidenced that the enthusiasm as well as the professional management are key aspects of the hotel performance.
Education is also an important control for the occupancy regression. In coherence with Ramos et al. (2004), it is found that those hotels that education is not so relevant to get better results at the hotel level. In particular, hire people with high educational levels show a lower level of occupancy stays than others with the same characteristics but only middle education workers.
The major result is that this specification shows that those hotels that had trained their workers in the previous year register on average 2613 overnight stays more than one that does not train their workers, even when controlling for the other variables.

REGIONAL EMPLOYMENT AND GROWTH

After analysing microeconomic training impact of the workers in overnight stays in the Balearic Islands hotels, we estimate the impact on production, GDP and employment of the Balearic economy if 100% of the hotels carry out training activities.
If we have obtained that one hotel would increase its overnight stays in 2613 units through training and we know the average spending per overnight stay in the Balearics and the number of hotels, we can calculate that the increase in tourism expenditure which would occur in the islands if all hotels undertake training activities would be 2.33 percent.
A 2.33% increase in tourism expenditure would cause a direct and indirect increase of the total production in the Balearic Islands of 0.73%, direct and indirect GDP growth of 0.62% and an increase in employment by 2,333 workers (0.51%) as shown in Table 2. If we consider the induced effect, the figures increase to 0.93%, 0.85% and 0.76% (3,462 workers) respectively.

Tab. 2: Impact on production, GDP and employment in the Balearic economy of an increase in tourism expenditure through training investment in the hotel industry

		Absolute Value	**%**	**Potential growth**
PRODUCTION	Direct and indirect impact	264,009	0.73%	0.38%
	Direct, indirect and induced	335,553	0.93%	0.49%
GDP	Direct and indirect impact	108,459	0.62%	0.32%
	Direct, indirect and induced	148.946	0.85%	0.45%
EMPLOYMENT	Direct and indirect impact	2,333	0.51%	0.27%
	Direct, indirect and induced	3,462	0.76%	0.40%

These calculations are not considering business spending on training, only the increase in tourism expenditures because of increasing overnight stays due to training. It is possible that a hotel does not spend anything on training but its workers participate in training courses funded, for example, by the government.
Table 2 also considers that there are a percentage of hotels that already conduct training, specifically 47.5%, so if the other hotels began to perform training, potential direct, indirect and induced growth in production would be 0.49%, 0.45% in GDP and 0.40% in jobs.

We have estimated that the training in the hotel industry causes an economic impact on other sectors due to the total increase in tourism demand. All sectors of the economy increase production and therefore increase the hiring of workers. Table 3 show the ten main sectors affected by this training impact on tourism demand. They are accommodation services, restaurants, passenger support services, recreational and cultural activities, road transport services, and also retail trade services and construction, among others. For example, "Passenger support services" would hire 182 people, which mean 2.09% of the total workforce, if we consider direct and indirect effects whereas" Accommodation services" would need 539 more workers (2.08%) direct and indirectly. "Restaurants" would hire 440 people (0.97%) if we analyse direct and indirect effects and 624 (1.37%) if we include induced effects.[46]

Tab. 3: Sector breakdown of the impact on employment

Direct and indirect impact		**%**	**Direct, indirect and induced impact**		**%**
Accommodation services	**539**	**2.08**	Restaurants	**624**	**1.37**
Restaurants	**440**	**0.97**	Accommodation services	**547**	**2.11**
Retail trade services	**240**	**0.48**	Retail trade services	**481**	**0.96**
Passenger support services	**182**	**2.09**	Services provided by households with domestic service	**258**	**0.80**
Other business services	**115**	**0.38**	Passenger support services	**183**	**2.11**
Recreational, cultural and sporting activities market	**97**	**1.19**	Other business services	**169**	**0.57**
Renting (Non-real estate)	**77**	**1.62**	Recreational, cultural and sporting activities market	**120**	**1.47**
Construction	**68**	**0.10**	Construction	**113**	**0.17**
Non-scheduled road transport services of passengers	**65**	**1.58**	Renting (Non-real estate)	**81**	**1.70**
Services provided by households with domestic service	**41**	**0.13**	Market health, veterinary and social services	**80**	**0.93**

[46] The authors made available to those concerned full sectoral disaggregation.

In this way we demonstrate that improvement in training of workers in this important sector in the Balearic Islands, as the hospitality industry, increases the need for workers in other economic sectors of the islands.

CONCLUSIONS

The importance of training workers in the hotel sector to improve the results of their particular hotel and the whole economy in general has been shown in this article through a micro-macro model.

From the microeconomic point of view, the exploitation of a survey of 200 hotels allows us to calculate, through an ordinary least-squares regression model, that even controlling for other variables the implementation of training activities is statistically significant and have a positive impact on overnight stays hotel. Specifically, the number of overnight stays increased 2613.

From a macroeconomic point of view, the increase in overnight stays in hotels due to the training of workers in the sector will cause a total increase of 2.33% in tourism expenditure, whose impact we have analyzed through an input-output model. GDP growth will be between 0.62% and 0.85% as only consider direct and indirect effects, or induced effects are also included. Given that 47.5% of hotels do training, potential GDP growth of the Balearic economy would be between 0.32% and 0.45%. The total effects can be disaggregated by sectors and we paid special attention to the creation of new jobs required to satisfy the increase tourist demand.

Thus, it turns out that the investment in training activities appears an important competitive element in the hospitality sector. Hotels should take it into consideration when comparing with other hotel establishments offering a similar product in terms of location, manager structure and services. However, the macroeconomic perspectives of the results permit us to beyond the hotel industry. The scope of these effects goes far beyond the strictly tourism-related sectors such as accommodation, restaurants or transport services. It also affects retails trade services or construction, and cultural and sport services, among others. The positive externalities of having trained workers in the hotel industry for the rest of the economy justify continuous training policy making investment in the hotel sector.

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SESSION: HOSPITALITY, TOURISM MANAGEMENT AND MARKETING

EVALUATION OF URBAN ESTHETICS FROM THE ASPECT OF TOURISM: THE BOSNIA-HERZEGOVINA EXAMPLE

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Summary: Cities are dynamic phenomena containing natural, cultural, historical, social and artificial elements including people, and shaped by requirements of daily life. Such elements comprising cities are elements also constituting source for tourism. From the point of tourism, the main component of urban environment is view quality and areas with a high quality of view are also areas which are attractive for touristic activities. Sustainable tourism which is an important industry for economic development purposes is closely related to modernization of cities without impairing their natural or cultural texture and prevention of impairment of urban esthetics which is one of the fundamental attraction elements of tourism. In this study natural and cultural resources shaping the environment and constituting resource for tourism in Bosnia-Herzegovina has been esthetically evaluated and visual tastes have been identified and urban esthetics has been emphasized in terms of tourism. For this purpose, various literature data has been analyzed in the study and experiences and data obtained by direct observation have been evaluated to identify tourism facilities in Bosnia-Herzegovina.

Keywords: Urban esthetics, Tourism, Bosnia-Herzegovina

INTRODUCTION

Cities are formed by combination of natural and cultural elements. Being a complement of systems, cities are highly complex areas which are very difficult or impossible to control and have cultural diversity and incorporate natural and artificial elements. Factors which directly determine urban formation and urban macro form include social values, socio-cultural structure, life form, technology, population structure, economy, transport textures and urban policies (Erdoğan, 2006). Besides serving to a certain purpose, for cities to have an urban image, they must incorporate feeling-arousing esthetic values. Therefore, human beings have sought for esthetic qualities in urban environments during the history and tried to bring an order to their environment.

Environment covers each, part or all of natural and artificial physical structure, climatic and geographical assets, biological factors, and cultural, social, economic and artistic formations (İzgi, 1999). Natural, cultural, historical, esthetical and visual elements and properties comprising urban environment also constitute a resource for tourism. They have a significant role historically for protection of beautiful views and places which are considered to be a "rare beauty" Fuante de Val et al., 2006; Daniel, 2001). Main component of natural environment in tourism or recreational context is visual or view quality. Important landscapes in terms of view are not only beneficial to individuals living there but they also make a significant contribution to attractiveness of the area; therefore

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they can be associated with economic benefits of the area. Because visual characteristics affect the entire quality of a touristic/recreational experience (Clay and Daniel, 2000).
Unplanned urbanization resulting from rapid population growth and migration leads to siege of cities, harm to core texture, impairment to urban esthetics, and destruction of historical, cultural and natural assets which are core elements of tourism. Tourism which is an effective tool to protect and improve environmental elements is an important industry contributing to economic, social and cultural development processes of countries at national and international level (Kuter, 2007). Being an important industry for economic development, sustainable tourism is closely related to modernization of cities without impairing their natural and cultural texture and impairment of urban esthetics which is one of fundamental attraction elements for tourism.
Esthetical and environmental arrangements affect purchasing decisions of consumers (cars, clothes, meal service in a restaurant, travel etc.) (Oral and Çelik, 2013, 173). Even though there are sustainable tourism types protecting the environment today, tourism also has certain aspects having negative effects on the environment, harming also itself and leading to rapid/unplanned urbanization. Rapid and unplanned urbanization, irregular facilities built with commercial considerations, deviation from natural and local texture, negative effects caused by mass tourism, environmental pollution, damage to cultural heritage, corruption of local culture and consequently impairment of urban esthetics have also negative effects on sustainable tourism.
This study focuses on the tourism in Bosnia-Herzegovina which is defined as *Jerusalem of Europe* by many famous writers. The study attempts to provide esthetical evaluation and visual taste of natural and cultural resources forming the environment and constituting a resource for tourism in Bosnia-Herzegovina. For this purpose, literature review has been conducted on the field primarily to describe significance of urban esthetics in terms of tourism. It has been then attempted to identify cultural, historical and natural assets of the research area using data obtained from examination of studies showing historical and spatial development process of the research area – photos, videos etc.), and thesis, research, article, book and internet data etc. related to the research area. The theoretical framework formed by data obtained is intended to demonstrate the effects of general characteristics, urban esthetics and tourism potential of Sarajevo on improvement of tourism. In this scope, some suggestions have been made to ensure sustainability of tourism facilities and urban esthetics which the city has. Tourism in Bosnia-Herzegovina is open to growth and it is a destination that will make contribution to economic development of the local people with tourism investments and aids. Urban esthetics is very important for tourism and sustainable tourism approach requires ensuring urban esthetics and creating tourism economy.

CONCEPTUAL FRAMEWORK

The word “esthetic” is rooted from the Greek words "aisthesis" or "aishanesthai". It has various meanings such as sensation, senses, perception, and perceiving with feelings. Esthetics is the science of information provided by feelings. As specified in the study by Ergün (2005), the first philosopher who carried out a systematic research on what the *“beautiful”* is from the view of existence and knowledge is Plato while Baumgarten is the first philosopher who used the concept of esthetics rooting from the Greek word "aesthesis" (perception, sensation) as an independent discipline. According to him, esthetic is the “science of thinking on beautiful”. Esthetics is theories on how something arouses the sense of beautiful in people (Çakcı, 2007). Esthetics does not only cover the beautiful in art, i.e. the philosophy of art, but also the beautiful in nature. Thus, it is the discipline of perceptions, the science of senses used for evaluation of both natural and artificial elements (Bozkurt, 2000). Esthetical experience means symmetry, proportion, harmony of objects, concordance or performance. In consumption, esthetics is evaluated based on the ability of visual element or service performance to arouse feelings (Oral and Çelik, 2013, 173). If culture and art are the most significant comments representing and telling people to people, esthetics is one of the main areas of interest which cities that that incorporate all technical and poetical aspects of both art and culture and is a historical product of human beings should have (Erzen, 2011).

Esthetics means sensation/the sensed/perceiving with feelings, and thus comprehending the beautiful and achieving the sense of pleasure. According to another definition of esthetics, it is the art of thinking on the beautiful and researching what the beautiful is. The branch of philosophy focusing on *the beauties* which look nice or give pleasure to us and arouse feelings or enthusiasm in us, in other words examining nature of the beautiful and fine arts is called esthetics (www.egitim.aku.edu.tr). In this sense, tourism is intertwined with esthetics. The reason for this is, unlike other industries, when we mention of tourism, it reminds us of elements such as spatial beauty, historical structures or environmental beauty, and their harmony, which awakes a sense of delightfulness, pleasure and grace in people. Urban esthetics is a phenomenon which is primarily related to life of people in city and their mental and social status (Erzen, 2011). The most important factor comprising urban esthetics throughout the history has been natural environment. It is seen that elements such as geomorphology, topography, vegetation, climate and availability of water which are components of natural environment have a significant role in both selection of places where cities are founded and formation of cities. Cities which are in harmony with these elements have a greater level of esthetical values. Cities which are well integrated with its surroundings in terms of materials as well as structuring and natural elements have more qualified surroundings. As in urban structuring, urban esthetics is a phenomenon directly related to social, cultural, technological and economic structure of the period when it is produced (Elmas, 2006).

Urban environments consist of positive and negative elements. Defined relationships between them, liquid space, well-designed spatial transitions and harmony determine the quality of urban esthetics (Erdoğan, Elmas, 2006). Values of cities arise from multiple properties and various cultural dimensions. Two important factors which gives the city quality to a city are the feeling that we reach back and ahead over time, we can create expectations in it, and we feel rooted by feeling past lives in a way. This property of cities means that physical structure of a city makes us feel and perceive the past time and historical process, and new constructions and practical applications direct us to the future (Erzen, 2011). In this case, the greater the integrity of an urban environment is and the more ordered it is, the greater its esthetical value is. Esthetically evaluating order and regularity of tourism facilities, the extent to which historical places can be protected, socio-psychological attitude towards tourists adopted by societies with tourism potential, and pleasure felt by visitors, esthetical deficiency in them also creates a situation working against tourism. Direct proportion between tourism and esthetics shows actual operability of tourism and what is required. When *Esthetics* and *Tourism* are associated, it is seen that tourism exists where there is esthetics.

GENERAL PROPERTIES OF BOSNIA-HERZEGOVINA

a) Natural Properties

Bosnia-Herzegovina is seated at the southeast of the continental Europe and the northwest corner of the Balkan Peninsula. It reaches to the Adriatic Sea with a 20 km piece of land where River Neretva falls into the sea, but it does not have a port. It is surrounded by Croatia in the north and the west, Serbia in the east, and Montenegro in the southeast. Sarajevo, capital of Bosnia-Herzegovina has a surface area of 51.129 km2 and a population of 4.523.000 people and its official language is Serbian, Croatian and Bosnian and its religion is Islam (http://www.cografya.gen.tr/siyasi/devletler/bosna-hersek.htm). Sarajevo is the capital of the country and the city which is the center is the most important city of Bosnia-Herzegovina. Big cities of the country which are local centers include Tuzla, Banja Luka, Mostar, Bihac, Doboj, Bugjyno, Travnik, Zenica, Livno, Trebinje ve Gorajde, Prijedor, Derventa, Brcko, Bijeljina, Zvornik, Jajce, Visoko, Visegrad, Foca and Konjic, and its most important center is Mostar which looks like an Ottoman city (Kondo, 2003, 84).

The State of Bosnia-Herzegovina consists of two individual areas including Bosnia and Herzegovina. Bosna is the north of the country containing the cities Srajevo, Travnik and Tuzla etc. while Herzegovina is the area closer to Dalmatia and Adriatic, containing the cities Mostar and Konjic etc. Bosnia is populated mostly by Bosnians and Serbians while it is seen that Herzegovina is predominantly populated by Bosians and Croatians. The areas Bosnia and Herzegovina have different physical properties. Bosnia is a terrestrial area with a mountainous and forestland nature and a cold climate and summers are hot while winters are snowy and cold. Herzegovina which is a smaller area in the south coasts of the country has a Mediterranean climate. This area has a warm climatic environment and maquis-like vegetation. Rivers Sava and Drina pass through Bosnia while River Neretva passes through Herzegovina. Bosnia has dense and luxuriant forests while Herzegovina consists of deep canyons comprised of white rocks due to existence of limestone (Özder, 2012, 219-221).

A small part of the Adriatic Sea belongs to Bosnia-Herzegovina and its coast consists of Klek Peninsula of 24 km length and Neum Gulf. The city of Neum seated more southwards from Neretva Delta is the only city with a coast on the sea in Bosnia-Herzegovina. River Neum which is the only outlet in the sea in Bosnia-Herzegovina is the most important touristic area of the country. All underground and surface waters in the country have a big significance both for the industry and the economy of Bosnia-Herzegovina. Most of the streams here have a great potential for hydroelectric power generation. Besides importance of the waters for economy and industry of the country, their importance for touristic purposes should also be noted. Especially the sea and hot water resources in Fojnisa, Olovo and Teslic have great importance for tourism in the country. Main streams of Bosnia-Herzegovina include Sava, Una, Vrbas, Bosnia, Drina, Neretva and Trebisnjisa (Kondo, 40/46).

b) Historical and Cultural Properties

Population of Bosnia-Herzegovina is dense in the north and northeast parts of the country while the west and the southeast parts are less populated. As the result of rapid increase in urban population due to a major part of the population leaving the agricultural industry and having job opportunities in other industries and acceleration of urbanization, it has resulted in population growth in certain areas of the country (Kondo, 2003, 63). Bosnia-Herzegovina lost its economic power by 90% during the civil war between the years 1992 and 95 and over 2 million people living in the country were displaced. The country whose economy is majorly dependent on foreign aids and loans has an unemployment rate of about 40% and where 60% of the young population wants to move to another country, implementation of Dayton Peace Agreement and problem-free maintenance of multi-ethnical structured model is dependent on success to be achieved in economy. Bosnians show that they have a good potential with their high education rate, hardworking and quick adaptation to changes, being easily motivated and ambition to establish business (Kondo, 91).

It is seen that the Balkan Peninsula had been invaded by Romans, Avars and Slavic tribes since the first age. Between 626 and 640, Serbian and Croatian tribes came to and settled in the northwest of the area. Croatians chose the Catholic church while Serbians entered into the Orthodox church. A community called *Bosnians* by the Ottoman, which stayed away from the both churches and believed in a sect called 'Bogomil' which rejected the trinity belief in Christianity, emerged in the 12th century and had a monotheistic approach could easily adopt Islam when they encountered the Ottoman. Therefore, Bosnians have become a society with the same language as but a different religion from Serbians and Croatians. Upon Bosnian King Tomasevic ceased the tax (tribute) paid to the Ottoman, Mehmed the Conqueror conquered Bosnia in 1463 and Grand Vizier Mahmut Pasha conquered the Duchy of Herzegovina in 1467. Mehmed the Conqueror gave a big freedom to the local people, and even stated in a copy of an imperial order that *they could fulfill the requirements of their religions freely, conveniently visit their houses of prayer, conduct all kind of religious ceremonies, live their customs and traditions freely, and their security of life and property was completely assured.* Following the conquer of Bosnia, Bosnians collectively adopted Islam and protected the northwest border of the Ottoman on their own for many years (Kondo, 2003, 4-5).

Upon invasion of Dalmatia which would open the doors to the Balkans and the Mediterranean as the result of nationalist movements initiated by the French Revolution in the 17th century, Christian minorities in Bosnia started revolts on the grounds that they were being oppressed. The Ottoman Empire tried to quell those revolts for many years but upon intervention by Russia, the Ottoman-Russian War 1877-78 broke out. As the result of the Ottoman-Russian war, Romania, Serbia and Montenegro gained their independence while Bulgaria announced its independency. The fight to clean the Balkans and Europe from the Ottoman as called *the Historical East Policy* by the Europeans was registered in the Berlin Conference 1878. Austria and Hungary invaded Bosnia-Herzegovina and made the annexation order in 1908. This order created a crisis between Austria-Hungary and Russia, Serbia and the Ottoman, and it was one of the reasons for breaking out of the World War I later. Upon dissolution of the Kingdom of Austria-Hungary at the end of the World War I, Bosnia-Herzegovina became a part of the Kingdom of Serbia-Croatia-Slovenia in 1918. After the World War II, it constituted the sixth republic in 1946 in addition to Serbia, Croatia, Montenegro, Macedonia and Slovenia comprising the Federal People's Republic of Yugoslavia. Muslims constituting the majority of the population in the said republic did not accept to be called as Serbians or Croatians and in 1971 Tito granted the Slav society which was Islamized in Bosnia-Herzegovina the nation status and the word *Muslim* written with 'M' became the name of a nation (Kondo, 2003, 5-7).

In old Yugoslavia the ethnical and religious structure was kept together for a long time but in upon death of Tito in 1980, ethnical movements started to be felt. While the office of presidency was required to be transferred to Croatia which was one of the six republics in 1991 as per the Yugoslavian constitution, Serbia did not allow exercise of this right to own

Yugoslavia which was dissolving, on its own. This crisis resulted in announcement of independency by the other Federal Republic as well was also the reason for Serbians to attack the said republics in pursuit of the dream of "Great Serbia". Serbia attacked Croatia and Slovenia first, however, those conflicts came to an end upon intervention of Germany and the European Community. The general election held in the Republic of Bosnia-Herzegovina in 1990 was won by the *Democratic Action Party* led by Alija Izetbegovic and he was granted the presidency. Despite the boycott by the Serbians, the Republic of Bosnia-Herzegovina announced its independency in March 1992 as the result of a referendum. In this referendum, Muslims, Croatians and other minorities casted their vote in favor of independency and Serbians attacked Bosnia-Herzegovina with the federal army supporting Serbians and performed one of the biggest massacres of the 20th century. Bosnians who fought against Serbians with Croatians in the beginning became alone upon Croatians taking the side of Serbians as the result of negotiations between the Serbian and Croatian presidents (Kondo, 2003, 7).

RESEARCH METHOD

Main material of the research is the natural and cultural resources of Bosnia-Herzegovina. Besides, main materials of the study include research and studies conducted on the subject matter, literature data and visual sources. The research is based on analysis of literature data and assessment of experiences and data obtained by direct observation. This study which is a document review defines what environmental and urban esthetics are, the effect of urban esthetics on tourism growth, and facilities of Bosnia-Herzegovina in terms of environmental and urban esthetics, and is intended to make these findings applicable in current use.

TOURISM AREAS AND ESTHETIC OF BOSNIA-HERZEGOVINA

For improvement of tourism in a country, it must have rich tourism resources. Availability of natural, cultural and historical resources is the prerequisite for healthy growth of tourism (Murphy et. al., 1999). There are four big touristic areas in Bosnia-Herzegovina. They include the central area (Sarajevo, Travnik, Foca, Srebrenik and Konjic touristic areas), Herseg area (Mostar, Trebinje, Capljina touristic areas), East Bosnia area (Tuzla and Doboj touristic areas), and West Bosnia area (livanj, Bihac and Banja Luka touristic areas) (Kondo, p. 133). Bosnia-Herzegovina is suitable for development of all kind of touristic activities with its natural resources including its geographical location, climatic diversity, rich flora and fauna, rich forests and thermal resources as well as its positive assets such as its cultural diversity and distribution of all these assets throughout the country. These activities can include *Nature Tourism (Ecotourism), Sea Tourism, Mountain and Winter Tourism, Culture Tourism, Religious Tourism, Health Tourism, Thermal Tourism, Grief Tourism, Gastronomy Tourism, Educational Tourism and Congress Tourism etc.*

Fig. 1. Orlovacko lake

Nature Tourism (Ecotourism): Bosnia-Herzegovina has a significant ecotourism potential with its unique natural beauties created by its diverse ecosystem and many well-protected national and natural parks with intact natural beauties. Sutjeska National Park in the country is one of the first parks in Europe and places used for ecotourism purposes include Sutjeska National Park, Una National Park, Kozara National Park, HutovoBlato National Park, Bardaca Nature Park and Blidinje Nature Park. Bosnia-Herzegovina has touristic attractions for nature tourism with its climatic properties, superior landscape assets, traditional life style which is predominated by rural elements, and areas suitable for nature sports such as mountaineering, nature trips on horse, trekking, paragliding, flora/fauna examinations and jeep safari. In addition, rivers in the country create a suitable environment for rafting, canoeing and river skiing. In birdwatching, Mostar, Hutovo Blato, Zvornik, Srebrenica, Bijeljina and Brcko are transition locations where bird migrations can be observed especially in spring and autumn. The longest cave of Bosnia-Herzegovina which has a large number of mountains and the region is the Cave Vjetrenica while other important caves include caves of Bijambarska, Ledenica, Orlovaca, Djevojacka, Hrustovacka and Hukavica (BİH Tourism Sector, 2010, 6). These areas have a great level of esthetic values which create positive emotions with its naturalness, integrity, unity, order, harmony, mystery and landscape beauty as well as its high level of recreational assets.

Sea Tourism: The city of Neum seated in the southwest of Bosnia-Herzegovina constitutes the country's door to the sea. Bosnia-Herzegovina hosts a lot of tourists with its coast on the Adriatic Sea of about 25 km length and 240 sunny days annually (BİH Tourism Sector, 2010). This area has a great esthetic value with its naturalness, landscape beauty, openness, perspective, order, and high recreational value.

Fig. 2. Bjelašnica

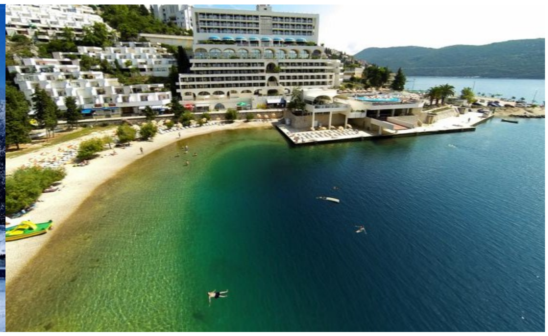

Fig. 3. Neum

Mountain and Winter Tourism: Winter tourism has been an important tourism field for Bosnia-Herzegovina since old times. During winter months, high quality and continuous snowing provides suitable climatic conditions for winter tourism in the mountains of Bosnia-Herzegovina. Mountains Bjelasnika, Igman and Jahorina near Sarajevo which hosted the Winter Olympic Games in 1984 in Bosnia-Herzegovina are important winter sports centers and facilities which are about 30 km distant and have ski runs of 20 km length for Alpinism host tourists from different parts of Europe (BİH Tourism Sector, 2010). Mountains of Bosnia-Herzegovina which allow activities such as trips, research, trekking, climbing, picnic and winter sports have potential for hunting tourism and nature sports with its natural and wildlife diversity. These areas are tourism areas with high esthetical value with naturalness, integrity, unity, order, harmony, mystery, landscape beauty, high recreational value, diversity and landforms.

History and Culture Tourism: According to a study conducted by the World Tourism Organization, about 40% of touristic trips all over the world is based on culture tourism and its importance is increasing. Countries with a rich historical and cultural heritage can be significant attraction centers for tourists in near future. In this context, Bosnia-Herzegovina which hosted different cultures including Mediterranean, Roman, Ottoman and European cultures has a wide range of unique historical artifacts from the said cultures. Cultural heritage in Bosnia-Herzegovina has been protected from old monasteries and churches to bridges and mosques reflecting the Ottoman architecture despite the war. Some of the historical artifacts in Sarajevo include Kurşunlu Madrassa, Car Mosque, Bascarsia and the historical Fountain, Gazi Hüsrev Bey Mosque, Ali Pasha Mosque, Latin Bridge, SvriznaKuca, Orthodox Cathedral, Old Jewish Temple and Sarajevo Library and one of the most significant cultural values that Bosnia-Herzegovina has is the city of Mostar and Mostar Bridge. The bridge on River Neretva, which the city is named after was built by Architect Hayreddin who was a student of Sinan the Architect in 1566. Mostar Bridge was destroyed by artilleries shot during the war and rebuilt with support of Unesco and the World Bank. New Mostar Bridge opened in 2004 has been included in the ***World's Cultural Heritage*** list by Unesco in 2005. In addition to these two cities, there are countless historical artifacts and cultural values in the cities such as Banja Luka, Bihac, Pocitelj, Blagaj, Stolac, Bajca, Focinica, Bobovac, Kraljeva, Sutjeska, Vranduk, Prusac, Tesanj, Maglaj and Kradacac (BİH Tourism Sector, 2010).

Fig.4. Mostar Bridge

Fig.5. Sebilj, Baščaršija

Fig.6. Gazi Hüsrev Bey Mosque

In Islamic urban civilizations, public facilities such as fountain, mosque, school, market place and covered bazaars are located in the center with being surrounded by houses. For example, there is Bascarsia which has the fountain in its center (F10), mosque and covered bazaar in the center of Sarajevo. It is possible to see marks of the Ottoman and consequently the Turkish-Islamic culture in Bosnia-Herzegovina. There a wide range of examples to those marks, from courses of meal and grave types to architectural structure and handcrafts (F12, 13, 14 and 15). In addition, there is a great interest in celebrations and memorial ceremonies held in certain periods of the year in Bosnia-Herzegovina. Ayvaz Dede Festival which is held to pay immaterial debts to Ayvaz Dede on the last Sunday of June every year, Mostar Bridge jumping contest and Srebrenica memorial ceremonies are some of them. Esthetical properties of cities allowing History and Culture Tourism in Bosnia-Herzegovina generally include uniqueness, textural esthetic, determinacy, simplicity, availability of careful structural and decoration elements, organic order, use of natural building materials, reliability and perceptibility.

Religious Tourism: Religious elements in Bosnia-Herzegovina which is the meeting point of various civilizations and cultures play a significant role for religious tourism purposes. Bosnia-Herzegovina where Catholic and Orthodox Christianity, Judaism and Islam have co-existed throughout the history is called as Jerusalem of Europe. Serbians in the country are Orthodox and Croatians are Catholic while Bosnians are Muslim. Existence of different religions and ethnical origins in the country allow figures and sacred values belonging to the said religions to be visited by members of that religion. In addition to many mosques in different locations of the country remaining from the Ottoman period, there are Orthodox and Catholic Churches and Synagogues. Places and artifacts in Bosnia-Herzegovina considered holy by three different divine religions include Medjugorje (this small town where it is believed that Saint Maria was seen is visited by hundred thousands of Catholics), Sarajevo, Hüsrev Bey Mosque, Ali Pasha Mosque, Old Synagogue, Catholic Cathedral, Orthodox Cathedral, Kladanj, Kızın Cave, Travnik, New Mosque (Hasan Aga Mosque), Haji Ali Mosque, Banja Luka, Ferhadija Mosque (BİH Tourism Sector, 2010) etc.

Fig. 7. Hünkar Mosque **Fig. 8.** Sarajevo Cathedral

Fig. 9. Serbian Orthodox Church **Fig. 10.** Blagaj Tekke

In Bosnia-Herzegovina basic characteristic of big settlements is religious buildings which are the determinant element of the city silhouette. These buildings are structures with high esthetical value with their uniqueness, textural esthetic, simplicity, careful structuring and availability of decoration elements as well as use of natural building materials. The city silhouette has determinacy and perceptibility properties.

Health Tourism – Thermal Tourism: Bosnia-Herzegovina is among the first three countries in the Balkans and the top 10 in Europe with its geothermal resource diversity and potential. Thermal waters of Bosnia-Herzegovina have superior qualities than thermal waters in Europe with their flow rate and temperature as well as several physical and chemical properties. Thermal waters have natural outlets and high water yield, and high value of melt metals and are rich in sulfur, radon and salt. Cleanness and therapeutic properties of these waters attract many tourists to the country. SPA applications occurring as application of thermal waters using advanced physical therapy tools in body care and treatment comprise a tourism area with an increasing importance today. In Bosnia-Herzegovina highly advanced therapeutic spa centers have been established in recent years. Thermal centers in Bosnia-Herzegovina and their locations are as follows: Ilıca, VilinaVilas (Visegrad), Sanskallidza (SanskiMost), Dvorovi (Bijeljina), Slatina and Laktasi (Banja Luka), Fojnica, BanjaVrucica (Teslic), Gata (Bihac), Guber (Srebrenica), Kiseljak (Sarajevo), Gradacac ve Mljecanica (Dubica) (BİH Tourism Sector, 2010). These areas have high esthetical value awakening positive emotions with their naturalness, integrity, unity, order, harmony, mystery, landscape beauty and high recreational value.

Grief Tourism: There are sad and painful happenings which even do not want to be remembered in the past of every society. Tourism activities carried out to remember these sad events, show respect to the casualties, or fulfill the haj duty is called grief tourism (Yirik and Seyitoğlu). Grief tourism is a type of heritage tourism which is also called as cultural heritage tourism. In this context, grief tourism is a type of tourism involving trip to such places where death events such as torture or genocide happened, and to monuments and museums built in the name of such events, and to places where painful events such as natural disasters happened. These areas for grief tourism make visitors feel the past events today with the grief they arouse and make them feel deep rooted and belonging to that place. Examples of grief tourism destinations include places where the World Wars I and II took place (Çanakkale etc.), Hiroshima, marks left by the war which took place in Bosnia-Herzegovina in 1992-95, genoice locations, mass graves and museums, flood disaster which took place in Soham Town of England (Kılıç and Akyurt, 2011). In this context, the areas where the war took place in 1992 in Bosnia-Herzegovina, mass graves(F6), Srebrenica genocide locations, the Hope Tunnel (F8), the war museum, houses and streets where bullet marks can still be seen, Mostar Bridge, Pociteli and many other places can be seen and painful stories can be unfortunately witnessed. Unfortunately, in Bosnia-Herzegovina is one of the most important grief tourism centers which carries the marks of the war which took place when the technology and the civilization was well developed in the world.

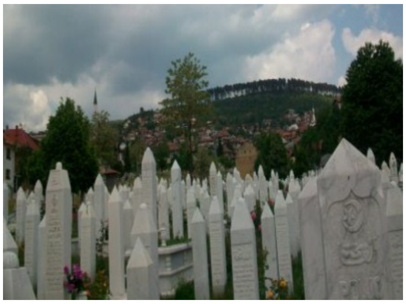

Fig.11. Graveyard in Sarajevo

Fig.12. Mostar street view

Fig.13. Tunnel of Hope

Gastronomy Tourism: Geography and geographical conditions are significant factors determining the food culture and products growing in a specific geography determine food types and eating habits. Food diversity in Bosnia-Herzegovina has been shaped both by geographical conditions and beliefs. In this context, in Bosnia which is highly rich in terms of Gastronomy Tourism, there are restaurants, hotels and souvenir shops with a wide range of options from Ottoman and Slavic cuisines to sheep and pork meat. Besides, Bosnia-Herzegovina is one of the preferred countries for educational and congress tourism purposes thanks to its natural and cultural diversity and being in the center of Europe.

3. CONCLUSION AND SUGGESTIONS

Esthetics which is an element affecting the experiential value of tourism facilities has an effect on customer perceptions. In esthetic experience, one is passively involved in a situation or environment. Esthetic value is the experiential value occurring as the result of consumption of products whose beauty is predominant, and is related to awareness of beauty which can be felt by senses (Oral and Çelik, 2013). When tourism in Bosnia-Herzegovina is considered from the perspective of esthetics, it has a strong tourism potential due to its perceptible visual or spatial harmony as well as many positive aspects in terms of spiritual esthetics and tourism in Bosnia-Herzegovina can grow with an esthetical planning approach.

Since Bosnia-Herzegovina had been controlled by the Ottoman for many years, there are also historical artifacts reflecting the Turkish-Islamic culture, and produced as the result of Christian and Judaist beliefs of Serbian and Croatian societies. As a reflection of this cultural and religious diversity, there is a rich cultural texture in handcrafts and gastronomy etc. in Bosnia. It is required to maintain this rich urban texture, protect urban esthetics and make urban planning being aware that it is a tourism city. Accordingly, this study is intended to draw attention to urban esthetics and tourism city esthetics in protection of natural and historical beauties and urban planning. When tourism in Bosnia-Herzegovina is evaluated in terms of urban esthetics, despite the tragic periods it went through, rapid restoration of damaged historical places, multi-cultural and multi-religious structure and synthesis of many civilizations or constituting the core with this property can attract tourists from many countries. Sad separations here in the past have turned into a tourism potential for the future. In Bosnia-Herzegovina where cultural and religious practices maintain their liveliness with all the dynamism, such practices can attract hundred thousands to itself, such as Ayvaz Dede Festival which carries all elements of spiritual esthetics as an extraordinary festival with its religious, cultural, identity, spatial and visual aspects.

Today when Bosnia-Herzegovina is evaluated in terms of tourism potential, it can be said that it relies on nature and culture tourism and has diversifiable tourism opportunities. The country has a significant potential for especially winter sports, spa tourism, and hunting and nature sports. Additionally, the country has a 25 km coast on the Adriatic Sea and hosted Bosnia-Herzegovina Winter Olympics in 1984 and has several facilities there. Thermal and mineral resources make great contributions to growth of tourism in the country as well. Educational, congress and gastronomy tourism are also important types of tourism. In the ecotourism field which is considered to be the fastest growing areas particularly in recent years, Bosnia-Herzegovina has also a significant potential with natural beauties it has (BİH Tourism Sector, 2010). In the cities of Bosnia-Herzegovina, characteristics and seasonal properties of its natural resources should be protected and improved.

In tourism industry, spatial beauty, historical buildings, environmental beauty and elements such as naturalness are intertwined with tourism, as well as esthetics involving their harmony. Since esthetics has an effect on tourism marketing, the conclusions reached from this study on Tourism in Bosnia-Herzegovina which emphasizes that natural and cultural values of the city should be protected and improved are as follows:

- During improvements and changes taking place and to take place in future in the cities of Bosnia-Herzegovina, cultural and physical values must be protected and not damaged or destroyed. Unique structure of these values must be protected as cultural heritage. Here, contemporary protection approaches must be considered, the principle of protection-use must be followed and ensuring sustainability must be the primary requirement.
- The greatest physical indicator of civilizations lies in cities. In the cities of Bosnia-Herzegovina where many different civilizations lived in, protection of material and immaterial values must be considered with urban dynamics.
- Constructions being made and to be made in natural areas of Bosnia-Herzegovina must be compatible with mass, position, density and structural properties as well as nature and integrity of respective area. It is extremely important to make these constructions in harmony with the nature in terms of their construction materials and structural condition and number of floors.
- In addition to tourism master plans to be individually prepared by the countries, a joint master plan must be issued by developing a tourism strategy primarily following international sustainable environmental protection policies for tourism master plans

which are the interest of the entire ecosystem exceeding national boundaries to avoid any damage to natural ecosystems and basins. According to national ecological policies, tourism places must be planned as a master plan covering proper location selection decisions so as not to push the bearing capacity of the ecosystem or impair the natural resource and use balance (Gündüz, 2004, 60-64).

- In tourism planning to be made, professional disciplines including archeology, history, architecture, sociology, tourism, economy, urban planning, landscape architecture and forest engineering etc. must collaborate.
- The subject of urban esthetics which also constitutes resource for tourism is perceived at macro and micro level. Perception within the scope of urban appearance and city silhouette is at macro level while perception while living in that environment is at micro level. Micro perception is in color, form, measurement and textural details. Harmonic coexistence and well-integration of these textures is highly important for esthetics. In all kind of physical arrangements and urban design studies to be carried out especially in historical and natural environments in Bosnia-Herzegovina, unique properties should never be impaired. In urban planning of tourism destinations and decoration of tourism facilities, esthetical value aimed at micro perception should be featured in creation and presentation of products offered.
- Cities should have a certain esthetical attractiveness to be important tourism centers. In this context, esthetical feelings aroused by some structures in the cities of Bosnia-Herzegovina should be evaluated within the scope of their mass, façade and form properties as well as interior decorative properties.
- To increase tourism income to Bosnia-Herzegovina from these cultural and religious visits whose importance has been increasing, infrastructural and superstructure deficiencies of significant centers of three divine religions including Islam, Christianity and Judaism reaching to the present day (Sarajevo, Medjugorje, Prusac, Travnik) must be removed and it is requiredto increase number of visitors through publicity activities.

In conclusion, Bosnia-Herzegovina must be certainly considered in terms of culture tourism with its centuries-old historical artifacts, gastronomy, maintained traditions, and handcrafts, religious tourism with pieces from different religions, and grief tourism potential with its locations which carry the marks of the war. In addition to these, its nature tourism potential must also be considered with its emerald green rivers, the Alps where Olympic ski centers are constructed, deep canyons and the Adriatic coast. However, during the economic development needed to bind up the war wounds of the country, extreme attention must be paid to keep this natural wonder city and its surroundings from industry and it is required to plan tourism marketing of the city with sustainable tourism approach. Instead of an esthetic based on consumption of nature in cities, an esthetical approach which targets to regain the nature and esthetical values of the historical and cultural background and seek to incorporate the said into life.

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INCLUSION OF LOCAL FOODS AT MENUS OF HOTELS AND RESTAURANTS OPERATING IN ADANA AND MERSİN

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Abstract: Cuisine culture of a destination has become to be an important element of attraction in tourist travels, especially in recent years. Local foods provide significant advantages for the region in destination marketing activities. Consequently, it is thought to be important for the companies to include local foods in their menus. For this reason, in this research it is aimed to evaluate if hotels and restaurants operating in Adana and Mersin has given local foods a place in their menus. As part of this aim, we had conducted semi-structured interviews with the managers of 82 businesses in total in March 2015. It is ascertained that a considerable number of businesses (%81,7) included local foods in their menus, the mean was calculated as %50. Besides, it was found that the most common meat dishes were; Adana kebab, grilled meatballs, liver kebab, steak tartar a-la-turca, stuffed meatballs, the soups were: thimble, tarhana, analıkızlı, ekşili köfte. Another outcome was that indigenous drinks such as haşlama and kaynar were rarely included in the menus. The research ends with the suggestion that the ratio of local foods in menus should be increased.

Key words: Local foods, hotels, restaurants, Adana and Mersin.

INTRODUCTION

Traditional foods are defined as foods that represent societies' indigenous traditional food culture which has developed for many years as a result of the mutual interaction between ecological and sociocultural environment (Evren and f., 2010, p.818; Zorba and f., 2010, p.851). Traditional foods constituting a part of traditions, history and cultural heritage are distinct explicitly from other similar foods in that: they have unique composition and features, traditional raw materials and components are used in their production, traditional methods are used in their treatment (Kolukırık and Şener, 2010, p.754). Foods that are attained through preparation of nutrients with different process and methods is a result reached with one's specific experience and effort, a development, a lifestyle and is a human-geography relationship (Köten and f., 2010, p.515). Food is one of the significant factors reflecting the culture and identity of a society (Berik and Kahraman, 2009, p. 212) and physical and cultural environment affects food culture greatly (Sitti and f., 2009, p.208).

Turkish kitchen which has developed in the are we call Anatolia where numerous civilisations emerged, settled and vanished, has a unique food tradition considered one of the three major rich kitchens of the world after a period of thousands of years both due to its ethnic and cultural heritage and its geographic features (Kan and Kaynakçı, 2009, p.268). Turkish kitchen which embodies flavours varying from region to region, has many components that can be a source for healthy nourishment with regard to its rich variety and convenience for the palatal delight (Ulusoy and Karakaya, 2010, p.527). There are a considerable number of our foods unknown in national and international platforms but known and consumed with pleasure in some parts of Turkey (Yurt and f., 2010, p.358).

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It was specified in research that foreign visitors want to know “Turkish Kitchen”, (Sürücüoğlu and Akman 1998:52; Hassan and f., 2010b, p.971) our cuisine culture plays an important role in tourists revisiting our country and choosing a specific region (Aslan and f., 2014, f.5). However, it is seen that the importance given to the Turkish kitchen in hotels is too low in our country, that there is either no Turkish food or only döner, kebab and pide are offered in menus of these businesses (Güler, 2007, p. 25). However, rather than being affected by foreign kitchens, featuring the unique and traditional kitchens of our country/regions by hotel and restaurant staff in their workplaces will specially improve gastronomy tourism in our country (Denizer, 2008, p. 2).

Food and beverage services are the most important branch of tourism industry. In recent years, people participate actively in cultural touristic activities to taste local foods and see how they are made. This situation increases the touristic attraction of local foods (Serçeoğlu, 2014, p.37). Nowadays the importance of food and beverage culture in a region's being an attraction center is increasing more and more. The contribution of gastronomy tourism to a region helps form a sustainable tourism vision, preserve and hold the inventory of the foods made of local nutrients or substances thus preserving and developing the regional values (Deveci and f., 2013, f.33).

In our research it is aimed to evaluate hotels and restaurants operating in Adana and Mersin with regards to their inclusion of local foods in the menus. Besides, it is aimed to draw attention to the importance of local foods with regard to gastronomy tourism through specifying the perspectives of the businesses related with the region's cuisine.

RESEARCH METHOD

Framework of the research is the hotels and qualitative restaurants in Adana and Mersin cities. Although we applied to municipalities for the acquirement of the qualitative restaurant list (having alacarte and alcohol service), we obtained limited information. This situation caused uncertainty about the list and capacity of the region. We resorted to sampling and the data was collected by means of convenience sampling.

Collection of the data took place in two stages. In the first stage semi-structured interview was preferred from among qualitative data collection methods. The reason for the qualitative approach is that the researcher has a participant role, the demand for the subject to be researched in its own natural environment, ability to make an integrative approach, presenting the perceptions, consent for the data to be collected from the senior management and the flexibility of the research design (Yıldırım and Şimşek, 2008: 40; Karasar, 2011: 157). In this context, two separate forms was made about the research subject by means of literature scanning. In the first form designed as “Interview Form” there are 15 open-ended and closed-ended questions in total. Three of questions are for specifying the features of participant and the businesses and the other twelve are for specifying menus and local food inclusion situation in menus. In March 2015, the interviews made face to face with the owners, managers and sometimes kitchen specialists took place in dates and hours decided by them and in their working places. At the end of the interview period, 82 interviews took place in total. Half of these interviews were made in Adana and the other half were made in Mersin. The questions addressed to paricipants in the interviews are as follows:

1. Do people outside of Adana/Mersin visit your business for food and beverage needs?
2. What is the rate of people visiting your business for food and beverage needs being native or foreigner?
3. How do you decide on foods and beverages in the menus of your places?
4. How often do you update your menus on average?
5. Do you include traditional/local foods in your menu?
6. How much is the revenue you get from local foods in percentage out of your total revenue?
7. Please remark how often people who visit from outside of Adana/Mersin prefer traditional/local foods?
8. Please write the five local foods people visiting from outside of Adana/Mersin prefer most.
9. Why do you include traditional/local foods in your menu?
10. Why don't you include traditional/local foods in your menu?
11. Do you think the traditional/local foods have a role in development of gastronomy tourism in the region?
12. Do you think Adana/Mersin are rich in traditional/local foods.

In the second form prepared as “Menu observation key” local foods list made up of eight main categories was included. There are 23 meat foods, 14 olive oil foods, 14 pastries, 18 appetizers, 32 desserts, 12 breakfast food, 7 drinks and 20 soups in this key. In the second stage of the research, menus of the interviewed businesses were collected and the local foods included in these menus were marked over the menu observation key. All the data collected was analysed after being transferred to computer environment.

FINDINGS AND DISCUSSION

Businesses attending in our research are half in Adana, and half in Mersin (Table 1). While 29 hotels attended in the research, we obtained information from 53 restaurants. It is observed that one fourth of the businesses have 1-5 years of life, there are %30 percentage of them between 11-20, and even one fourth of them survive more than 20 years. When we take the ages of the businesses into account, we get the impression that they are pretty experienced about foods and specially local foods. On the other hand, it also appears that people from out of town visit related cities for food and beverage and a great part of these people are local tourists. This finding confirms Serçeoğlu's (2014) statements.

Tab. 1. Data concerning businesses attending to research

Feature	Frequency	%	Feature	Frequency	%
City			**Situation of visiting from out of town**		
Adana	41	50,0	Yes	76	92,7
Mersin	41	50,0	No	6	7,3
Type			**Nationality of the visitors (n:80)**		
Hotel	29	35,4	Majority local	55	68,8
Restaurants	53	64,6	Local and foreigner rate is approximately the same	22	27,5
Age of business			Majority foreigner	3	3,8
Less than 1 year	8	9,8	**Title of the interviewee (n:80)**		
Between 1-5 years	20	24,4	Business owner	10	12,5
Between 6-10 years	7	8,5	Food and beverage manager	9	11,3
Between 11-15 years	15	18,3	Sales manager	3	3,8
Between 16-20 years	9	11,0	Cuisine chief	42	52,5
More than 20 years	22	26,8	Restaurant-hotel manager	16	20,0

Menu specification format and update frequency in attending businesses are shown in Table 2. According to this, almost half (%47,5) of the businesses take customer demands into account when specifying the menu. While in %40 it is decided by the business, customer profile is being assessed in nearly one third of them. Thus, while on the one hand a customer oriented attitude is shown in businesses for specifying the menu, and on the other hand it appears that methods that take manager-business experience and intuition into account are referred to. When it comes to menu update frequency, businesses change their menu components when they feel predominantly (%45) the need. While approximately one fifth of them make updates once in 6 months, another one fifth of business group make one update in a year.

Tab. 2. Menu specification format and update frequency in attending businesses

Feature	Frequency	%	Feature	Frequency	%
How the menu is specified?			**Menu update time (n:80)**		
Center is specifying	12	15,00	We don't make updates	7	8,8
Business is specifying	32	40,00	Once in 6 months	18	22,5
Customer profile is taken into account	25	31,25	Once in a year	17	21,3
Customer demand is taken into account	38	47,50	Once in several years	1	1,3
It is specified by trial and error	6	7,50	When necessary	36	45,0
General manager and business manager specifies it	29	36,25	As the competitors update	1	1,3

It appears that a significant part of businesses (%81,7) include local foods in their menus. Table 3 shows the rate of local foods in menus and in total income. There are businesses that include local foods in a wide scale as much as there are those that include in a small scale. In the data set, it is calculated that inclusion rate of local foods in menus is %50 on average. Consequently, we can say that one in every two foods in the attending businesses' menus is regional. On the other hand, the rate of income generated by local foods within total income has a similar distribution as the inclusion rate. In other words, as there are those that generate low income from local foods there are also others that generates high income. Generated income from local foods on average compared to the total income is confirmed as %43,27. This shows one in every two foods is regional but this is not reflected in the generated income, contribution of the local foods to the total income is lower. It can be inferred that this situation may be related with the costs of local foods and competition.

Tab. 3. Rate of local foods in menus and within total income

Rate of local foods in menus	f	%	Rate of local foods income compared to total	f	%
Less than 10%	11	17,5	Less than 10%	13	20,6
11-20%	6	9,5	11-20%	6	9,5
21-30%	5	7,9	21-30%	9	14,3
31-40%	5	7,9	31-40%	5	7,9
41-50%	6	9,5	41-50%	6	9,5
51-60%	1	1,6	51-60%	2	3,2
61-70%	4	6,3	61-70%	4	6,3
71-80%	4	6,3	71-80%	3	4,8
81-90%	12	19,0	81-90%	8	12,7
91-100%	9	14,3	91-100%	7	11,1
Total	63	100,0	Total	63	100,0
Mean	50,26%		Mean	43,27%	

25 % of customers who visit from out of town for food and beverage prefer local foods "pretty often", %35 of them prefer "often". About %40 of them "rarely" and "sometimes" shows an interest in these local foods. %78 of business managers attending in research think that local foods are important for the development of gastronomy tourism in the region. Besides, %58,5 of the same managers think that cities of Adana and Mersin are rich of local foods.

Most preferred foods by the customers who visit Adana and Mersin for food and beverage are shown in Table 4. Accordingly, kebap, types of grills, saç kavurma and içli köfte are the most preferred ones from among meat dishes. It is noteworthy that the restaurants in Adana has a distinct superiority in these preferences. On the other hand, Mersin becomes a little more prominent in appetizers and in local desserts.

Tab. 4. Most prefered foods by the people visiting Adana and Mersin for food and beverage

Local Food Name	Adana f (%)	Mersin f (%)	Total	Local Food Name	Adana f (%)	Mersin f (%)	Total
Kebap	28 (71,8)	11 (28,2)	39	Haydari	-	9 (100,0)	9
Beğendik	1 (100,0)	-	1	Şakşuka	-	4 (100,0)	4
Saç kavurma	3 (30,0)	7 (70,0)	10	Babagannuş	1 (16,7)	5 (83,3)	6
Lahmacun	5 (100,0)	-	5	Tepsi kebabı	-	2 (100,0)	2
Pide	2 (100,0)	-	2	Kağıt kebabı	-	1 (100,0)	1
İçli köfte	8 (80,0)	2 (%20,0)	10	Deniz börülcesi	-	1 (100,0)	1
Analıkızlı	1 (100,0)	-	1	Izgara çeşitleri	9 (64,3)	5 (35,7)	14
Sıkma	1 (100,0)	-	1	Biber dolma	2 (100,0)	-	2
Gözleme	1 (100,0)	-	1	İmambayıldı	1(100,0)	-	1
Çökertme	2 (100,0)	-	2	Bumbar	1(100,0)	-	1
Kuzu incik	4 (100,0)	-	4	Fellah köftesi	1(100,0)	-	1
Sigara böreği	2 (100,0)	-	2	Ekşili köfte	1(100,0)	-	1
Kahvaltı	1(100,0)	-	1	Güveç	-	2 (100,0)	2
Mantı	1 (50,0)	1 (50,0)	2	Kerebiç	-	2 (100,0)	2
Yüksük soup	4 (%80)	1 (%20)	5	Tantuni	-	3 (100,0)	3
Ciğer	5 (83,3)	1 (16,7)	6	Et haşlama	-	1 (100,0)	1
Kuşbaşı	5 (%83,3)	1 (16,7)	6	Süzme yoghurt	-	2 (100,0)	2
Etli tava	2 (100,0)	-	2	Ezme	1 (50,0)	1 (50,0)	2
Çiğ köfte	5 (62,5)	3 (37,5)	8	Mercimek soup	-	2 (100,0)	2
Külbastı	1 (100,0)	-	1	Yayla soup	-	1 (100,0)	1
Humus	3 (16,7)	15 (83,3)	18	Menemen	-	2 (100,0)	2
Tarator	-	5 (100,0)	5	Tava	2 (66,7)	1 (33,3)	3

Availability of the breakfast in menus of businesses is shown in Table 5. Accordingly, deri tulum cheese, gözleme and sıkma are the ones most encountered. These are followed by; bazlama, çökelek and turunç jam. It was seen that local breakfast components also existed in businesses. Least found breakfast foods are Sürk and Yörük cheese. Sürk being indigenous to Hatay province, it appears that it's not preferred by businesses.

Tab. 5. Availability of breakfast foods in menus

Breakfast Food Name	**Adana** f (%)	**Mersin** f (%)	**Total**	Breakfast Food Name	**Adana** f (%)	**Mersin** f (%)	**Total**
1. Sürk cheese	-	1 (100,0)	1	7. Yörük cheese	6 (85,7)	1 (14,3)	7
2. Sıkma	12 (70,6)	5 (29,4)	17	8. Turunç jam	9 (75,0)	3 (25,0)	12
3. Bazlama	9 (69,2)	4 (30,8)	13	9. Sünme cheese	6 (85,7)	1 (14,3)	7
4. Çökelek	9 (75,0)	3 (25,0)	12	10. Carra cheese	4 (80,0)	1 (20,0)	5
5. Gözleme	11 (61,1)	7 (38,9)	18	11. Lavaş cheese	6 (75,0)	2 (25,0)	8
6. Deri tulum cheese	15 (60,0)	10 (40,0)	25	12. Ezme-yaprak cheese	5 (71,4)	2 (28,6)	7

Table 6 shows the availability of pastries in business menus. Accordingly spring rolls is the most included one out of pastries. This is followed by mantı, water heurek and fındık lahmacun. These pastries that we confirmed are the most included ones in menus appear to be the most known pastries by local and foreigner tourists (Hassan and f., 2010a, p.949). Less included pastries in the menus are kaytaz heurek and katıklı bread. The reason for this is thought to be that these foods are indigenous to Hatay province.

Tab. 6. Availability of the pastries in menus

Pastries Name	**Adana** f (%)	**Mersin** f (%)	**Total**	Pastries Name	**Adana** f (%)	**Mersin** f (%)	**Total**
1.Kaytaz heurek	-	1 (100,0)	1	8. Peynirli dolama heurek	8 (72,7)	3 (27,3)	11
2. Peppered bread	4 (44,4)	5 (55,6)	9	9. Katmer	4 (80,0)	1 (20,0)	5
3.Katıklı bread	-	2 (100,0)	2	10. Muska heurek	5 (41,7)	7 (58,3)	12
4. Mantı	11 (57,8)	8 (42,1)	19	11. Spring rolls	17 (54,8)	14 (45,2)	31
5. Fındık lahmacun	8 (53,3)	7 (46,7)	15	12. Saç heurek	6 (75,0)	2 (25,0)	8
6. Kıymalı dolama heurek	5 (55,6)	4 (44,4)	9	13. Susamlı heurek	2 (50,0)	2 (50,0)	4
7. Ispanaklı dolama heurek	5 (55,6)	4 (44,4)	9	14. Water heurek	12 (66,7)	6 (33,3)	18

Table 7 shows the availability of soups in business menus. Accordingly; tarhana, düğün, yüksük, analıkızlı, ekşili köfte and erişteli green lentil soup with noodles are the most encountered ones. It was observed that local soups are primarily included in menus and are balanced mixes for healthy nourishment. Oğmaç, arabaşı and tutmaç are less common soups in menus of the region. Our traditional soups oğmaç, toyga and tutmaç are not known by the youth (Şanlıer and f., 2010c, p.926), that is to say, sinks gradually into oblivion. On the other hand batırık, erişka and zilif soups are never included in restaurant menus.

Tab. 7. Availability of soups in menus

Soup Name	Adana f (%)	Mersin f (%)	Total	Soup Name	Adana f (%)	Mersin f (%)	Total
1.Dul avrat soup	3 (100,0)	-	3	11. Batırık soup	-	-	-
2.Toyga soup	1 (25,0)	3 (75,0)	4	12. Erişka soup	-	-	-
3.Ekşili köfte soup	8 (80,0)	2 (20,0)	10	13. Zilif soup	-	-	-
4.Tarhana soup	12 (85,7)	2 (14,3)	14	14.Oğmaç soup	1 (100,0)	-	1
5.Süt soup	2 (66,7)	1 (33,3)	4	15. Topalak soup	3 (60,0)	2 (40,0)	5
6.Tatar soup	3 (100,0)	-	3	16.Yarma soup	1 (50,0)	1 (50,0)	2
7.Düğün soup	11 (84,6)	2 (15,4)	13	17. Arabaşı soup	-	1 (100,0)	1
8. Erişteli green lentil soup	6 (60,4)	4 (40,0)	10	18.Tutmaç soup	2 (100,0)	-	2
9.Yüksük soup	10 (71,4)	4 (28,6)	14	19. Analıkızlı soup	6 (60,4)	4 (40,0)	10
10.Un soup	4 (66,7)	2 (33,3)	6	20. Sulu köfte	6 (66,7)	3 (33,3)	9

Table 8 shows the availability of appetizers in business menus. Accordingly, humus, haydari, babagannuş and hot spicy tomato dip are found in menus. These are followed by onion salad, aubergine yoghurt, cacık, tarator, şakşuka with yoghurt, olive salad and muhammara. Less found appetizers in menus are fresh sürk salad and çökelek salad. Although there is no statistical evidence, Adana is superior in terms of meat dishes, Mersin becomes prominent with regard to appetizers. This situation is thought to stem from Mersin being a coastal city and there are more fish restaurants in the city.

Tab. 8. Availability of appetizers in menus

Appetizer Name	Adana f (%)	Mersin f (%)	Total	Appetizer Name	Adana f (%)	Mersin f (%)	Total
1.Babagannuş	22 (55,0)	18 (45,0)	40	10. Çökelek salad	5 (71,4)	2 (28,6)	7
2. Humus	24 (52,2)	22 (47,8)	46	11. Haydari	25 (55,6)	20 (44,4)	45
3. Hot spicy tomato dip	23 (57,5)	17 (42,5)	40	12. Muhammara	15 (65,2)	8 (34,8)	23
4. Aubergine yoghurt	17 (58,6)	12 (41,4)	29	13.Şakşuka with yoghurt	14 (56,0)	11 (44,0)	25
5.Zahter salad	6 (46,2)	7 (53,8)	13	14. Onion salad	23 (74,2)	8 (25,8)	31
6.Olive salad	14 (63,6)	8 (36,4)	24	15. Baked onion salad with pomegranate molasses	11 (64,7)	6 (35,3)	17
7. Fresh sürk salad	2 (40,0)	3 (60,0)	5	16. Cacık	23 (62,2)	14 (37,8)	27
8.Tarator	13 (50,0)	13 (50,0)	26	17. Fava	10 (76,9)	3 (23,1)	13
9. Red pepper with walnut	10 (76,9)	3 (23,1)	13	18. Şakşuka	22 (64,7)	12 (35,3)	34

Table 9 shows the distribution of olive oil included in businesses menus. Accordingly, mostly included foods in menus are dolma-sarma with olive oil and kidney beans with olive oil. They are followed by green beans with olive oil, artichoke with olive oil and imambayıldı with olive oil. These foods are observed to be the most included ones in the menus and most preferred ones (dolma, imambayıldı and mücver) by the youth at the same time (Şanlıer and f., 2010c, p.927). The promotion of traditional foods to the local and foreigner tourists along with young generations for the sake of its maintainability. The least included olive oil dishes are eggplant with green lentil and stuffed turnips.

Tab. 9. Availability of olive oil dishes in menus

Food Name	Adana f (%)	Mersin f (%)	Total	Food Name	Adana f (%)	Mersin f (%)	Total
1. Dolma-sarma with olive oil	17 (68,0)	8 (32,0)	25	8. Mercimek köfte	6 (60,0)	4 (40,0)	10
2. İmam bayıldı	9 (60,0)	6 (40,0)	15	9. Green beans with olive oil	12 (70,6)	5 (29,4)	17
3. Zucchini çintme	5 (50,0)	5 (50,0)	10	10. Artichoke with olive oil	12 (75,0)	4 (25,0)	16
4. Stuffed turnips	4 (100,0)	-	4	11. Celery with olive oil	10 (71,4)	4 (28,6)	14
5. Kidney bean with olive oil	13 (56,5)	10 (43,5)	23	12. Leek with olive oil	11 (84,6)	2 (15,4)	13
6. Eggplant with green lentils	1 (33,3)	2 (66,7)	3	13. Dry black-eyed peas with olive oil	6 (66,7)	3 (33,3)	9
7. Sarımsaklı köfte	7 (77,8)	2 (22,2)	9	14. Mücver	6 (66,7)	3 (33,3)	9

Table 10 shows the frequency distribution of meat dishes included in the menus of attending businesses. Accordingly, while the most include food is Adana kebab, it is followed by respectively grilled meatballs, liver kebab, steak tartar a la turca and stuffed meatballs. In the research in which familiarness of meat and meat dishes by university youth was reviewed as part of Turkish cuisine culture, the most preferred ones are respectively; steak tartar a la turca (%98.5), stuffed meatballs (%96.5) and farci (%91.2) and the least known ones are oruk and lamb casserole (Şanlıer and f., 2010a, p.375). Moreover, as far as it is seen a local food based situation is prevalent. Some and less known foods such as Ottoman maklube, oruk, bumbar and şırdan dolma were included relatively less.

Tab. 10. Availability of meat dishes in menus

Yemek adı	Adana f (%)	Mersin f (%)	Total	Yemek adı	Adana f (%)	Mersin f (%)	Total
1. Adana kebab	27 (60,0)	18 (40,0)	45	12. Kağıt kebab	4 (30,8)	9 (69,2)	13
2. Tantuni	2 (20,0)	8 (80,0)	10	13. Tepsi (Sini) kebab	4 (30,8)	9 (69,2)	13
3. Liver kebab	18 (62,1)	11 (37,9)	29	14. Oruk	1 (33,3)	2 (66,7)	3
4. Bumbar stuffed	2 (100,0)	-	2	15. Grilled meatballs	24 (63,2)	14 (36,8)	40
5. Şırdan stuffed	1 (50,0)	1 (50,0)	2	16. Kadınbudu köfte	11 (68,8)	5 (31,3)	16
6. Stuffed green pepper-zucchini-eggplant with chickpea	7 (100,0)	-	7	17. Kuru köfte	9 (64,3)	5 (35,7)	14
7. Ottoman maklube	1 (100,0)	-	1	18. Hünkar beğendi	7 (53,8)	6 (46,2)	13
8. Seasoned rice	10 (58,8)	7 (41,7)	17	19. Karnıyarık	10 (66,7)	5 (33,3)	15
9. Stuffed meatballs	15 (57,7)	11 (42,3)	26	20. White bean stew with meat	12 (66,7)	6 (33,3)	18
10. Steak tartar a la turca	14 (51,9)	13 (48,1)	27	21. Chick peas with meat	8 (57,1)	6 (42,9)	14
11. İncik	9 (50,0)	9 (50,0)	18	22. Zucchini with meat	6 (54,5)	5 (45,5)	11
				23.Türlü	6 (54,5)	5 (45,5)	11

Turkish kitchen is considered as a very rich kitchen in terms of dessert variety (Kemahlıoğlu and Yazar, 2010, p.505). The most common desserts in Turkish kitchen are milk puddings such as baklava of which main ingredient is flour and can be made adding pistachio, walnut and nuts, kadayıf and that can be made with diary products such as crema, cheese (Dönmez and f., 2009, p.36). Table 11 show the availability of desserts in menus. Accordingly, most included ones in the business menus are sütlaç, kazandibi and tel kadayıf. These are followed by baklava and muhallebi. Desserts commonly consumed countrywide and not local can be said to be included more in menus. It appears that local desserts such as haytalı, bicibici and karsambaç reach costumers through smaller businesses and peddlers, from among the desserts about to be forgotten, dilberdudağı, zerde and vezirparmağı are not included in menus as required. It was specified n researches of the familiarity with traditional desserts that; most popular desserts among university students are semolina helva, flour helva, aşure, künefe, güllaç, baklava and kazandibi (Şanlıer and f., 2010b, p.935), most popular ones among local and foreigner tourists primarily baklava and respectively aşure, lokum, helva, lokma, pişmaniye, sütlaç, güllaç, hoşaf and muhallebi (Hassan and f., 2010a, p.949). It was observed that primarily karakuş, taş kadayıf, şam dessert and halka dessert are included from among the local desserts in Adana and kerebiç dessert in Mersin.

Tab. 11. Availability of desserts in menus

Dessert Name	Adana f (%)	Mersin f (%)	Total	Dessert Name	Adana f (%)	Mersin f (%)	Total
1.Halka dessert	3 (60,0)	2 (40,0)	5	17.Tel kadayıf	15 (75,0)	5 (25,0)	20
2.Karakuş dessert	2 (66,7)	1 (33,3)	3	18.Bülbülyuvası	3 (75,0)	1 (25,0)	4
3.İrmik helvası	9 (64,3)	5 (35,7)	14	19.Dilberdudağı	2 (100,0)	-	2
4.Un helvası	5 (83,3)	1 (16,7)	6	20.Tulumba dessert	4 (57,1)	3 (42,9)	7
5.Aşure	7 (63,6)	4 (36,4)	11	21.Ekmek kadayıfı	4 (80,0)	1 (20,0)	5
6.Künefe	8 (61,5)	5 (38,5)	13	22.Keşkül	8 (72,7)	3 (27,3)	11
7.Güllaç	8 (72,7)	3 (27,3)	11	23.Revani	5 (55,6)	4 (44,4)	9
8.Lokma tatlısı	4 (100,0)	-	4	24. Karsambaç	1 (100,0)	-	1
9.Baklava	10 (58,8)	7 (41,2)	17	25. Sütlaç	16 (59,3)	11 (40,7)	27
10.Kazandibi	15 (75,0)	5 (25,0)	20	26. Muhallebi	7 (46,7)	8 (53,3)	15
11.Kerebiç	1 (11,1)	8 (88,9)	9	27. Tavukgöğsü	8 (57,1)	6 (42,9)	14
12.Haytalı	1 (100,0)	-	1	28. Kalburabastı	3 (75,0)	1 (25,0)	4
13.Şam tatlısı	4 (80,0)	1 (20,0)	5	29. Şekerpare	7 (58,3)	5 (41,7)	12
14.Bicibici	1 (100,0)	-	1	30. Şöbiyet	2 (66,7)	1 (33,3)	3
15.Kabak tatlısı	8 (61,5)	5 (38,5)	13	31. Zerde	1 (50,0)	1 (50,0)	2
16.Taş kadayıf	7 (70,0)	3 (30,0)	10	32.Vezirparmağı	2 (100,0)	-	2

Table 12 shows the availability of drinks in menus. Accordingly, our traditional drink tea is the most included one in our menus. This is followed by Turkish coffee and buttermilk. This situation reflects the situation acoss the country. Drinks such as Haşlama and kaynar being available in menus though in small amounts is noteworthy.

Tab. 12. Availability of the drinks in menus

Drinks Name	Adana f (%)	Mersin f (%)	Total	Drinks Name	Adana f (%)	Mersin f (%)	Total
1. Salep	12 (44,4)	15 (55,6)	27	5. Buttermilk	33 (66,0)	17 (34,0)	50
2. Haşlama/Aşlama (Licorice)	5 (100,0)	-	5	6. Turkish coffee	31 (54,4)	26 (45,6)	57
3. Kaynar	6 (100,0)	-	6	7. Tea	35 (59,3)	24 (40,7)	59
4. Turnip juice	31 (60,8)	20 (39,2)	51				

CONCLUSION AND SUGGESTIONS

Due to the our present day, conditions and great changes, the chance of our culture being persistent is decreasing day by day (Şanlıer and f., 2008, p.1123). Changing living conditions and exposure to western culture, rapid industrialisation and urbanization, women participating working life, and their educational level increasing cause the eating habits and related appreciation habits to change (Şanlıer and f., 2010c, p.925). However with the increase of local foods in menus, gastronomy tourism which is recently becoming prominent both in our country and in the region will be supported and will help these foods to survive without losing their essence and to pass on to new generations preventing them to be forgotten. The ultimate way to increase the number of tourists in the region and gastronomy tourism to accelerate across the country is the inclusion of our local foods hotels and restaurants menus and the promotion of regional cuisine ideally.

When the acquired data in the reasearch is evaluated, it is possible to reach following summary results:

1) In addition to breakfast foods popular across the country (tulum cheese, gözleme) local breakfast foods (sıkma, bazlama, çökelek and turunç jam) are also included in business menus.

2) Pastries of which familiarness by local and foreigner tourists is pretty high (mantı, water heurek) (Hassan and f., 2010a, p.949) appear to be included in the menus.

3) Regional soups (such as yüksük, tarhana, analıkızlıı ekşili köfte) are specified to be often included in business menus.

4) Appetizers with high familiarness and commonly encountered in the southern kitchen (such as humus, haydari, babagannuş, acılı ezme) are included in the menus.

5) It is specified that foods with olive oil (dolma-sarma with olive oil, kidney bean with olive oil) with high familiarness (Şanlıer and f., 2010c, p.927) primarily by young people are included in menus.

6) As for the meat dishes Adana kebab which has a special place in southern kitchen is the first place. Along with that other meat dishes (grilled meatballs, liver kebap, steak tartar a

la turca, stuffed meatballs) with high familiarities (Şanlıer and f., 2010a, p.375) are specified to be included in menus.

7) Desserts with high familiarness by local and foreigner tourists (Hassan and f., 2010a, p.949) frequently consumed and not local traditional desserts (baklava, sütlaç, kazandibi, tel kadayıf) are seen to be included in menus.

8) Traditional honouring drinks of Turks, tea and Turkish coffee are included in all business menus. This situation not being a regional feature, is prevalent all across the country.

It is reported that income level of tourists is an important variable in their attendance in gastronomy tourism activities, tourists with high income prefer regional and premium restaurants, take interest in local foods, buy various gastronomic products (Bekar and Kılıç, 2014, p19). That is to say, local foods can play a role for the specification of the profile of tourist mass visiting the region. Accordingly as the rate of inclusion of local foods in menus will create attraction for tourists with high income, there will be benefits in increasing this rate. Besides, promotion, advertisements, creating separate menus from business menus can be a motivation for drawing attention to the foods and thus to region.

Gastronomy tourism is one of the developing types of tourism currently. Regions which are tried to be developed by featuring local foods can increase their familiarity by creating awareness. Gastronomic variety which is one of the cultural elements ensures cooking and eating habits to be preserved and improve in regions where it turned into a touristic attraction element (Deveci and f., 2013, p.29). In our country local foods of each region differ and are varied. Tourism businesses play an important role regions drawing attention with their own cuisine cultures. In planning of these businesses' menus, ensuring local foods and drinks to certainly take place in the menu has a primary importance in making the region a preferable attraction center as a gastronomy tourism destination. Replies received to the question directed to business managers “Why do you include traditional/local foods in your menu?” are put in a good way for this argument. Because a great number of managers replied this question as “As it's our customers' demand” (40 managers) So there is a demand for local foods. For this reason, rich cuisine culture must be used as a tool for maintaining region's destination image.

Increasing the inclusion rate of local foods will create long term benefits. Namely, awareness and familiarness will turn into attention in time and this will turn into demand if proper maintaining effort is made. Thus we will get a chance to prevent some troublesome and long time-consuming local foods to be defeated by convenience food industry in a wide scale. On the other hand, it can be said that ensuring national and international familiarness will make it easy for these foods to be passed on to future generations and thus will contribute to its maintenance. Expressions of business managers as “we are including local foods in our menus for making the new visitors taste local foods, promoting our regional cuisine, protecting and maintaining our culture” support this argument. Business managers saying they don't include local foods in their menus attribute its reason to the difference in their concepts.

Prominance of some local foods in research can be interpreted as positive. However, the awareness that regional cuisine is not made up of only Adana kebab or stuffed meatballs, that there is a rich culture in the region, other local foods should also be cared about.

Moreover, the fact that research area is close to regions such as Gaziantep and Hatay where regional cuisine is prominent must be considered an advantage, efforts for national and international integrated marketing of the region in terms of gastronomy tourism must be raised.

The fact that no class discrimination was made among businesses in the research area to obtain as much data as possible in this research aiming at reviewing the inclusion rate of local foods in menus of hotels and restaurants, is the most sigificant limitation of the reasearch. The research performed with 82 businesses in total from two cities constitutes another limitation in terms of sample size. On the other hand, struggle to sample qualitative businesses as far as possible is another limitation. In other words, places that can be defined as small or booth are not included in universe. So as for the researches to be made, there is benefit in reviewing all the restaurants regardless of their size having hygiene and cleanliness to get more generalisable results.

In sequential researches, factors affecting restaurants' traditional/local food and beverage preferences can be specified. With regard to the detected factors, elaborate interviews can be made with the ones that prefer the least or the most by mens of situation sampling. Based on these interviews, it can be set forth in detail why local foods and drinks take place less in menus and how they can be raised. Delphi studies can also be performed concerning the problems and their solutions.

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CHANGING TOURISM MARKETING STRATEGY OF TURKEY FOR THE LAST 10 YEARS

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Abstract: Tourism is one of the main income resources of Turkey and it increased to 34 billion 305 million 904 thousand USD in 2014 compared with 2013. It means 6,2 percent increase compared with 2013's figures. The increasing number of luxurous and modern hotels, the restoration and renovation of churchs and their opening to worship, increasing number of international conferences and meetings, the export of Turkish serials to many countries all over the world,the developing facilities of internet for booking, increasing numbers of tourism blogs and web sites, the special interest and strong communication of the government and other institutions to other regions like Middle East and Africa, increasing number of marinas, strong advertising and PR campaigns of Turkish Airlines and the government, the promotion of new destinations in Turkey, many marinas,attracting gastronomy possibilities are only few factors of the changing marketing strategy of Turkey.This paper is explaining the new strategic approachs to tourism and its results in the last 10 years.

Key words: Tourism, Tourism in Turkey, marketing strategy

CHANGE OF THE MARKETING STRATEGIES OF TOURISM

The great interest of the human beings to see and learn new places is leading people to travel from economic,cıltural or other reasons. Paralel to the economic and social developments, the increasing income level, the developments of the communication and information technology, less working hours and the increasing holiday periods effected the tourism sector and it became international (Artun, 2013, s. 1).

In such an international atmosphere the tourism sector should satify the demands of the tourists and also there should be an industrial structure. The industry side of tourism doesn’t include accommodation and travelling servicesa (Altan 2009, s. 34). There should be also marketing of the products and services the tourists demand, the superstructure and infrasturcture investments should be realized. All these prove the growing and industrial dimensions of the tourism dimension. This dimension has more international characteristic (Soyak, 2013, ss. 4-5).

The tourism sector plays an important role for the cultural and economical development of related countries and owns a potential for the protection and development of the social,cultural and economical heritage (Smith, 1995, s.46). Based on that fact the tourism should be supported and it is the responsibility of the state and the other factors in the industry to keep dynamism of the tourism sector (Duru 2008, s. 62). The support should be continious, not periodic and the tourism sector should provide the profit that is expected by the tourism actors by increasing earnings so that the obligations realted with tourism industry are fulfilled.

The above mentioned developments and the increasing profit expectation warned people of this industry for more planned communication and marketing efforts as the limited tourism marketing mentality should be brought to a more developed level by using the technology factors both in national and international arena (Beyazgül 2009, s. 44).

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Especially the international tourism industry is marketing all the goods and services as a package after all the changes in the world. Thus, many sub factors of the tourism industry as tour operators, transportation companies, travel agencies,rent a car companies, food and beverage sector and hotels became international and a large-scale supply chain was built (Soyak, 2013, s. 5).
The mass tourism spurs the international tourism sector and the tourism sector is restructuring itself and looking for new marketing methods with the developments of internet and the information technology in 1990's anda t the same time with the new economical developments and the impulses of the tourism sector coming from itself (Toureg, 2009, s.10).
The information technology is providing the information infrastructure of the tourism sector and at the same time simplifies the purchasing of the new tourism destinations. Technology and innovation in the tourism sector provides a competitive advantage with the new marketing channels as promotion, distribution,regulation and providing of touristic products to the consumers and usage of the resources rationally. (Karataş ve Babür 2013, s. 15).
With the developments of the economical structure based on the globalization increased the importance of the customer oriented services(Bağdat, 2007, s. 39). Among them is tourism, which is providing for the clients at the top level. Therefore tourism sector should plan all the marketing activities not only during the tourism season but also before the tourism season during the decision making period of the clients. (Çekiç 2007, s. 55).
Consumers in tourism sector are using all the possibilities given to them by the new economy and give the decision fort he best product or service suitable fort hem. They learn all about the product price, characteristics and how to reach. The tourism companies always define their target groups, their consumption demands and create their product mix (Karataş ve Babür 2013, s. 19). There are interactive and more effective promotional activities in the electronical media. Especially the websites became very important channels for the tourism stakeholders to promote themselves(Altan 2009, s. 49).
The information and communication technologies transform the activities of the tourism corporations, their communication methods and also the purchasing ways of the purchasing of the touristic goods and services(Bağdat, 2007: 40). The main reason is the possibility to realize interactive marketing activities to more target groups in limited time to provide time saving as the tourism is seasonal and provide limited time period for marketing(Terzioğlu 2010, s. 81).
Therefore the tourism sector is trying to make use of all the technological changes and developments. Informationa and detail is very important for the tourism sector and everybody in the sector welcomes the usage of it for the marketing activities (Kilimci 2009, s. 34).
Touristic services are intangible, therefore there is o chance to try before buying it. Therefore the marketing, communication and explanation of the touristic services have to be made very clearly. The satisfaction of the consumer is only possible through very actual and correct information exchange (Karataş ve Babür 2013, ss. 19-20). Therefore interactive applications are very necessary.
Below are the trends effecting the marketing activities and it's development and change (Karataş ve Babür 2013, s. 20):
- New emerging international competitors with the new global economy,
- With the increasing prosperity new competitors and actors in the supply chain of the tourism industry and others sectors,

-New fast changing socio-economic structure and continious consumer demands,
- Tourism demand with the changing life styles (hysterical travels, adventure trips or education oriented tours),
- With increasing income level more satisfaction expectations and more looking for harmony and value added services and expectation for more tailor made touristic solutions,
- More conscious consumers eager to learn more with the help o fthe developed information Technologies (direct marketing is more convenient for these clients),
- More usage of the communication products by the tourism consumers because of the increase of the interest and practice of the information Technologies.

Most of the tourism companies making their communication through the internet reach more people in a limited time and they design their own web pages and have the advantage of informing the consumers in a more detailed way and they also make it possible to make one's own reservations with the help of the web sites (Şahin ve Akdoğdu, 2004: 4).

The technological channels give the tourism actors the chance to evaluate their activities based on the information they collected from the consumers and give the necessary background to decide the direction fort the new investments. All these motivate the tourism industry players to realize sustainable activities and make their marketing activities accordingly (Döner 2011, ss. 54).

The distribution channels of the tourism sector make more and more use of the communication and information technologies Marketing success is only possible by defining the right product or service at the right place and with the right distribution channels. Ditsribution is getting easier evryday by the communication and information Technologies and with this cost advantage is obtained and a mutual communication is provided betwwen the ones buying the touristic products and the target markets (Karataş ve Babür 2013, s. 20).

Advantages of the technology to the actors of the tourism industry are as the following (Pırnar, 2005: 71):
- Easy access to thousands of database and documentation centre to investigate about the data related with the tourism sector through the internet,
- Reaching the targetted information by specific shortening and concentration on specific topics among unlimited information,
- Easiness for following and evaluation of statistics for special target groups with special demographical characteristics,
- Fastness and easiness while sharing, building and distribution of the information,
- Interactive communication with the clients and other groups related with the sector,
- Actualization convenience of the existing data and information,
- Fastness,effectivtiy and productivity by e-mailing,
- Reduction of traditional marketing costs,
- Easiness for raeching national and international demographic markets,
- Fastness and effectivity at the application of the new campaigns,
- Cost saving by shortening the communication period,
- Easiness to measure the obtained results,
- Feedback possibility from the target groups,
- Development of the company image and impact effect,
- Possibility to prepare presentations,company catalogues and brochures at the internet,
- Easiness to reach international media during the communication activities
- 24 hour communication,
- Dissolution of the continental,regional and geographical obstacles

- To be able to be acquainted with the competitors following the new technologies.

Every stakeholder of the tourism sector has to use the technology. The development of the tourism sector is more up to the steps mad efor marketing via the electronical media. Communicating through the electronical media provides to the tourism sector with cost saving and as the tourism sector is effected by the economical crises all over the world heavily, all the actors of the sector take electronical media into account (Gürsey ve Parla 2012, s. 44).

As the technology supported the marketing activities of tourism new tourism activity fields have been created. The new channels created by the socio-cultural developments, the attractiveness of various organizations and spaces related with famous names are only a few factors of the tourism marketing world. Every factor has a great effect to attract people to a certain destination. (Döner 2011, ss. 54).

Television and internet create new tourism areas with their continious changing content.Documentaries, sport organisations,meetings,fairs and exhibitions are all seen as a marketing tool by the stakeholders of the tourism industry to attract the attention of the consumers (Gürsey ve Parla 2012, s. 46).Each and every organisation organised for the actors of the tourism and each emerging socio-cultural fact means broading of the market.

The stakeholders of the tourism sector sponsor the above mentioned organisations to create new tourism channels and discovery of new ways for touism marketing. Sea,hotel and historical monuments are not enough for tourism: all the factors except these created by the popular culture are effective means for marketing and the tourism sector give big efforts to use them(Mutlu 2010, ss. 73).

Beside the marketing advantages of the technolgy there is a differentiation of the tourism products. This differentiation emerge from the different interest areas of the consumers. More different promotions are needed in the name of tourism where there is a severe competition among the increasing number of tourism companies and efforts have to be given to create more earnings for more stakeholders of the tourism (Kilimci 2009, s. 84).

Finding of the research based on the evaluation of the interviews of 67 tourism actors that are in tourism sector for more than 10 years support the subjects in this paper. The most important finding of the research is that the Turkish serials effected the pomotion of Turkey abroad.Some thematic serials effected people in and outside the country to prefer Turkey for their holiday. The fact that the serials are also followed in electronical media created a new tourism marketing channels for Turkey.

Another noteworthy finding is the increasing transportation possibilities to the historical and tourism places. Accordingly the state and other tourism actors made the necessary attempts to attract the tourists to different tourism destinations. The transportation to the tourism destination is promoted by the stated.

Another finding which respondents supported strongly is that the promotional activities for conferences, fairs and exhibitions, meetings, seminars, shopping, sports competitions, environmental trips, edutacational possibilities increased remarkably. Each and every actor in the tourism sector finds itself a new field in the above mentioned spectrum to promote and diversify his activities.

And lastly the high agreeing to the increase of the luxurious hotels proves that accommodation under good conditions is an important means to be able to attract tourists to a country. Electronical media simplifies both information exchange and choosing between different alternatives for the tourists

Another interesting point of the research is the increase of the tourists from the Middle Eastern countries and the increasing interest level to the tourism products in Turkey. The incentive organizations and the socio-economic developments had positive effect on the Middle-eastern population.

CONCLUSION

The tourism sector is sensitive due to the changing purchasing power of people according to the global economical developments . This interaction influenced each and every actor in the tourism sector in the last 20 years. But the tourism sector is following the latest developments all around the world and has taken measures by creating new spaces to itself. Thus in today's world the tourism sector isn't effected much by every new development in the world and it is surviving strongly.

This surviving was only possible through strong marketing structures. All the actors of tourism has the chance to communicate and market its activities all around the world by the technology.

Actors of tourism left the traditional advertising tactics as brochure or newspaper advertising and used all the means of technology and internet is attracting everyone because of its practical and profitable solutions for more earnings.

The marketing perception is being changed according to the solutions that the technology provides and thus the tourism world is finding itself new marketing channels, new clients and new business partners.Technology is also serving to tourism as it is serving to many other sectors and makes it possible to reach people to be able to promote or market different activities, products and services.

Beside the technology all the socio-economical developments and sport based organisations and many others in the world are important for marketing the tourism sector. All the steps made to make profit makes the several sports organizations or others important to open new tourism channels..Every organisation during the year causes travelling of clients to a destination and supports touristic activities. Thus actors in the tourism sector create themselves new markets by investigating the possible tourism service aspects at these organisations.

Finding of the research based on the evaluation of the interviews of 67 tourism actors that are in tourism sector for more than 10 years support the subjects in this paper. The most important finding of the research is that the Turkish serials effected the pomotion of Turkey abroad.Some thematic serials effected people in and outside the country to prefer Turkey for their holiday. The fact that the serials are also followed in electronical media created a new tourism marketing channels for Turkey.

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EVALUATION OF FACTOR OF HOSPITALITY IN SARAJEVO TOURISM DESTINATION

Lejla Žunić[1]

Abstract: Hospitality, as a cultural receptional factor, has a great importance for a tourism planning and tourism & geographical destination development. Research problem considers an analysis and evaluation of hospitality in Sarajevo tourism destination. The aim of this article is to research the basic parameters/ indicators of hospitality in order to understand their value. Parameters of hospitality are: qualifications, affability and English language skills. The basic methodology will include collecting data for statistical analysis and survey research that will be used to assess opinions of tourists, tourism managers and tourism employees.

Key words: Sarajevo tourism destination, hospitality, tourism, qualifications, affability, English language skills, tourism planning, tourism & geographical development.

1. Introduction

The factor of hospitality is a cultural receptional tourism factor. Hospitality can be defined as a "face to face" interaction between consumer and a seller (Dobre, R., Rusković, P., Čivljak, M., 2004, p. 32). Brotherton (1999) defines hospitality as making the guest "feel at home" (Smet, T., 2003, pp. 5, 8). Hospitality has a multiple influence at tourist arrivals, but it's even more important at propaganda effects and increasing consumers. Hospitality include qualifications of tourism staff and affability (Jovičić, Ž., 1986). Qualifications should consider the right diploma of workplace as well as an education degree. Affability of destination means more then just a kindness of tourism staff, it's about kindness of local people or sellers as well, etc. English language is the global language that connect people and help them to understand each other. Same time, the understanding of tourist needs is the priority thing for a successful tourism development. Therefore, it is very important to research and to do evaluation of factor of hospitality in Sarajevo, that has a positive tourism growth during the last decade. This study will explore the recent characteristics of hospitality, as a key factor of welcoming destination for tourists.

2. Background

Sarajevo tourism destination has a positive tourism growth. There's a significant increase in the number of tourists *(1999: 55177, 2009: 156081, 2012: 256628)* and the overnight stays *(1999: 138657, 2009: 290308, 2012: 504929)*. Foreign tourist participation is more then 80% in total arrivals. The structure of arrivals is very different, the biggest share takes tourists from Croatia 17,4%, Turkey 13,9%, Slovenia 8,1%, Serbia 4,9%, Germany 4,4%, Italy, Kuwait, South Korea and USA. On the other hand, tourists from Croatia 14,9%, Turkey 12,8% and Kuwait 9,7%, takes the biggest share in the overnight stays. (Tourism Association of Sarajevo Canton, Sarajevo)

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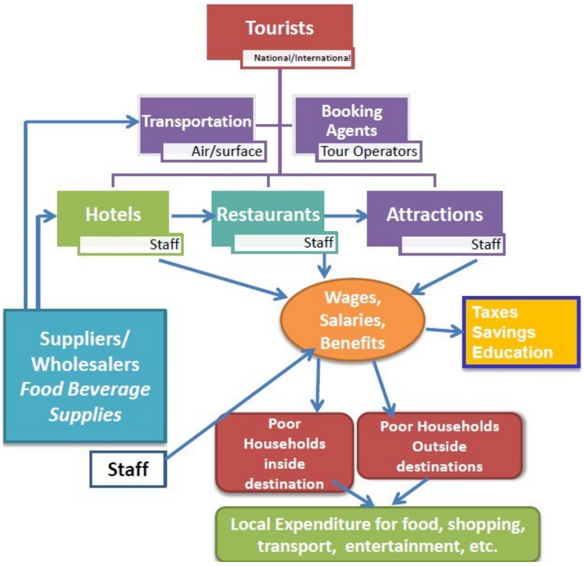

Fig. 1. Integral Concept of Hospitality & Tourism – interactivity of services

(Khan, M., 2012)

According to the integral concept of a hospitality & tourism, all services are interactively connected in a very compound system. This system consist different needs of tourists (informations, lifting, accomodation, food & drink), but also an affability/ kindness of a tourism staff, etc. Thus, hospitality & tourism industry includes:

- Hotels, restaurants, air flights, surface transportation, attractions, museums, schools, colledge, accomodation.
- Impresion.
- Services are intangible, heterogeneous, consumable.
- Contact includes smile, cultural diversity and calmness. (Khan, M., 2012)

According to the official statistics for 2011 year, hospitality & tourism takes 4,5% in a total employment of Sarajevo. (Institute for Statistics of Federation of Bosnia & Herzegovina)

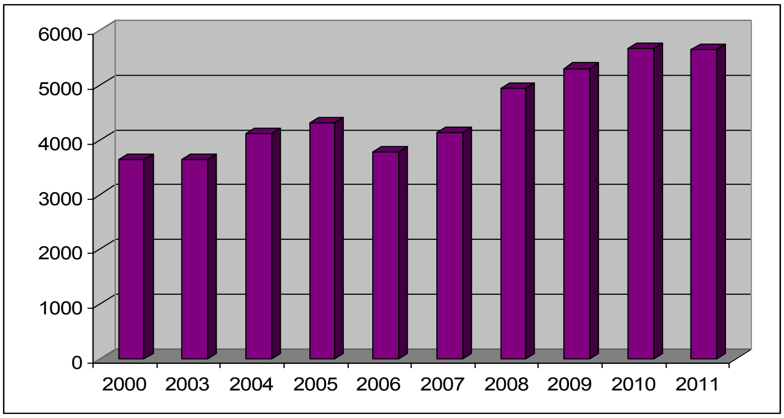

Fig. 2. Growth of employees in Sarajevo hospitality & tourism 2000-2011 year

(Institute for Statistics of Federation of Bosnia and Herzegovina)

The graph above (fig.2) shows that Sarajevo tourism destination, generally, has a positive growth of employees in a hospitality & tourism sector during the decade period *(2000: 3637; 2011: 5649).* This indicates profitable and sustainable development of hospitality services. The results of terrain observations show a positive growth of accomodations and restaurants (caffe, restaurants, etc.) on the southwest of Sarajevo (Ilidža), near to health & recreative motives (thermal baths, Spring of river Bosnia), as well as besides the main traffic roads and in a downtown (Titova, Ferhadija st.), while their biggest concentration is in the oldtown of a destination (Bascharshia), which is the top tourist attraction.

Tab. 1. Traffic growth in a hospitality & tourism of Sarajevo destination 2009-2013

	2009	**2010**	**2011**	**2012**	**2013**
Hotels, etc.	47.928	51.912	48.789	54.778	60.567
Resorts, camps	1.021	1.181	788	682	626
Restaurants, etc.	7.033	6.781	5.755	11.937	15.701
Catering	1.353	1.405	1.516	1.396	1.204
Food & drink service	5.423	4.117	3.608	3.192	2.995
Total:	**62.758**	**65.396**	**60.456**	**71.985**	**81.093**

(Statistical Yearbook of Canton Sarajevo for 2013 year, 2014)

According to the table, Sarajevo tourism destination has a positive traffic growth in its hospitality & tourism over the 2009-2013 year. Hotels has the biggest traffic participation, as the overnight stays takes about 53% in a total services.

3. Materials and Methods

Research methodology includes the collecting data for statistical analysis of hospitality parameters and the survey that will be used to assess opinions of tourists, tourism managers and tourism employees. Statistical analysis explore the growth of hospitality and the things that has changed considerably over the last decade. Evaluation of the survey results will be measured at different scales (Likert, nominal, ordinal). The survey was taken in Sarajevo tourism destination, mostly in the hotels and tourism agencies, during 2013-2014 year. There were 186 respondents to the survey: 20 tourism managers or assistant managers, 59 employees- tourism staff, 107 tourists who visited Sarajevo in 2013-2014 year. They survey for tourism managers and assistant managers was taken at the next hotels: Bristol, Europa, Art, Terme, Hercegovina, Crystal, Hollywood, and tourism agencies: Relax Tours, Gaudi Lufthansa, Zoi '84, Bosnia Travel, Reyyan, Akdeniz, Euroservices in 2013 year. The survey for tourism employees was taken at the next hotels: Bristol, Europa, Art, Dardanija, Holiday, Hollywood, and tourism agencies: Relax Tours, Kompas, Avio Ekspress, Zoi '84, Sol Azur, Gaudi Lufthansa, Bosnia Travel, Reyyan, Euroservis in 2013 year. The survey for tourists, the visitors of Sarajevo destination, was taken at different locations (mostly in the oldtown of Sarajevo) in 2013-2014 year, the tourists stayed in next accommodations: hotels Europa, Hollywood, Bristol, Astra Garni, Imzit, Dardanija, Lula, Old Town, Emona, Mostardayiz, ETN, Radon Plaza, City Boutique, Terme, Michele, hostels Doctor's House, For Me, Guest House, Max, Kovači, Franz Ferdinand, Vagabond, private accomodation, apartments. The survey results will provide the evaluation of factor of hospitality that will be based on a single value of defined parameters (qualifications, affability and English).

4. Results and Discussions

Services that tourists consume (accomodation, food, fun, travels) depends on the competences and organisation skills of touroperators in a tourism destination. Tourism employees in a hotels and tourism agencies, etc., are daily dealing with tourists. Besides, tourists also make contact with local inhabitants of a tourism destination. Consequently, the level of hospitality services can be measured by three important indicators/ parameters:

1) Qualifications (a profession and an education degree),
2) Affability (kindness and a cultural behavior toward tourist clients),
3) English language skills.
4)

4.1. Qualifications of tourism staff

Qualifications of a tourism staff can be measured by analysis and evaluation of defined indicators such as: a profession and an education degree. Education degree can be next levels: university degree (undergraduate or postgraduate), college degree, highschool and secondary education, primary (elementary) education, high skilled, skilled, medium and low skilled workers.

Tab. 2. Growth of a number of employees in Sarajevo hospitality & tourism according to the education degree 2003-2011 year

Qualifications	*2003*	*2007*	*2011*
University degree	55	70	140
College Degree	38	47	500
Highschool Education	432	500	806
Primary Education	121	80	236
High Skilled Worker	59	109	103
Skilled Worker	295	276	429
Medium Skilled Worker	38	25	3
Low Skilled Worker	56	65	183

(Institute for Statistics of Federation of Bosnia and Herzegovina)

The table above shows the growth of a number of employees in a hospitality & tourism of Sarajevo Tourism Destination. There can be defined three different development trends:

a) progressive growth - increasing number of employees with university and college degree, then highschool education, as well as a low skilled workers,
b) regressive growth - decreasing number of employees that have a medium skilled qualifications,
c) uneven growth- oscillating number of employees with primary education, as well as high skilled and skilled workers.

Highschool & secondary educational take the largest share of Sarajevo hospitality structure (2003: 39,5%; 2011: 41%), then skilled workers (2003: 27%; 2011: 22%), primary education (2003: 11,7%, 2011: 12%) and university degree (2003: 5%, 2011: 9%). It's important to emphasize the progressive growth of employees with university degree because it can be a good indicator of improving tourism in Sarajevo destination. Better qaulified provides the better hospitality service as a key of tourism success.

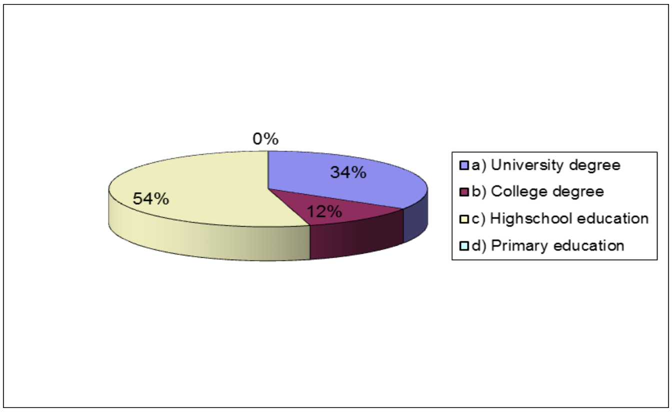

Fig. 3. An educational structure of employees at some hotels and tourism agencies in Sarajevo Tourism Destination 2013 year

(The Survey of Tourism Employees Results, 2013)

The graph above shows that the highschool education take the largest share of an educational structure of employees at some hotels and tourism agencies (54%). This is because most of jobs at hotels and tourism agencies can be done well even without university qualifications. Same time, some highschools have a hospitaliy & tourism programmes, so they can produce a good qualified tourism workers.

Tab. 3. Evaluation of an educational structure of employees at some hotels and tourism agencies in Sarajevo Tourism Destination in 2013 year on the ordinal scale: 1- low, 2- medium, 3- higher, 4- high value

VALUE	MARK	RESPONDENT
Low	1	0
Medium	2	32
Higher	3	7
High	4	20
Average:	2,8	59

(The Survey of Tourism Employees Results, 2013)

The table above shows the average mark of an educational structure of employees at some hotels and tourism agencies in Sarajevo tourism destination (2,8). Evaluation of this parametre from the ordinal scale (1-4) reflects the higher value of tourism staff education.

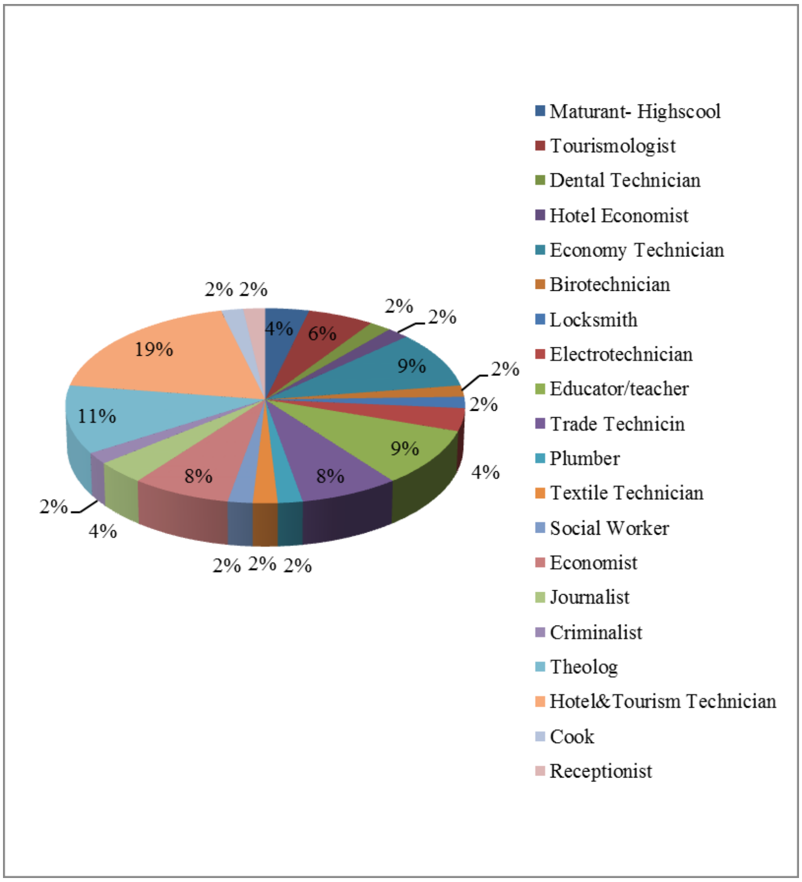

Fig.4.Professional diversity of employees at some hotels and tourism agencies in Sarajevo tourism destination in 2013 year
(The Survey of Tourism Employees Results, 2013)

The graph above shows the huge diversity of an employees professions at some hotels and tourism agencies in Sarajevo tourism destination. Hotel & tourism technicians 14%, theologists 10% and economy technicians 8% take the largest share of a professional structure of employees. Economist, trade technician and educator/teacher participate with 7%, while tourismologist 5%. There's an equal share of a tourism technician, journalist, maturant- highschools 3%, etc. The higher theologist participation is because of successful implementing the project *"Tourism in an islamic way (Halal Tourism in Bosnia & Herzegovina)"* under two tourism agencies: "Bosnia Travel" and "Reyyan". This project provided the increase in the number of tourists, visitors of Sarajevo tourism destination, especially muslim tourists from arabic countries (Saudi Arabia, Qatar, Kuwait, United Arabic Emirates, Egypt, etc.). The problem is that the professional structure at the hotels and tourism agencies is not really an adequate, as there should be more workers with hospitality & tourism qualifications. That's why it's advicable to make the revision of professional qualiffications at hotels and tourism agencies and to do an open competition. To improve hospitality and tourism of Sarajevo destination, there should be done a rational exploitation of houman resourses hospitality and tourism profiles. Hospitality and tourism diploma can be achieved in some secondary schools in Sarajevo (for example, the Secondary Hospitality & Tourism Vocational School) or faculties of hospitality & tourism

(Economy Faculty – Department of Tourism Management, Faculty of Natural Sciences and Mathematics- Department of Geography, Study Course of Tourism & Environmental Protection, etc.). This schools and faculties producing very important professions, such as: tourist guide, cook, waiter, hotel recepcionist, tourism and marketing manager, geographer- tourismologist, etc. Tourism and hospitality industry need this type of professional qualifications! The possible reasons for somehow inadequate professional structure (occupation) at some hotels and tourism agencies in Sarajevo, could be actualy found at inadequate employment system sometimes:

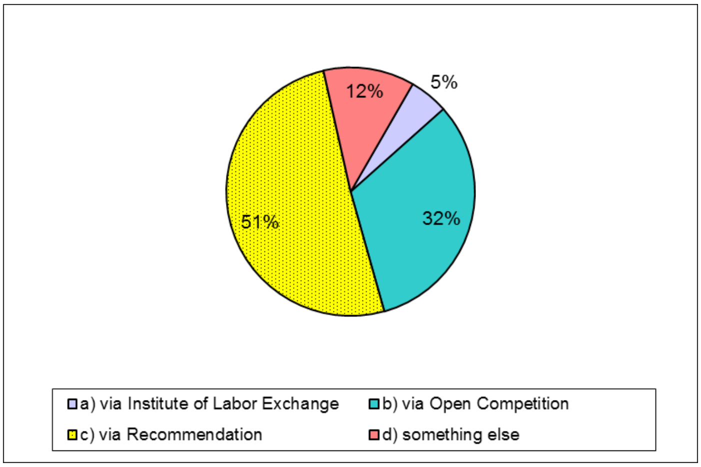

Fig. 5. Employment system at hospitality & tourism of Sarajevo destination
(The Survey of Tourism Employees, 2013)

According to the graph, there's evident that more then a half of employees in a hospitality & tourism of Sarajevo got the job thanks to the recommendations 51%. Recommendation doesn't necessarily means the right qualifications for some job, but it's about a nepotism. "Nepotism is a favoritism directed exclusively or mainly toward friends or relatives, regardless of merit. Today many employers are lending a hand to struggling family members or friends by offering them employment opportunities.'' (Wilson, B., 2011) The main motive is that '’the job can be learned and trained with the working practice apart from a right education.'' Such nepotism shouldn't be a daily practice because knowledge and competences usually comes with an adequate qualifications (education & experience). However, there's a pleasant fact that more then 1/3 of employees basically have the right qualifications for their job that they were given via Institute of Labor Exchange or at the Open Competition 37%.

4.2. Affability (kindness and cultural behave towards a tourist clients)

Affability can be defined as a cultural behavior, specific behavior toward tourist clients (guest care) and an educational level. "Hospitality is a completed attitude toward a guest. Different professional profiles must learn a specific tourism education. Therefore, workers of hospitality, transport, trading and other services linked to a tourism, they must to achieve a special tourism education which is very important element of their cultural behavior." (Jovičić, Ž., 1986, p. 104) Guest care can be defined as a high service quality and a professionalism toward a guest. Service quality must accomplish the guest needs and expectations. (Tomašević, A., 2009, p. 3) Tourists have many different needs (accomodation, food & drink, attractions, transport, fun, recreation, safety, sleep, etc.), but affable treatments is their basic expectation. Kindness, hosting and welcoming is expected from a tourism staff, sellers, bankers, drivers, locals. Cultural level and affability are indeed very important elements of any tourism destination. Services harmony, well organisation, English language skills, affability and guest care, they can indicate the hospitality level of a tourism destination. "Guest care includes:

- Knowing the guest culture & tradition
- Understanding the personality of a guest
- Identification of guest needs and expectations
- Good knowledge about available services of hotel and tourism product of destination as well
- Communication skills, English language skills
- Responsibility
- Ability to identify & solve the problems
- Optimism and welcoming for a culture differences
- Candour and a pleasant mood
- A smile. (Tomašević, A., 2009, p. 3)

We could say that the cultural behavior toward a tourist clients is linked with few important factors: a profession (occupation), educational degree, general cultural behavior, character and type of a personality, a psyhological, physical and health condition, communication skills, empathy, understanding the guest needs, a hospitality & tourism qualifications and orientation, attitude, support and manager treatment and monitoring.

Cultural behavior is a constitutive element of interaction between hosts and tourists. "Tourists are to be served, whereas hosts are the servers; tourists are at leisure, whereas hosts are at work; tourists are motivated by leisure, whereas hosts are motivated by financial gains. As a result, they develop different attitudes and behavior toward each other. Tourists and hosts have also different access to wealth and information, commitment and responsibilities, and socio-economic position and cultural identity. Tourist–host interaction takes place in the (1) spatial (e.g., physical space shared by the tourist and host or physical distance, social status of interactants, rules of behavior they have to conform to), (2) temporal (e.g., length of time tourists stay in the destination, the time of the contact itself, different roles played by interactants), and whether (3) tourists buy goods communicative (e.g., the ability to speak each other’s language and understand non-verbal behavior), and (4) cultural (e.g., different cultural values, perceptions, attitudes, willingness of both to share their values and experiences) contexts." (Reisinger, Y., 2009,

p. 205) In order to make a cultural behavior toward a tourists ethically acceptable, and to across the communication difficulties influenced by cultural differences of tourist and a host of a tourism destination, there was implemented universal code of tourism. *The World Tourism Organisation* introduced universal code of ethical behavior in a tourism and a tourism destinations called "***Global Code of Ethics for Tourism"***. (United Nations The World Tourism Organisation, UNWTO, GCET 1999)

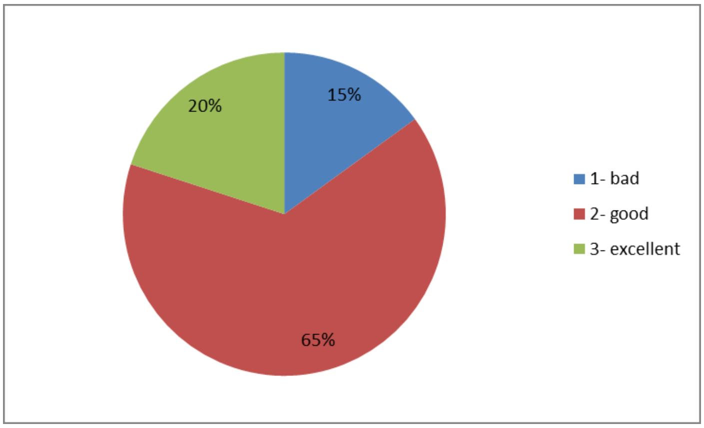

Fig. 6. Evaluation of a tourism staff affability at some hotels and tourism agencies in Sarajevo tourism destination on the Likert scale:
1- bad, 2- good, 3- excellent,
according to opinion of a tourism managers or assistant managers
(The Survey of Tourism Managers Results, 2013)

The survey of a tourism managers or assistant managers results shows that the tourism staff affability in Sarajevo destination is mostly good 65%. Knowing that the tourism staff is a mirror of a tourism destination, it's a welcoming expression and a hosting of tourists, then the managers should affect it more to rise it on the highest level.

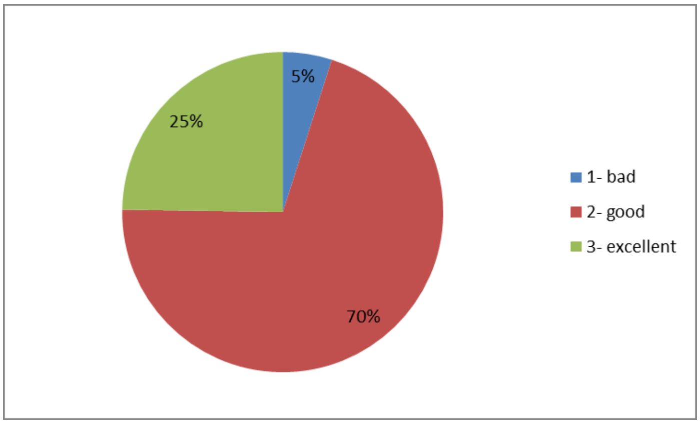

Fig. 7. Evaluation of a tourism staff affability at some hotels and tourism agencies in Sarajevo tourism destination on the Likert scale:
1- bad, 2- good, 3- excellent,
according to opinion of tourists, the visistors in 2013-2014 year
(The Survey of Tourists Results, 2013-2014)

The survey of a tourists results shows that the tourism staff affability in Sarajevo destination is mostly good 70%. But, what we want to achieve, is to be an excellent. For now, the share of excellent mark is only 25%. The tourism staff (guide, recepcionist, waiter, cleaner, chambermaid, information consulter, etc.), all of them should be easygoing, available and extremely polite toward guests.

Tab. 4. The total evaluation results of a tourism staff affability in Sarajevo tourism destination on the Likert scale: 1- bad, 2- good, 3- excellent, according to opinion of a tourism managers and tourists

Manager & assistant managers	Tourists	Average mark
2,1	2,3	2,2

(The Survey of Tourism Managers Results, 2013, The Survey of Tourists Results, 2013-2014)

The table above shows the total evaluation results of a tourism staff afability at some hotels and tourism agencies in Sarajevo tourism destination according to the opinion of a tourism managers and tourists who visited Sarajevo during 2013-2014 year. The average mark of tourism staff afability is 2,2. It's a medium value of a tourism staff affability parameter. Such a mark demonstrates that tourism managers and tourists find it good and accessible. Anyway, the aim is to achive even better results. The tourism staff affability should be rised on the highest level, as it's one of the most important receptional factors of a tourism destination. That's why there should be considered some stimulating factors of affability, such as: a job motivation, job & a salary satisfaction. For example, there's a high unemployment rate in Sarajevo, the workers could be reminded of that, so they could give their maximum efforts at work. Salary satisfaction for now is 56%, which is not good enough, so it could be rised up at least to achive the demonstrative share of 60%. Satisfaction with is workplace is now 80%, this is actualy the adventage factor that should be used to stimulate the tourism staff affability, *"show that you like your job, smile more!"*

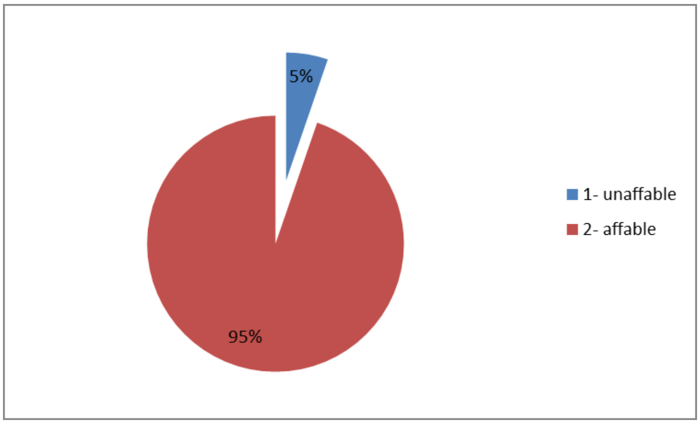

Fig. 8. Evaluation of a locals affability in Sarajevo tourism destination on the nominal scale: 1- unaffable, 2- affable, according to opinion of a tourism managers and assistant managers
(The Survey of Tourism Managers Results, 2013)

The evaluation results shows that a locals affability in Sarajevo tourism destination is positive 95%. Tourism managers and assistant managers at some hotels and tourism agencies mostly share opinion that people of Sarajevo are welcoming and easygoing, the locals are mostly willing to help if you ask them.

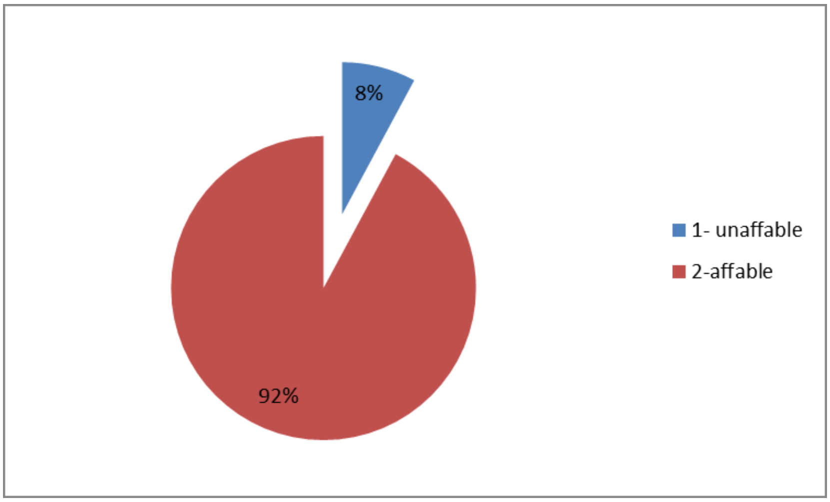

Fig. 9. Evaluation of a locals affability in Sarajevo tourism destination on the nominal scale: 1- unaffable, 2- affable, according to opinion of a tourists
(The Survey of Tourists Results, 2013-2014)

According to opinion of a tourists who visited Sarajevo destination during 2013-2014 year, the locals are affable 92%. Same time, most of tourists wished there was other type of scale that they could rate a locals affability in Sarajevo tourism destination with better description. Why? Because "affable means friendly, good-natured, or easy to talk to" (Oxford Dictionary). They explained that their mark of a locals affability in Sarajevo would be closer to a good or medium level of kindness instead of real affability.

Tab. 5. The total evaluation results of a locals affability in Sarajevo tourism destination on the nominal scale: 1- unaffable, 2- affable, according to opinion of a tourism managers and tourists

Managers	Tourists	Average mark
2	1,9	1,95

(The Survey of Tourism Managers Results, 2013, The Survey of Tourists Results, 2013-2014)

The table above shows the total evaluation results of a locals afability in Sarajevo tourism destination according to opinion of a tourism managers and tourists who visited Sarajevo during 2013-2014 year. The average mark of locals afability is 1,95. It's a positive, pretty higher value of a locals affability parameter. Such a mark demonstrates that tourism managers and tourists find it pretty well and accessible.

4.3. English language skills

The English language skills are necessary for a tourism employees because they are in charge to communicate with tourists from a different parts of the World. "Communication skills, speech and listening are the most important elements of a guest interaction. Speech and the eye contact should express a full devotion to a guest. Carefull listening reflects the respect and true willing to accomplish the guest request. Same time, carefull listening improves to do a job without mistakes. (Tomašević, A., 2009, p. 28, 31). Intercultural communication is a communication process in which people from different cultures try to understand what others from different cultures try to communicate and what their messages mean. (Lustig, M., Koester, J., 1993) In a tourism context, intercultural communication is experienced by tourists when they encounter hosts from a foreign culture, and by hosts when they encounter tourists from a foreign culture. The aim of intercultural communication between tourists and hosts is to understand what each party tries to communicate: hosts want to understand the tourists' needs and deliver a product tourists want, and tourists want to communicate their needs to hosts to receive the product they want. (Reisinger, Y., 2009, p. 167) Language is the method of human communication. Speak the same language means to understand one another as a result of shared opinions or values. (Oxford Dictionary, 2015)

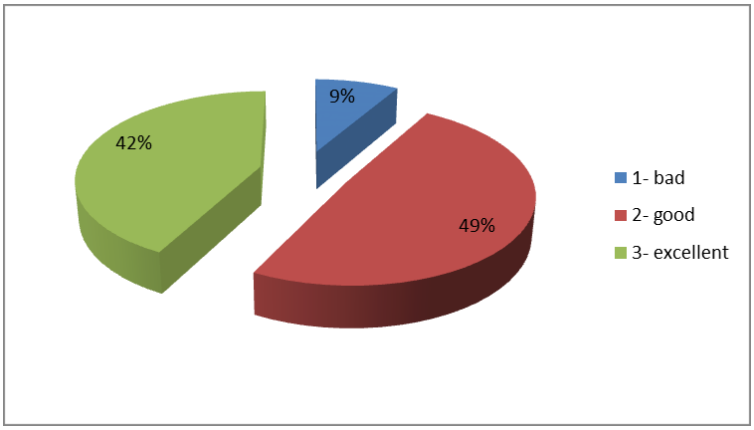

Fig. 10. Evaluation of the English language skills at tourism employees at some hotels and tourism agencies in Sarajevo destination on the Likert scale: 1- bad, 2- good, 3- excellent, according to a personal assessment

(The Survey of Tourism Employees Results, 2013)

The survey results shows that half of a tourism employees at some hotels and agencies in Sarajevo destination have a good English language skills 50%. It's very important to emphasize that, same time, there's a high percent of employees with an excellent English language skills 42%. Bad English take the smallest share of Sarajevo tourism employees only 9%. However, such a tourism employees, they are good at some other language skills (turkish, arabic, german, etc.).

Tab. 6. The total evaluation results of the English language skills at some tourism employees in Sarajevo tourism destination on the Likert scale:

1- bad, 2- good, 3- excellent

VALUE	MARK	RESPONDENT
Low	1	5
Medium	2	29
High	3	25
Average:	2,3	59

(The Survey of Tourism Employees Results, 2013)

The table above shows the total evaluation results of the English language skills at some tourism employees in Sarajevo destination. The average mark of their English skills is 2,3. It's a medium value that demonstrates that tourism employees find their English language skills pretty good.

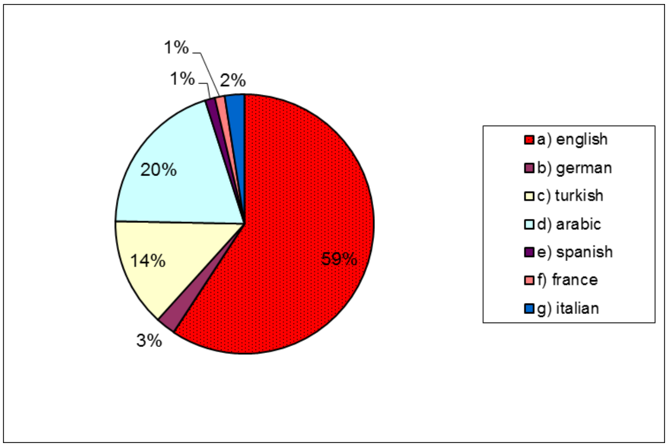

Fig. 11. The most important foreign language at the hospitality & tourism services sector of Sarajevo tourism destination
(The Survey of Tourism Employees Results, 2013)

The figure above (fig.11) shows the foreign languages importance at the hospitality & tourism services sector of Sarajevo tourism destination. English is the most needed language in their job 59%. This is a significant share close to 60%, so it can be evaluated as demonstrative popularity (The Survey Guide, 2001) of English language. Besides, there's a large percentage of employees who considered Arabic and Turkish language as the most important (Arabic 20%, Turkish 14%). Such assessment by tourism employees indicates the tourist origin structure of Sarajevo tourism destination. Turks and Arabs are the highest participation tourists of Sarajevo lately. On the survey that was taken in a two year period (2013-2014), 1/3 of total respondents were exactly tourists from Arabic countries 31%. They came mostly from a highly developed countries of Arab World: Qatar, Kuwait, United Arabic Emirates, etc. "The highest participation in a total number of tourist visitors of Sarajevo in 2013 year had Turks (17,3%), Croats (16,7%), Slovenians (7,0%), Serbians (4,9%) and Germans (3,7%). Same time the highest participation in a total overnight stays made tourists from Turkey (16,8%), Croatia (14,8%), Kuwait (5,8%), Slovenia (5,7%) and Serbia (4,6%)." (Tourism Association of Sarajevo Canton) "The longest-staying visitors of Sarajevo comes from Arabic countries." (Aganović, H., 2014)

5. Conclusions

After the survey analysis, based on their evaluation results and discussions, it is necessary to do a ranking of examined parameters according to their values. The rank position demonstrates the parameter importance for a tourism planning and a tourism & geographical development of Sarajevo tourism destination.

Tab. 7. Ranking of hospitality parameters according to the measured value

PARAMETER / INDICATOR	SCALE	MARK	RANK
Qualifications of tourism staff	1-4	3	higher
Affability of locals	1-2	1,95	higher
English language skills at tourism staff	1-3	2,3	medium
Affability of tourism staff	1-3	2	medium

(The Survey of Tourism Managers, Tourism Employees and Tourists, 2013-2014)

The ranking table shows the evaluation results of a hospitality indicators of Sarajevo tourism destination. Parameters of the higher value are: qualifications of tourism staff and affability of locals. Parameters of medium value are: affability of tourism staff and their English language skills. The fact that there is a good quality of tourism staff and affable locals is very important for tourists who visit a tourism destination. This way they can feel welcoming and respected. Tourists can feel safety as they can ask whatever and they know that there's a good service which can respond to their requests. What is important to achieve is to rise up the tourism staff affability and their English language skills on the highest level. This is because the tourism staff is the basic receptional subject of a tourism destination. Same time, it has a big influence on a destination tourism & geographical development. Positive impressions and experiences of tourists are very powerfull factor that can stimulate increase in the number of tourists especially foreign visitors. They can even wish to visit Sarajevo again because of extremely polite tourism workers who can understand them well and that way accomplish their needs. Therefore, hospitality can represent a strong foundation for a tourism & geographical development. It must be given a huge importance of planning and development issues in the tourism and hospitality sector such as a sustainability, tourism & hospitality jobs, strong tourism potentials such as a very professional tourism staff, very kind locals of a tourism destination, English skills on the top level, etc. This study explore the adventages of Sarajevo hospitality such as a well educated tourism workers, affable people, knowing of English language (tourism staff)... Same time, it shows us some disadvantages at hospitality, such as a huge but not really adequate diversity of a tourism staff professions, or nepotism problems at a hospitality and tourism employment system... Recommended activities should consider implementation of supervisor monitoring at hotels and tourism agencies, the tourism staff evaluation, as well as planning the courses and workshops of a tourism culture & education. Besides, it is necessary to promote (via media, internet, etc.) tourism educational programmes in Sarajevo tourism destination with the main goal *"to raise tourism conscious of locals"*. Locals mostly understand the importance of tourist visits to their place, they are even kind already, but what is stil missing is the better english skills. In order to improve the english language skills of inhabitants and tourism workers as well, it's necessary to give more attention to the practicing of English conversation at preschools, schools, faculties, work, all levels! There could be provided the free courses of english as well. Future strategy of hospitality & tourism planning should encourage open competitions for a workplace rather then private recommendations. This way we should provide a system for better employment results *"the best one, with the right qualifications, get the job!* In conclusion, the hospitality generally is recognized as a medium to higher value that practicaly demonstrates ***more then a good hospitality service of Sarajevo tourism destination.***

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THE IMPACT OF TYPICAL RECOVERY PRACTICE USED IN OVERSOLD ROOM ON TURKISH GUESTS

Vedat İyitoğlu[1]
G. Nilüfer Tetik[2]

Abstract: A significant number of accommodation companies overbook in order to maximize their revenue especially during the peak periods. However, overbooking is a risky activity that may bring companies face to face with the problem of overselling rooms. In such a situation of overselling rooms, hotels usually transfer their guests to other hotels having similar quality as a typical recovery practice. In this study, it is aimed to explore the possible impacts of this practice on Turkish guests' satisfactions and revisit intentions.
The data of the study was collected through a scenario-based questionnaire in Mersin in the period of May-June, 2014. By using snowball and convenience sampling methods, the researchers reached 116 valid questionnaires in total.
As a result of the study, it was understood that the typical recovery practice had a tragic impact on Turkish guests. The results especially indicated that the participants' revisit intentions were relatively much more affected, causing very few of them to revisit intentions. On the other hand, less experience and younger participants were found to react in a statistically more positive manner to such transfer activities. Depending on the findings it is suggested that the hotels' managers who have guests mostly from the Turkish market be more careful about overbooking practice. Additionally, if such transfers are inevitable, they are recommended to start with the youngest guests who have least experiences of vacation.

Key words: Overbooking, Oversold, Guest Satisfaction, Revisit Intention, Turkish Guests, Hotels

INTRODUCTION

On the purpose of avoiding possible revenue loss due to from early check outs, late cancellations and no shows, many hotels overbook and as a result they come up against the risk of oversold. In the case of the oversold, some guests are usually transferred to other comparable hotels as a recovery. Some previously studies have indicated that recovery efforts carried out in the significant service failure have low effects on the guests (Hoffman and Chung, 1999, p. 77; Suskind, 2005, p. 150; Mount, 2012, p. 155). Hence the oversold and the recovery might have serious effects causing guest losses. So the effects of recovery efforts on the guest behaviors must be explored.
Because the service failures from overbooking are the kinds of conscious failures that are intended and foreseeable, they differ from other service failures. So accommodation companies take advantage on the oversold in comparison with other failures. Because in such failures hotels have an opportunity to make a choice in advance about such issues as which guests will walked and which recovery strategies will be used to what extent. On the other hand, on the study related to service failures and service recovery, it has been revealed that the customer's reaction may change depending on such factors as some demographic features, experience and culture (Hwang and Wen, 2009, p. 662). Within this context, the effects of oversold and recovery on the guests are expected to be different, as well. So on the service failure due to overbooking, guests who will have relatively more

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positive reactions should be chosen as walk for preventing the guests' negative reactions or at least minimizing that.

Although there are limited study conducted on the effects of oversold and recovery on the guests in the international literature, it has not been possible to reach any study about the reactions of Turkish guests. The basic reason is that it is connected with the size of the domestic tourism market. However, the number of Turkish tourist has significantly increased in recent years and it has made progress over 100 % in ten years. Thus, it is indicated that the rate of Turkish tourist increase 15% in the hotels in Antalya and 30% and even at times 40% in Bodrum (TÜRSAB, 2014). On the other hand, narrowing depending on some reasons in foreign markets such as Germany, Russia and Ukraine makes domestic holiday market more important in terms of hotels. So it is expected that Turkish tourists walked because of oversold. Within this context, the purpose of the study is to determine the effect of the typical recovery activity applied in oversold on the Turkish guests' satisfaction and return intention and to explore the relation between these two variables.

First of all, the information about overbooking, oversold and service recovery is given on the study. Then sample, data collection and analysis process have been explained under the name of the method. After that the findings have been presented and the study hypothesis has been tested. On the last part, the conclusions have been summarized and some suggestions have been made for the next studies.

LITERATURE REVIEW

Overbooking and Oversold

Overbooking is old and common in accommodation industry to increase the room revenue (Rothstein, 1974, p. 389; Toh, 1985, p. 24). In the most general sense, this application is described as accepting more reservation than certain or available capacity in a period (Noone and Lee, 2011, p. 350).

The accommodation companies like the other ones overbook to avoid possible revenue loss by maximizing the usage of their capacity. Because the service can not be stored, when even one of the rooms is empty, it is thought as nonrecoverable revenue loss. When accommodation companies take reservation as much as the number of available room, they may come up against the risk of empty rooms. That's why some guests may cancel their reservations before arrival date. On the other hand, it is possible that some reservations do not take place even if they are not cancelled. The hotel managers considering these kinds of negative situations prefer taking more reservation. It is possible to increase company revenue 2% and 5% by effective overbooking application (Wangenheim and Bayon, 2007, p. 36). Overbooking in accommodation company is so common that it is stated that these rates may vary between 5% and 13% internationally (Gökdeniz and Dinç, 2011, p. 243). While overbooking is described as a means of useful yield management, it is also thought as a risky application whose results are very costly. The most important risk of this application is to turn overbooking into oversold. In the event that a hotel is overbooked resulting in no rooms remaining available, hotel management will often "walk" the customer to a neighboring hotel at an equal or complimentary rate depending on the situation. It is identified as a serious service failure in terms of the guests (Levesque and McDougall, 2000, p. 33; Wangenheim and Bayon, 2007, p. 43; Noone and Lee, 2011, p. 335).

In the previous studies, overbooking is classified as serious service failures related to the product (Zhu, Sivakumar and Parasuraman, 2004, p. 494; Lee, Singh and Chan, 2011, p. 199). The most important reason of the guest loss is this kind of service failure. Many studies have shown that the guests who have come up against such service failures as overbooking do not return (Ennew and Schoefer, 2003, p. 12; Wangenheim and Bayon, 2007, p. 43; Noone and Lee, 2011, p. 350; Chuang, Cheng, Chang and Yang, 2012, p. 259; Mount, 2013, p. 94). Within this context, the most important cost related to the overbooking applications is the loss of guests. Because finding a new guest is harder and more costly than keeping the available one (Hoffman and Kelley, 2000, p. 419; Lee, Singh and Chan 2011, p. 197). The researchers claims that the cost of gaining a new guest is three-five times (Hoffman and Chung,1999, p. 72) and even six-seven times (Hisaka, 2013) more than keeping the available guest. So keeping the guest or at least having low-level guest loss must be considered as an important goal.

Service Recovery

Even if it is not service failure, accommodation companies may avoid the loss from the guests which service failures cause (Michel, 2001, p. 20; Mount, 2012, p. 160). It is possible with the clear, basic and effective service recovery efforts defined as basically "replacing the truth with the fault" (Mattila, 1999, p. 284; Ennew and Schoefer, 2003, p. 2; Mount and Mattila, 2009, p. 302). During the application, any activities to solve the service failures, to convert negative reactions of the guests who are not satisfied to positive and as a result to keep the guests are thought as a part of service recovery (Lewis and McCann, 2004, p. 7).

The typical recovery activities used in case of the service failures because of overbooking by the hotels are generally composed of supportive services such as free accommodation, transportation, and telephone call (Hwang and Wen, 2009, p. 660; Noone and Lee, 2011, p. 335). This is a standard application especially used by pioneer hotels. However, in order to satisfy their guests, in recent years accommodation companies have presented such extra compensations as free accommodation for the next seasons, extra promotions and some payment (Noone and Lee, 2011, p. 336). For the companies the topic that must be considered is the effects of recovery efforts on guests' reactions and behaviors. Because the effects of these recoveries may be under the expected level. In that case while the losses of the guests occur, the direct cost increases.

The guest satisfaction may increase with the effective service recovery and accordingly the guest losses may decrease (Lewis and McCann, 2004, p. 7; DeTienne, Seawright and Brough, 2005, p. 2). However, there are so many studies whose literature has shown that service recovery results are not satisfactory enough (Mattila, 1999, p. 284; Kuenzel and Katsaris, 2011, p. 20; Mount, 2012, p. 155). For instance, while a study has shown that the guest return is only 41% as a result of the most common service recovery applications (Hoffman and Chung, 1999, p. 77), another study has indicated that only 28% of the restaurant guests return (Suskind, 2005, p. 150). Although these results, it's claimed that there was significant and linear correlation between service recovery and customers' intent to return (Noone and Lee, 2011, p. 345; Mount, 2012, p. 161). That's why when costumers perceive recovery efforts of a company as positive; their intent to return can increase.

The impact of the service failure and recovery strategies on guests may vary depending on culture. For instance, according to a study conducted in restaurant sector in the USA and

Ireland, it was found out that the recovery expectations of American customers are further (Mueller, Palmer, Mack and McMullan, 2003, p. 395). According to another study conducted with the participants from the USA, Singapore and Australia by Wong (2004, p. 957), it was found that service recovery improves service perception in each three sample but there is a positive impact about purchase intention only on Americans. Therefore, it is expected that the impact of the similar service failure and recovery strategies on Turkish guests is different. As a result, the main hypothesis of the study "H1. There is a meaningful relation between the guest satisfaction and their return intentions in the result of typical recovery application."
The service recovery may change depending on such factors as the type of the service, the importance of the failure, the aim of purchase, the guests' experience and the expectations of service recovery (Lewis and McCann, 2004, p. 9; DeTienne, Seawright and Brough, 2005, p. 2). On the other hand, even the companies in the similar activity surroundings may differ in market qualities, cost structure, service concept and management abilities. So it is expected that the similar service failure and the recovery activities may differ from the company to company (Zhu, Sivakumar and Parasuraman, 2004, p. 516).
Many factors such as gender, reservation time, accommodation period and who pays may affect the sense of justice of the guests related to the overbooking policy (Hwang and Wen, 2009, p. 662). McColl-Kennedy, Dausv and Sparks (2003, p. 66) found that there were significant differences between male and female respondents regarding their perceptions of how service recovery should be handled. Women want their views heard during service recovery attempts and to be allowed to provide input. Men, in contrast, do not view voice as important. In this context another hypotheses have been enhanced as follows;

H2a. The effect on Turkish guests satisfaction of the typical recovery strategy used in overbooking varies depending on gender.

H2b. The effect on Turkish guests' return intention of the typical recovery strategy used in overbooking varies depending on gender.

Many studies have claimed that there is a relation between guest reaction and age in service failure (Gyung Kim, Wang & Mattila, 2010, p. 981). As A result of the study conducted by Varela-Neira and the others (2010, p. 40), it was found that older guests are, less negative feelings are. The study on service failure and recovery strategies conducted in banking sector in Greece resulted that the old participants have more expectations about recovery (Lewis & Spyrakopoulos, 2001, p. 44).Thus, the following hypotheses were suggested.

H3a. The effect on Turkish guests satisfaction of the typical recovery strategy used in overbooking varies depending on age.

H3b. The effect on Turkish guests' return intention of the typical recovery strategy used in overbooking varies depending on age.

According to the study conducted by Chuang and the others (2012, p. 258), it is found out that the service recovery activity may vary depending on service failure experience. Within this context, the guests who experienced the failure are more sensitive to the recoveries. Therefore, experienced guests overreact when there is a failure or recovery activity.

According to another study, it is claimed that the guests who have more perceived value are more tolerant to the failures and are more open to the recoveries (Zhu, Sivakumar and Parasuraman, 2004, p. 499). It is thought that the guests who have more experience can witness more service failure related to overbooking. Within this context, the last hypotheses of the study are;

H4a. The effect on Turkish guests satisfaction of the typical recovery strategy used in overbooking varies depending on the holiday experience.

H4b. The effect on Turkish guests' return intention of the typical recovery strategy used in overbooking varies depending on the holiday experience.

METHODOLOGY

The data has been collected with a scenario based survey applied to the participants who have had experiences before in 2014 May-September in Mersin-Anamur. The scenarios are considered as one of the most important measuring means especially used in the studies about the service failures (Hwang and Wen, 2009, p. 666). The scenario introduced to the participants in applying the survey in which the convenience and the snowball sampling methods are used is like this;

"You have made a certain reservation for a week in a 4 or 5 star hotel. However, when you arrived the hotel, the front office staff said that the hotel is totally full and there is no available room. So you were transferred to another hotel in near surrounding that has similar standards with free transportation."

When TUİK (2014) the household tourism statistics are analyzed, it has been seen that the average number of stay overnight between 2009 and 2014 is at least 8 days. Thus, the holiday period in the scenario has been stated as a week. In the case of the occurrence of the situation in the scenario, in order to determine the satisfaction of the participants, a scale with three items and whose answer categories have been ranked as seven likert (1. dissatisfied - 7. satisfied) has been used. In order to determine the participants' return intentions, another scale with two items and whose answer categories have been ranked as seven likert (1.disagree - 7.agree) has been used. Both scales have been taken from the study done by Noone and Lee (2011, p. 343).

RESULTS

The data has been collected from the participants who have had experiences in 4 or 5 star hotels by the questionnaire. The data about the participants of the survey has been shown in the Tab. 1.

Tab. 1. Some Features of Participants

Gender	**n**	**%**	**Age**	**n**	**%**
Female	38	32,8	20-30 years old	21	20,0
Male	78	67,2	31-40 years old	44	41,9
Total	116	100	41-50 years old	34	32,4
Marital status	**n**	**%**	51 +	6	5,7
Single	6	5,6	Total	105	100,0
Married	102	94,4	**4-5* hotels experience**	**n**	**%**
Total	108	100,0	1-2 times	41	38,0
Child	**n**	**%**	3-4 times	36	33,3
Yes	83	77,2	5-6 times	23	21,3
No	18	17,8	7 +	8	7,4
Total	101	100,0	Total	108	100,0

As it is seen in Tab. 1, most of the participants are married (94, 4%) and male (67, 2%), and have children (77, 2%). According to age distribution, it is seen that while the participants are mostly between 31and 40 (about 43%), the ones who are over 51 are the fewest. On the other hand, most of the participants have had experiences in a 4 or 5 star hotel only once or twice (38%). It is possible to consider this data as an important indicator of the progress of the domestic holiday market.

Before the tests of the hypothesis of the study, the reliability tests of the scales of the guest satisfaction and the return intentions have been done. As a result of the analysis made using alpha, reliability co-efficient of the satisfactory scale consisted of three items has been determined as α=.898 and the scale of the guests return intention consisted of two items has been determined as α=.735. These rates show that test results are quite reliable (Kalaycı, 2008, p. 405).

The explanatory factor analysis has been applied in order to determine the construct validity of the scales used in the study. According to the result of the analysis, the guest satisfactory scale was found $p<0,001$, Kaiser-Meyer-Olkin (KMO) sampling rate in significance level was found 0,706 and the result of the test of Barlett was found 224,527. The EFA result of return intention scales was found to be significant at $p<0,001$ level and KMO sampling rate was found 0,500 while Barlett test result was found 71,886. Kaiser (1974) claims that the rate of KMO must be at least 500 for the factor analysis (Hair and others, 1998, p. 99). Within this context, while the satisfaction scale is good for the factor analysis, return scale is acceptable for it.

The result of the satisfaction scale factor analysis showed that the data were collected in one factor and the variation explained in one factor was %83,057. As a result of the factor analysis of the return intention scale, the variation explained similarly was found as %84,249. The impact of the application of transferring to other hotels in case of oversold on guest satisfaction and return intention was shown in Tab. 2 and the relation between these variations was shown in Tab. 3.

According to the factor analysis of the satisfaction scale, the data were collected in one factor and the variation explained in one factor was %83,057. As a result of the factor analysis of the return intention scale, the variation explained similarly was found as %84,249.

The impact of the application of transferring to other hotels in case of oversold on guest satisfaction and return intention was shown in Tab. 2 and the relation between these

variations was shown in Tab. 3. As it is seen in Tab. 2, the Turkish participants have found the recovery activities in case of oversold mostly dissatisfactory ($\bar{x}$ = 2,27). In addition, return intentions have been affected more and it has been seen to be at lower level ($\bar{x}$= 1,55).
It supports that the results of the service recovery in the literature are not effective (Mattila, 1999, p. 284; Kuenzel and Katsaris, 2011, p. 20; Mount, 2012, p. 155. However, the Turkish guests bear cost overrun relatively. Many Turkish guests spend a lot of money and time for holiday. Thus, they have more expectations for holiday and they are affected more by the service failure (Lewis and McCann, 2004, p. 9; DeTienne, Seawright and Brough, 2005, p. 1)... As a result, the service recovery activity has almost no impact on the Turkish guests. According to this result, it is advised to manager to use less costly applications in oversold.

Tab. 2. The Potential Effects of the Typical Recovery Application on Turkish Guests

	n	Minimum	Maximum	Mean	Std. Deviation
Guest satisfaction	116	1,00	4,00	2,2701	,96400
Satisfaction	116	1,00	3,00	1,5474	,59336

According to the Tab. 3, it is seen that there is a positive and significant relation between the satisfaction and the return intention of the guests transferred to the other hotels (r= 0,798; p< .01). As a result, H1 was supported. In other words, the possibilities of the guest loss significantly increase with the typical recovery activity.

Tab. 3. The Relation between Guest Satisfaction and Return Intention (n = 116)

		1	**2**
1. Satisfaction	Pearson Correlation	1	
	Sig. (2-tailed)		
2. Return Intention	Pearson Correlation	,798**	1
	Sig. (2-tailed)	,000	

**. Correlation is significant at the 0.01 level (2-tailed).

As it is understood in the table above, transferring the guests to the other hotels as a result of oversold just supports a shot-term company profit. Nevertheless the losses of the guests increase in long-term and the company profit is affected negatively. Thus accommodation companies falling short must apply more creative recovery activities in order to avoid the losses of the guests.

The study conducted by Noone and Lee (2011, p. 345) has shown that a little payment in addition to recovery activities may increase the guest satisfaction but there is not a meaningful effect on the return intention. Therefore transferring the guests who affect the company less instead of over recovery activities may be an important strategy. Within this context it is advised to transfer the guests who affect the company profit least to the other hotels when the hotel falls short.

Independent two samples t-test was administered to determine if there are significant differences between the satisfaction and return intentions of the participants in terms of gender. As a result of the test, it was found that the average of the satisfaction ($\bar{x}$ = 2,10) and the return intention ($\bar{x}$ = 1,43) of the females is lower than the males ($\bar{x}$ = 2,35 and $\bar{x}$ = 1,60). However, these differences have not been supported statistically (t= -1,359; p >.05 and t= -1,441; p>.05). So H2a and H2b have not been accepted.

The ANOVA results applied to determine the varieties depending on age and holiday experience that are the other hypothesis of the study are shown in the table below.

Tab. 4. The Effect of the Typical Service Recovery According to Gender and Holiday Experience

	Age Group	**n**	$\bar{x}$	**s.s.**	**F**	*p*	**Difference**
Satisfaction	1 (20-30 years old)	21	2,5714	,93180	5,795	,004	1 and 2 >3
	2 (31-40 years old)	44	2,3258	1,06746			
	3 (41 +)	40	1,8167	,65350			
Return Intention	1 (20-30 years old)	21	1,6429	,55097	5,819	,004	1 and 2 >3
	2 (31-40 years old)	44	1,6705	,64649			
	3 (41 +)	40	1,2750	,46616			
	Experience Group	**n**	$\bar{x}$	**s.s.**	**F**	*p*	**Difference**
Satisfaction	1 (1-2 times)	41	2,7154	,85167	10,167	,000	1 and 2 >3
	2 (3-4 times)	36	2,3704	,92506			
	3 (5 +)	31	1,7849	,82349			
Return Intention	1 (1-2 times)	41	1,7927	,60183	6,430	,002	1 > 3
	2 (3-4 times)	36	1,5833	,59161			
	3 (5 +)	31	1,3065	,49459			

As it is seen in the Tab. 4, the satisfaction and the return intention of the participants vary depending on age (F=5,795; p<.01 and F= 5,819; p<.01). Accordingly, in case of being transferred to another hotel, the satisfaction ($\bar{x}$= 1,82) and the return intentions ($\bar{x}$= 1,28) of the potential guests who are 41 and over are statistically lower than the other age groups. Thus, the older they are, the less satisfaction and return intention are. In that case, H3a and H3b hypothesis the study have been supported. It is thought that older guests stay the course of holiday and so they are affected much more by the negative situations. In this sense, in case of oversold, it is advised to address initially younger guests. It is found out that according to the comparison in terms of experience, the satisfaction and the return intention of the guests who are experienced in holiday are significantly lower. So H4a and H4b have been similarly supported and accepted. The number of the Turkish guests transferred to other hotels because of overbooking can be expected to be less due to the size of the domestic holiday market. Therefore, especially the reactions of the guests who experienced the same situation in their previous holiday may be more severe. When these results are evaluated together, it is understood that the older guests who are more experienced in holiday are more responsive to the recoveries applied in oversold.

CONCLUSION

Most of the accomodation companies overbook for income maximization and therefore face the risk of oversold. In case of oversold, the companies transfer their guests to other hotels as a standart recovery activity. The result of this study indicates that the application may have strong negative effects. As a result of the study, the impact of the recovery activities commonly applied by hotels on the guests' satisfaction and the return intention is lower than expected. It has an impact on bussiness profit in two ways. Within this context, they lose their guests and also the costs increase because the sources are not used effectively. So, firstly the hotel managers should make an effort not to oversold. In case of oversold, it is possible to decrease the loss of income caused by the loss of guests. Within this context, first of all, when the income contribution of the guests is considered, those who have less contribution must be initially transferred. On the other hand, as a result of the study, the guests who have less holiday experience and who are younger react more positively. Hence, it is advised to transfer those guests to other hotels in case the hotel oversold. It is possible for the hotels that do not overbook to fall short because of failure, repeated reservation, mis-reservation and some reasons caused by a guest or the hotel, as well. Therefore, the result of the study is important not only for the accomodation companies overbooking but also for those falling short.A study conducted using the detailed interview technique by Kuenzel and Katsaris (2011, p. 20) has explored that managers and tourists do not have the same opinion about the service failure and recovery. Thus, the managers of the accomodation companies must develop a more customer-centered point of view to find effective recovery strategies in oversold. Although similar data collection method has been exceedingly used in the literature, the most important limitation of the study is to acquire the data from the participants who do not actually have any service failures.

On the other hand, based on the methods of the sampling, the data collected from the limited target population are open to discussion in terms of representation of the population. So similar studies may be conducted by collecting tha data especially from the guests who have experienced service failure related to overbooking before and from the available guests of the hotels. Beside it is thought that the studies in which the absolute data instead of the comparative one is used are necessary to evaluate service recovery applications in terms of the hotels. It is possible to explain the rate of each recovery activity with the mathematical formulas including such data as the cost of the sources, the impact on the customers, the risk (the risk of vacancy and/or compensation because of not serving, the risk of paying reklamation). In accomodation companies and food and beverage companies, although there are similar service recovery strategies, different activity ratio may occur (Hoffman and Kelly, 2000, p. 422).. Therefore, the studies can be conducted comparatively in different service sectors, different accomodation companies and different customer groups. It is claimed that the service failures must be recovered as soon as possible. Because it is thought that the negative attitudes of the customers will increase when it is too late. However, another idea claims that applying the service recovery after a while instead of immediately will give better results. The guests who have experienced the failure may be calm, behave logically and think positively about the recovery efforts of the company in the course of te time. Within this context, the reactions of the guests may be explored more meaningfully with the help of the evaluations especially before and after standard recovery application. Because the services in the hotels where the guests transferred to may be below or beyond expectations, the reaction of the guest may vary.

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IS EMPLOYER BRANDING A CHALLENGE FOR HIGH-CONTACT SERVICE INDUSTRIES? INSIGHTS FROM THE HOSPITALITY SECTOR IN POLAND

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Abstract: High-contact service industries involve close and direct customer-employee interaction for a prolonged period; consequently they rely on the knowledge, skills and abilities of their staff. Growing recognition of the significance of this interaction for service organisations' performance has led to the need to increase efforts to attract and retain high-quality human recourses. Effectiveness of these efforts can be supported by applying employer branding practices. To develop a sound employer value proposition, company needs to examine internal employer brand image first. The purpose of the paper is twofold: first, to identify the hospitality industry's strengths and weaknesses in the context of employer branding, second, to investigate the differential effects of selected factors on perceived industry attractiveness as a workplace. The research was conducted on the group of 331 hospitality workers in Poland. Data were collected through self-administered questionnaires. The study revealed that the best perceived employer brand dimension was social value, the worst – economic value. There was a significant negative association between the willingness to recommend the sector as an employer to others and all of the employer brand dimensions under investigation, with job content yielding the strongest relationship. The analysis further showed that perceptions of rewards received in the workplace were higher for men, self-employed or having indefinite contracts, occupying managerial positions, and working in micro entities and in accommodation services. Results of the investigation prove that it is a challenging task to position hospitality firms in the minds of potential employees as a great place to work. Organisations that try to attract human recourses by presenting an overly positive picture of their employment experience are likely to encourage unrealistic expectations in newcomers with subsequent disappointment and decreased job performance.

Key words: employer branding, hospitality industry, employees, Poland

INTRODUCTION

High-contact services are characterised by high levels of communication time, intimacy of communication, and richness of information exchanged during interaction between customers and employees (Kellogg and Chase 1995). Therefore high-contact service organisations rely above all on the abilities and intentions of personnel to understand and enact their service strategies (Goldstein 2003).

Increasing competition within the sector, combined with the significance of the customer-employee contact in the service delivery, has resulted in an intensified awareness amongst practitioners and researchers to better appreciate how to attract and retain employees who are committed to the set of values and organisational goals and who can become a source of company's sustainable competitive advantage and contribute to its market success (King 2010).

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The role of the service provider in the consumer's evaluation of the service experience is paramount. This is particularly true when market offering is produced by means of co-creation between employees and customers (Lusch, Vargo, and O'Brien 2007; Andreassen and Lanseng 2010). Employees constitute the interface between a brand's internal and external environment and can have a powerful impact on how stakeholders perceive the service organisation (King and Grace 2006). De Chernatony, Cottam, and Segal-Horn (2006) highlight the impact of staff on current and potential customers' organisation perceptions through their role in delivering both functional and emotional brand values. According to Mosley (2007), employees are increasingly key in developing sustainable service brand differentiation, not only through the development of a positive service attitude, but also through the emotional values that tend to be evoked by a particularly distinctive style of service. Dowling (2001) claims that interpersonal communications between employees and external entities is far more influential in terms of shaping attitudes and image than any communication sponsored by the firm itself.

A significant impact of employees on the service organisation's performance has been confirmed by the numerous studies (generally referred to as the service profit chain) that have diagnosed causal links between business results and customer/employee satisfaction (Heskett et al. 2008; Yee, Yeung, and Cheng 2011) as well as customer/employee identification (Homburg, Wieseke, and Hoyer 2009). Findings of these studies support a company's efforts to communicate to existing and prospective staff that it is a desirable place to work – developing strategies to become an employer of choice helps recruit suitable employees who will contribute to the efficient and effective delivery of services.

Most jobs in the hospitality industry are not bestowed with high status and respect. There are many factors contributing to this image. A lot of occupations in the industry are seasonal, part-time, law-skilled, law-paid, and born upon unsocial working hours. Internal labour markets are weak and career development perspectives are limited. What's more, employees are often confronted with customers' unfair and inappropriate demands on service providers (Riley, Ladkin, and Szivas 2002; Wood 2003; Poulston 2009). Since employees' engagement is affected by organisation's ability to reciprocate with economic and socioemotional benefits (Saks 2006), the perceived law status of hospitality employment is regarded as a major obstacle to the recruitment of quality labour. In consequence, it makes it a particularly challenging task to position the firm in the minds of potential employees as a great place to work (Baum 2008; Bednarska and Olszewski 2013).

This study seeks to contribute by identifying the hospitality industry's strengths and weaknesses in the context of employer branding. It also examines the differential effects of selected individual and organisational factors on perceived industry attractiveness as a workplace and on willingness to recommend the sector as an employer to others.

To reach the objectives proposed, the paper proceeds as follows. First, the concept of employer branding is discussed on the basis of the existing literature. Next, research methodology and findings of the study on hospitality career perceptions are presented. The last section concludes by summarising the most important findings.

EMPLOYER BRANDING STUDIES – LITERATURE REVIEW

In recent years, employer branding has received a growing attention in both the practitioner and academic literatures. Interest in this approach has been driven by increasing competition within the labour market for the talent required by companies to realise their corporate goals (Mosley 2007). The concept has emerged from applying marketing principles to the field of human resources management (Edwards 2010; Martin, Gollan, and Grigg 2011). The term *employer brand* is believed to be coined by Ambler and Barrow, who described it as the "package of functional, economic, and psychological benefits provided by employment and identified with the employing company" (1996, p. 187). Employer branding thus can be defined as the process of building an identifiable and unique employer identity that differentiates the firm from its competitors, in other words it is a specific form of managing corporate identity by creating, both within and outside the firm, an image of the organisation as a desirable place to work (Backhaus and Tikoo 2004; Ewing et al. 2002). A closely related to the employer brand concept is the notion of employer attractiveness, which may be considered an antecedent of the more general idea of employer brand equity (Berthon, Ewing, and Hah 2005).

Employer brands play a dual purpose. The employer brand proposition needs to clarify what potential and current employees can expect from the organisation in terms of rational and emotional benefits. However, it also needs to clarify what is expected of employees in return (Mosley 2007). Given its dual nature, employer branding yields positive consequences for both parties of the employment contract. Primarily, it provides an organisation with the benefits of increasing applicant quantity and quality (Turban and Cable 2003; Collins and Han 2004). Companies with strong employer brands can reduce costs of acquiring employees and decrease employee turnover. Moreover, such companies can offer lower compensation for equally qualified employees compared to those with weaker employer brands (Berthon, Ewing, and Hah 2005). Strong employer brands play a key role in creating and protecting reputational capital (Martin, Gollan, and Grigg 2011) and in enhancing the perceived value of the company in the job market, enabling segment-specific recruitment strategies to be developed (Wilden, Gudergan, and Lings 2010). Employer brands are also assumed to have the abilities to differentiate, to satisfy, to create loyalty, and to develop an emotional attachment (Davies 2008) as well as to support favourable employee attitudes that enrich the customers experiences during interaction (Schlager et al. 2011). Finally, employer branding influences positively job seekers' information costs, perceived risk and work quality associated with the prospective employer (Wilden, Gudergan, and Lings 2010).

A critical component of employer branding is an employer value proposition, which is a representation of what the firm offers to its employees and provides the central message that is conveyed by the brand (Backhaus and Tikoo 2004). To develop a sound employer value proposition that helps attract and retain quality human resources, company needs to examine internal employer brand image first.

A message about the organisation as an employer is transmitted to target groups through different channels, word-of-mouth communication being one of them (Van Hoye and Lievens 2005). If actual employment conditions are perceived as inconsistent with signals about employment offering communicated as a part of the employer branding activity, this could be interpreted as psychological contract breach (Edwards 2010; App, Merk, and Büttgen 2012). Unmet expectations may lead to negative consequences for both the strength and the length of the employee-employer relationship (Bednarska 2014). As stated

by Wilden, Gudergan, and Lings (2010), employees shouldn't have doubts about the willingness and ability of the employer to deliver what is promised.
To date, there have been very few attempts at empirically exploring perceptions of employer brand in the hospitality industry. Taking into account that one of the major challenges for the industry is attracting and retaining high potential employees (Enz 2009), the shortage of investigations in this field is quite surprising. The present study attempts to address this gap.

RESEARCH METHOD

To reach the objectives of the study field investigation was conducted. The target population comprised current employees in the hospitality industry in Poland. A total of 331 participants from 12 locations were recruited for the study. 45% of them worked in accommodation establishments, 55 % – in food service companies. Females represented the majority of the sample (71%) and the mean age of respondents was 33 years. More than a half of those surveyed had an upper secondary level of education and only 21% of the staff completed tourism-related school programmes. 59% of participants reported they had gained work experience in different sectors and the mean tenure in current organisation was 5 years. Moreover, employees held mostly non-managerial positions (80%), their work arrangements were primarily fixed term (48%) and full-time (77%). The majority of the sample (64%) worked in micro entities.Table 1. shows descriptive statistics for the sample.
Based on a review of previous research on employer image (Berthon, Ewing, and Hah 2005; Schlager et al. 2011; Bednarska, Janta, and Olszewski 2014) the questionnaire was developed for the purpose of this study. The research instrument consisted of three sections. Section one dealt with job and organisation attributes describing five core dimensions of employer brand, these are: job content, economic value, development value, social value, and reputation value. Section two sought information about respondents' willingness to recommend the sector as an employer to others – employment referrals are a form of word-of-mouth communication, which can enhance the effectiveness of employer branding practices. The third section collected demographic data that were used to identify the different groups of respondents for purposes of comparative analysis.
Data were collected through self-administered questionnaires. As a growing body of empirical evidence supports the notion that employee attitudes and behaviours are affected by fit between individuals and their work environments (Kristof-Brown, Zimmerman, and Johnson 2005), the study investigated both expectations towards careers and perceptions of hospitality careers. Respondents were requested first to imagine an ideal employer who they would choose to work for and evaluate 26 job and organisation characteristics based on their expectations. Afterwards, they were asked to assess the analysed items regarding current employers in the hospitality industry. A seven-point Likert scale was used, ranging from "strongly disagree" (1) to "strongly agree" (7). The data enabled the computation of the gaps between preferred and perceived job/organisation attributes. The gap was calculated as a difference between expectation and perception for desired attributes and as a difference between perception and expectation for undesired attribute (Bednarska and Olszewski 2013). Accordingly, a positive number denotes unmet expectations, and a negative number denotes exceeded expectations.

Tab. 1. Sample characteristics

Variable	Category	N	%
Gender	Female	233	70.6
	Male	97	29.4
Age	24 years and below	102	31.9
	25 – 34 years	102	31.9
	35 – 44 years	68	21.3
	45 – 54 years	24	7.5
	55 years and above	24	7.5
Level of education	Tertiary	96	30.1
	Upper secondary	168	52.7
	Primary/lower secondary	55	17.2
Field of education	Tourism-related	56	21.0
	Tourism-unrelated	211	79.0
Prior work experience	In the same sector only	67	20.5
	In different sector(s)	193	59.0
	None	67	20.5
Organisational tenure	Less than 1 year	80	26.8
	1 – 2 years	84	28.0
	3 – 4 years	32	10.8
	5 – 9 years	48	16.0
	10 – 19 years	33	11.0
	20 years and more	22	7.4
Position	Managerial	60	19.5
	Operational	247	80.5
Employment contract	Self-employment	36	11.4
	Indefinite contract	99	31.2
	Fixed term contract	151	47.6
	Other	31	9.8
Work arrangement	Full-time	236	76.9
	Part-time	71	23.1
Organisation size	Micro	208	63.6
	Small	68	20.8
	Medium	51	15.6
Type of economic activity	Accommodation	150	45.3
	Food service	181	54.7

In order to analyse the questionnaire, data descriptive statistics and correlations were employed to portray the main features of variables under study and relations between them. Because the assumption about normality in the data was violated, as confirmed by Shapiro-Wilk test ($0.813<W<0.977$; $p<0.001$), non-parametric Mann-Whitney U test was applied to detect significant differences between groups. The statistical processing of the survey data was conducted using the SPSS software package.

RESULTS AND DISCUSSION

The results of the analysis are reported in Table 2. It presents means, standard deviations, correlations, and internal reliability estimates for the variables of interest. Measures of employer brand dimensions demonstrate the level of subjective misfit between employees' expectations and perceptions of job content and context. A measure of employment referrals shows the level of respondents' engagement in positive word-of-mouth communication about the industry as a workplace.

Tab. 2. Variable means, standard deviations, correlations, and internal reliability estimates

Variable	Mean	Standard deviation	Spearman's correlations				
			1.	2.	3.	4.	5.
1. Job content	1.59	1.33	(.768)				
2. Economic value	2.43	1.62	.630*	(.794)			
3. Development value	2.27	1.74	.690*	.795*	(.891)		
4. Social value	1.40	1.26	.515*	.567*	.551*	(.862)	
5. Reputation value	1.61	1.44	.565*	.630*	.675*	.605*	(.806)
6. Employment referrals	5.80	1.36	-.479*	-.383*	-.396*	-.360*	-.392*

* Significant at the 0.01 level (2-tailed)

Note: Values in parentheses along diagonal are internal reliabilities (Cronbach's alpha) for multi-item constructs.

The descriptive data in the table prove that hospitality employees rated economic rewards and development opportunities as the greatest weaknesses of the industry as a workplace. The smallest expectation-perception gap was found for social relations. The computed correlation coefficients indicate that there was a significant negative association between all of the employer brand dimensions under investigation and the willingness to recommend the sector as an employer to others. In other words, the higher discrepancy respondents perceived between their needs and rewards offered in the work environment, the lower was their inclination to make employment referrals.

Table 3 provides information about differential effects of selected factors on employer brand image and employment referrals in the hospitality industry. All of variables under study led to significant differences in at least one dimension of employer attractiveness. Gender was linked to economic, development and reputation values; women perceived each of them worse than men. Field of education displayed relationship with job content, with those who got tourism-related education reporting smaller misfit. Position held was linked to all dimensions under study except social value; managers tended to rate the degree to which their needs were fulfilled by rewards in the workplace higher than operational employees. Those holding managerial positions were also more engaged in employment recommendations.Employment contract demonstrated relationship with all of the variables under investigation; self-employed and those with indefinite contracts held more positive views about their careers and declared higher level of work-related positive word-of-mouth communication. Work arrangement was associated with economic and development values, with part-time employees experiencing greater expectation-perception gaps in these areas. Organisation size was related to development, social and reputation values and with employment referrals;respondents employed in micro entities perceived their work as more fulfilling and they willinglyspoke positively about their jobs. As far as the type of activity is concerned, food service companies were evaluated as inferior employers with regard to job content and development value.

It is noteworthy that the largest differences in mean ranks were identified for development value, the smallest – for social value. With regard to explanatory variables, the largest average differences were attributable to the type of employment contract, the smallest – to the type of economic activity of the employer.

Tab. 3. Differential effects of individual and organisational factors on hospitality employer brand image and employment referrals

Variable	Job content		Economic value		Development value		Social value		Reputation value		Employment referrals	
	Mean rank	U value	Mean rank	U value	Mean rank	U value	Mean rank	U value	Mean rank	U value	Mean rank	U value
Gender		9844.5		8175.5 **		9497.0 *		9961.5		9444.5 *		10343.0
Female	171.1		173.0		170.9		170.6		172.1		160.8	
Male	150.5		134.1		147.4		151.7		146.4		171.8	
Field of education		4705.0 *		5611.5		4616.0		5236.5		4961.5		5563.5
Tourism-related	113.6		113.0		116.0		123.2		118.2		136.8	
Tourism-unrelated	138.7		135.1		136.7		136.2		136.9		132.0	
Position		4061.0 **		5223.5 **		4277.5 **		6100.0		5047.5 **		6080.5 *
Managerial	98.8		120.6		102.5		133.4		115.6		171.9	
Operational	166.6		157.5		164.5		158.3		162.0		147.8	
Employment contract		8071.0 **		7037.0 **		6834.5 **		9667.5 **		7590.0 **		10047.5 **
Self-employment and indefinite contract	127.8		119.8		118.5		139.6		124.2		172.5	
Fixed term contract and other	182.2		183.4		187.2		173.4		184.1		146.3	
Work arrangement		7060.0		6526.0 *		6673.5 *		7813.0		7381.0		7394.0
Full-time	148.4		143.9		146.0		155.4		149.4		156.5	
Part-time	170.4		170.4		174.2		147.1		165.1		141.1	
Organisation size		11004.5		10704.0		10569 *		9949.5 **		10448.0 *		10269.0 *
Micro	157.2		154.3		154.6		152.1		154.5		171.7	
Small and medium	174.5		169.8		176.2		183.4		178.0		146.5	
Type of economic activity		11197.5 **		12680.0		11409.0 *		13416.0		12369.0		12256.0
Accommodation	150.2		163.4		151.6		166.0		158.1		171.7	
Food service	178.1		160.8		175.1		165.1		170.7		158.6	

* Significant at the 0.05 level, ** significant at the 0.01 level (2-tailed)

Given the acknowledgement of the significance of the customer-employee interaction in the service delivery as well as the growing imperative to attract and retain talented job candidates, surprisingly scant attention to date has been drawn to employer brandingin the hospitality industry. The present investigation seeks to fill this knowledge gap by examiningthe hospitality internal employer brand image. Specifically, by assessing the degree to which employees' needs are satisfied by rewards in the work environment, this study aimed to identifythe hospitality industry's strengths and weaknesses in the context of employer branding.

As advocated by numerous researchers (e.g. Backhaus and Tikoo 2004; Knox and Freeman 2006; Wilden, Gudergan, and Lings 2010) development and communication of employer brand can become a critical tool for attracting and retaining talents. To reach this goal, however, the message that an organisation sends to potential recruits needs to be reinforced by itscurrent employees, which requiresemployer brands communicated internally and externally to be consistent. When an employer is presented in a manner not congruent withactual working environment, potential applicantswillperceive brand signals as untrustworthy or will form unrealistic expectations towards employment relationship and their post-entry performance and retention will be negatively affected.Hence, employer should clearlyunderstand what promise of benefits couldbe offered to prospective and current employees to avoid theperceived violation of a psychological contract (Foster, Punjaisri, and Cheng 2010).

The study revealed that economic benefits and development opportunities are those dimensions of hospitality employer image that employees found the most unsatisfactory. Concurrently, they evaluated relatively favourably the extent to which their needs were met with regard to social relations and job content.These results correspond with previous research on the hospitalityindustry as a workplace.In line with this investigation, others observed that limited avenues for career progression were key drivers to exit the industry (McGinley et al. 2014) or even not to enter the industry upon graduation (Richardson 2010).The study also showed that the industry's image of being low paid holds true (Poulston 2009; Gallardo et al. 2010).On the other hand,relationships with colleagues and working with people were commonly pointed out as attractive aspects of careersin the sector (Brown, Thomas, and Bosselman 2015; Gallardo et al. 2010).Researchers also found that challenging and stimulating job was a valued attribute of hospitality employment (Lub et al. 2012; Mkono 2010).

The findings of the study suggest that, when developing an employer value proposition aimed to attract and retain quality human resources, hospitality organisations should emphasise job content and social values. Friendly atmosphere, feeling of integration, supportive attitude of colleaguesas well as challenging work assignments and variety in daily activities appear to be the greatest strengths of the industry as a workplace. It is also important not to neglect opinions of current employees as their engagement in positive word-of-mouth communication is closely related to perceived rewardsobtained in the workplace. And, as noted byWilden, Gudergan, and Lings (2010), employee referrals are considered one of the most credible sources of employer brand information.

The results reported in the paper must be tempered by several limitations. First, all variables were measured with self-reports. Although the use of a survey methodology was appropriate, given the perceptual nature of the study variables, it does raise concerns about common method bias, especially social desirability, which may have influenced the results. Another aspect to keep in mind is that some of the unique characteristics of the hospitality industry may limit the generalizability of the findings to service sectors not considered here. However, accommodation and food service establishments provide a useful environment for investigating high-contact services.

CONCLUSION

In today's, characterised by increasingly fierce competition economy, employees are focal to the process of service brand building and their attitudes and behaviours can either reinforce a brand's values or, if inconsistent with these values, undermine the credibility of market communications. If companies wish to gain a competitive advantage through attracting and retaining talented workforce, they should engage in the process of placing an image of being a desirable place to work in the minds of current and potential hires.

Employers ought to invest in clear and consistent brand signals. Those signals must be credible – organisations that present an overly positive picture of their employment experience are likely to encourage unrealistic expectations in newcomers with subsequent disappointment, which could lead to reduced job satisfaction, decreased job performance, and increased voluntary quit rates. In other words, it is critical that actual employment conditions not contradict the signals delivered to job seekers in the pre-employment phase. Effective employer branding requires then understanding of the factors that are important for employees and of the current image of the organisation as a workplace.

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EVALUATION OF MEDICAL TOURISM IN PUBLIC HOSPITAL SERVICES

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Abstract: Evaluating the services of public hospitals in medical tourism in our country, to create data structures to improve. The research is descriptive and field research. The questionnaire was used as data collection tool. The population of the research was public hospitals in İstanbul. It has yet to determine the sample. All were included in the study of the universe. Surveys have been applied to the hospital executives face to face. Serving a total of 62 public hospitals in Istanbul has reached 60 from the administrator. Data were analyzed by SPSS software package was used. Demographic information obtained as a result of the implementation of the survey percentage (%) and number of people (n) taking statements have been prepared. In the analysis of data obtained from the survey; frequency distribution, mean, standard deviation, chi-square ($\chi 2$) test was conducted as required statistical analysis. According to the research findings; from abroad, especially from June to July and August in the patients (86.7%) were admitted to hospitals and reference is made to themselves (90%) were determined. Patients are often admitted to the eye and obstetric services (40%), the majority (91.7%) of the patients and 46.7% from the Turkish Republic of Germany. If Turkey is found to be effective in the choice of the price with a rate of 96.7%. These results indicate that the desired level yet in the public hospitals of health tourism.It shows that we are more advanced in their health tourists. Foreign patients, especially the Public Hospitals have to choose when they come to Turkey. Choice of hospital activity in patients, beds, staff and a similar number of properties have been found to be no effect. When assessing overseas promotion activities for both types of hospital patients it has been identified where there aren't serious efforts. For this purpose, the Internet, magazines, newspapers, brochures or tour operators visit methods were used. In our country, it is necessary to increase the awareness level of the public hospitals in medical tourism. Management and organization structure, together with physical conditions must arrange accordingly. Need to develop promotional activities. For this, they need to do serious work with academics and industry representatives of the relevant ministries.

Key words: health tourism, medical tourism, public hospitals

INTRODUCTION

Medical tourism, defined as surgery or other medical treatments in order to travel. Medical tourism involves two basic topics including surgery and therapy. There is a distinct difference between the two. Surgical tourism necessarily require specific operation. Therapeutic aimed at improving methods of treatment used in tourism. Therapy is a little different from the surgery. There are similar aspects such as medical examination and diagnosis. However, this treatment different from surgery requires longer and continuous control. (Smith and Puczko, 2009: 101-102).

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Medical sector and the results of jointly producing goods and services in the tourism sector have emerged in medical tourism. (Silver and the Great, 2008: 435). Medical tourism, more economical and the treatment, processing and quality health care for less waiting time is to go from one country to another. Medically from one country to another to avoid spa treatments are also needed medical tourism. (Aydin, 2008: 6). To go to another country to obtain health care is not a new thing. . However, the concept of medical tourism has emerged in the last 10-15 years. (Yanos, 2008: 16). Includes all concepts to the general concept of health tourism, remain healthy and fit. Medical tourism is for medical intervention and treatment (Brick, 2008: 8). In medical tourism, "tourists" are intended to be primarily medical treatment. However, the rest of the attractions, leisure activities, such as participating in the traditional tourism assessment (Mugomb and Danelle, 2007: 1).

It is possible to separate the history of medical tourism into two categories. The most prominent feature of the old-fashioned medical tourism is expensive. In this system, wealthy patients belonging to poor countries have suffered from the high treatment costs and transportation difficulties in Europe and America. However, they were receiving a higher quality of medical service. . New procedures in the medical tourism facilitated travel between the north-south and south-south and is so advanced that even medical tourism. To explain with a longer Examples Hindus can go for the treatment of unexpected decrease in body mass to America. A Bangladeshi can go to Thailand for the treatment of varicose veins. Therefore, the patient is no longer flow only from the third world to the first world. As from the third world to the third world it can take place in the form of the first world to the third world (Reisman, 2010: 29).

Asian countries are dominant in the medical tourism market worldwide. India in particular has an important place in the market with low prices. Medical tourism market demand is concentrated in three regions. North America, Western Europe and the Middle East. The distribution of the demand for destinations in these areas is as follows. European medical visitors’s favorite countrys India, Malaysia and Thailand. Dominate the Middle East market because of the Malaysian Islamic reference. Singapore, the main destination of the Japanese mark Cuba is directed to the Central American market. Asian region is the most important continent for medical tourism. District attracts 1.3 million medical tourists annually (Health Foundation of Turkey, 2010: 47).

Mostly eye surgery in Turkey within the scope of medical tourism, dental surgery, in vitro fertilization practices, aesthetic and plastic operations, services for the treatment of heart and vascular disease, are presented. (Akdur, 2009: 40). Patients usually comes from England, Holland, Belgium, Russia, Bulgaria, Romania, Kosovo and Syria (Stephanou, 2009: 15). Medical and health services in developed countries like U.S. or Great Britain is expensive. European and American patients due to expensive treatment and long waiting periods in the insurance go to Thailand, India or other southeast Asian countries. In Asia, despite the lack of valid insurance services to foreigners, many foreigners seeking medical help because of price differences in this part of the world (Garcia and Besing in 2006: 42).

The most important area in medical tourism, Asia is continent. Zone has attracted 1.3 million medical tourists annually. India is considered as the center of medical tourism. Nigerian for citizen spends $ 2 billion a year for medical expenses outside the country. In Thailand tourism movement began in the 1970s with the sex-change operations. Later aesthetic surgery came to the foreBAKA, 2011: 6). Jordan, since the 1970s in the Middle East and Asia, the healthcare industry has been ahead of the country. In this regard, the country is the world's fifth. (Lightning and Altunkaya, 2006: 1; Ozturk, 2011: 50).

Medical tourism is fast and big changes in the world. Especially in developing countries, stable and high income source in the search for fragile economies, are turning to outside sources of income such as exports and tourism. Due to various shortcomings in the social security services and proecedures developed countries, medical tourism is seen as an important source of revenue (Yavuz, 2010:6).

RESEARCH

Aim of the study

Evaluating the services of public hospitals in medical tourism in our country, to create data structures to improve.

Methods

The research is descriptive and field research. The questionnaire was used as data collection tool. The research population consisted of public hospitals in the province İstanbul. All were included in the survey universe. Surveys have been applied to the hospital executives face to face. Serving a total of 62 public hospitals in Istanbul has reached 60 from the administrator.
The questionnaire used in the research field consists of two parts. The first section consists of 13 questions and descriptive information about the hospital administrator. 34 guestion in the second part of the research relates to health tourism. 12,14-23,26-28,30-31 and 34-47 survey questions used in the form of the question Yalcin (Yalcin, 2006) is taken from the thesis.

Data Analysis

In data analysis software package SPSS was used. In the analysis of data obtained from the survey; frequency distribution, mean, standard deviation, chi-square ($\chi 2$) test analysis were performed.

FINDINGS

The results of the studies performed are listed as follows:

Patients from abroad has used health services provided by hospitals, especially in June-July-August (86.7%).

Applicants have themselves foreign patients.

Patients have often resorted to eye and gynecological diseases.

The majority of patients of the Republic of Turkey, Germany, İran are from.

Especially in choosing Turkey it shows that prices are effective.

Public hospitals are specifically selected by foreign patients.

The hospital's activities during the year, bed capacity, number of employees and similar issues are not effective in the preferences.

They came to Turkey for vacation and illness in an emergency or health problems because it is understood that apply to the nearest health facility.

The promotion activities for overseas patients it was seen on the internet. Magazine, newspaper, brochure or tour operators visit methods aren't preferred.

Promotional activities aren't carried out in hospitals.

According to hospital administrators, only 13,3% of the hospitals surveyed health tourism unit has been created.

According to the hospital director, the automation system for foreign patients has not been established in the majority of hospitals surveyed.

According to the hospital director, foreign language skills of employees 70% of the hospitals surveyed are insufficient.

According to hospital administrators, hospital software package for treatment of foreign patients has not been established in 94% of surveyed.

According to hospital administrators, guidance for foreign patients only 26.7% of the hospitals surveyed and warning signs were developed.

According to the hospital director, the hospitals surveyed posters and leaflets for patients only 23.3% foreigners were created.

According to the hospital director, hospital facilities only in accordance with the reputation of 23.3% of the patients belonging to different religious faith has been provided.

According to hospital administrators, the most important factor in choosing the Turkey of foreign patients (96.7%) was the price.

According to hospital managers (96.7%), insufficient promotion services for foreign patients.

According to the hospital director, human resources and physical and technological infrastructure to provide services to foreign patients in hospitals in the survey is not enough.

None of the hospitals involved in this study were found to have contracted interpreter.

None of the hospitals for foreign patients involved in this study there is no reserved floor.

Only 16.7% of applications from foreign patients to the hospital by insurance companies.

Foreign patients to the hospitals surveyed had applied for most eye diseases (41.7%). Secondly, for gynecology (40%) and thirdly to respiratory diseases (38.3%) were admitted.

Hospital executives, foreign patients admitted to hospitals suffer from various problems that they had with the insurance company.

Insurance companies, rates, accreditation, payback time and have experienced problems with patients provisioning issues.

Hospital managers have often said that foreign patients come to the hospital in the spring. The patient application is at least the winter months.

CONCLUSION

According to the research findings; from abroad, especially from June to July and August in the patients (86.7%) were admitted to hospitals and reference is made to themselves (90%) were determined. Patients are often admitted to the eye and obstetric services (40%), the majority (91.7%) of the patients and 46.7% from the Turkish Republic of Germany. If Turkey is found to be effective in the choice of the price with a rate of 96.7%. These results indicate that the desired level yet in the public hospitals of health tourism.It shows that we are more advanced in their health tourists. Foreign patients, especially the Public Hospitals have to choose when they come to Turkey. Choice of hospital activity in patients, beds, staff and a similar number of properties have been found to be no effect. When assessing overseas promotion activities for both types of hospital patients it has been identified where there aren't serious efforts. For this purpose, the Internet, magazines, newspapers, brochures or tour operators visit methods were used. In our country, it is necessary to increase the awareness level of the public hospitals in medical tourism. Management and organization structure, together with physical conditions must arrange accordingly. Need to develop promotional activities. For this, they need to do serious work with academics and industry representatives of the relevant ministries.

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THE EFFECTS OF TEAM – AND CUSTOMER-MEMBER EXCHANGE ON EMPLOYEE SERVCICE PERFORMANCE IN KOREAN HOTEL RESTAURANTS

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Abstract: This study focuses two exchange relationships at service workplace—team-member exchange (TMX), customer-member exchange (CMX)—that customer contact employees may be involved in during a service encounter. This study extends exchange relationships into the service marketing domain by investigating less explored exchanges but ones (CMX, TMX) that service employees typically engage in the service encounter. It also highlights the mediating role of team commitment in team-oriented work environment. Based on social exchange theory and the self-regulation of attitude, this study examines the effects of both exchange variables on an emotional/attitudinal response (team commitment) and behavior (service performance). Data were collected from 468 customer-contact employees across 21 restaurants in seven branches of a prominent hotel chain in South Korea. Structural equation modeling was used to evaluate proposed model and test hypotheses. The results showed that both TMX and CMX relationships have significant effect on team commitment, which in turn have positive impact on service performance. Team commitment mediated partially the positive relationships between both exchange variables and service performance. In regards to the direct effects on service performance, team commitment was strong relative to the effect of organizational commitment.
Future studies should incorporate customer ratings or immediate supervisors' ratings of subordinates to measure the employee service performance. Further, the customer-member exchange scale needs further investigation in other contexts, to insure we have adequately captured it. Service organizations should not limit the employee relationships only to the formal contract or economic exchanges. Service management should scrutinize the critical role of TMX and CMX as perceived by service employees in generating positive job-related attitudes (team commitment) and superior service performance.

Key words: team-member exchange, customer-member exchange, team commitment, service performance, hotel restaurant

INTRODUCTION

In hospitality businesses, service employees typically engage in multiple exchange relationships with a variety of individuals or groups inside or outside the organization. The exchanges employees have with the various parties, such as customers, coworkers, and immediate supervisors, strongly affect their job performance, making exchanges an important construct to examine in a service context. In the past few decades, organizational researchers have extensively studied the nature and role of employees' exchange relationships in organizations. Blau's (1964) social exchange theory provides a theoretical framework for understanding exchange relationships, noting that reciprocity-based exchanges are predictive of employees' positive work behaviors (e.g., extra-role behavior, low intention to quit) and attitudes (e.g., high job satisfaction and organizational commitment). Specifically, the leader-member exchange (hereafter referred to as LMX) (Liden et al.,, 2000) and perceived organizational support (hereafter referred to as POS) (Eisenberger et al., 1986) literatures show that employees' perceived quality of exchange

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with their organization and supervisors influence their performance and attitudes (Liden et al., 2000). In service management, both constructs have been often discussed in regards to internal marketing issues, where the internal exchange between the customer-contact employee and the organization must operate effectively and satisfactorily prior to the achievement of successful external exchanges.

Despite numerous exchange studies, still there can be several opportunities to extend exchange relationships into the services domain. We can expand on an existing type of exchange relationship not previously addressed enough in the service marketing literature--team-member exchange (hereafter referred to as TMX) (Seers, 1989). TMX is an important type of exchange relationship (Seers, 1989) in the management literature. Seers et al. (1995, p.22) define TMX as the degree to which an employee "incorporates his or her role in relation to the group…within the self concept." Despite its importance, researchers have not explored this exchange relationship relative to team commitment in the team-oriented workplaces. As Cole et al. (2002) argue, TMX is part of an employee's workplace social exchange network and, thus, is important to study. There is a growing recognition of the importance of the need to study work teams in their natural environments and their interrelationships to other types of exchange partners. Such integrative considerations help us understand the overall exchange dynamics in organizations that ultimately affect employee's decisions for behavioral or attitudinal reciprocation. In fact, some studies tried to explain team commitment in terms of perceived team support (Bishop et al., 2000), perceived task interdependence and intersender conflict (Bishop et al., 2000). But there was no attention paid to the relationship between team-member exchange and team commitment, even though both are key constructs in a team-oriented context.

In addition to TMX, there is another exchange that may strongly explain team commitment, which is customer-member exchange (hereafter referred to as CMX). This type of exchange relationship is particularly relevant in service encounters, where customers play important roles. Service employees, as boundary spanners, continuously interact with customers outside the organization, and their attitudes and service behaviors depend heavily on their perceptions of the quality of customer exchanges. Thus, customer-employee exchange is important to include as an exchange type in a service setting. Unlike other internal exchanges, it deals with the external exchanges between employees and customers and represents an employee's generalized perceptions (based on past customers and occasions) of his interactions with customers. Obviously, there are some studies in marketing that have explored constructs similar to this exchange relationship, such as commercial friendship (Price and Arnould, 1999) and customer-employee rapport (Gremler and Gwinner, 2000). However, the customer-employee exchange is different from these constructs in its theoretical base and its focus on the employee's perspective. Thus, it extends the ideas of leader- and team-member exchange into the services area, with a focus on employees' perceptions of the quality of their customer interactions.

In this paper, we attempt to examine the incremental contributions of TMX, CMX, and team commitment to explaining service employee's performance in a team-oriented service setting above the impact of LMX, POS, and organizational commitment on employee job performance (e.g., Liden et al., 1998). Specifically, following Bagozzi's (1992) self-regulation of attitudes (cognitive appraisal→attitudinal/emotional response→coping/behavior), this paper explores how two exchange relationships (TMX, CMX), as perceived by employees, influence their work attitude toward work team (team commitment), which in turn affects their behavior (service performance).

BACKGROUND AND HYPOTHESES

Team-member exchange (TMX)

TMX refers to an employee's perception of his or her exchange relationship with the work group as a whole (Seers, 1989). Thus, it involves employees working together with other coworkers of the role set to accomplish their tasks. According to Seers et al. (1995), team members use the reciprocal behaviors inherent in a social exchange to reinforce individual roles.

As an individual level construct, TMX involves an employee's aggregation of role episode exchanges across members of their work group (Seers et al., 1995). Using a role theory perspective, TMX involves employees working together with other coworkers of their role set to accomplish their tasks. Likening it to team identification, Seers and his colleagues suggest that TMX involves the degree to which an employee "incorporates his or her role in relation to the group…within the self concept" (1995: 22) and entails generalized reciprocity (social exchange theory) of group members with one another and across the group such that greater team identification suggests higher TMX.

Employees who perceive low TMX, do not see themselves as strongly identifying with the team and therefore, the behaviors they enact as a result of that relationship involve the exchange of materials necessary for work completion. In contrast, those perceiving high TMX, see themselves as "team players," (Seers et al., 1995) and are more likely to engage in reciprocal exchanges of resources and social commodities, such as support, help, and recognition of team members, which go beyond the requirements of simple work execution (Liden et al., 2000). This concept relates also to the importance of positive connections in the workplace. As Dutton (2003: 7) states: "energy can be renewed and spread as individuals infect each other by connecting in positive ways."

Customer-member exchange (CMX)

CMX is an employee's generalized perception (across past customers and occasions) of his or her interactions with customers. It is an individual level construct and represents the employee's mental aggregation, reflecting his/her generalized feelings about all of his/her interactions with customers over time. Given the service encounter or relationship is a work environment, like climate perceptions, employees integrate their microperceptions of episodes or interactions with customers into macroperceptions of customer-exchange relationships (Diet et al., 2004). Also, following role theory, employees first look at what they bring to the relationship as well as that which is expected of them in their roles as employees. Then, as they encounter different customers, some level of exchange occurs with each customer and occasion (social exchange theory). The level of reciprocity will differ for each interaction but employees will be able to cognitively assess these relationships across all interactions, forming a generalized emotional response, e.g., "most of my interactions with customers are wonderful and make me feel good."

Thus, similar to LMX and TMX, low quality CMX involves pure exchange relationships with customers in accordance with job related requirements, while high quality interactions involve the exchange of social elements or commodities, such as mutual respect, trust, obligation, friendship and liking. These interactions may occur across different types of customer encounters or relationships. That is, employees may interact with customers they do not know and only interact with only once (i.e., encounters or pseudorelationships) or they may interact with regular customers, engaging in ongoing relationships (Gutek et al., 1999). High-quality CMX exchanges are possible between employees and customers in both ongoing relationships and encounters.

CMX is a construct of employee-customer interaction and thus it is similar to the idea of rapport in the service literature, which involves "having an enjoyable interaction with a service provider employee, characterized by a personal connection between the two interactants" (Gremler and Gwinner, 2000: 92). However, Gremler and Gwinner emphasize this as a customer view, not really addressing it from the employee's perspective. CMX can also be similar to Dutton's (2003) notion of "high quality connections," composed of three elements--respectful engagement, task enabling, and trusting in the management literature. However, the concept of CMX is different from these ideas— its theoretical base is social exchange theory and it focuses on what is given and received by whom and for what reason (Cole al., 2002). Further, it is a logical extension of the relationship exchange partners already addressed in the management literature (leaders and team members). Finally, it encompasses a broad range of social content from the employee's (rather than the customer's perspective)—including mutual trust, professional respect, recognition or praise, and friendship and liking. The focus here is not on identifying the trait or personality aspects of this construct. Instead, the focus is on the degree to which employees would generally say that their customer exchanges involve positive feelings and energizing connections between themselves and their customers. This, in turn, would have many important consequences for employees, customers, and their firm.

Exchange relationships and team commitment

If service employees receive high-quality social currencies from their teammates in the forms of recognition, trust, and respect, then they will, in return be committed to the goals and values of their work team and be emotionally attached to the team and its members. As Seers et al. (1995) noted, employees use reciprocal attitudes inherent in a social exchange to reinforce individual roles and identify both within the group and for the group at large. Such reciprocal attitudes towards the team will be evident in the team-oriented work environment, where a work group or team is an immediate, local focus for employees. According to Lawler's (1992) theory of nested commitment, the immediate or local focus is more salient and has interaction advantage over distant foci. Thus, if the local focus has a positive effect on the working condition of service employees, they may attribute positive emotions to the local focus, which will be the object of their emotional attachment.

Just as service employees appreciate positive reactions and interactions from team-members and supervisors, they also appreciate positive reactions and interactions with their customers (Bowen, 1983). When employees receive positive reactions from customers, they feel positive emotions towards their most immediate focus 'customers', and next to the most proximal individuals in the work environment—their teammates. Further, Lawler's (1992) nested commitment idea suggests that initially the customers and then the work team will become objects of the employee's emotional attachment. This may be a result of emotional contagion as well (Pugh, 2001). Thus, in a positive team-service environment, customers provide positive feedback that is transferred to positive feelings towards teammates, a sense of camaraderie and a mutuality of purpose in serving the customer, leading to the following hypotheses.

H1. Service employees' (a) team-member exchange and (b) customer-member exchange will be related positively to team commitment.

Team commitment and service performance

Recent commitment literature indicates that employees' attitudinal commitment to the workplace is multidimensional and that the focus of commitment (that is, to whom or what employees are committed) is important in assessing employee attachment (Bishop et al., 2000). The team commitment of service employees is likely to influence their job performance positively because when employees feel emotionally attached to the team, they may be more willing to contribute to the work-team goals by increasing their personal performance. This is consistent with Fishbein and Ajzen's (1974) principle of compatibility that "a given attitude should be related to behavior only to the extent that the target (foci) of the attitude and behavior are similar" (Becker and Kernan, 2003, p.331). Thus, this involves a matching of commitment and performance foci.

H2. Team commitment will be positively related to employee service performance.

Direct Effects of Exchanges on Employee Service Performance

While only a few studies have examined the effects of team-member exchange on job performance, researchers have found that it influences job performance (Liden et al., 2000). In the Liden et al.'s study, the team-member exchange directly aided peers in attaining higher levels of performance, while emotional support and guidance from the immediate supervisor (LMX) did not. In regards to high-quality team-member exchange relationships, employees exchange work-related expertise or knowledge and/or feedback from teammates, which allows service employees to perform their jobs better. As Cole et al. (2002) argue, performance is an acceptable currency for social exchange.

Further, customers are also a source of positive feelings for service employees. Employees appreciate customers' rewarding, recognizing, and/or praising their behaviors as currencies for the customer-member exchange process. Like leader- and team-member exchanges, employees rely on customers for positive reactions (Bowen, 1983). Service employees may treat their customers differently in response to the quality of customer-member exchange. When high-quality exchange occurs, employees should reciprocate with more pleasant, rewarding behaviors towards customers, i.e., better job performance, although the empirical assessment of this linkage appears to have not been assessed. Thus, we offer the following.

H3. Service employees' (a) team member exchange and (b) customer-member exchange will be related positively to employee service performance.

Mediation effect of team-commitment

H4. Service employees' team commitment partially mediates the relationship between their (a) team member exchange and (b) customer-member exchange and service performance.

DATA ANALYSIS AND RESULTS

Sample and data collection

We surveyed approximately 700 service employees across 21 restaurants in seven branches of a luxury hotel chain in South Korea. A hotel restaurant is an appropriate setting for our empirical study because service employees in the restaurant services are subject to a variety of human interactions with both customers and internal parties—supervisors and team members. We received questionnaires from 468 employees (67% response rate), excluding one employee response because of missing identification. The sample was 46% male and 54% female. Seventy-six percent of the employees graduated junior college, 58% were less than 30 years old, and 65% not married. Twenty-eight percent of the sample had worked for the restaurant for less than one year, 42% one to three years, and 30% had worked there more than three years.

Measurement model

We estimated a confirmatory analysis (CFA) for validation for all of our measures including control variables, specifying a seven-construct measurement model with 49 item indicators. The CFA indicates a satisfactory fit of the data (χ^2 = 4807.77, df = 1106, p < .01; TLI = .95; CFI = .95; RMSEA = .08). All indicator loadings for constructs were high and significant (p < .01), with parameter estimates 15 to 24 times as large as the standard error. All scales achieved coefficient alphas and composite reliabilities greater than .87 and the proportions of variance extracted (AVEs) above the recommended level of .50, as shown in Table 1. Thus, our measures appear to have convergent validity.

Tab. 1. Summary statistics and internal consistency[a]

	Mean	SD	1	2	3	4	5	6	7
(Focal constructs)									
1. Team-member exchange	5.08	.93	1.00						
2. Customer-member exchange	5.14	.86	.50	1.00					
3. Team commitment	5.00	1.01	.64	.58	1.00				
4. Service performance	5.21	.93	.56	.58	.67	1.00			
(Control variables)									
5. Perceived organization. support	4.18	1.28	.28	.37	.31	.23	1.00		
6. Leader-member exchange	4.79	.99	.63	.50	.53	.49	.31	1.00	
7. Organizational commitment	4.58	1.22	.41	.37	.59	.41	.61	.56	1.00
Internal Consistency									
Cronbach's α			.93	.88	.89	.88	.95	.88	.93
Composite Reliability			.92	.87	.91	.89	.95	.89	.95
Average Variance Extracted			.54	.54	.60	.56	.73	.57	.73

a. Correlation coefficients are disattenuated estimates from confirmatory factor analyses using LISREL.

Discriminant validity exists when the AVE values in each construct exceed the square of the coefficient (Φ) representing its correlation with other constructs (Fornell and Larcker, 1981). This criterion was satisfied across all pairs of constructs. See Table 1. Second, we calculated a two-standard error interval estimate of each coefficient (Φ) to examine whether the correlation coefficient plus two standard errors included the value 1.0. None of the 95 percent confidence intervals for any correlation did. Thus, discriminant validity appears to exist between all pairs of constructs.

Structural Model Results

We simultaneously estimated the hypothesized paths among focal constructs and the paths among the focal constructs and control variables. Netemeyer and his colleagues (2005: 137) suggest that " the recent trend in structural equation models is to control for variables that are not central to study hypotheses." Thus we also estimated paths among control variables and their linkages to service performance. This full structural model fits the data well (χ^2 = 4890.03, df = 1111, p < .01; TLI = .94; CFI = .95; RMSEA = .08). Table 2 presents the standardized estimates for structural paths in the proposed model. All hypothesized relationships were supported at p<.05 or better. As predicted in H1a and H1b, team commitment was positively impacted by team-member exchange (γ = .47, t = 9.35) and customer-member exchange (γ = .36, t = 7.35). Both exchange paths explained 51% of the variance in team commitment. We also predicted that service employees' team commitment would affect their service performance. Supporting H2, team commitment positively influenced employees' service performance (β = .39, t = 6.24). In H3a and H3b, we predicted that both team- and customer-member exchanges would directly influence service performance. Both paths were supported (team-member exchange: γ = .14, t = 2.20; customer-member exchange: γ = .26, t = 4.51).

Tab. 2. Structural model estimation results

Structural paths	**Coefficient**	**t-value**
(Hypothesized Paths)		
TMX → Team commitment (H1a)	.47	9.35***
CMX → Team commitment (H1b)	.36	7.35***
Team commitment → Service performance (H2)	.39	6.24***
TMX → Service performance (H3a)	.14	2.20***
CMX → Service performance (H3b)	.26	4.51***
(Control variable paths)		
POS → Organizational commitment	.49	11.64***
LMX → Organizational commitment	.41	9.95***
POS → Service performance	-.07	-1.37***
LMX → Service performance	.08	1.21***
Organizational commitment → Service performance	.04	.69***
Model Fit: χ^2 = 4890.03, d.f. = 1111, p < .01; TLI= .94, CFI = .95, RMSEA = .088		

* < .10 ** < .05 *** < .01

In order to assess empirically the mediation role of team commitment in the effects of two exchange variables to service performance (H4), we compared the hypothesized partial mediation model with the fully mediated model. The chi-square difference ($\Delta\chi^2$) test was used to compare the two models. The result ($\Delta\chi^2 = 25.22$ with $\Delta df = 2$, $p < .01$) shows that the partially mediated model is better-fitting than the fully mediated model. Using another SEM approach to assess mediation (Schneider et al., 2005; MacKinnon et al., 2002), we found that the team commitment played a partial mediator role between both exchange variables and service performance. Partial mediations exist if the direct path (TMX or CMX →service performance) remains significant (TMX: $\gamma = .14$, $t = 2.20$; CMX: $\gamma = .26$, $t = 4.51$), while paths (a) and (b) (TMX or CMX→team commitment; team commitment→service performance) are significant (TMX:$\gamma =.47$, $t = 9.35$; CMX: $\gamma =.36$, $t = 7.35$; and $\beta = .39$, $t = 6.24$, respectively).

CONCLUSIONS

As anticipated, we found evidence that recognition or supportive behaviors from work-teams and customers can affect service employees' emotional attachment to their team. Even though not explored in previous studies, this result indicates that the social exchange theory can provide a theoretical base for understanding the influences of TMX and CMX on team commitment, and provides an empirical answer to prior findings in organizational studies that argue for the further development of exchange relationship types.

Further, we found that employees' emotional attachment to their team is an important attitudinal antecedent of their service performance. This finding underscores the importance of matching the form of commitment to type of performance, consistent with Fishbein and Ajzen's (1974) principle of compatibility. Also, we find that service employees who feel attached to the work team are more willing to contribute to their team by engaging in higher quality service. This indicates that service performance has foci as well. Field theory (Lewin 1943) also provides a rationale for this result. Team commitment contributes more to work performance than organizational commitment due to the greater physical proximity of teammates and their psychological saliency to the one another.

Our results indicate that when employees receive positive social exchange currencies from team members and customers they perform better. These findings suggest that researchers should pay more attention to understanding the effects of TMX and CMX on employees' service performance. The powerful effect of CMX on service behaviors cannot be overemphasized. It implies that the positive feedback or emotional support that employees receive from customers is a strong motivator, which contributes in an important way to excellent service behaviors. When service employees perceive customers' rewarding, recognizing, and/or praising their behaviors as currencies for high-quality exchange, the norm of reciprocity (Gouldner, 1960) sets in, such that they reciprocate with more pleasant or better service performance as positive behavioral currencies.

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MANAGEMENT OF ON-LINE SALES CHANNELS AT HOTELS: CHANNEL MANAGER SYSTEM

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Abstract: Rapid development of technology has caused a dramatic change at marketing and purchase types of products in the last 20 years. This change which is also characterized by the growing rates of internet usage and online sales has affected hotel enterprises like all other business. Especially, intensive usage and accessibility of internet has established a dynamic web based platform where the hotel enterprises can easily market their services in which the consumers can access those services quickly, easily and cheaply. These web-based platforms named as on-line sales channels (OSCs) show an upward trend as an alternative to traditional marketing. However, today OSCs have become comparable for both end-users and channel managers as a result of the growing number of such platforms. And this fact has made the knowledge standardization obligatory in terms of marketing ethics, marketing style and on-line sales agreement. At this point, Channel Manager System (CMS) has become as a way of knowledge standardization for the hotel enterprises. Usage of CMS has made the management of relevant processes easier by enabling fast & easy update of necessary information, pictures, daily activities and prices in hotels. Within this context, this study examines contributions and amenities of CMS in terms of OSCs with an application which is currently used in a thermal hotel.

Key words: On-line sales channels, on-line marketing, Channel Manager System.

INTRODUCTION

Recent developments in information technologies, reaching and using information easily, and rapid developments in interactive communication turned the world into a global village and necessitated to make a new definition of goods and services production and other business activities. This process is accelerated by the developments in personal computer, laptop and smart phone technologies,by the increase interest and use of such technologies by individuals (Murphy, Chen and Cossutta, 2016: 44) and with the support of internet and web applications (Aksu and Tarcan, 2002: 94).According to Internetworldstats' internet usage statistics, the number of internet users in the world reached to 3.079.339.857.The number of tablet owners is 1,06 billion and 1,91 billion people are smart phone users.Moreover the number of internet users and the machines providing internet access is increasing constantly.The number of internet users increased 753% in the last 15 years.It is estimated that the number of smart phone users will reach to 2,56 billion people by 2018 (World Internet Users and 2015 Population Stats; Smartphone Users Worldwide 2012-2018).

Tourism is one of the fields in which information technologies are frequently used today.The basic characteristics of tourism -inseparability, perishability and intangibility- force tourist to gain more information before making their travel purchase decisions.For

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this reason, internet is the most important information source for travel planning and hotel reservations (Murphy, Chen and Cossutta, 2016: 45; Kucukusta et al., 2015: 185). While enterprises in tourism sector use information technologies in the marketing and sales stages of their products, the tourists who benefit from the utilities of these enterprises use information technologies before making their purchase decisions (Heung, 2003: 370).Fesenmaier et al., (2011) define the websites used for travel planning as “general search engines”, “suppliers’ sites”, “online travel agencies”, “friends and family review sites”, “destination sites”, “general travel sites”, “travel search engines”, “travel guidebook sites”, “community sites”, “newspaper/magazines sites”, “consumer content generates sites” and “social networking sites” (cited in Murphy, Dang and Chen, 2015: 765).But the existence of numerous online distribution channels related to tourism sector formed by parties independent from each other require consumers to spend more time in order to gain up-to-date and reliable information (especially for making price comparisons) (Law, Chan and Goh, 2007: 496). Also, some problems arising from the emergence of different information sources cause disruptions in the activities of businesses in the field, problems related to ethics and a damage to image of the businesses.For this reason, it is imperative to develop applications for the use of both businesses and tourists which will enable effective use of internet and web page.

Within this context, the aim of the study is to present the convenience and benefits of channel manager system through the booking and registration processes both for tourists and hotel enterprises with an example at a thermal hotel.

LITERATURE REVIEW

The main factors which influence the success of hotels in the 21st century are globalization, technological development, changes in consumer choices, differentiation in the competition of hotels, horizontal and vertical combination, and legal regulations (Aksu and Tarcan, 2002: 94). In relation to technological developments which are considered among the success factors of hotels, the use of information technologies has become a global market where vendors and purchasers meet in order to share information for the purpose of introduction and sale of travel related goods and services (Law, Chan and Goh, 2007: 495). The choice of the most efficient distribution channel for a product is at the same time the determiner of the power and status of that product in the market (Kucukusta et al. 2015: 185).In this regard, information technologies have particularly changed the distribution channels of hotel enterprises.Traditionally, hotel enterprises realize the sales of their products through intermediaries which are tour operators and travel agencies.The growth of internet with the development of technologybrought out the emergence of online travel distribution channels and a revolutionary transformation in the realization of travel records (Law, Chan and Goh, 2007: 495).

Online sales channels offer opportunities to hotels to advertise their products directly and to reach their guests without the borders of time and geographic location in a broader market with lower distribution costs (Kucukusta et al. 2015: 186).Increasing the sales, diversifying goods and services, rapid response to changes in market conditions, increasing service quality, increasing efficiency, and finding, collecting, evaluating information and feedback can be counted among the benefits of information technologies for hotels (Aksu and Tarcan, 2002: 94-95). For this reason, hotels adopt the use of electronic commerce (e-b2c) more day by day and create web pages in order to inform consumers about their products, and to advertise and market their goods and services.The main use of web sites by hotels is to present general information about their facilities and to provide communication opportunities.The main feature of web sites is to function as an advertisement brochure.In addition to this, online registration and reservation is the other most important feature which is expected to be on hotel web sites (Zafiropoulas, Vrana and Paschaloudis, 2006: 156-161).

Web sites of hotels are an important source of information and a tool of competitive marketing.For this reason, businesses should renew their web sites frequently and make it attractive for new customers.From consumers perspective, usefulness of a web site is as important as its ease of use.In terms of usefulness, expectations of users from web sites are speed, efficiency, easiness and providing information.For this reason, planners of web sites of hotels should take usefulness as much as ease of use in to consideration while creating web sites.The fusion of these features become a describingfactor for their online registration intentions.Another important issue which should be taken into consideration is the benefits of online registration.For example, in a study made in Hong Kong, it is found out that users approach online sales channels with a benefit oriented view (Kucukusta et al. 2015: 195).Another issue which should be addressed by hotel web site planners is the defining role of online social networks and their influence on consumers' choice of destinations and businesses.In their study on consumers' sharing information on travel oriented online social networks, Bilgihan et al. (2016) found out that consumers rely on information about choosing places for travelling and take the advices on online social networks before making their decisions.Accordingly, it is stated in the study that placing applications that will facilitate information exchange of consumers will provide benefits for hotel enterprises.Another issue brought into discussion by the researchers is the importance of adding an icon to business web site which will ensure reaching to online social networks.

An individual's search on the internet about hospitality industry takes place before deciding where to go for holiday.Internet users' web searches for accommodation purposes have increased 26% in 2014 compared to 2013.Internet usage rates for business oriented travel is 69% and for leisure purposes is 65%.According to realized holiday rates, 60% of users made their first search on internet (Google Travel Study, June 2014). These figures and the realized accommodation statistics of internet use rates direct hotels towards new marketing channels, namely Online Sales Channels.These channels are virtual markets where hotels can offer their services and products, put them on the market and take reservations, and get payments for these reservations.Contrary to classic travel agencies which have an established order, online sales channels offer many benefits to hotel since they do not require more procedures, offer instant control of price, quota and content, and because of their flexible use feature.For the hotels which consider guest satisfaction as the primary goal and adopt online sales as virtual businesses, the most important factors which influence online sales and the income yielding from these channels are the presentation and price of the product. For this reason, in order to increase marketing and sales of their products, hotels have to develop marketing strategies which are planned beforehand and include online channels.Because the price and quotas can be seen not only by potential guests named as end users but also by competing hotels and other regional travel agencies.This situation necessitates using channel management systems which are useful for keeping the website up-to-date, protecting its competitiveness and managing it effectively.Businesses working with channel management systems obtain some advantages and facilities at online marketing and sales preferences of consumers.

ONLINE SALES CHANNELS

As a result of the development of information technologies, intense effects of internet usage in every field of social and business life caused to the definition of the 21st century characterized with the virtual concepts such as e-life and online buying. Both in business and social life, the increase of virtual activities and events day by day also bring important changes to the buying behaviors of individuals.Traditional buying activities in which customers realize their purchases through seeing, tasting or experiencing continued until 2000s and left its place to online buying behavior gradually nowadays.Thus, as mentioned before, internet usage and smart phone/tablet usage rates showa regular increase throughout the world every year, and accordingly the levels of online buying increase regularly.

The continuation and steady increase of online buying activities caused radical changes in the traditional functioning of tourism sector which is located in service industryas in all sectors.Although there is a wide conviction that purchasing activities in tourism generally occur through tour operators and travel agencies, upon request or through pre-experience, the increase in travel search engines where holiday opportunities are displayed and detailed information about touristic activities brought different perspectives to this traditional view.One of the most important effects of social media and internet usage on touristic purchasing behaviors is the increase in the popularity of meta-search sites/engines whose numbers increased rapidly recently.Opening the use of meta-search engines to potential guests caused a differentiation in the buying process both for hotels and the guests.In its study named “The 2014 Traveler's Road to Decision” conducted with 5000 people who travel at least once individually or three times for business, Google identified that 74% of 3500 participants of leisure travelers use online search for travel planning.It is found out that meta-search engines is the most popular method among online searches with 60% and individuals pass from these search engines to purchase/reservation process in between 12-18 seconds (Google Travel Study, June 2014).

With the introduction of meta-search engines into the daily lives, individuals who want to have holidays changed their purchase behaviors from traditional buying methods to searching hotels directly on internet from the region, destination or directly with the name of the hotel in order to find the most suitable options for them.At this stage, sensibility of a great majority of individuals to prices and quality results in numerous comparisons on virtual environment.Quality-price comparisons of planned holidays are basically done through meta-search engines.Individuals who reach advisory information about the holiday experience through popular search engines mainly such as Trivago, Tripadvisor, KAYAK, Travelocity, Priceline, Orbitz can also see many online sales channels at the same time.

Online sales channels which can be described as virtual markets where hotel enterprises put their products and services on the market, take reservations and/or sale them are displayed on a single screen by meta-search engines.The individual who wants to experience a holiday can see different price options and special promotions about the hotel he/she wants stay instantly, can make a reservation and/or do the purchase transaction directly without using any kind of intermediaries.Online sales channels, reaching up to hundreds, are a new market for hotels; they do not require a lot of procedures and are flexible virtual businesses because the control of price, content and quota are in the hand of the business. Moreover, the elimination of many procedures in traditional buying process for potential tourists and time saving features direct hotels to more effective use of such channels.New channels are added to this system every day and among them Booking.com, Expedia, HRS and Hotelbeds can be named as the most popular ones. They make up an interactive marketplace both for potential tourists and businesses with many different features.It is possible to explain this process taking place between the individual's buying behavior and hotels' marketing-sales strategies which causes radical changes with a model given below.

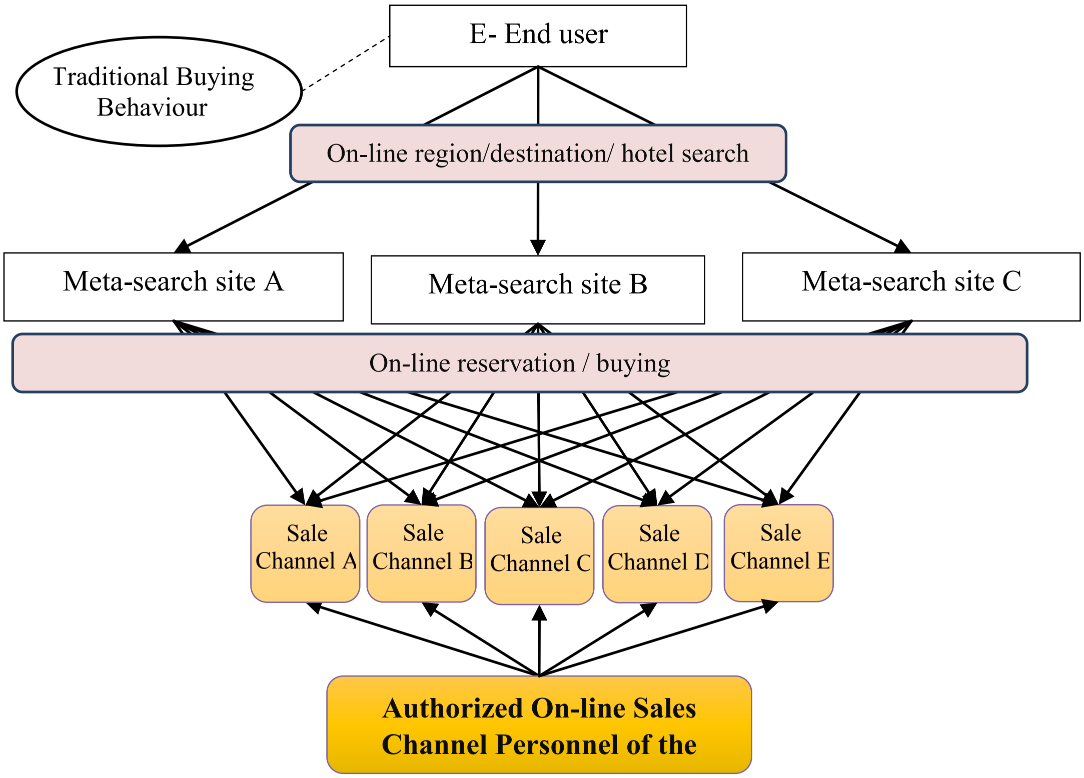

Fig. 1: On-line buying behavior of tourism products via e-sales channels

This model is important since it includes the online buying behavior of individuals through meta-search engines and explains how hotels get into this process.Before introducing their services into this interactive market, hotels have to input their all the information into the sales channel according to their marketing strategies.Sales channels give place to the number of hotel's stars, location, room types and features, accommodation options changing depending on price, accommodation information, room quota status, hotel rooms and service units, visuals of general locations of the hotel and guest comments.In order to compete in the interactive market, hotels should first upload all the information to the related channels except guest comments and thus make up a product range by making product/service definitions.Moreover, in order to provide a competitive advantage in the interactive market, hotels should always be one step ahead of their rivals, increase their visibility on the channel and realize instant price changes.At this stage, it is impossible for the personnel who is responsible for controlling online sales to keep numerous sales channels active and up-to-date all the time, change price levels instantly, follow room reservations and/or sales immediately.

MANAGEMENT OF ONLINE SALES CHANNELS AND CHANNEL MANAGER SYSTEM

With the increase in touristic purchases from online sales channels and with the increase in the number of sales channels, hotels had to appear more on sales channels and keep their information actual all the time in order to exist in the interactive marketplace.In addition to this, while updating sales channels, price and quota of the hotel is required to be defined by taking the current status of the hotel and the defined price-quota information should be reflected on all the sales channels simultaneously.Furthermore, it is imperative to inform local agencies about these updates made on online sales channels at the same time and revenue losses resulting from the dilemma of wrong price and quota, and/or overbooking should be prevented. Nowadays, hotels make up units responsible for online marketing in order to prevent such losses and wrong operations. The existence of numerous sales channels makes the use of channel manager systems (CMS) necessary which bring such channels together.CMS, with a simple definition, *is a system which combines many online sales channels on a single control panel and thus enables the simultaneous control and synchronization of these channels*.These kind of systems enhance the command and control of hotel on sales channels during the online buying process. This process can be shown as in Figure 2.

As can be seen from Figure 2, the most significant function of CMS is its ability to maintain online sales channels of hotels rapidly.For this purpose, hotel managements make agreements with one of the national or international CMSs in accordance to their sales and marketing strategies.Functional magnitude of the preferred CMS directly influences the sales and income amounts which will be obtained from the interactive market.While with small scaled and not very functional CMSs, hotels can only control and update the system, especially with international scoped CMSs. CMS executives may also increase the number of the channels in which hotelsmonitored and in response hotels may have the power to decrease the commission rates.Following the deal with any one of the CMSs, hotel representatives are given authorization by CMS and thus they can input hotel information and visuals to the system only once.Since the responsible person of the hotel can connect to all the online sales channels on the system automatically, the input content and visual are screened to all the onlinesales channels in seconds.

After screening the content and visuals of the hotel on the channels, the quotas and prices defined by the hotel are uploaded to system with bar rate through a control panel.At this stage, by defining bar rate, hotels can prevent out any sales which are under the bar rate.During this process, hotel can make an update on all the sales channels or on a single channel through CMS.On the other hand, the multitude of online sales channels on CMS system and/or its increase in time can ease hotel in terms of finding new markets.While hotel reach new markets through CMS, representatives of CMS make the necessary connections and deals with the sales channels in question and invoicing.In relation to the various number of channels on CMS system, being screened on many channels and being on upper ranks during screening give hotel businesses a chance to decrease commission rates made to these kind of channels. At this stage, the request for a commission depending on the sales quotas on online sales channels by the CMS authorities by relying on their international power and agreements results in payments of lower commission rate amounts by hotel businesses.Thus, hotel may both find new markets and make savings in terms of time and cost of commission payments.

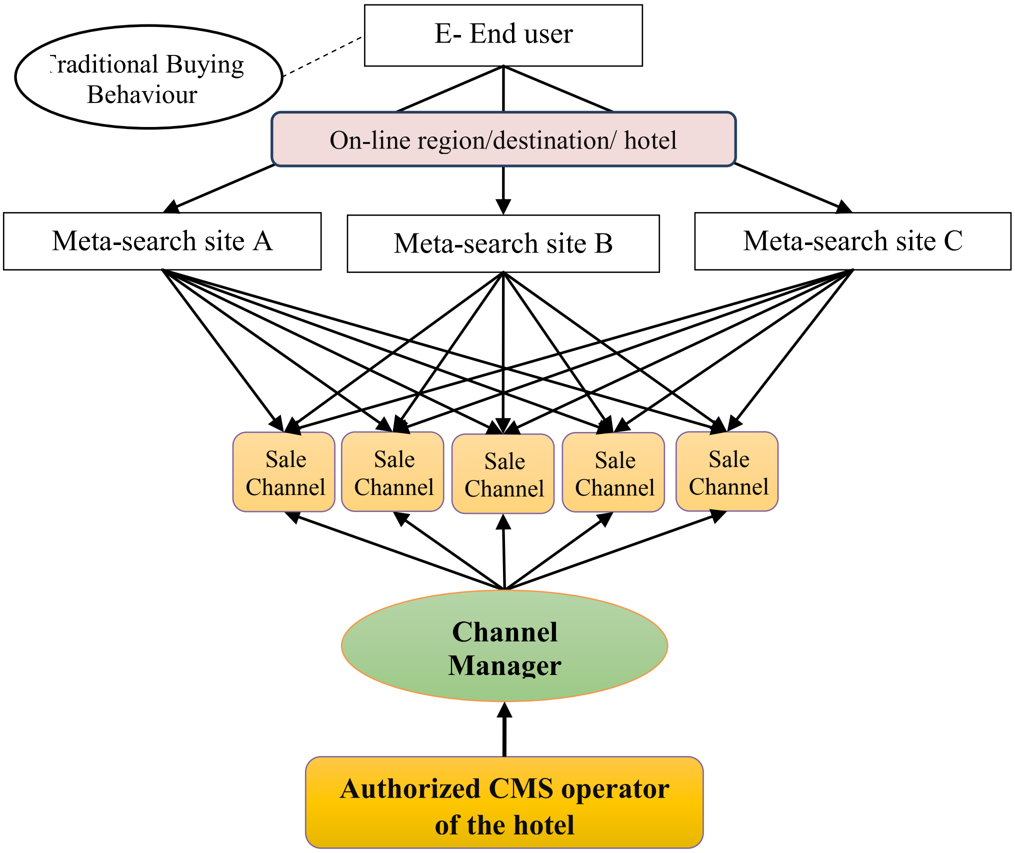

Fig. 2: Channel Manager System at On-line Buying Behaviour

Another important contribution of CMS is its feature to provide regular information about the competitors in the region.CMS authorities analyze the region where the hotel operates, weekly, monthly and seasonally, and provide detailed reports for the occupancy rates and prices about the other hotels in the region.Thus, the hotels can follow the region without showing any effort and accordingly, they can develop proactive marketing strategies in short time.Information given by CMS authorities about the near future events which may come up in the region enhances the success of proactive marketing strategies and its efficiency.In this process, while CMS develop strategies and applications in order to increase its sales amounts, it also contributes to the sales of the hotels and it boosts the visibility of the hotel on meta-search engines.

Another advantage of CMS for hotel enterprises is its convenience for reservations and invoicing.In situations where hotels do not use CMS, they accept reservations through numerous online sales channels and have to update their room quotas instantly according to accepted reservations.Management of reservations become much more difficult when individual reservations (by phone, mail or individually)added to online ones. Moreover, hotels have to do invoicing and collecting for all these reservations separately.In situations where CMS is used, hotels accept all the reservations through a single control panel and have an opportunity to control reservations from one single point.In connection to reservation management, CMSs make a significant contribution to hotels in terms of room

sales revenues.Instant control of all sales channels through CMS enable the hotel management to offer remaining rooms with a higher price when the number of vacant rooms decrease.By this way, hotel management can increase its profitability when the occupancy rate goes up.
CMSs also help hotels with the payments. It decreases both room price collection process time and commissions paid for collection.When reservations are made through phone, mail or individually, prices are generally collected when the stay is realized and nearly 4% commission is paid forpayments made with credit cards.But with reservations made through CMS, the price is collected in advance and transferred to hotels account during the daytime.By this way, hotels can take guaranteed reservations and do in advance price collection.Also paying a maximum commission of 3% to CMS according to the content of the agreements made, hotels can gain an advantage with the commissions.Generally hotel businesses pay commission for CMS use according to the number of reservations taken.In some cases, they rent CMS use yearly.
While CMSs have numerous advantages for online sales and sales channels, hotels should take some precautions in order to get optimum benefit from such systems; a) they should create their online sales strategies, b) employ qualified personnel in order to operate the system efficiently and c) the system should be followed and updated 24 hours a day.In situations where prerequisites are met and correct strategies are applied, CMS usage prevents unnecessary workload of sales-marketing and reservations, and thus the number of personnel assigned for these duties can be reduced and work processes can be facilitated. As a result, it can be said that CMS is an important sales-reservation management tool in today’s world where online purchases are important for hotel businesses.

CONCLUSION

Online sales for touristic purposes haveincreased steadily in the last decade.Accordingly, using online sales channels become an important alternative for the end users (tourists) during their purchase decisions.Besides, online sales channels facilitate sales and control processes of hotel businesses.With the continuous growth of the market, the increase in online sales channels cause information pollution both for the end users and hotel businesses and give rise to ethical problems.CMS system which is discussed in this study is one of the new systems which is developed in order to overcome such mentioned problems.Revealing the importance of CMS which facilitates the management of online sales channels of hotels can boost sales and profit rates.The benefits of using CMS which collects all the sales channels of a hotel in various meta-search sites on a single page and act as a control panel for their reservation and sales processes can be listed as below:

- With instant updates of the hotel's information on various meta-search sites, it provides reliable and up-to-date information.
- By inputting the content and visuals of the hotel simultaneously to all the sales channels at once, it reduces time and increases the efficiency of the hotel businesses.
- Since CMS managers follow the destination/region sales and can inform such information to hotels through the system, it enables the hotel to compete in terms of pricing and setting out competency strategies.

- CMS provides an advantage in terms of cost of the sales.Hotel enterprises can work with lower commission rates than the amounts paid to the local travel agents and/or during the sales made at reception desk.
- CMS also positively affects the sales performance of the hotels.Hotels can change their prices and sales strategies in different periods by using CMS system and increase their profitability.
- The extent of CMS contacts web affects the recognition and prestige of the hotel positively.
- It increases the visibility in meta-search in the destinations where there are a lot of hotels.By this way, in terms of positioning themselves, they may create an image of being in the top lists in the minds of its guests as it appears on the top ranks in meta-search.
- CMS increases room sales revenues.It allows hotelsto change the price of last remaining rooms through the system and by this way they can increase their profit.
- By using CMS, the number of staff in marketing and sales departments can be decreased and thus enhance the efficiency by working with less personnel.

This study which aims to bring a new perspective on tourism intended online sales,inspects the structure of the system.For this reason, finding about the topic are limited relatively.In order to better understand the influence of CMS on sales performance and its contribution to time-cost savings, it is necessary to do empirical studies about this issue.Such studies can make important contributions to the field by comparingoccupancy and profit rates periodically, by comparing online sales performances and profitability of hotels using the system with the ones which does not, and byassigning the requirements of the infrastructure for CMS system.

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PLANNING DEVELOPMENT OF TOURISM IN TUZLA CANTON AS A FACTOR OF REGIONAL DEVELOPMENT OF NORTHEAST BOSNIA

Senada Nezirović[1]

Abstract: Tuzla Canton is located in the northeastern part of Bosnia and Herzegovina and is one of the ten administrative and political organizations of the Federation of Bosnia and Herzegovina. In this work, the area of Tuzla Canton is seen as a destination with an attractive, functional, material and organizational elements. During this process, natural and other cultural tourism values that were partially used in the development of tourism were observed and analyzed. For recognition and identification of the key factors of development and the restrictions of individual tourist destinations SWOT analysis was used, on which basis some priorities, measures, development vision and projects that will contribute to the development of tourism in Tuzla Canton were formulated. On the basis of the results of assessing the situation and development possibilities of Tuzla Canton we can convert comparative advantages into competitive advantages and external threats into development opportunities. After assessing the overall tourism potential, factors that affect the larger economic effects are separated, guidance is given on the development of tourism infrastructure and the optimal use of tourism potential, all the while connecting the narrower destinations and creating the position of Tuzla Canton as a significant tourist destination in the region of northeastern Bosnia.

Key words: Tuzla Canton, planned development, factors of tourist offer, tourism, northeast Bosnia

INTRODUCTION

Tourism industry is a significant driver of economic development in the world, as an activity it connects different peoples and cultures, and is becoming a more modern activity dealt by a man. Economic effects on economic activities agriculture, transport, trade, health care, construction and trades are achieved by development of tourism. Bosnia and Herzegovina has considerable tourist resources, thus opening the possibility of entering the tourism market. It is a known fact that Bosnia and Herzegovina economy suffered significant material and human losses during the last war, which unfortunately still reflect on further development. More efficient access to the tourist market requires a new approach in the use of basic instruments of business and tourism policy, a renewal and improvement of the position that Bosnia and Herzegovina can and should have in these relations. In Tuzla canton, there is a remarkable increase in tourist activity, which was the immediate cause for the analysis of available natural and cultural tourism values and their planned use in the development of the tourism industry. After the last war in Bosnia and Herzegovina that took place from 1992 to 1995, the territory of Bosnia and Herzegovina is administratively regulated as a complex state with two entities and one district. Bosnia and Herzegovina is consisted of the Federation of Bosnia and Herzegovina, Republic of Srpska and the Brčko District.

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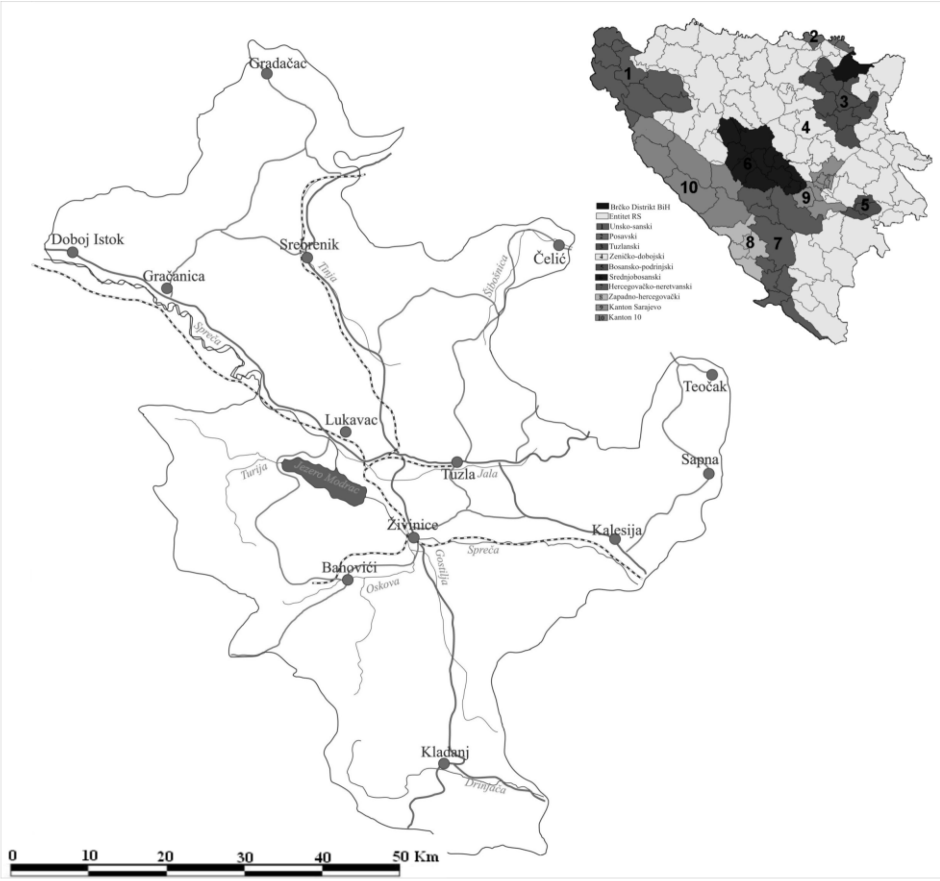

Fig 1. Geotraffic location of Tuzla Canton
(the map done by the author)

The entities and Brčko District don't have state sovereignty, and the boundaries between them don't have the characteristics of the state border. The territory of the Federation of Bosnia and Herzegovina is regulated at the cantonal principle, under which there are ten cantons. Cantons are administrative and political communities, which bring together municipalities, as the lowest form of administrative organization of government in its territory. As part of the Tuzla Canton there are 13 municipalities and these are: Banovići, Doboj-Istok, Gračanica, Gradačac, Kladanj, Kalesija, Čelic, Lukavac, Srebrenik, Sapna, Teočak, Tuzla and Živinice. The main administrative, cultural, commercial and economic center of the Canton is the city of Tuzla. From regional-geographical aspect, the Tuzla Canton belongs to northeastern part of the macro-region of Northern Bosnia. The territory of Tuzla Canton has a surface of 2.652 square kilometers with the population of 477.278 inhabitants. The area is traffically connected to all parts of the country. The main road is the Županja-Tuzla-Sarajevo-Mostar,in addition to exiting to the international E-70 corridor Zagreb-Belgrade, it connects parts of the Pannonian and continental region with the Adriatic sea. In the last decade of the twentieth century (1998), air transport was established by the Tuzla International Airport. Furthermore, in the paper, there is given a short analysis of the areas where there are tourism resources and facilities with predominant function of tourism, or in which *tourism* can become a significant economic activity.

EVALUATION OF PREVIOUS DEVELOPMENT OF TOURISM IN THE TUZLA CANTON

For the modern tourism development and attracting visitors to tourist destinations that are suitable for rest, recreation and treatment, special attention goes to tourism planning, support from the current government and connection among tourism associations. Local communities in the area of Tuzla Canton have recognized the opportunity in the development of tourism by continuing started activities in the development of tourism infrastructure, which is of a great importance for the tourist offer in the future. Capacities of tourist accommodation are the basis of tourist traffic, be it hotel accommodation or camping. In the area of Tuzla Canton, accommodation is offered by 52 facilities possessing 787 rooms with 1.419 beds.

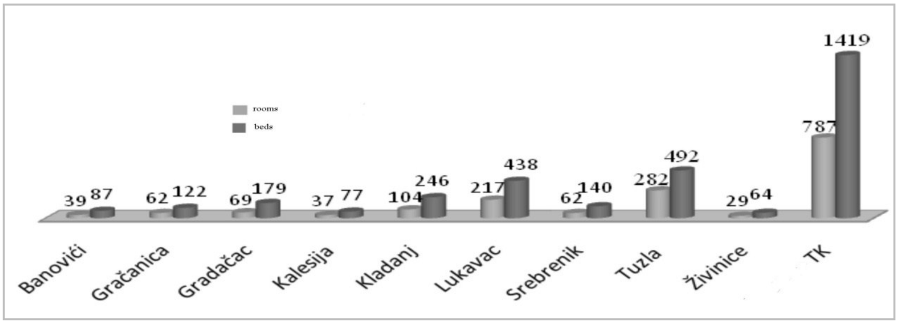

Fig 2. Structure of accommodation capacities in the area of Tuzla Canton

For assessing the success of the tourism industry, the Ministry of Trade, Tourism and Transport monitors the arrival and movement of visitors in the area of Tuzla Canton. These activities are conducted through regular monthly reports of business entities that provide accommodation services. According to the indicators listed, in the accommodation facilities in the area of Tuzla Canton for the period 2009/2013, there were 151.783 visitors who accounted for 421.667 overnight stays.

Tab. 1. Tourism in the accommodation capacities TK for the period 2009-2013

	Arrivals			Nights		
Year	Domestic	Foreign	Total	Domestic	Foreign	Total
2009	20.809	13.873	34.682	64.996	30.516	95.512
2010	21.435	12.432	33.867	64.559	24.160	88.719
2011	15.320	11.227	26.547	56.725	22.420	79.145
2012	14.979	10.495	25.474	54.172	18.832	73.004
2013	20.274	10.939	31.213	63.317	21.970	85.287
2009-2013	92.817	58.996	**151.783**	303.769	117.898	**421.667**

Source: The Government of Tuzla Canton, The Ministry of Trade, Tourism and Transport of Tuzla Canton,Tuzla,2014.

In 2013, there were 31.213 visitors or 5,4% of total arrivals to the Federation of BiH (577. 077), or 3,7% to the territory of Bosnia and Herzegovina (844.189).

Tab. 2. Comparative indicators of the arrival of visitors to the territory of Bosnia and Herzegovina in 2013.

Visitors	BiH	FBiH	TK	% in FBiH	% in FBiH
Domestic	315.610	166.427	20.274	12,2	6,4
Foreign	528.579	410.650	10.939	2,6	2,1
Total	844.189	577.077	**31.213**	5,4	3,7

Source: The Government of Tuzla Canton, The Ministry of Trade, Tourism and Transport of Tuzla Canton, Tuzla,2014.

According to the total number of overnight stays, the leading are the local communities of municipalities of Gradačac, which thanks to a spa health resort achieved 55%, Tuzla 19%, and Lukavac 13%. The most numerous visitors are from Serbia, Croatia, Slovenia, Germany, Austria, Italy and Turkey. According to the number of overnight stays in the Tuzla Canton, it is evident that foreign visitors made 1-2 overnight stays and it can be concluded that these were visits of business character. In these tourist facilities, visitors achieved the revenue of 23.648.657 KM. In accordance with the type of catering facilities, hotels have the main share of 8.351.121 KM, restaurants of 9.256.367 KM, canteens and serving facilities of 2.638.383 KM, and other catering facilities.

Tab. 3. Tourism in Tuzla Canton for the period 2009-2013

Type of facilities	2009	2010	2011	2012	2013
Hotels	10.283781	9.281.303	8.228.992	8.453.258	8.351.121
Restaurants	6.947.862	7.562.202	8.199.045	9.019.252	9.256.367
Taverns	978.287	979.142	1.068.232	500.803	386.695
Bars	146.978	112.263	111.340	306.235	400.827
Camping sites and other	160.020	164.109	159.814	104.441	132.203
Buffet	344.338	330.295	411.746	374.362	1.711.613
Serving facilities	6.060.386	6.075..877	6.689.825	4.890.306	2.638.383
Total	24.921.652	24.505.191	24.868.994	22.877.209	23.648.657

Source: The Government of Tuzla Canton, The Ministry of Trade, Tourism and Transport of Tuzla Canton, Tuzla, 2014.

According to types of catering services provided in tourist catering facilities in the area of Tuzla Canton, the highest demand are services of food, drink and accommodation, followed by other services of visible and invisible trade. The highest turnover was recorded through foodservice that is positive for the cooperation of the tourist industry and agriculture through the placement of the domestic agricultural products. Overnight stays reached the revenue of 3.208.643 KM, which shows a slight decrease, considering that there was a smaller number of overnight stays compared to the previous periods.

Tab. 4. Tourist traffic by type of service in Tuzla Canton for the period 2009-2013

Type of services	2009	2010	2011	2012	2013
Beer	859.552	1.039.913	1.067.923	1.007.380	1.267.705
Wine	928.193	997.893	943.566	968.862	930.660
Brandy	145.566	127.084	95.078	92.110	103.460
Other alcohol drinks	392.835	465.955	399.936	346.803	291.425
Fruit juices	670.726	847.307	993.930	810.275	763.012
Other non alcoholic drinks	1.177.346	1.195.291	1.363.121	1.683.107	1.700.119
Mineral water and soda	657.365	718.131	760.694	657.623	616.581
Food	14.291.838	13.819.137	14.483.768	12.867.261	11.529.767
Beverages	1.780.001	1.519.764	1.233.829	1.192.537	1.526.664
Tobacco and matches	37.950	50.879	51.963	53.992	65.812
Other goods turnover	18.538	16.755	30.223	19.559	6.717
Other non goods turnover	190.253	119.595	54.253	942.079	866.644
Nights	3.771.489	3.587.487	3.390.710	3.007.069	3.208.643
Total	**24.921.652**	**24.505.191**	**24.868.994**	**22.877.209**	**23.648.657**

Source: The Government of Tuzla Canton,The Ministry of Trade, Tourism and Transport of Tuzla Canton, Tuzla, 2014.

By analyzing the actual effects of tourist spending in tourist catering facilities, it is noted that receptive factors of tourist offer lack effects which tourism should leave in the development of the overall economy. This primarily applies to catering facilities in which dominate the classic forms of taverns, cafes, buffets and aščinice (restaurants serving traditional stews and pies) with a lack of culinary specialties of local cuisine.

Rating of tourism development in the Tuzla Canton by visitors

During the 2014 summer season, I surveyed visitors in accommodation facilities in the Tuzla Canton. The survey was completed by six hundred respondents who gave a substantial contribution to this research by their replies. When filling out the questionnaire, the visitors had the opportunity to express their views and give their answers to posed questions on the possibilities of tourism development, and give evaluation of tourist sites in the area of Tuzla Canton. On this occasion, the visitors have pointed to special tourist values of the area and factors that are important in the overall tourist development of the area.

Tab. 5. Rating of tourism development in Tuzla Canton by visitors

Question	Answer				Total
Do you think that the area of TK has the conditions for tourism development	Yes	No	I do not know	-	
Replies	450	50	100	-	600
%	75%	8%	17%		
In your opinion can tourism development may affect the overall economic development	Yes	No			
Replies	520	80	-	-	600
	72%	28%			
What are the most important factors in the development of tourism TK	accommodation facilities	Roads	Food and drink	Services	
Number of replies	250	150	120	80	600
%	42%	25%	20%	13%	

The survey questionnaire provided the following results:75% of respondents believe that the Tuzla Canton has conditions for tourism development, 72% believe that the development of tourism has an impact on the overall economic development, 42% think that the most important factor in the development of tourism is accommodation.

In the assessment of natural resources, 59% of respondents believe that these are Pannonian salt lakes, 16% healing springs, 12% the protected landscape Konjuh, 8% artificial lakes, 5% the hunting grounds of Konjuh. In the assessment of cultural heritage, 42% of respondents believe that it is Etno avlija Banovići, 25% kula Huseinbega Gradaščevića (the tower of Huseinbeg Gradaščević) in Gradačac, 20% the Archaeological Park and the Neolithic settlement in Tuzla, 8% medieval fortress Srebrenik, 5% religious facilities.

Tab. 6. Rating tourist sites in Tuzla Canton by visitors

Tourist sites					
natural resources	Number of replies	%	Objects of cultural heritage	Number of replies	%
Pannonian salt lakes	**350**	**59**	**Ethno courtyard Lancaster**	**250**	**42**
healing springs	100	16	Kula Huseinbega Gradaščevića	150	25
Protected Landscape Konjuh	70	12	Archaeological Park in Tuzla	120	20
artificial reservoirs	50	8	The medieval fortress Srebrenik	50	8
Hunting grounds Konjuh	30	5	Religious Buildings	30	5
total respondents	600		Total respondents	600	
Average values **3,3**					

Areas of the Tuzla Canton that are worth from the aspect of tourism are rated by respondents with an average score of 3,3 that indicates that they are wellknown with the conditions in this area. The analysis of the current situation in the Tuzla Canton has shown that most visitors consider that there is a favourable environment for the development of tourism, but there is a lack of accommodation capacities, and there is a poor road infrastructure.

DEVELOPMENT POSSIBILITIES OF TOURISM IN THE TUZLA CANTON

Through the research of the Tuzla Canton, there were analyzed available tourist values and their use in *the development of tourism*. There was used SWOT analysis as a basis for determining the comparative advantages in the tourism development of Tuzla Canton. The goal of this analysis is to identify the internal and external factors that influence the development of tourism. Based on the SWOT analysis, there were determined the priorities, measures, development vision and projects that will contribute to the development of tourism in the Tuzla Canton.

Based on the indicators, it can be concluded that the Tuzla Canton has more internal advantages than internal weaknesses, which enables the realization of comparative into competitive advantages or external threats into development opportunities. Internal weaknesses can be relatively rectified, it is primarily the lack of professional staff for project management and the development of tourist destinations. The tourist offer of Tuzla Canton is not on the satisfactory level, therefore, for the development of tourist industry, *guidelines* are necessary for improving the quality of services and accommodation. On the basis of these indicators, we can conclude that there is a significant constraint for tourism development, as evidenced by the fact that the tourism and transport infrastructure is under-developed.

The existing accommodation capacities are not sufficient for the reception of larger groups of visitors.

The development of tourism in the Tuzla Canton should be based on the principles of sustainable development as the only possible long-term competitive development option for this area, which includes a balanced development of the infrastructure, economy and culture, but with as little damage to the environment as possible. The basic principles of tourism require the creation of a quality tourism product, improvement of environmental quality, and the development of entrepreneurship in the tourism function. In this way, it can ensure competition in the tourism market.

Comparing the impacts of the factors through SWOT matrix, there were determined key and strategic guidelines and focusing is done on the basic aspects that may be carriers of the tourism development of the Tuzla Canton.

Tab. 7. SWOT analysis of the resource base in Tuzla Canton

S **Internal - power (opportunities)** ▪ Favorable geographical position ▪ rivers Spreča, Drinjaca and Oskova ▪ lake: Lukavac, Hazan, Vidar and Snježnica ▪ Pannonian salt lakes ▪ healing springs in Gradacac, Gracanica, Tuzla and Srebrenik ▪ Protected landscape nature Konjuh ▪ cultural and historical heritage ▪ touristic events ▪ hospitality	W **internal weaknesses (problems)** ▪ underdeveloped infrastructure ▪ lack of identity as a tourist destination ▪ missing encouraging support ▪ underrepresentation of accommodation ▪ poor human resource base ▪ lack of skilled personnel for project management ▪ insufficient agencies and turooperatera ▪ low level of environmental awareness ▪ missing tourist signalization ▪ insufficient tourist offer
O **External - opportunities (opportunities)** ▪ the possibilities for the development of health, excursions, rural tourism ▪ improving transit tourism ▪ demand services in health tourism ▪ connecting tourist destinations ▪ development of complementary activities ▪ better tourism promotion ▪ providing quality services ▪ employment of workers of tourism profession ▪ raising living standards ▪ development of private enterprise ▪ access to European funds	**T External threats (uncertainty)** ▪ poor purchasing power of the population ▪ not enough investment in tourism development ▪ missing incentives ▪ not enough co-operation of all business entities ▪ there is no market recognition ▪ not enough awareness of the population for sustainable tourism development ▪ not sufficiently developed complementary activities

STRATEGIC DIRECTION AND MANAGEMENT OF TOURISM RESOURCES OF THE TUZLA CANTON

Tourism is an activity for whose development, in terms of organization, a huge responsibility has the environment, from the lowest to the highest levels of management and authorities. Looking at the overall results achieved in the field of promotion of tourism in the municipalities of the Tuzla Canton, it is evident that in addition to protection of space, there was not sufficiently invested in the design of tourism facilities which would also contribute most to the development of tourism in this region. Investment in tourism facilities, infrastructure construction, renovation and expansion of capacities would lead to the enhancement of total turnover, primarily through collection of payment for useage of the built contents and revenue realized by catering as a supporting economic activity, and which forms an integral part of the overall tourism offer.

A chance for the development of tourism is based on the natural, cultural and historical heritage, which includes the conversion of existing comparative advantages, such as *people, knowledge, natural resources and cultural and historical heritage*, to the competitive advantage through clerical and creative services. Integrated systematic management in the future must have an important factor in the successful development of all types of business, and creation of their own cultural development as part of the system, ie. general culture of behavior of the organization that deals with tourism, as well as the organizational culture at the level of each segment of such organization.

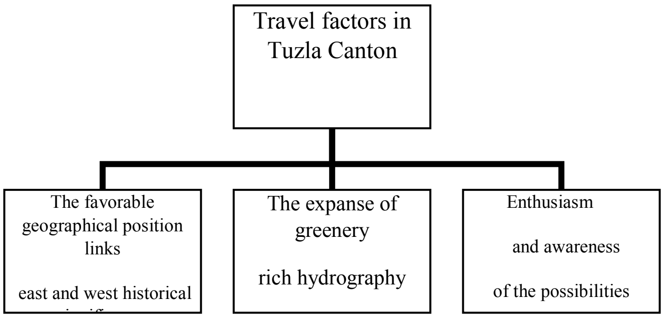

Fig 3. Travel factors in Tuzla Canton

After defining a developmental state, a logical sequence of activities is to find an effective and efficient organizational mechanism for successfully implementing the projected development goals as well as the realization of the same which would require the following: human resources management based on the principles of modern knowledge in municipality local communities, the development of studies or master plans in all municipalities except Srebrenik and Banovići, networking of all tourism service centers in the Tuzla Canton, connecting to one information center for booking and the reception of visitors.

Activation of alternative accommodations in motels, religious facilities (houses), family houses for pilgrims, scientists, organization of courses, exploring the culinary trends etc, the analysis of farm households owning an attractive location and tourist infrastructure, setting tourist signs on the roads with the appropriate welcome signs and direction signs to the tourist sights, production and sale of souvenirs, running the old crafts and activation of household cottage industry in Kladanj, Banovići, Tuzla, Sapna and Teočak, activation of picnic and camping terrains in suburban or rural environment for rest, entertainment and recreation. (Ilinčica and Kiseljak-Tuzla, Lipici-Srebrenik, Svatovac-Lukavac, Toplice-Živinice, Muška voda-Kladanj, Zlaća-Banovići). Successful business must be based on the continuous *improvement of service quality*. This can be achieved by mutual cooperation of all businesses and employees in the tourism industry.

In the concept of development, there should create a contact, identify partners, create a strategy for development, analyze the situation, offer the range of services, check the

impact on the environment, take the initiative of government and analyze the results. Guidelines on improving the quality of services and accommodation should be conducted.
Development of tourism should be managed from the canton level, working on joint cooperation of all stakeholders in order to build a tourist destination. Atractive and valuable areas should be adapted to standards, using experience with elements of hospitality, which provides the possibility of extended stay of visitors in tourist facilities. In the tourist orientation of areas, education of the local population is necessary in order to develop the tourist industry which is the foundation of the future survival on the tourism market. For the environmentally conscious tourists, development of mentioned types of tourism is very attractive because they are focused on nature, in addition to that the tourist offer should include the rich cultural heritage. Available unique resources require more forceful action on the management and direction of investments towards less developed tourist area, valorization of resources is a possibility for the expansion of tourism market, therefore we need a new quality in tourism development of the area. Economic development in the area of Tuzla Canton should be focused on a number of aspects of tourism. In this respect, in the forthcoming long term it is necessary to work towards the development of health and recreation, rural, cultural, religious and transit tourism. Integrated system management in the future must have an important factor of successful development of all types of business as well as creating their own culture development as a part of the system, ie. general culture of organizational behavior dealing with tourism. *Natural sights and rarities*, valuable forest systems, hydrological and geomorphological monuments, thermal and mineral spa give the character of authenticity, representa tiveness, diversity, integrity and landscape spatial values have scientific, cultural and historical, social and economic function and ecological significance. Natural conditions are suitable for the organization of summer and winter recreation in the mountain regions.
Numerous cultural monuments are the basis for the development of cultural tourism, as well as cultural manifestations. To achieve a higher income from services rendered, the tourist offer should include traditional Bosnian cuisine that has domestic dishes under the bell, homemade plum brandy, cheese, smoked meat, pies, cakes, a variety of drinks made from herbs. In addition to this, specialized, coffee, milk, fast food, seafood and vegetarian restaurants are necessary for modern catering offer. Based on the presented results, the general economic effects of tourism and catering economy in the canton are modest. Based on the total indicators and high lag in economic development, it is clear that the tourism sector do not provide anywhere near effects that are realistically possible. Assessment of the state of tourism in the Tuzla Canton highlighted the key features of the potential, advantages and disadvantages from the viewpoint of possible development. Internal power: high-preserved natural resources, cultural and historical heritage and hospitality should be converted into competitive advantages. Cooperation of all businesses and employees in the tourism industry can ensure that visitors receive quality service for which he spent his money.

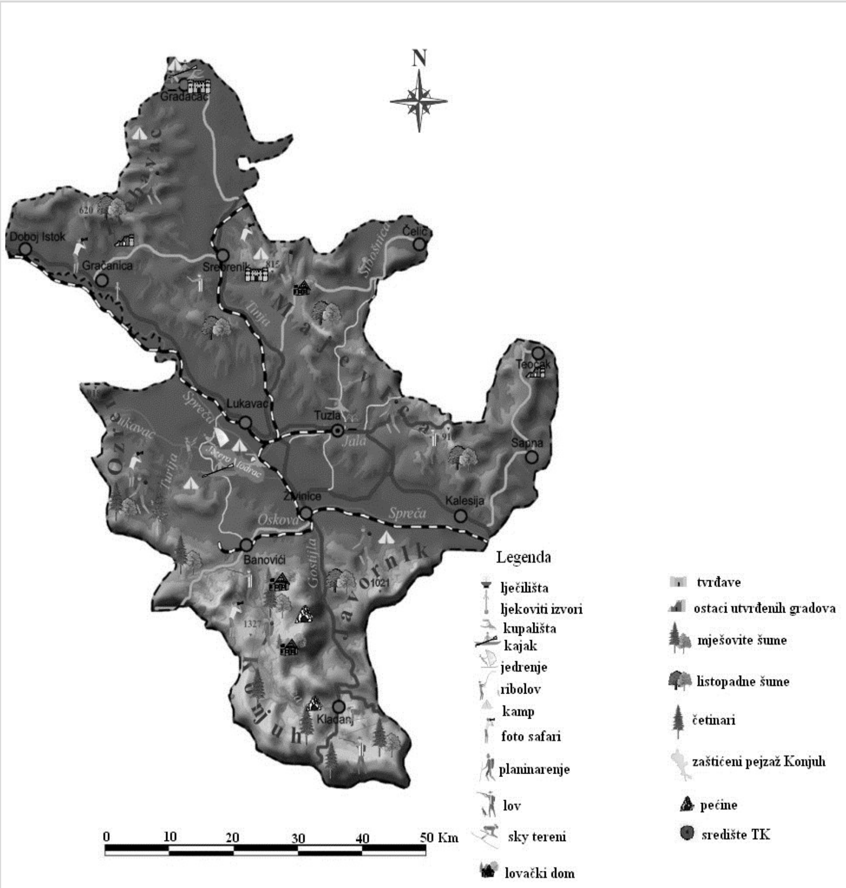

Fig 4. Tourist map of the Tuzla Canton
(the map done by the author)

CONCLUSION

Tourism can contribute to economic development of the area, improve the quality and standard of life and enable the creation of new jobs, reduce the number of unemployed only if it is approached with, a plan, monitoring the current situation and taking into account the needs of the market. The study of tourism market as a factor of economic development in the Tuzla Canton may allow making important marketing decisions based on accurate and verified information, research data, to improve tourism in all its segments, and which are the economic effects of it. The development of tourism in the Tuzla Canton should be positioned at finding quality content of tourist destinations to identify, valorize and turn into a competitive advantage through the development of specific types of tourism. Cultural and historical heritage, natural beauty, multiculturalism and tradition are the backbone of power on which to base strategic directions of development of the tourism industry of the Tuzla Canton. Existing tourism facilities favored certain communities as tourist destinations, only with a high-quality and efficient cooperation of all segments of importance to tourism development can be achieved competitive advantage.

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HEALTH TOURISM IN TURKEY: A STUDY ON PAPER NEWS

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Abstract: The purpose of this study is to identify how health tourism is approached in Turkey and to analyze the current situation by considering paper news. Health tourism is becoming more important for countries in the economic and social aspects. Turkey is a country with many opportunities on this evolving branch of tourism.At the crossroads between East and West, Turkey is on its way to become the next “center of attraction” for the global health tourism market.
In this study, health tourism was approached initially in a conceptual framework. Then, the previous studies regarding health tourism. In the last part, the paper news related to healthth tourism was analyzed through content and textual analysis. The population of the study was composed of the online papers which broadcast their archive. “Hürriyet” which is one of the newspaper with the widest circulation was used as the sample and the news with regard to “health tourism” between July 20, 2014 - July 9, 2015 were examined. The study was conducted on 30 news there was found.

Key words: Tourism, Health Tourism, Turkey

INTRODUCTION

Health tourism has been the fastest growing service sector of our time. Health tourism has become a sector that helps everyone reach quality medical services, increases employment rate, and supports economies. The emergence of health tourism occurred in relation to the developments in medicine (Connel, 2006). Health tourism is a sector that cooperates with the tourism sector in order to provide special “cost effective” treatment to patients that need applications of medical treatment in general surgery or other fields that require special expertise (Barcavd., 2013). According to Magablih (2001), the travels in scope of health tourism have certain time periods. Health tourism is defined as travelling to other countries for no less than a day and no more than a year to get the treatment they need to get better (Barcavd., 2013).
Because of the increase in the world population, rise of quality of life, and increase in medical costs in various countries, other countries emerged as options where high quality treatments are performed with lower costs and led to the rise of the health tourism sector. Another thing that led to this emergence is that the world population is getting old.

The reasons for this situation are;

- Avoiding long waiting lists for patients
- Receiving higher quality treatment cheaper
- Reaching high technology in medicine
- Reducing cost of medical services
- Eliminating the need for chronic patients, the elderly or the disabled to go somewhere else and be treated
- Wishes to be treated in different or more suitable environments by people with addictions of drugs or other things
- The desire to travel and have cultural visits alongside the treatment
- The person’s will of life and struggle to live (Ciğerdelen, 2012).

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Health tourism in Turkey had started either by organizations individual efforts or by the result of foreign patients' research they started to choose our country. In our country there is a misunderstanding of health tourism as if it constitutes only thermal and SPA applications. It is important to divide health tourism in to three, thermal, old age (elderly, senior) and medical tourism.

Özbek, (1991) define the thermal tourism as a tourism activity for curing (treatment) applications combined with support treatments such as climate curing, physical therapy, rehabilitation, mecanotheraphy, exercise, psychotheraphy and diet as well as various types of methods such as mineralizes thermal water baths, mineral springs, inhalation and mud baths. Facilities of these applications are called as Thermal Curing Centers or Hot Spring Treatment Centers. Old age tourism is regarded with senior travelers. Littrell, Paige, & Song (2004) described senior travelers as becoming an important travel segment because of their level of wealth, higher discretionary income, lower consumer debt, greater free time to travel, and their tendency to travel greater distances and for longer lengths of time.Senior citizens (with 55 years old and over) represent around 25% of the European population. They have both purchasing power and leisure time (mainly in the retirement age), thus representing a significant economic market potential.Smith and Puczkó (2009) define the medical tourism as "… travel to destinations to undergo medical treatments such as surgery or other specialist interventions... Medical tourism [...] can have two major forms: surgical and therapeutic. There is a clear distinction between the two. Surgical certainly involves certain operations(s), whereas therapeutic means participating in healing treatments." (Azaklı, 2012).

Turkey is on its way to becoming an important destination in thermal,old age and medical tourism, especially in the areas of rehabilitation, retirement homes and communities. Health tourism should not only be viewed as medical treatment. Equally as important are thermal spas, rehabilitation and retirement communities and services that cater to the elderly population. Turkey has taken important steps in developing these facilities and services.

METHOD

The aim of this research is to investigate the content of news which has the term "health tourism" in the title or text in newspapers and to analyze the current situation in Turkey. In addition, it is aimed with this research to determine the way and frequency of statements regarding health tourism in printed media. Determining the place of Health tourism in printed media would provide great contributions to the literature regarding this issue.

The World of this research has been created by the newspapers which publish their archives on internet. Being one of the newspapers that have highest circulation, Hürriyet has been evaluated as a sample and the news published regarding health tourism in the dates between 20 July 2014 and 9 July 2015 have been assessed. The research has been conducted through the 30 news that were determined in the archive.

In this research, the content analysis of data collected via document investigation has been used as method. Being a qualitative research method, the content analysis includes the systematic investigation of scanned newspaper news and printed news. Content analysis is a reading tool depending on deductive method. This analysis can be done through texts, speeches, advertisements and even through the television programs. Within this context, content analysis is a scientific research method which conducts investigation not only on the content of apparent, but also on the background of content and which ensures meaningful implications (Gürel&Alem, 2010: 335-336). Categorical classification and assessment of the ideas has been done by using this method.

FINDINGS

In scanning of the news in newspaper, the data of the last 1 year (20 July 2014 – 9 July 2015) were scanned by using the search engine after entering in the archive of the newspaper in website. As a result of scanning, the news which have the term "health tourism" in the title or text have been categorized in line with the remarks of experts and thus, the validity and reliability of the study have been ensured.

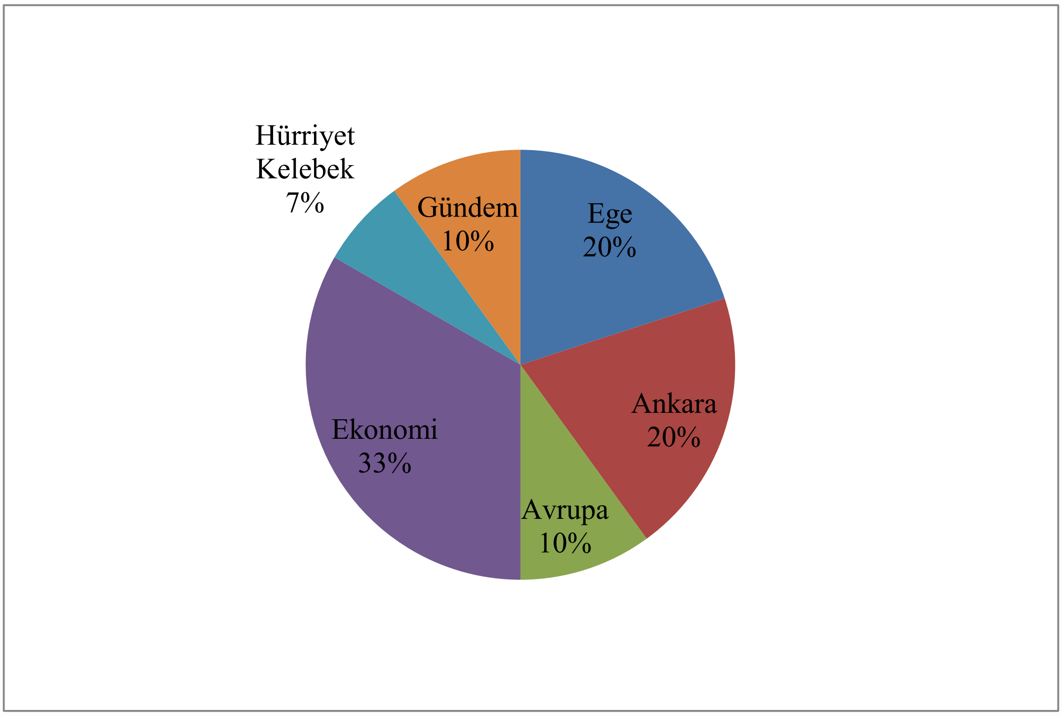

Fig. 1. The chapters where the news regarding health tourism are found

When the news including the term "health tourism" in the title or context are evaluated generally, it has been determined that this issue is mentioned in "Ekonomi" chapter at most. 10 of the 30 scanned news were given under this chapter. It has been determined that the news regarding health tourism are mentioned respectively in the chapters of Ege (6 news), Ankara (6 news), Avrupa (3 news), Gündem (3 news) and HürriyetKelebek (2 news). When the data is evaluated with the content analysis, the news bearing the term "health tourism" in the title or text have been categorized under 5 points. (see Tab. 1.).

Tab. 1. Categories of News about Health Tourism

News Category	Number of News
International Developments in Health Tourism	7
The Condition of Health Tourism in Turkey	9
Economic Benefits of Health Tourism	6
The Steps to be Taken for Development of Health Tourism	5
Other	3
Total	**30**

When the news regarding health tourism are investigated, it has been determined that most of them (9 news) are informative texts giving information about current conditions in Turkey. Then, there are 7 news mentioning about summits, conferences and fairs which are the international developments regarding health tourism. The news apart from these are mentioning about the economic benefits of health tourism (6 news) and the steps to be taken for developing the health tourism (5 news).

International Developments in Health Tourism

Turkey has been an attraction center with its strategic geographical location, its closeness to Europe, Asia, Middle East, North and Middle Africa, Russia; the accessibility to these geographies and with its developed health system. The health system in Turkey attracts the attention as the most important destination in the sector of health tourism with ists code of conduct, hospital equipments, technologic infrastructure, and trained health personnel. This important position of Turkey has started to attract attention more in international field as a result of ensuring participation into various fairs, congresses and meetings. 7 of the 30 news investigated within the research are about international developments in the sector of health tourism. In the news, the fairs, summits and conferences to which the participation has been ensured were mentioned. In the news which has the title of "Meeting for *Health tourism in Ankara"* (Hürriyet, 10 June 2015), it has been stated that in his speech before 160 people coming from more than 20 countries as 10 of them from Balkans, the President of World Health Council and Turkey Health Council has mentioned about the service quality of hospitals in Ankara and about the technologic competences in health sector and thus, the attention has been attracted to the potential of capital in health tourism sector. In the news, it has been seen that many countries are willing to cooperate with Turkey in the sector of health tourism. One of them is Sincan Uyghur Autonomous Region that is dependent to People's of Republic of China. In the news titled as "Health Investment from *Urumqi"* (Hürriyet, 6 Haziran 2015), the satisfaction taken from the condition that "Traditional and Integrative Medicine and Application Center" is going to be established in Kızılcahamam which gives services for the art of medicine of Uyghur and China with the protocol that was signed between "UrumçiTarım A.Ş." and "YıldırımBeyazıt University" in has been stated.

The fields of health tourism where each country has expertise are different from each other. Turkey promotes its expertise in the fairs to which the participation has been ensured and thus, tries to attract tourist from other countries. In the text titled as "*Attack Towards Africa in Health Tourism"* (Hürriyet, 20 May 2015) the participation of Managing Director of an hospital who is also thePresident of Health Tourism Works Council under the Foreign Economic Relations Committee, with a board into Africa Health Congress and Fair that was organized in Johannesburg city of Republic of South Africa. In the text, it has been stated that the board had information exchange on health system of Republich of South Africa, public and private health financing models, the place of private sector in World health tourism market and the patient flows from sub – Saharan countries to this country. In the news, it has been pointed that the centers for infectious diseases, transplantation, trauma, brain surgery, ambustion and pediatrics are developed and wide - spread and on the other hand; Turkey is in advance in the fields of liver transplant, brain surgery and hip prosthesis. In the fair, it has been underlined that South Africa is willing and open to send patients to Turkey. Turkey has been participating into various fairs in various regions to promote its "health tourism". One of these fairs is "Berlin Fair". In the text titled as "*The Target of Turkey: Health Tourism*" (Hürriyet, 4 March 2015), the speech of Ministry of Culture and Tourism Undersecretary has been shared. In news, the Undersecretary has stated that " We are strengthening our infrastructure in thermal and medical sector. We give importance to Health Tourism. The steps to ensure the opportunity of having rest while being treated for our guests shall be continued. In addition, we work on old – age tourism. As the life standards have increased, we aim to host the retired people for a long rime. The options for longer and more extensive holidays shall be provided.", "We attach importance to German markets. We hosted 5 million 250 thousand of guests from Germany in the past year. Our target is to increase this amount for more than 5%. Besides the sea, sand and sun; we conduct our infrastructure studies to increase the attention for culture and history tourism. Each region of our country have been reconstructured to host guests" and the importance of German tourists was also mentioned. In the news titled as "*Turk Tourism promoted in Londra"* (Hürriyet, 4 November 2014), it has been stated that the developments of Turkey in the sector of health tourism are also promoted in addition to the the historical heritages that are found in the UNESCO list, sea tourism centers,folkloric features, in the World Tourism Market which is organized in England with the participation of more than 180 countries and is visited by more than 50 thousand people.

The international fairs and meetings about health tourism are not only held in abroad. There are serious organizations held in country. In İstanbul, Brand in Tourism & Gastro Conference'' has been organized in the dates between 24-25 March 2015 which is defined as the biggest meeting of Tourism and Gastronomy sector and the World famous names of sector have convened in there. In the news titled as "*Tourism Leaders to Meet in İstanbul"* (Hürriyet, 20 February 2015), the issues such as health tourism, rapidly growing food – drink tourism, the stories about branding in toursim, the supply chain system in hotels, social media tendencies and the importance of training and Franchise in branding have been narrated by general managers and CEO's. Another organization which was included in the news and organized in İstanbul is "İstanbul Health Expo – Medical product, Hospital Equipment, Health Informatics and Technology, Laboratory Systems, Residential Care Products and Health Tourism Fair" that was organized in the dates between 10 and 13 December 2014. In line with the news titled as "*Innovation Competition in Health Fair"* (Hürriyet, 4 November 2014), many innovative product which can contribute to development of health tourism as ranging from new head guard communication system that is produced for Ambulance Emergency Action motorcycles to new intraocular lens implants has been exhibited in the fair.

The condition of Health tourism in Turkey

Health tourism has been categorized under three branches as medical, thermal and old age tourism in the World. Turkey has great advantages especially in terms of thermal tourism. Turkey has a worldwide potential in terms of geothermal sources and it is the leader with its source potential in Europe and it is the third with its hot spring practices. Having more than 1500 resources of which temperatures are changing between 20 - 110 0C degrees and of which flow rates are changing between 2 – 500 lit / sec; our country has been evaluated among the first seven countries in the World thanks to its source richness and potential. (http://www.ktbyatirimisletmeler.gov.tr/, 10.09.2015) Bu özellikleri nedeniyle Türkiye'de termal tourism oldukça önemli bir konuma sahiptir.

In 4 of the 8 news showing the condition of Health tourism in Turkey, the importance of thermal tourism in Turkey has been mentioned. Among them, in the news titled as "Changing the Faith of Çeşme" (Hürriyet, 23 June2015), it has been stated that a company with 60 partners participated in a tender for thermal tourism in Çeşme has rented an approximately 85 decare of field for 35 years. It has been stated that the company will build a great thermal facility which will have Aqua Park, aesthetic surgery, treatment cure center, swimming pool, nursing center for old persons, hotel and comprehensive sport fields with 40 million dollars of investment. In the related news, it has been stated that the dead – season in Çeşme will give place to vitality, the number of qualified tourists will increase and the foreign tourist will be attracted through this region.

Thermal tourism has a great potential in Aegean Region in Turkey. In the news mentioning about this issue which has the title as "We should make use of thermal sources" (Hürriyet, 26 September 2014), it has been stated that 410 of approximately 1300 thermal sources in Turkey are prominent in terms of health tourism with their flow rates and heats; 123 of these 410 thermal sources are in Aegean Region. In the news, it has been indicated that the tourists coming for health tourism also come to Aegean Region for holiday and thus, there should be an arrangement by avoiding from the appearance of hospital except for the clinic centers. It has been expressed that the foreign tourists do not want to feel themselves as if they are in a hospital and thus, the natural structure should be protected in the regions where the thermal facilities are located and avoiding from over – structuring is important.

In the news regarding thermal tourism given in newspapers, not only the Aegean Region, but also the potential of Ankara and Tunceli has been attracted. In the news titled as "*Branding with Health Tourism*" (Hürriyet, 26 March 2015), the place of Ankara in health tourism has been mentioned: It has been indicated that the districts ofAyaş, Beypazarı, Çamlıdere, Çubuk, Güdül, Haymana, Kazan, Kızılcahamam and Polatlı are very rich by thermal sources. In the news titled as "*Pertek to develop with thermal tourism"* (Hürriyet, 12 December 2014), the situation that the thermal facilities in Pertek city of Tunceli attracts tourists. In the news, it has been indicated that the thermal water, of which temperature reaches to 37 – 40 degree, provides remedy for many diseases with the minerals inside and also, the thermal water is "natural mineral water".

It has been stated that, i n the thermal facilities which are 250 meter distant from Pertek ferry dock and which have 446 thousand square meter of indoor area, there are semi Olympic pools, kiddy pools, aqua park, thermal pools, family baths, Turkish bath and sauna; and the thermal water is good for many diseases such as the joint disorders and bone loss, gastroenterological diseases and dermatologic disorders such aseczema, psoriasis and acne.

Turkey has important progresses not only in the sector of thermal tourism, but also in sector of medical tourism. As some of the medical expenses have been ejected from the insurance coverage, because of economic crisis in Europe, this has caused people living in there to get treatment from countries where the medical expenses are low. Turkey is one the first – preferred places among these countries. On the other hand, Arab tourist also prefers Turkey both because of geographical closeness and the low prices. In the news titled as "Both business and holiday" (Hürriyet, 3 December 2014), it has been indicated that in 2014 when there is the decrease in the number of European tourists in recent years; there is a serious increase in the number of people coming from Iran and Arab bazaars and also Turkey becomes more than a country of sea, sand and sun thanks to the investments and promotions and continues its claim in world health tourism market. In the text titled as "*Pamukkale not leaving the summit"* (Hürriyet, 16 October 2014), it has been indicated that the ones who attribute great attention to Denizli for health tourism are respectively the tourists from Russia, Germany, England, China and South Korea.

Turkey is a country which takes substantial steps in medical tourism, especially in transplantation in recent years. This issue has been mentioned in the news titled as "*Remigration started in transplantation*" (Hürriyet, 13 February 2015). In the news, it has been stated that the bone marrow transplantation problem has been solved in Turkey and the doctors do not send the patients abroad for treatment no more and the patients from abroad come from Turkey. It has been expressed that the bone marrow transplantation problems are solved in the country thanks to the incentives and supportive approaches of both the Ministry of Health and SSI (Social Security Institution) at the end of 2014.

When the news regarding the condition of health tourism in Turkey are investigated, it has been determined that the country has a great potential in old – age tourism, too. Especially the increase of population rate of group constituted by people over 65 to total population in countries in Europe and Far East emerges various medical expenses and various treatment processes for old aged people. Within the scope of old age tourism, the sightseeing tours, rehabilitation services, various therapies, elderly care in nursing homes and special travels and nursing services for people with disabilities are found. Among the investigated news, in the text titled as "Turkey is the lifesaver for aging Europe" (Hürriyet, 23 November 2014), it has been stated that Turkey has many advantages in equality of opinions for elderly care tourism. It has been stated that many elements such as accessibility, economic service and health procurement, experiencing the four seasons, young labor force population, widespread academic staff and hospitality can be listed among these advantages and elderly tourism can provide great acquisitions for our country. In the text titled as "*Cure Holiday for Japan*"(Hürriyet, 4 November 2014), it has been indicated that elderly Japan people are going to start to get service from nursing and old age asylum and facilities in Ankara by 2015 in line with the protocol signed between DÜNYADER and Japan – Turk Economic Development and Cooperation Foundation. In the news, it has been noted that the protocol shall be valid for 10 years and this will ensure the arrival of 50 thousand of old Japan to Turkey in the first 5 years.

Economic Benefits of Health Tourism

The development of health tourism in Turkey provides great benefits to the country. Among these benefits, the increase of information sharing among countries, development of partnerships, ensuring the technology and information exchange among countries and making contribution to development of international relations can be provided. However, the most important contribution of health tourism to our country is the high economic benefits. When the reports were investigated, it has been determined that 6 of 30 news are about the economic benefits of health tourism.

Turkey is a country with high potential for gathering economic income especially in thermal tourism sector. This situation has been evaluated in the news titled as "*Uşak reaches to new thermal facility"* (Hürriyet, 23 March 2015) and it has been narrated that 10 million liras of investment is going to be made to the region following the allocation of Hamamboğazı Thermal Touristic Site which is idle in Banaz District of Uşak to municipality andit is aimed to provide the economy in city by enliven the thermal tourism. In the text titled as "*Naomi Campbell starting trade in Bodrum"* (Hürriyet, 6 January 2015), it has been mentioned that not only the thermal facilities, but also the detox centers can be investment tools in the health tourism sector in this country. In the news, it has been stated that being a famaous model, Campbell wants to purchase a detox center in Bodrum and it is remarkable that the people who prefer such centers are very rich and powerful in economic aspect.

Tourism is an important source of income for national economy in Turkey. In the news titled as "*Fiscal deficit is removed with health tourism"* (Hürriyet, 27 September 2014), it has been stated that the health tourism income for 2013 is 2,5 billion dollar and the expectation for 2014 is around 5 billion dollar. In the news, it has been indicated that the tourist coming for health spends 10 times more money when compared to normal tourist and this amount can be increased to 10 billion dollars when required measures are taken in 2 – 3 years and a great contribution to national budget can be made by meeting the 18.6 billion TL of budget of Ministry of Health for 2014 by health tourism. In the news, additionally, it has been expressed that we have a geographical location which appeals for approximately 1 billion people including Russia, Turkic Republics, North Africa and Middle East and as a result of embargo of Iran, we can gather great income in health tourism as tourists coming from Syria and Iraq prefer Turkey for health problems they live as a result of war. In the news titled as "*The number increases every year*"(Hürriyet, December 2014), the economic benefits of health tourism were mentioned and it has been stated that the number of tourists coming for health tourism is more than 500 thousand and in addition, the contribution of this situation to national economy with side sectors is reached to 5 billion. In the news, it has been indicated that İzmir and Aegean region host patients from every countries around the World not only for aesthetic surgery and dental treatments, but also for advanced Technologies such as robotic surgery and "know how" applications that are used in a range including obesity and renal denervation surgeries that are done for diabetes and hypertension, for ear implants, for in vitro fertilization and transplantation. It has been underlined that an endorsement equal to the entire exportation item of Aegean Region (approximately 20 billion dollar) can be earned from health tourism alone.

In the investigated report, it has been stated that the tourists coming for health tourism spend more money when compared to other tourists. That is because they make expenses not only for holiday but also for health care services. Regarding this is issue, in the news titled as "*European people turned the route to Turkey*" (Hürriyet, 30 November 2014), it has been indicated that more than30 million annual tourists did not increase the tourism income as expected; however the arrival of 1 million people coming for health tourism provided more than 30 million tourists. Because of this economic value, the Ministry of Health also aims to reach a Turkey that is a brand in this sector. This target was expressed in the news titled as "If you went to this hospital, they may knock your door" (Hürriyet, 16 January 2015) as Turkey will gain 9 – 10 billion in 2018 and 20 – 25 billion dollar in 2023 in health tourism services.

Things That Can Be Done to Improve Health Tourism

The increasing importance of health tourism in Turkey in recent years, led the government to include it in the economic plan. It has been reported in the news article entitled "*Important Statements by Prime Minister Davutoğlu*" (Hürriyet, 4 November 2014) that the government declared an "economic structural transformation plan" and the things that can be done to improve health tourism is among the 9 main titles in the plan. Two main titles were included in the plan as the plan on structural transformation in health industries and the plant to improve health tourism. The details of the plan were outlined in another article entitled "*We will transform with our spirit*" (Hürriyet, 6 November 2014); and it has been reported that a special model of producing blood plasma will be developed and it will be done under a partnership of the Turkish Red Crescent, a foreign firm and a domestic firm. It has been reported that, in scope of the plan, legislative adjustments would be made about health tourism till the end of the year 2014; a database would be formed, an implementation to apply a different price policy to patients visiting Turkey from outside would be developed and elderly tourists would be considered among priorities. In the month these news articles were published, the Action Plan to Improve Health Tourism was published in scope of the Tenth Progress Plan (2014-2018) and details of the steps were included(http://dap.gov.tr/yeniDosyalar/Kaynaklar/odop/11.pdf, 10.09.2015). Commercial chamber chairmen also stated their opinions about the improvement of health tourism in the news. In the article entitled "*EkremDemirtaş Invited Erdoğan to İzmir*" (Hürriyet, 15 December 2014), the chairman of İzmir Chamber of Commerce (İTO) stated that tourism, especially health tourism should be diversified and Turkey's image as a safe country should be preserved.

For tourism to be improved, the number of personnel who can use foreign languages is very important. A main source of problems in medical tourism is that medical personnel are not trained in foreign languages. This issue has been investigated in the news article "*Language Training for MedicalPersonnel a Must*"(Hürriyet, 26 October 2014). In the article, it was reported that medical personnel should be trained on Medical English and there might be problems to reach the goals because of the lack of medical personnel with language training. It was also emphasized that Arabic is another language that should be taught because of the number of Arab tourists visiting the country.

Other News Pieces

Other news articles in newspapers (3 articles) include articles that provide information about the meetings on this subject and facilities that are established. In the article "*Invitation to Turkey for English Patients*" (Hürriyet,11 May 2015), it was reported that the Ministry of Health is preparing to organize a London Medicine Summit to promote

English patients to come to Turkey, and in the summit, some fields of expertise to be included are; organ transplantation, test tube babies, neurosurgery, ophthalmology, cardiology, orthopedics and traumatology, plastic surgery and dentistry and orthodontics. Thermal facilities opened in Afyon and Sakarya were reported in the article "*Turkey's Goal: Health Tourism*" (Hürriyet, 4 March 2015) and it was reported in the article "*From Call Center to Health Tourism*" (Hürriyet, 16 December 2014), the plan to establish a wellness&spa hotel that will serve in the field of health tourism was announced.

CONCLUSION

In the research conducted, news articles published in newspapers between July 2014 and July 2015 were investigated. In the articles, the improvements of Turkish health tourism in an international sense, its current state of affairs, the economic uses that will be provided by health tourism and plans were reported, and information was given about events organized, and facilities established.

In the study, it has been found that Turkey is in a strong position in health tourism and the conflicts in the Arab world, the proximity to Europe and lower prices have been effective in this situation. With the supportive work of the government, health tourism in Turkey, which has been formed only of building hotels around hot springs, has been diversified as medical tourism and elderly tourism. Individuals are now visiting Turkey from abroad for organ transplants and serious surgeries. The economic value to be added by health tourism will be substantial when one takes into account the geographical location of Turkey, the trend to join the European Union, policies and the health transformation plan, the current state of the health sector as including in the Progress Plan and Programs, and improvements in tourism. Although health tourism is a sector that has great economic revenue, it also comprises unknown variables. As health tourism is a newly emerging concept in Turkey, there is not consistent statistical and academic work on the subject. There is no certain statistic about the amount of tourists that come to Turkey for health tourism, and the numbers are gathered from various reports with estimation.

It is seen on the news articles that events like fairs, summits and conventions provide basis to establish international health tourism partnerships. Increasing the government support on publicity and marketing, setting a basis for cooperation with other countries, and promoting advertising and providing information on Turkey's health system will contribute greatly to the encouragement of tourists to visit Turkey.

Another suggestion to improve health tourism is to place emphasis on foreign languages, and training especially the personnel to be included in medical services on medical terminology. For success in health tourism, in addition to quality of service and publicity, innovation is very important. Keeping up to date with international developments in medicine and establishing facilities in accordance, will increase the country's preferability. Additionally, the cooperation of the public and private sectors, non-governmental organizations and universities should be made stronger, and all institutions should satisfy certain standards in health tourism. Furthermore, health tourism related organizations should firstly decide in which group and to which market will health tourism work. Thermal tourism, elderly tourism, medical tourism, even in medical tourism firstly it should be decided whether it is latest technology treatment? Or plastic surgery? Or others? Finally, as a country if we are asserting to be a health tourism country the first and the easiest thing is to open ourselves to the market on hand. Countries like Turkish Republics, Afghanistan, Iraq, Syria and Middle East are close to us and also we have unity in culture.

The organizations concerned with health tourism definitely should choose the market and health tourism group which is suitable for them.

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DESTINATION MANAGEMENT COMPANIES (DMCs) IN CROATIA AND THEIR IMPACT ON THE REDUCTION OF SEASONALITY

Maja Donadić[1]

Abstract: The tourism and hospitalityindustry faces a problem of seasonality everywhere in the world. Croatia as a tourist destination has a strong seasonality and it is recognized primarily as " The sun and the sea" destination. One of the possibilities to reduce the seasonality is a development of new tourism products in the periods out of peak season. An attempt to overcome the seasonality could be development of Destination Management Companies (DMCs), specialized receptive tourism agencies that create and place an offer of complex tourist products or packages, tailored to the needs of tourists, especially during periods out of peak season. This paper reviews these issues by analyzing the level of development of tourism products of Destination Management Companies (DMCs) in Croatia and their possible impact on the reduction of seasonality in Croatia.

Keywords: Destination Management Company (DMC), travel agency, seasonality, Croatia

INTRODUCTION

All tourist destinations are faced to some degree with the problem of seasonality, one of the inevitable characteristics of tourist demand. Seasonality is a temporal imbalance in the phenomenon of tourism, which may be expressed in terms of elements such as numbers of visitors, expenditure of visitors, traffic on highways and other forms of transportation, employment and admissions to attractions (Baum & Lundtrop 2001, p.5).Croatia is recognized primarily as a destination of "The sun and the sea" product.Compared with the EU-28, Croatia's tourism activities are much more seasonal (Eurostat 2015). Strong seasonality has been present in Croatia for years. For examplethe strong seasonality wasrecorded in Croatia during the year 2012. The peak months of July and August accounted for 58% of nights spent in Croatian tourist accommodation establishments[2], compared to EU level which was only 33% of nights spent in the EU, and July and August were also two peak months at EU level. In the same year the winter months from November to March had a share of nearly 25% of nights spent in EU, and in Croatia November-March period was far less significant and only accounted for 3.7% of the annual total of nights spent in Croatian tourist accommodation establishments (Eurostat 2015).

Monthly distribution of the total number of nights spent at tourist accommodation establishments, EU-28 and Croatia, 2012 (%) can be seen in Figure 1. It shows strong seasonality which has been present in Croatia.

Public and private sector in tourism are interested in solving the problem of seasonalityand use pricing incentives and product varation in order to stimulate demand during shoulder and off-season periods (Baum & Lundtrop 2001, p.2).Fernandez-Morales (2003) analyzed seasonal concentration in tourism demand series in three destinations in region Andalusia, Spain in the period of 20 years by means of Gini index. In all three analyzed destinations

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[2] Tourist accomodation establishments according to Eurostat statistics means: hotels and similar accomodation, holiday and other short-stay accomodation, camping grounds, recreational vehicle parks and trailer parks. It excludes provision of homes and furnished or unfurnished flats or apartments for more permanent use.

the main tourist product was the "The sun and the sea', and Fernandez-Morales (2003) came to the conclusion that the destination where the tourist productwas the most diversified recorded the largest reduction of seasonality.Accordingly,in destination with the most diversified tourist producttourist nights in hotels were more evenly distributed over the year.

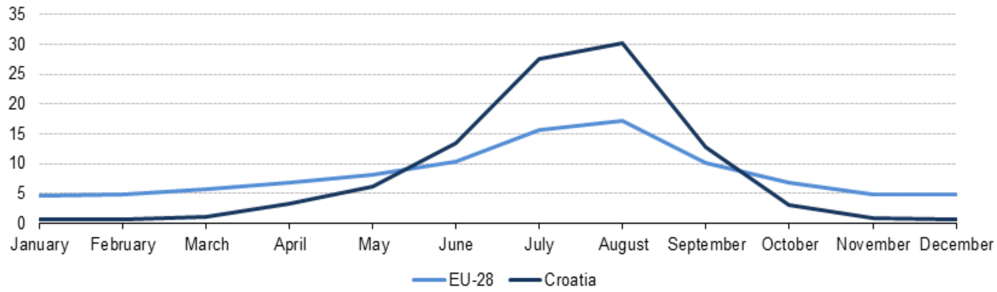

Fig.1. Monthly distribution of the total number of nights spent at tourist accommodation establishments, EU-28 and Croatia, 2012 (%) Source: Eurostat

One of possibilitiesof addressing the problem of seasonality in Croatia could be more diversified tourism product that can meet the demands of today's tourists.Čavlek et al. (2010, p.201) state that experience has become nucleus of holidays. An integral part of the vision of Croatian tourism by 2020 is for Croatia to become a destination that offers to its guests hospitality, safety and a unique diveristy of various activities and experiencesall year round (Government of Republic of Croatia 2015).[1]
Destination management company (DMC) is one of the main actor in the provision of unique, authentic often personalized, year-round tourist products.
The aim of this paper is to analyze the development of tourism products ofDestination Management Companies in Croatia, with emphasis on those tourism products which Destination Management Companiesoffer in the period out of peak season and thereby contribute to the reduction of seasonality.

DESTINATION MANAGEMENT COMPANIES (DMCs)

Demands and needs of modern tourists are becoming increasingly complex and hence there is a need for more individualized and more diverse tourism products.To design, develop and implement increasingly complex, often personalized and specialized tourism products, there is a need for Destination Management Companies (DMCs) to operate. They have an overall knowledge of the destination and necessary resources to design, create and sell various tourism products in thedestination.
Association of Destination Management Executives,founded in 1995, defines the Destination Management Company (DMC) as a professional services company that has

[1] The vision for the development of Croatian tourism until 2020: "In the year 2020, Croatia is a globally recognizable tourist destination, competitive and attractive to investors, which creates new job openings and manages the development on its entire territory in a sustainable manner nurturing the culture of quality, and offering hospitality, safety and a unique diveristy of various activities and experiencesall year round" (Goverment of Republic of Croatia)

extensive knowledge of the area in which operates, expertise and other resources, specializing in the design and implementation of events, activities, tours, transportation and program logistics(ADMEI 2015).
Euromic, the leading association of Destination Management Companies in Europe, founded in 1973, defines the Destination Management Company (DMC) as a company that provides a full range of services and must have extensive knowledge of destinations and in addition, experience, imagination, expertise, local contacts andsuppliers that are necessary to plan and execute the exclusive MICE programs as well as unique special interests programs (EUROMIC 2015).
The increasing specialization and offer individualization, in order to adjustto the requirements of the today's tourists, is not only present in small and medium-sized tour operators, but also with leading global tour operators.Many leading, small and medium-sized tour operators have begun a transformation or have already transformed their businesses in the direction of the Destination Management Companies (DMCs). Thus Kuoni Travel Group, which was founded back in 1906, and today is among the leading European tour operators, founded the strategic business unit Kuoni Destination Management. Kuoni DMCs network consists of over 70 wholly-owned Destination Management Companies (DMCs) and 20 sales offices throughout Africa, Arabia, Asia, Australia, Europe, India and the USA. (Kuoni Group 2015).

Destination Managment Companies (DMCs) in Croatia

Offer specialization and individualization among Croatian tour operators was encouraged by Ministry of Tourism in the year 2010.[1] in order to adjustto the requirements of the today's tourists needs.As one of the measures of tourism policies in the Tourism Development Strategy of The Republic of Croatia until 2020.,is listed measureof development of specialized receptive travel agency (DMC - Destination Management Companies) which create and place complex tourism offers, i.e. holiday packages tailored to the needs and/or demands of tourists in specific market segments. DMCs are one of the key players in the diversification and standard increase of the total value of destination offer (Croatian Ministry of Tourism 2015)[2].In accordance with the Tourism Development Strategy of The Republic of Croatia until 2020. (Croatian Ministry of Tourism 2015)tourism products in Croatia can be divided into dominant products and products with visible growth potential.

Dominant products:

1. The sun and the sea
2. Nautical tourism (yachting/cruising)
3. Business tourism
4. Cultural tourism

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[1] Significant development of DMCc in Croatia was recorded in 2010 when the Ministry of Tourism in accordance with the program to encourage the creation,design and promotion of new tourism product in 2010. "Discover Croatia" awarded financial support to 36 travel agencies.

[2] The emphasis of the measure is on the development of the ability to create and place unique and memorable experiences and special interest tourist packages, especially in pre- and post-season periods, and in continental destinations.

Products with visible growth potential:

1. Health tourism
2. Cycling tourism
3. Gastronomy and Oenology
4. Rural and mountain tourism
5. Golf tourism
6. Adventure and Sport tourism (diving, kayaking and canoeing, river rafting, adrenaline sports, shooting, fishing, winter sports and sport preparation)
7. Other products (Eco tourism, Youth tourism, Social tourism)

This paper analyze presence of these dominant products and products with visible growth potentialin the offer of 34 Destination Management of Companies (DMCs) in Croatia with the purpose to determine the development of the tourism product of Destination Management Companies (DMCs)in Croatia. Offer published on their websites was examined. From a total of 34 analyzed Destination Management Companies (DMCs), 29 of companieswere certified by the Association of Croatian Travel Agencies as DMCs specialists.[1]Furthermore, 5 Destination Management Companies (DMCs)were analyzedthat were not certified by the Association of Croatian Travel Agencies as DMCs specialists, but were recognized by the Croatian National Tourist Board as potential candidates for the development of Destination Management Companies (DMCs) in Croatia (Croatian Tourism Board 2015).[2] Offer of all DMC's in Croatia, which were certified by the Association of Croatian Travel Agencies as DMCs specialists (29 DMCs) and offer of all DMC's which were recognized by the Croatian National Tourist Board as potential candidates for the development of Destination Management Companies (DMCs) was analyzed. Presence of dominant products and products with visible growth potential offered by analyzed Destination Management Companies (DMCs) in Croatia is shown in Table 1.

[1] Specialization of tour operetors by topics, regions and niche markets is done by Association of Croatian Travel Agencies (UHPA). The objective of this specialization is to raise the quality and professionalism in the provision of services of DMCs in Croatia.

[2] The selection of potential candidates for the development of the DMCs and the granting of aid for programs of development and market introduction of complex tourism products for the market of special interest was done in 2014 and 2015 by Croatian Tourism Board. In year 2014. nine DMCs and in year 2015. seven DMCs were supported by Croatian Tourism Board. Some of these agency were Association of Croatian Travel Agencies DMCs specialists and therefore only additional 5 DMCs who were not Association of Croatian Travel Agencies DMCs specialsts but were supported by Croatian Tourism Board were analyzed in this papaer.

Tab. 1. Presence of dominant products and products with visible growth potential offered by analyzed Destination Management Companies (DMCs) in Croatia

	DMCs	The sun and the sea	Nautical tourism	Health tourism	Cultural tourism	Business tourism	Golf tourism	Cycling tourism	Gastronomy and Oenology	Rural and mountain tourism	Adventure and Sport tourism	Other products (Eco-tourism, Youth tourism, Social tourism)
1	Arx - Amber travel	■			■							
2	Atlantis travel	■		■	■	■						■
3	Atlas Rabac	■	■		■			■	■	■	■	
4	Dubrovnik travel		■			■						
5	Eklata	■			■							■
6	El-pi tours	■	■		■							
7	Etno Art	■	■	■	■				■			■
8	Feral Tours	■	■					■	■		■	
9	Fiore	■			■			■	■		■	
10	Globtour Event	■	■	■	■	■	■	■	■			■
11	Gulliver travel	■	■		■	■			■	■	■	
12	Huck Finn	■	■					■			■	
13	Ilarija	■		■		■			■		■	
14	Ilustris Travel DMC	■	■	■	■	■			■		■	
15	Jadroagent	■	■	■								
16	Katarina Line	■	■		■			■				
17	Kompas Zagreb	■	■	■	■	■		■	■	■	■	■
18	Lang International	■									■	■
19	Marbis	■	■	■	■						■	■
20	Meridien Ten				■			■	■	■	■	
21	M-G Express	■	■		■			■	■	■	■	■
22	Molaris Travel DMC	■										
23	Olivari	■	■	■	■			■	■	■	■	
24	Petros	■			■				■			■
25	RB travel	■		■								
26	Receptiva opera			■	■				■	■	■	■
27	Shuttle travel agency				■				■	■	■	
28	Sunturist	■			■			■	■	■		
29	Šiloturist	■										
30	Radmanove mlinice	■			■	■			■		■	
31	Travelana	■			■				■	■		■
32	Uniline	■		■	■	■		■	■	■	■	
33	Ventula travel				■				■	■		
34	VMD					■				■	■	

■ tourist product offerd by DMC
□ tourist product not offerd by DMC

The Sun and the Sea product was found to be the most common product inthe offer of Destination Management Companies (DMCs) in Croatia. Over 80% of the analyzedDMCs had this product in their offer. Followed by Cultural tourism, which was offered by 24 DMCs, then Gastro and Oenology tourism offered by 20 DMCs, Adventure and Sport tourism offered by 18 DMCs, Nautical tourismoffered by 15 DMCs, Rural and Mountain tourism (13 DMCs), Cycling (12 DMCs), Health tourism (12 DMCs), Eco, Youth and Social tourism (11 DMCs), Business tourism (10 DMCs) and Golf tourism (1 DMCs). Number of analyzed DMCs who offered a certain tourist product can be seen in Figure 2.

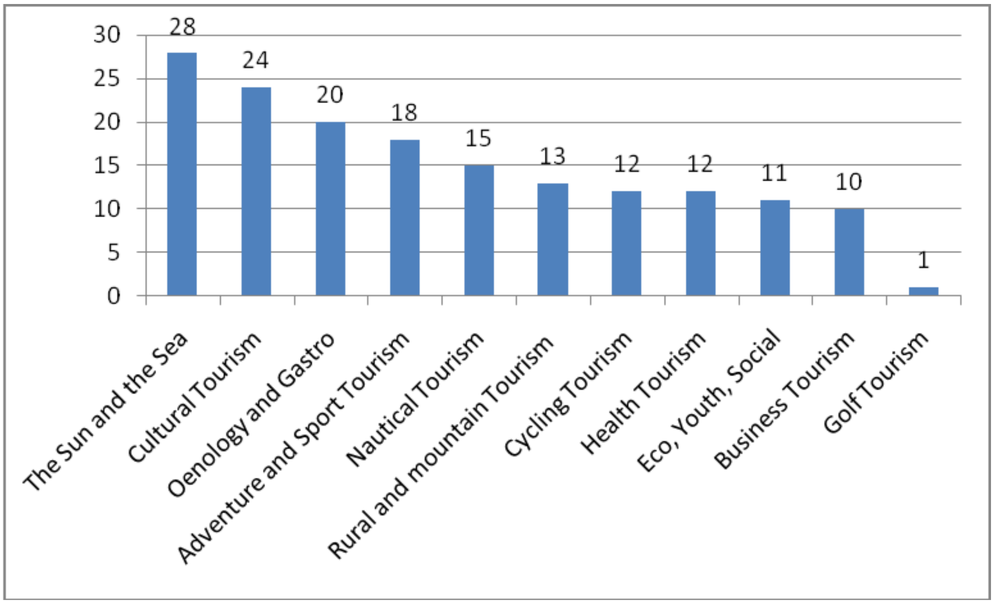

Fig. 2. Number of analyzed DMCs who offered a certain tourist product

Over 30% of the analyzed DMCs included in their offer at least one or more of these products: Rural and mountain tourism, Cycling tourism, Health tourism, Eco, Youth and Social tourism (the products with visible growth potential)[1], and these product's cancontribute to reducation of seasonality of Croatian tourism as they are usually offered in periods outside the peak season. It should be noted that among the products with visible growth potential products: Eco, Youth and Social Tourism were analyzed together as "Other products". Among "Other products" Social tourism products were not found in the offer of the DMCs, while Youth tourism was far dominant among "Other products" category (8 DMCs).[2] Golf tourism was offered only by 1 DMC. Gastro and Oenology tourism products as well as Adventure and Sport tourism products were offeredby over 52% analyzed DMCs.

CONCLUSION

Compared with the EU-28, Croatia's tourism activities are much more seasonal. One of possibilitiesof addressing the problem of seasonality in Croatia could be more diversified tourism product that could meet the demands of today's tourists.Given the needs of today's tourists these products are often complex, specialized, authentic and unique and can be created by a Destination Managment Comapny (DMC). Dominanat products (Bussines tourism, Cultural tourism and Nautical tourism) as well as products with visible growth potential (Health tourism, Cycling tourism, Oenology and Gastro tourism, Rural and

[1] Rural and mountain tourism (13 DMCs), Cycling tourism (12 DMCs), Health tourism (12 DMCs), Eco, Youth and Social tourism (11 DMC's).

[2] High presence of Youth travel in offer of DMCs is to some extent result of tradition of travel of elementary and high school students in Croatia and these travels are regulated by Croatian Ministry of Science, Education and Sports. Regulations about the trip, excursion and other educational activities outside school (Narodne novine 2015)

Mountain tourism, Golf tourism, Adventure and Sport tourism, Eco and Youth tourism) are included in offer of Destination Management Comapanies (DMCs) in Croatia. Social tourism products are not included.

High share of the product The sun and the sea in the offer of Croatian DMCs indicates that there is a possibility for further specialization of Destination Management Companies (DMCs) in Croatia in the direction of special interest programs, organized out of the peak season, what would contribute to reduction of seasonality in Croatia.

Further research could be focused on the investigation of the degree of specialization of Croatian Destination Management Companies (DMCs) and the success of DMCs product's sales in the periods out of the peak season, and thus the impact on the reduction of seasonality.

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THE EFFECTS OF E-COMMERCE APPLICATION ON TRAVEL AGENCIES AND EMPLOYEE PERFORMANCE

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Abstract: E-commerce, which has been a very prominent issue with the help of current developments in information and communication technologies and worldwide prevalence of the internet, has been intensively used considering the benefits for both customers and businesses. Tourism businesses, which demand to be successful in such rapidly changing competitive business environments, attempt to develop e-commerce applications in order that they can compete with their competitors and make use of new opportunities. It is emphasized that despite the various benefits of e-commerce, it might also bring the end of some sectors, which have not developed essential arrangements and infrastructures for this virtual environment. It is estimated that the need for package tours, tour operators and travel agencies will decrease in the future depending on the growing interest in the independent travel, the number of searches that people make on the internet search engines and tendency to act in accordance with the travel programs. The primary aim of this study is to figure out how much travel agencies in Eskişehir use the e-commerce, the positive and negative effects of e-commerce on travel agencies and how e-commerce is perceived by agency administrators and employees. Besides, this study aims at determining the relationship among the perceptions of these employees and their performance. Within the scope of this research, 61travel agencies operating in Eskişehir were selected and a survey consisting of close-ended questions applied to these business administrators and employees. The results revealed that almost all travel businesses have a web site, and the most important reason why they use the internet is easy accessibility and getting new customers. Employees think that use of e-commerce will not have any negative effect on the future of their businesses. According to results of correlation analysis, there was significant relationship found between employees' perceptions about the effects of e-commerce use on businesses and their performance in which they are employed.

Key words:E-commerce, travel agencies, employee performance

1. INTRODUCTION

The great opportunities human have come on the scene by information Technologies and the developments of computer World. Information and communication Technologies have become inseparable part of human by means of mobile phones, identity information, commercial accounting operations, e-commerce, banking operations and Daily routines.
In terms of tourism, the dimensions of the sector have been extending day by day, become widespread and globalize. Parallel all these developments the last stage of information Technologies provide new opportunities and advantages by means of management, marketing, advertising and introducing to the enterprises working on tourism sector. The enterprises working on tourism sector has started to take the benefit of information

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Technologies intensively. The intensive internet usage and e-commerce has brought a new dimension to the sector (Bayekeyeva, 2009).
The fast development and becoming widespread of technology and internet caused lots of changes and developments on global commerce. These changes also bring arguments about the advantages and disadvantages of internet. With these argumentsthe limitations of services and outcomes have become the part of the arguments (Sarıışık & Akova, 2006).
Common internet usage in tourism sector which has a great role in global commerce affects the travel agencies which provide the connection between customers and enterprises directly. Especially on the recent years the developments on e-commerce have make people think of the future of travel agencies and their staff. The thoughts about the e-commerce practices of the staff of A group travel agencies in Eskisehir and how e-commerce effect their performances has been studied on this workout.

2. E-COMMERCE AND EMPLOYEES PERFORMANCE

2.1. E-Commerce Concept

It is possible to define electronic commerce (e-commerce) as the production advertising, selling and delivering of services and productions on electronic environment and telecommunication network (Turban and King, 2003:3).
By globalizing and technological developments the boundaries between countries have removed, the importance of e-commerce has been increased day by day by means of economy. Even if e- commerce is a new system in economy it is not totally distinguished from traditional commerce and the same and partly similar ways has been used. (Ekici and Yıldırım, 2010:69). To make e-commerce on internet a supply chain and a distribution channel has to be arranged and managed. It is a must to transport the goods and services to the right place at the right time with e-commerce. (Banger, 2000:46). The characteristics of e-commerce are arranged like this (Taşlıyan, 2006:50):

- The services served in e-commerce determine the future of the enterprise.
- E-commerce is the greatest door opens to the World for an enterprise.
- E-commerce is global and needs to be pulled away from regionalism.
- 7 days 24 hours working base puts away the time problem that limits the communication and marketing.
- The trustworthiness of e-commerce would increase by developing technology by time.
- Personal commerce relationship can be done by collecting personal information by the help of e-commerce database.
- E-commerce addresses consumers having a different culture and this culture is becoming wide by growing up the internet.
- Due to the fact that the customer and the dealer make trade by not seeing each other some additional measures has to be taken for mutual trust.

The most e-commerce using countries are in Europe, North America, and Far East – Pacific as in World wide. Parallel to the developments in Worldwide there are some important developments on e-commerce also in Turkey. By 1996 internet has started to be used not only in the universities but also by others make to increase internet users. By this

development the enterprises in our country has started to use e-commerce in enterprise to enterprise and to customers (WTO).
The most e-commerce used areas are: digital electronics, life, automotive, hobby-sports, supermarkets, food, flower, fruit, souvenirs, opportunity sites, organization tickets, travel – booking, fashion, beauty, multi category shopping, etc. (Taşlıyan, 2006:66).

2.2. E-commerce on tourism

The globalization and technologic applications' contribution is great on serving new and flexible duties and increasing competitive power of tourism enterprises. The great need of getting and emitting information for the potential customers in tourism makes these enterprises one of the most important sectors to use e-commerce tools. Tourism enterprises uses e-commerce tools while communicating, introducing, marketing, advertising and managing(Avcıkurt and Köroğlu, 2004:280).
It is very common to use e-commerce in tourism and it is developing day by day. Producing travel services, advertising, introducing, public relations, buying selling procedures, payment and delivery are all possible by e-commerce in tourism (Altaş, 2010:12).
The advantages of e-commerce in tourism are as; (Akbulut, 2007:9-14):

- The profit increases due to the agencies are disabled.
- The enterprises have the opportunity to increase their service quality by e-commerce.
- The decrease of transaction costs and transportation costs is an advantage for customers.
- The prestige of the enterprises using e-commerce increases against competitors.
- The communication between enterprises and customers increases.
- The enterprises using e-commerce can serve 7/24.
- Enterprises can use human resources more convenient and flexible.

But as it has a lot of advantages it also has disadvantages like in all areas using technological developments. The enterprises that cannot accommodate go into liquidation. The disadvantages of e-commerce in tourism are as; (Pırnar, 2005:18):

- Worry in credit usage,
- Security problems due to e-commerce data base problems,
- To send messages and a mails which are not ethic to everybody,
- Parallel to technological developments, thelegal arrangements are slowly produced so legal gaps occur.
- The personal information is used in internet.
- Worry about Hackers during operations.
- Non-detected shopping enterprise.

2.3. E-Commerce applications of Travel Agencies and tour Operators

Tourism an important part of global trade is one of the most widely e-commerce used sectors. On recent years some important developments rise on internet and e-commerce applications on the travel agencies providing the connection between customers and enterprises (Sarıışık ve Akova,2006:1).

E-trade effects the way of marketing and delivering of the travel agencies own services directly. The e-trade applications was first for only getting information but in recent years it became a work potential power by developing (William, 1999:67-73).
On the other hand some researchers emphasize that, the wide internet usage and directing customers to shop from internet may threat the future of agencies. It is predicted that the role of the agencies in tourism will decrease and this might cause they would be closed or unite with greater agencies (Reinders ve Baker, 2004).
The successful travel agencies using e-trade applications are causing the decrease of traditional delivery channels. Lots of researchers think that information provider agencies would be closed in very near future(Marino, 1999; Maselli, 2002). In addition to that the agencies that have e-trade data bases and use internet effectively would reach broad mass and by this way their profit and market share would increase (Kotler vd., 1999).

2.4. Performance and Employees Performance

Performance is a concept that states how a person or a group who does that work hits the target quantitively and qualitatively. Personal or group performance is a measure that how much the target is hit and reached the standards. The primary goal for the enterprises is the personal performance of the employees. As much as the personal performance is better the enterprises performance gets better(Benligiray, 2004:141).
Performance is used as a synonym of productiveness but it is not enough. Productiveness is the level of realization of the product in time and in the cost boundary to hit the target of the enterprise but performance includes activity, quality, the quality of work life aim addition, so productivity can be thought as a measure in performance concept (Kaplan, 2007: 57-58).

3. RESEARCH

3.1. Target of the research

The aim of this research is to exhibit the e-trade use level of the travel agencies working in Eskisehir and the opportunity and threat e-trade perception of the employees and to investigate if this perception affects their performance.

3.2. The method of the research

The universe of this research is the 61 travel agencies located in Eskisehir. The sample has gone all and for the health of the health of the answers 167 answers were taken between April 04, 2015 – April 25, 2015 and 163 was chosen for assessment.
To reach the aim of the research different surveys that has been done by different surveyors at different times at the different universes. At this aim, some questions were taken from the survey produced by Yıldırım (2014) to measure the attendance levels of the employees of business management about e-trade and from the survey which is done by Bayekeyeva (2009) and a new survey is produced by the researcher. A 4 item server performance scale has been used which is developed by Kirkman and Rosen (1999).

3.3. The validity and reliabity of the research

To provide the reliability of the data Cronbach alpha reliability factor is used.. reliability criteria ($0,60< \alpha <0,80$) is too much reliable ($0,80 \leq \alpha < 1,00$) is very reliable.The measure of the attendance levels of the employees of business management about e-trade is $\alpha=0,71$, the employees performance reliability criteria is calculated as $\alpha=0, 88$.This scale shows us that the research is too much reliable(Yaşar, 2014).

4. RESEARCH EVIDENCE AND ANALYSIS

The research evidence is as followed below at first the demographic specialties and the statistical evidences.

4.1. The evidences of the demographic specialties of the participants

As it can be seen at the table below the demographic specialties of the example mass can exemplify the group in the total sample.

Tab. 1. The statistic evidence of the demographic specialities of the applicants

Sex	**f**	**%**	**Tourism**	**f**	**%**
Male	96	58,9	No	55	33,7
Female	67	41,1	Yes	108	66,3
Total	163	100,0	Total	163	100,0
Education			**Age**	**f**	**%**
Prep school	-	-	Lower than 20	12	7,4
High school	44	27,0	Between 21 –		
Associate degree	31	19,0	Between 30 –	43	26,4
University	79	48,4	Between 40 –	22	13,5
Post graduate	9	5,6	50 and more	2	1,2
Total	163	100,0	Total	163	100,00
Experience	**f**	**%**	**Title**	**f**	**%**
Less than 1 year	56	34,4	Management	24	14,7
1-5 year	79	48,5	Departmental	33	20,2
6-10 year	20	12,3	Employee	98	60,1
11-15 year	4	2,4	Trainee	7	4.3
16 years and	4	2,4	Other	1	0,7
Total	163	100	Total	163	100

In table 1 the evidences are placed that shows the demographic specialities that 163 travel agencies applied and answered the survey are used. The %58,9'u of the applicants are male, %41,1 of them are female. The age separation of the applicants are % 7,4 is less than 20 years old, %51,5 of them are between 21-29 , %26,4 of them are between 30-39 ,%13,6 of them are between 40 -49 and %1 of them are more than 50 years old. The education level of the applicants are %27 high school degree, %19,0 of them are associate degree, %48,4 of them are university degree, %5,6 of them are post graduate degree. There is no primary school degree in the applicants. In addition to that %33,7 of the applicants have never get tourism education %66,3 of them get the education. The titles of the applicants %14,7 work as management, 20,2 of them work as department managers, 60,1 work as employee, 4,3 work as trainer and %1is the enterprise owner. Also, the experience level of the applicants, %34,4 work less than 1 year, %48,5 between 1-5 years , % 12,3 between 6-10 years , %1,9 between 11-15 years andmore than 16 years.

4.2. Evidence about the General assessment of the enterprise

Tab. 2. The general information about the enterprise

	variable	**f**	**%**
Does your enterprise have an internet site?	Yes	163	100,0
	No	-	-
How was your page produced?	An expert working in the enterprise.	28	17,2
	Consultant from another firm.	55	33,7
	It is produced totally by experts.	80	49,1
How often does your site updated?	Daily	73	44,8
	Weekly	58	35,6
	Monthly	27	16,6
	Yearly	5	3,0
Does your enterprise e-commerce?	Yes	95	58,2
	No	68	41,8
Total		163	100

All the enterprises that the surveys done have internet sites. The internet sites were produced by %17,2 by an expert working at the same enterprise, %33,7 by a counselor from outside, %49,1 by an expert from outsource. The update period of these sites 44,8 daily, %35,6 weekly, %18,4 monthly and %3,9 yearly. The enterprises in the research %58,2 make e-trade %41,8 of them have done never.

4.3. The evidences about the employees' e-trade perception

The importance range of the opinions on the advantages of e-trade usage at the enterprises can be seen at table 3. Applicants Show that the importance of e-trade to the enterprise are it provides low cost (4, 38) and life is easier and faster (4,33) Other benefits are it provides more holiday choices and effects shopping and marketing positively. The minimal attendance is on the decrease of risks. The correlation test due to applicants performance level , low cost opportunity (r:,188**, p<,05), life is easier and faster (r:,206**, p<,05), effects shopping and marketing positively. (r:,151**, p<,05),has meaningful evidences.

Tab. 3. The advantages that e-trade provides to the enterprise

		med	std. Dev.ma	Performance
1	Serving on internet provides agencies low cost opportunity.	4.38	1.19	,188**
2	Life will be easier and faster by e-trade.	4.33	0.92	,206**
3	Service on internet provides more holiday choice opportunities.	4.17	0.76	,104
4	Service on internet provides selling and trade positively.	4.11	1.04	,151**
5	Service on internet provides the increase of service quality of the agencies.	4.01	0.58	,079 ,406**
6	By the help of internet personal service can be done to the customers.	3.94	0.17	,123
7	Internet is a special area for the agencies by means of their brand image.	3.88	0.88	,095
8	Service on internet provides customer communication quality.	3.75	0.71	,009
9	Service on internet provides customer reliability much more easily.	2.65	0.24	,119 ,406**
10	Service on internet provides the decrease of risks.	2.42	1.23	,062
Note: Assessment has been done by 5Likertmeasure.				

Tab. 4. Harms of e–trade for the enterprises

		med	std.	Per
1	Agencies lose their customers because of the technological unreliableness of e-trade applications.	4.43	0.67	,-305*
2	Customer perturbation occurs because of not having one to one	4.41	0.85	,111
3	Too much updates may cause problems.	4.12	1.03	,087
4	If too much advertisement is not done there will not be enough demand.	4.07	0.91	,006
5	Travel sales from internet may cause the end of the travel	2.10	1.56	,-
Note: Assessment has been done by 5 Likert measure.				

Opinions of the applicants about the harms of e-trade for the enterprises can be seen on table 4 due to the importance. Agencies lose their customers because of the technological unreliableness of e-trade applications. (4,43) Customer perturbation occurs because of not having one to one relationship with the customers (4,41) Travel sales from internet may cause the end of the travel agencies is the lowest opinion. The correlation test which has been done due to the performance level of the applicants shows that customer lose because of the technological unreliableness (r:,-305**, p<,05) and Travel sales from internet may cause the end of the travel agencies risk is (r:,-106**, p<,05),which means meaningful negative relationship.

CONCLUSION

In this research how the e-trade applications used in the travel agencies located in Eskisehir is being perceived by the employees and the relationship between this perception and the employee's performance is examined. The result due to this research can be summarized as below;

The most important piece of the modern trade e- trade is not been used by nearly half of the agencies in Eskisehir is established. The agencies that all have internet pages have to place their internet pages that they can e-trade to continue their long term business.Agencies should make ready their internet pages tu the experts or firms and they have to update these pages more frequently.

It is an advantage that the agency employees agree on that the internet provides easy Access to the enterprises, serves support to market targets, increase the competition power, fast communication with the customers. The positive manner of the employees to internet, is a useful elementfor the agencies to work on e-trade applications.

When the opinions of the employees about e-trade is asked ‘ proper cost opportunity is provided by serving on internet’ is found the most important specialty of e-trade by the average of (x=4,38) and following this, ‘life will be easier and faster by e-trade by the average of (x=4,33) The least importantspecialty is ‘serving on internet will lower the risk that has been perceived by customers by the average of (x=2,42) This result shows that the employees of the travel agencies think that e trade will provide low cost, speed and competence but on the other hand, they worry about the unreliableness of the applications working on internet will not cover the customer expectations. This result is parallel to the research result of Semiz (2009).

When it is asked to the applicants for their opinions about the harms of e-trade the most harmful specialty of e trade is chosen as by the average of (x=4,43) “Agencies lose their customers because of the technological unreliableness of e-trade applications’ and by the average of (x=4,41) “Customer perturbation occurs because of not having one to one relationship with the customers.’ The least averagespecialty is by the average of (x=2,42) “Travel sales from internet may cause the end of the travel agencies.’ This result shows us that the agencies employees believe that the customers shop on internet do not trust the technology at all and also the agencies that move all their work on internet will probably lose their customers. The employees believe that customers would like to come to the agency by their own and also want to communicate by real people. On the other hand, agency employees do not find e-trade as a threat that makes their enterprises end. The reason of that is the agencies believe in the musts of this age and keep up with changes and also it can be the trust problem of their customers feel during travel shopping on internet and if there is any problem, the fear of not to find the solution on internet.

Meaningful diversity is been found when the relationship between the opinions of employees and their performances. The employee'sperformance who believes in e-trade will provide lower cost for the agencies, fast and easy business, positive effect on shopping and marketing may increase is emerged. Especially the business which is been done on the internet fast and low cost may increase the employees performances. Besides, the performances of the employees effects negatively by the risks of technology unreliableness of the customers and no need to agencies due to booking on the internet by this no need to

the agencies and also affect their performances. It is also an argument in the literature that there will be no need to the agencies in future because of the direct booking opportunity on the internet. But it is thought by the employees that a kind of risk will not be seen in short term because some hesitations on e-trade are not been removed yet.
The most important narrowness of this research is it is done only in Eskisehir area but not generalize the assessment for all of the agencies. The latter researches should be done at different areas and it will be useful if the sample should be increased.

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CITY BREAK TOURISM IN BOSNIA AND HERZEGOVINA – CASE STUDY OF SARAJEVO AND MOSTAR

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Abstract: Urban tourism in general with multi-functional nature has a long tradition. Culture and its heritage is confirmed as one ofthe most important motivation for city trips. A large number of tourists are usually attracted by historic city centres. Elements such as the welcoming attitude of locals and market trends are becoming more important for tourists. Cities in Bosnia and Herzegovina can offer both culture and an asset of mentioned positive intangible elements.City break travel has become one of the key drivers of the European tourism growth in recent period. Nowdays, city break tourism is a very important part of the tourist market in Bosnia and Herzegovina. However, our knowledge of this important market segment remains relatively poor. Little empirical data specifically relating to city break trips currently exists. In order to set the context for the research, this paper first defines city break tourism and analyzes its main characteristics in Bosnia and Herzegovina. A case study approach is used, with the tourist offers in Sarajevo and Mostar being the main focus of the research. As a research framework, comparisons between the mentioned cities and a suggestion for the city break itinerary will be given.

Key words:city break tourism, tourist trends, travel patterns, tourism destinations, Sarajevo, Mostar

INTRODUCTION

Demand for travel to cities has greatly increased overthe last few decades.World's cities which attract major tourism flows, combining culture, leisure, businessare becoming world's greatest tourism destinations. Short-break holidays like city break trips are an expanding global phenomenon, related to more stressful lifestyles. Bosnian cities don't fail to impress visitors by their scope.Sarajevo and Mostar have all the necessary conditions for the development of urban and city break tourism. In this regard, it is necessary to access the development of above mentioned types of tourism adequately, in order to increase profits and minimize the negative consequences of uncontrolled tourism development.

URBAN TOURISM

UNWTO refers to urban tourism as trips taken by travellers to cities orplaces of high population density. The duration of these trips is usually short (one to three days) therefore it can be said that urban tourismis closely linked to the short – breaks market (Tourism 2020 Vision,UNWTO 2002).Big citiesbecame important tourism destination during the 1980s (Law, 1996).In this period old industrial cities were losing jobs on a large scale and they started to be aware of themselves as tourist attractions. Cities that reacted to tourism

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phenomenon enjoyed significant economic boost. Tourism potential to regenerate old industrial as well as undeveloped areas began to be considered and governments started to recognise its role in urban economic development (Buckley, Witt, 1985, 1989). City break tourism provided different perspective on the cities. People started to viewthem as destinations rather than just as generators of travel demand. This dynamic growth has been supported by the increase in low-cost flights. Big European cities started to adapt their marketing strategy to attract a new type of tourism and travel product, city breaks.

CITY BREAK TOURISM

Increase of city break travel presents one of the most interesting developments in urban tourism demand over the past decade. European city break trips have been one of the strongest growth sectors of the outbound travel market (Dunne, 2009). City trips has been boom market segment,which have soared by 58% over the five years to reach a 20% market share. According to World Travel Monitor figures, Paris is the world's top metropolitan destination with 18.8 million international arrivals in 2013, followed by New York, London, Bangkok, Barcelona and Singapore.

There is no commonly recognised definition of what constitutes a city break travel. This fact cause difficulties encountered when examining city break tourism phenomenon. Trew & Cockerell (2002, p.86) point out that the most widely used definition of a city break is, "a short leisure trip to one city or town, with no overnight stay at any other destination during the trip." It is generally agreed that city breaks consist of leisure trips, but the issue of whether this should include visiting friends and family is less clear,beacusethey don't involve no commercial accommodation and therefore need to be distinguished from commercial city breaks.

One of the maincharacteristics of city breaks is the short stay nature of the holidays (usually between one and three nights). However, city breaks are growing in length, with trips of 4-5 nights or longer (Trew & Cockerell 2002). Growth of Internet usage in the tourism industry contributed to the expansion of city break travel.Through the internet, potential tourists can access information and make bookings which facilitated city break travel.

Also, along with the on-line booking optionstourist can also choose city break package holidays by tour operators. Diversity of city break travel packages offered by both specialists and the major generalist operators are constantly growing. Unfortunately for tour operators, Individual product providers like, hotels, rail networks and airlines are also offering their own city break packages. Having looked at the characteristics of city break travel and the main reasons for its growth, the attention now turns to a specific destination – namely Sarajevo and Mostar – to examine the city break phenomenon in Bosnia and Herzegovina.

SARAJEVO AND MOSTAR AS A PART OF CITY BREAK TOURS

Sarajevo and Mostar are relatively small when compared to other European cities. Over the past decade, these cities prospered as the city has become increasingly connected into the global flows of technology, capital and people. The main reasons for including Sarajevo and Mostar in city break tours are as it follows:

1. Good geographic position

Geographic positions of Sarajevo and Mostar are perfect for city break tours, as they make an excellent starting point when taking in the entire region of Southeastern Europe or Balkan peninsula. Sarajevo is the capital of Bosnia, settled in it's central region and it's only 125 km further from Mostar – whose symbol, the Old Bridge, is included on UNESCO's list of protected cultural monuments. Both cities are just a few hundred kilometers away from Dubrovnik and Split, the living museums on the Adriatic coast. All regional capital cities (Zagreb, Belgrade and Podgorica) are only a few hours of ride away.

2. Crossroads of eastern and western culture

For several hundred years, the borders of two great empires, the Ottoman and Austro-Hungarian, which represented the two poles of the world at that time – East and West, Islamic and Christian – met in Bosnia and Herzegovina. This left a big mark on architecture and the lifestyle of Sarajevo and Mostar, as the places where Orient met Occident in the heart of the Balkans.

3. Great value for the money

Both cities offer visitors a great value for their money. Whether it's accommodation, visiting attractions, dining, shopping, purchasing souvenirs, taking tours around town etc., tourists can enjoy the superb quality for very reasonable prices.

4. An ideal size for city break tours

Sarajevo and Mostar have an ideal size for city break tours, as they are characterized by a short walk distance between main tourist attractions. Both cities are large enough to provide visitors a lot to see and experience, yet also small and compact enough to get wherever they want on foot. For example, during a ten-minute walk, tourists can visit places of worship for the world's biggest monotheistic religions: mosques, synagogues as well as the Orthodox and Catholic churches.With all of the advantages of urban millieu of Sarajevo and Mostar, visitors have a chance to visit various protected areas with springs, waterfalls, rivers, lakes and beautiful nature landscapes within a 10 minute drive or less than an hour's walk on foot from the city centers.

5. Hospitable and kind people

If the beauty of a city is determined by its inhabitants, then Sarajevo and Mostar definitely rank among the most beautiful cities in the world. The hospitality and kindness of their residents are something that these cities are known for, and their inhabitants will do their best to make a visitor's stay in their town special.

Tourist traffic in Sarajevo and Mostar

The development of urban tourism in Sarajevo and Mostar can be clearly evident from the statistical indicators referred to the number of tourists arrivals and overnight stays, presented in Tab. 1. and Tab. 2..

Tab.1. Tourists traffic in Sarajevo in the period of 2011-2014

Year	Tourists arrivals	Overnight stays of tourists
2011	127.620	249.619
2012	139.796	281.315
2013	170.597	338.877
2014	169.895	334.819

Source:Federal Office of Statistics of Bosnia and Herzegovina, 2015

By analyzing thedata listed in the Tab.1., it can be concluded that the number of tourists arrivals and overnight stays in Sarajevo has a tendency to increase in the period 2011-2013. This is especially emphasized in 2013with the increase of tourists arrivals of 22%, in camparison to the year 2012.In the year 2014, there has been a slight decline of cca. 1% in the number of tourists arrivals and overnight stays, compared to the previous year. The primary reason for this decrease are anti-government demonstrations that took place in February 2014, which had a negative impact on the tourists image of Sarajevo. However, for the first nine months of 2015, the arrival of 162.274 tourists and 322.512 overnight stays has been recorded, with an increase of 27,3% compared to the first nine months of the previous year, indicating that the number of tourists increases again.

Tab.2. Tourists traffic in Herzegovina-Neretva Canton in the period of 2011-2014

Year	Tourists arrivals	Overnight stays of tourists
2011	103.651	251.686
2012	111.676	260.291
2013	123.715	274.640
2014	135.538	277.859

Source:Federal Office of Statistics of Bosnia and Herzegovina, 2015

Data listed in Tab.2.refers to the Herzegovina-Neretva Canton.However, Mostar is the carrier of the tourismdevelopment of this Canton andtherefore, the listed data is consideredrelevant for the analysis of tourism in this city.The number of arrivals and overnight stays in Mostar is constantly increasing.An annual increase in the number of tourist arrivals has averaged about 8.7%, while the number of overnight stays is slightly smaller, amounting to average of 3%. In order to increase the number of overnight stays, it is necessary to enrich the offer with the additional amenities, and the potential for that isoutstandingly wellin this area. Some suggestions will be given in the next chapter.

AN EXAMPLE OF CITY BREAK ARRANGEMENTS

Sarajevo city break arrangement

Day 1 - SARAJEVO – arrival

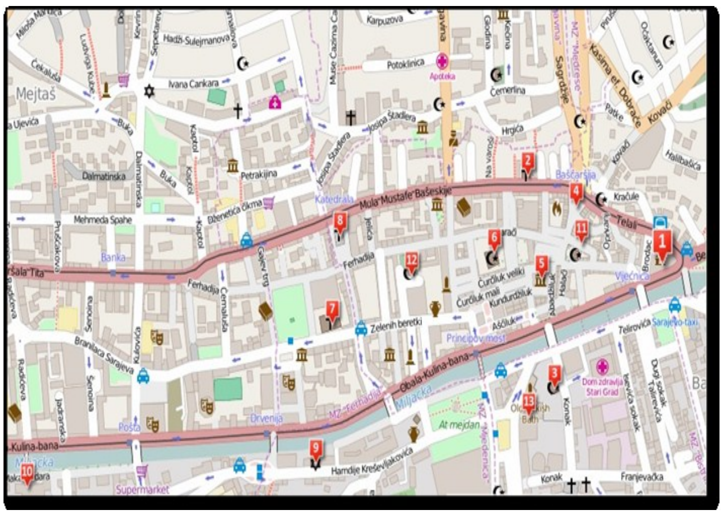
Arrival to Sarajevo. Transfer from the Sarajevo international airport to the hotel. Depending on arrival,refreshment in the hotel and panoramic sightseeing of Sarajevo will be provided. Overnight.

Day 2 - SARAJEVO – loco

After breakfast the group will visit all of Sarajevo famous places starting with the Sarajevo war tunnel museum(800 m. long and 5 m. deep digged with hand tools in 1993. – Sarajevo gate); VreloBosne: The Spring of Bosna, with its natural beauty, emerges at the gate of Sarajevo. A three kilometer long avenue, bordered by plants and sweet chestnuts leads from Ilidža to the source of Bosna. The rest of the tour includes the visit to old Baščarsija Square, Old Orthodox Church, GaziHusrev-Bey's Mosque, Old Sephardic Synagogue, Catholic Cathedral, Old City hall, Kazandžiluk street, Sebilj, Old Jewish Synagogue, Bosnian writers park, Latin Bridge (World War I starting point). Duration of the tour is cca 4 – 5 hours.Lunch or dinner at some of the attractive restaurants, or in a typical Bosnian restaurant with an oriental ambience.Sightseeing of Sarajevo during the sunset and evening is recommended, as well as shopping in and other activities that visitors would like to implement.

Day 3 - SARAJEVO – departure

Breakfast.After breakfast and checking out in the hotel, depending on the timing of departure, transfer from the hotel to the Sarajevo Airport. In the case of having some spare time, some additional attractions that might be interesting for visitors would be offered.



1	Vijećnica National Library
2	Old Orthodox Church
3	Emperors Mosque
4	Sebilj
5	Brusa Bezistan Museum
6	Gazhusrev-bey's Mosque
7	Orthodox Cathedral
8	Catholic Cathedral of Sacred Heart
9	Sepahrdic Synagogue
10	Academy of Fine Arts
11	Kazandziluk Street
12	Ferhadija Mosque
13	Turskih Hammam

Fig.1. Top-rated tourist attractions in Sarajevo

Mostar city break arrangement

Day 1 - MOSTAR – arrival

Arrival to Mostar. Transfer from the Mostar international airport to the hotel. Depending on arrival, refreshment in the hotel and panoramic sightseeing of Mostar will be provided. Dinner by the Old Bridge.Overnight.

Day 2 - MOSTAR – loco – BLAGAJ – STOLAC – MOSTAR

Visiting all important cultural and historical landmarks in Mostar downtown, such as The Old Bridge, Bišćevića corner, Koskin Mehmed-Pasha Mosque, Old part of Mostar, Kujundžilukstreet, Kajtaz house, Karađoz -Bey's mosque, The Museum of Hercegovina and much more.Visit to Blagaj, which is 12 km away from Mostar. After the visit toBlagaj, visit to Radimlja necropolis, recognized as one of the most ornate cemeteries in Bosnia and Herzegovina. Free time.Dinner with live music. Overnight.Duration of the tour is cca5 – 6 hours.

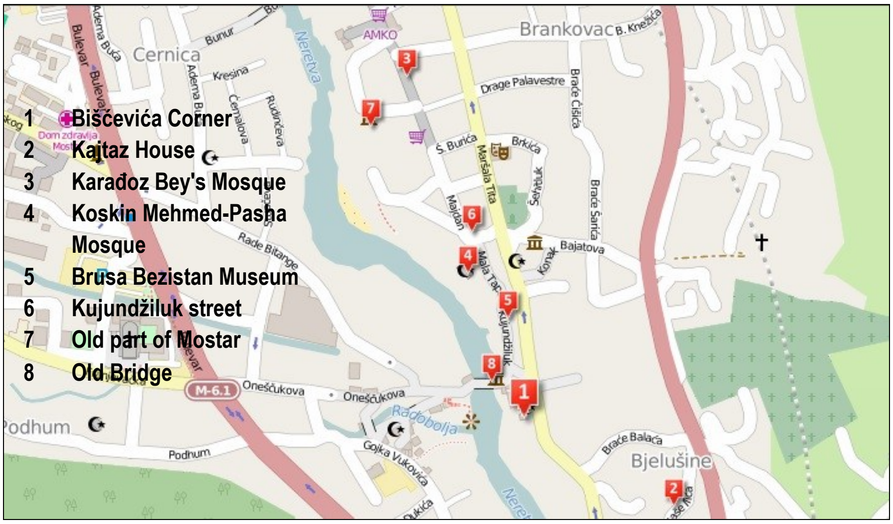


Fig. 2. Top-rated tourist attractions in Mostar

Day 3 – MOSTAR – POČITELJ – HUTOVO BLATO – ETNO VILLAGE HERCEG – MEĐUGORJE – KRAVICE – MOSTAR

Visit to Počitelj - Fortress and the Old Town. Visit to Hutovoblato, a nature reserve of wading birds,with boat ride included. Afterwards, visit to Međugorje, one of the most famous Roman Catholic shrines in the world.After Međugorje, visit to Kravice Waterfalls, stretching over 100m across and tumbling down from the height of 25 meters. Kravice is one of the largest waterfalls in Herzegovina and certainly the most impressive one. The waterfalls have a natural ool dug out at the base of the falls from the constant rush of water. Drive back to Mostar, dinner; Overnight stay.Duration of the tour is cca6 –7 hours.

Day 4 - MOSTAR – departure

Breakfast.After breakfast and checking out in the hotel, depending on the timing of departure, transfer from the hotel to the Mostar Airport. In the case of having some spare time, some additional attractions that might be interesting for visitors would be offered.

CONCLUSION

City break tourism has recorded an increasing growth in the global tourism market. An involvement of a number of cities in city break arrangements guarantees a revenue growth, both for the development of tourism and the development of cities in general. The inclusion of cities in city break arrangements should certainly be in accordance with the principles of sustainable development, and access to them should be planned in such manner in order minimize the negative consequences of touristic development. Sarajevo and Mostar have an exceptional conditions for the development of this type of tourism. In fact, both cities have elements of attractiveness (in the field of rich historical and natural heritage), receptivness (numerous capacities for the accommodation of tourists), and communications (good road network and international airports). In addition, advantageous geographical position allows the inclusion of Sarajevo and Mostar in the international tourist routes. The number of tourists in these cities is constantly growing.However, Sarajevo and Mostar haven't so far capitalised on their significant potential as they combine a very rich historic heritage with all the trappings of pulsating, youthful cities. Since both cities have all necessary conditions for better development, their better valorisation and terms of city break tourism is an imperative in the future period.

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AN APPROACH TO CULINARY TOURISM DEVELOPMENT IN TURKEY

Alev Dündar[1]

Abstract: Cuisine and foodways play a vital role as part of the living culture of each destination, attracting masses of cultural travelers. Mediterranean countries like Italy, Greece and Turkey as well as several Asian countries like Thailand and Korea are considered prominent culinary tourism destinations.Culinary tourism is considered to be a new niche that is a precious tool to contribute to economic, community, social and intercultural development. Culinary tourism helps to build and sustain regional and local identities, may enhance the local agricultural resources as well as food and beverage supplies. At the same time it provides opportunities to create new tourism products and experiences. Many studies also have shown that culinary has a great impact on travelers' decisions when choosing their vacation destination. Therefore, unique cuisines not only build popular travel destinations but also improve the culinary cultural image of a country, which makes the culinary culture a major attraction within the travel destination.Sports, health, cultural, religious and culinary tourism are also the new emerging tourism products in Turkey. As a synthesis of east and west, the culture of Turkey is reflected very much in its culinary tradition. Turkey's traditional cuisine has had a double identity, by which the tastes of east and the traditions of west create a pleasant mix and experience. Turkish cuisine picks up everything which is worth taking from different cultures and cuisines and adds to the local styles of cuisine that makes the experience unique for visitors. The traditional flavours and ingredients have been playing an important role in the Turkish culinary heritage for centuries. In this paper the relationship of the culinary heritage with the tourism development in terms of sustainability is discussed. Suggestions are made for possible implications for marketing, promotion and development of culinary tourism in Turkey.

Key words: Culinary Heritage, Culinary Tourism, Destination Development, Turkey.

INTRODUCTION

According to Timothy and Nyaupane (2009) one of the five prevalent forms of cultural tourism, which are important constituents of the cultural tourism product globally, is "Culinary Heritage". Culinary tourism has been defined as an experience part of cultural tourism, including consumption of food and drink that represents the local, regional or national cuisine, culture, heritage and tradition. It draws an image of the heritage, the inhabitants and the landscape of a geographic area. Culinary tourism is considered to be a new niche that is a precious tool to contribute to economic, community, social and intercultural development. Furthermore, cooking is observed as a certain kind of medium in terms of tourism (Scarpato, 2002).
The term Culinary Tourism or Food Tourism was developed by Lucy Long in 1998 (Wolf, 2004). "Whether you go to food or food comes to you, the nature of the encounter is what defines a food experience as culinary tourism" (Long, 2003). It is apparent that there is a relationship between food, beverage, travel and attractions at any tourist destination. The International Culinary Tourism Association defines culinary tourism as, "the pursuit of unique and memorable eating and drinking experiences." Culinary tourism occurs when visitors seek to experience cuisine and culture together. Examples of culinary tourism include wine tourism in California, cheese sampling in Wisconsin, maple syrup tasting in

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Vermont, and Cajun food experiences in Louisiana. A diverse range of businesses including farms, restaurants, gourmet or specialty food stores, cooking schools, tour operators, breweries, wineries, historical attractions and many other related businesses across the country have capitalized on their regions' culturally unique cuisines to attract visitors. Culinary tourism is a new trend that unites the food, beverage and travel industries. While culinary tourism can be looked at as a tool for economic and community development, it's a new concept that celebrates unique and memorable culinary experiences as an integral part of a tourist's experience(*www.culinarytourism.org*.).

Culinary tourism helps to build and sustain regional and local identities, may enhance the local agricultural resources as well as food and beverage supplies. At the same time it provides opportunities to create new tourism products and experiences. It can become a way of sharing memorable stories and telling them with pride to the visitors. As Robert J. Harrington (2005) states "classic wine and food examples illustrate many of the similarities and contrasting characteristics in components, texture and flavours. An understanding of these concepts can be valuable when defining gastronomic tourism strategies and local restaurant concepts".

Cuisine and foodways play a vital role as part of the living culture of each destination, attracting masses of cultural travelers. Mediterranean countries like Italy, Greece and Turkey as well as several Asian countries like Thailand and Korea are considered prominent culinary tourism destinations. Many researchers revealed tourists spend almost 40% of their budget on food when travelling (Boyne, Williams, & Hall, 2002). Culinary tourism can thrive in relation of agriculture, which consists of farm holidays, farmers' market and fruit orchards and highlights the exploration and delight of prepared food and drink.Gastronomy in tourism is more than just dining out while being on holiday; it is an experience focusing on local culture and traditions including the 5 senses (Wolf, 2004). Gastronomy has a significant connection to the edible world, whether it is about travelling to a destination or consuming a gastronomic product at a certain place, the neighbourhood and the experience is what classifies the term culinary tourism. Where food is the centre of motivation as in culinary art and gastronomy, there must be a certain place for cooking schools, wineries, restaurants and festivals (Long, 2003).

Recent economical, social, technological and political developments in the world, ledto changes in consumptionpatterns in tourism sector.Murphy, Pritchard and Brock (2000) argue that visitors consume the products of a destination; therefore, the products must be something that the visitors want and need. Therefore for the sustainability of the tourism industry,new products for the special interest travelers has to be developed. Until recently tourism has only seen as a sea-sun-sand fun or cultural activity, the contribution of food to tourism has been largely ignored in spite of its apparent importance and potential (Tellfer & Wall, 1996; Handszuh, 2000). Culinary tourism can also generally refer to travel in which the goal is exploring and enjoying local delicacies and gaining memorable culinary experiences(Wolf, 2004). Furthermore, culinary, gastronomic and cuisine oriented tourists also tend to be perceived as high yield (Hall & Sharples, 2008).

As gastronomy and regional food add value to a destination, also they contribute to the sustainable competitiveness of a destination (Crouch & Ritchie). The importance of food and drink in tourism development plays a significant role in many countries, destinations, tourism organisations, tour operators, travel agents and stakeholders (UNWTO, 2012). According to the International Culinary Tourism Association, culinary tourism is growing exponentially every year. With the steady increase in interest of food channels, travel shows featuring local and regional cuisine, food documentaries and online culinary travel shows, more consumers are traveling to various destinations just to enjoy a new food and wine experience.Culinary heritage holds big potential to enhance sustainability in tourism industry.

CULINARY HERITAGE IN TOURISM

Levi Strauss (1966) states that, as there no societies in the world without a language, also no society without a culinary tradition.From purpose point of view the people travel throughout the world for business or pleasure. In both cases you will have a lot of opportunities to taste the local food and beverage. It is regarded as part of the change and it is considered to be a general habit that you can't wait to see and discover something new in life. Food and drink have recently become an important aspect of recreational travel. At present the culinary tourism tends to become an own industry within an industry, and a lot of special organizations appear to provide resources for such programs and develop best practices at the same time. This is a segmented business, a very special niche market of the tourism industry, which is growing rapidly and the outlook for growth seems to be bright in the future as well, however, it is usually combined with other cultural tours, cycling, walking, visiting museums, adventure, medical tours etc. Consequently, this is a segment that appeals to a broad range of consumers.

The consumers pursue to be aware of the benefits of economic and healthy local products and they deliberately seek to sample and enjoy local dishes, foods and drinks. This strong desire has led to the emergence of local food and drink festivals, which constitute a good instance where the decision to travel is taken solely on the grounds of the gastronomic experiences. And now these events are becoming more prevalent in Europe. The variety of these supplies reflects the differences and similarities in the traditions of the various regions. These attractions typically combine a wide range of different programs at the destination, like visiting farmers' markets, gastronomic museums, confectionery shops, geographic sight-seeing components, tasting at wineries, breweries, dining and/or fruit-pricking at farms, participating in pig slaughter and on the other side the tourists seem to appreciate them (Bujdosó, Kerekesné Mayer, & Ujvári, 2012).

Culinary tourism has the potential to bring local people and visitors closer together. The rapid development of modern technology, which shapes and dominates every aspect of human life, has positive impact on the culinary tourism, too. Tourists tend to plan their trips using online as well as print media, which provides wide options and choices, resulting in severe competition in the industry. In addition we have the media popularising eating trends, recipes, cooking blogs, and we have TV shows like "how to cook", "kitchen chefs" etc. All these serials obviously create the interest of people in experiencing another culture through its cuisine in the existing and emerging culinary tourism destinations and result in appearance of conscious culinary tourist. In response, private entrepreneurs are widely using technology to innovate and differentiate their business to withstand the massive competition in the industry. Web coupons, iPad wine-lists or restaurant interactive multimedia order terminal, which helps create innovative dishes, are good examples of technology adoption in food industry (Yeoman, 2008).

Any person who travels to a destination for any reason consumes the local food. Researchers state that gastronomy is a part of tourism experience and in some cases can be the basic motivational factor (Horng at.all. 2012). There is a certain correlation betwen the tourists interested in wine and food and tourists interested in museums, shopping, festivals, shows and recreational events (Kesici, 2012). The basic motivational factors of gastronomy tourism are; to taste a special local delight, watch the production process of special foods, visit the restaurants, festivals, food producers, observe the different production tecniques of food or taste food prepared by a famous chef (Yüncü, 2009). The travelers enjoy indegenous food, particularly items of localor ethnic nature (Wagner, 2001). In the modern globalized world, people are interested about local, regional and national cuisine. Local food is a fundamental component of a destination's attributes, adding to the range of attractions and the overall tourist's experience. Food is an attraction, is a product component, is an exprience, and is a cultural phenomenon (Tikkanen, 2007). Many studies also have shown that culinary has a great impact on travelers' decisions when choosing their vacation destination. Therefore, unique cuisines not only build popular travel destinations but also improve the culinary cultural image of a country, which makes the culinary culture a major attraction within the travel destination. It shows that there is a symbolic relationship between food and the tourism industry.

Culinary tourism has an important potential to enhance tourist attractions and helps the marketing and the sustainability of tourism. Tourists travel for pleasure and want to experience and enjoy the host culture's food. The increasing interest in local cuisine is a pull factor in the tourism promotion of the destinations. To implement this, local and regional food needs to be researched, studied and applied to modern cuisine in balance. Local ingredients, and flavors should be used. In many countries, regarding food tourism is that local food in the form of regional cuisine is rarely present as an important resource in publicity material and promotional messages prepared for mainstream tourism (Handszuh, 2000).By promoting local cuisines and the cultures that created them, regional tourism markets can bolster their revenues while preserving local customs and heritage, catering to the increasing demands and desires of culinary tourists (Blakey, 2011). Destinations nowdays understand that food and cuisines represent a core element their invisible heritages, demonstrating their national cultural characteristics and local features- which can even be developed into an international brand (Horng, J.S. & Tsai, C.T., 2010).

In addition, a new lifestyle in the 21st century has become widely recognised and supported. It is about the health conscious eating. Nowadays, most people aim to improve their body confidence in the long run, desire a well-shaped figure and tend to be more serious about making changes to their lifestyle and prefer to have a healthy, proper metabolism and digestion (Cousens, 2000).Other factors like the demographical changes in Europe, which means the rapid and continuous growth in number of elderly people, and the general economic development, which results in the increasing disposable income of people, all these factors will boost the demand for culinary services and different food tastes (Shenoy, 2005).

CULINARY HERITAGE IN TURKEY

Mass tourism has been the leading engine of tourism industry in Turkey for many years.Until 1990's almost all of the marketing efforts has been oriented towards the beaches of Eagean and Mediterranean's sea, sand and sun tourism. In recent years alternative tourism activities has attracted the attention of travelers as new tourism products. Sports, health, cultural, religious and culinary tourism are the new emerging tourism products.

As a synthesis of east and west, the culture of Turkey is reflected very much in its culinary tradition. A rich and diverse blend of cultural influences accumulated over the years, the cuisine of Turkey offers travelers a sumptuous spread of the traditional Turkish dishes. All different regions of the country have their own culinary heritage. It's very important to study, search and explore the possible opportunities to promote culinary heritage like Roman, Byzantine, Ottoman cuisines and culinary tourism for sustainability.

Turkish cuisine is one of the living oldest and richest cuisines in the world. If we study the development process of Turkish cuisine, it goes back to Central Asian cuisine which blended with Anatolian cuisine. As the Ottoman Empire extended its lands, the richness of its cuisine also increased with new lands and cultures. The meat and fermented milk products from Central Asia, spices from South Asia and Middle East, Mediterranean fruits and vegetables were combined and formed rich Turkish culinary culture. The range of ingredients used is similarly vast, with recipes incorporating every kind of meat, fish, vegetable, and fruit,besides a myriad of spices. Spices are also important products of culinary tourism. Their use are closely related to cultural identities at local, regional and national levels. Spices are key to making a dish a national symbol, as for example with paprika and goulash for Hungary. Cuisines that cross cultures, such as Mediterranean diet, rely on spices (Jolliffe, l. 2014).

Dishes based on seafood, beef,lamb, goat, chicken, goose; casseroles combining meat and vegetables: cold vegetable dishes cooked in olive oil; stuffedvegetables, salads, fruit compotes and drinks; milk puddings are some examples of what Turkish cuisine has to offer.Halva has several flavors, is mixed with walnuts, peanuts and pistachios, and also comes in different variaties. Turkish delight, or lokum, comes in dozens of variaties and color combinations. Rimmington and Yüksel (1998) found that the majority of travelers revisited Turkey for its cuisine, and food was the fourth factor that would contribute to travelers overall satisfaction (Hu & Ritchie, 1993). According to the TURSAB (Turkish Travel Agencies Association) Gastronomy Tourism Report 2015, 88.2% of tourists declare that "food is very important in destination preference". A destinations culinary heritage is a touristic product and its importance rises in recent years.

Turkey's traditional cuisine has had adouble identity, by which the tastes of east and the traditions of west create a pleasant mix and experience. Turkish cuisine picks up everything which is worth taking from different cultures and cuisines and adds to the local styles of cuisine that makes the experience unique for visitors. The traditional flavours and ingredients have been playing an important role in the Turkish culinary heritage for centuries. Turkish cuisine uses basic, fresh ingredients in a simple way. The most common ingredients are probably: herbs and spices, onion, garlic, green peppers, tomatoes, paprika, potatoes, and wide range of meats and last but not least the famous ground red pepper. Paprika powders can differ in granulation, colour, and aroma and most significantly in taste from sweet to tremendously hot. The natural abundance of fruits and vegetables make eating in Turkey a delight.

In 2008 the Ankara Chamber of Commerce (ATO) and Ankara Patent Bureau have conducted research on Turkey's various cuisines and prepared a taste map covering hundreds of meals peculiar to 81 provinces of the country. The results of the research indicates that Turkey is a "delicious country" with its rich cuisine composed of more than 2.205 local meals and drinks. While the province of Gaziantep has the richest cuisine comprising 291 different types of meals, sweets and drinks altogether, the province of Elazığ is home of a rich cuisine with a total of 154 types of meals, desserts and drinks. Another province, Ankara, the capital of Turkey, also has rich cuisine with 93 different types of food.

Among the traditional desserts all around Turkey, Bolu's "kedi batmaz" (cat will never sink), Şanlıurfa's "şıllık" (gaudily dressed woman), Kocaeli's "otur Fatma" (sit down

Fatma), and Tokat's "bacaklı çorba" (soup with legs) are just a few examples of sweets with striking and absurd names. Central Anatolia is Turkey's richest region in terms of cuisine thanks to 455 different types of food and drinks. *Çiğ köfte* (raw meatballs) and *künefe* (sweet cheese pastry) are two types of food that is not peculiar to a single cuisine but to cuisines in a number or provinces (http://www. Hurriyetdailynews.com/default.aspx?pageid=438& n=turkish-press-scanner-2015-10-8).
On the South part of Turkey, Antakya (Antiocheia) is now a candidate UNESCO "World City of Gastronomy". Until now only three cities have been granted this title: Popayan in Columbia, Chengdu in China and Ostersund in Sweden. The cuisine of the city with its multi-religious, multi-cultural background and dishes is defined by a mixture of Anatolian, French, Arabic and Nomadic cuisines. There are more than 600 dishes in Antakya where three major religions and different cultures have coexisted for centruies. There are more than 150 foods only for breakfast. The Antakya cuisine, defined mostly with Mediterranean foods like, oil, butter, graines and legumes, mainly include bulgur (cracked wheat), meat, spices, pomegranate syrup, pepper paste and salty yoghurt. Vegetable dishes are cooked with lots of tomato paste and pepper. Naturally grown healing herbs like kömeç, mint, parsley and thyme are used in dishes (TÜRSAB, 2015).
Although it's very important to have goods registered by geographical indication for national and international promotions, Turkey only have 124 geographically indicated nourishments. Traditional Ceremonial Keskek (2011), Mesir Paste (2012), Turkish Coffee and Tradition (2013) are in the UNESCO's Intangible Cultural Heritage List. Central Anatolia Region 455, South Eastern Anatolia Region 398, Black Sea Region 397, Mediterraneanand Marmara Regions 184, and Aegean Region have 162 different types of food and beverages. There are so many diverse cuisines in Turkey which have totally different features from region to region have a big potential for culinary tourism. It only needs positioning and effective marketing to be worldwide brands in international tourism market (Kalpaklıoğlu, 2015).

CONCLUSION AND RECOMMENDATIONS

Cultural tourism is one of the largest and fastest-growing global tourism markets. Culture is increasingly being used in order to promote destinations and improve their competitiveness and attractiveness. Many destinations are now actively developing their tangible and intangible cultural resources as a means of developing comparative opportunities in an increasingly competitive tourism industry. According to the World Tourism Organization, cultural tourism is growing globally at a rate of 15 % per year, and at the same time 37 % of all trips nowadays contain a cultural component. Culinary tourism, as part of the living culture of each destination, attracts masses of cultural travelers and provides opportunities to create new tourism products and experiences.
Nowadays, two trends are fighting each other, namely internationalization of cuisines and regionality. Local and traditional events and festivals are getting to be more valued and appreciated. Therefore, people partly want to preserve their culture and taste, the flavours and recipes of good old times, on the other hand they are also willing to try out something totally new and unfamiliar like a guest when they are not at home. Food festivals and events are considered to be large tourist attractions, are powerful tools for sharing culinary experience, cultural and natural resources and developing the rural tourism market. In addition, rural regions can be part of sustainability efforts and initiatives. Rural regions could be defended, preserved, protected from risks of urbanization. They should be

properly managed in order that they could remain available for the visitors and an economic use of all those living in the territory.The length of stay of travellers at the destination could be extended and accordingly the expenditures. Collaboration between locals and institutions could be maximized for regional advantage. The coordination of public and private institutions to promote culinary tourism should be encouraged. (Milllan, G. and et. all. 2014). Meetings between public and private entities should also be promoted to coordinate the actions to be carried out to develop culinary tourism in Turkey.

Development of new visitor attractions related to culinary heritage and products like farmers market, cookery schools and courses, cultural gastronomy tours, wine or olive oil tasting and educational farms are possible alternatives. Travel agents and tour operators that specialize in culinary tourism may offer insider tips and recommendations for creating a custom itinerary based on the traveler's goals and budget. Travelers can choose from self-guided tours, food demonstration events and cooking-lesson packages based on their budget and destination. For example,there is increasing interest in olive oil products, particularly in the health, beauty and leisure sectors. Many rural farms are combining their production activities with tourism hospitality, offering guest accommodation and on-site beauty centres, using their own olive-based cosmetic products and oils (Croce, E. & Perri, G., 2011).

Regarding the marketing tools one must aware that the internet has become the main channel of collecting travel information and booking recently. Nowadays travelers tend to use it while they look for unique and fun dining venues and share later their experiences as well. Therefore, the culinary service-providers, owners of restaurants and wine-cellars must be familiar with the modern tools in order to evoke interest with the prospective guests, provide the necessary information to them and allow them to make use of online booking and purchase.

Farms could accept guests to experience the farming process and providing meal with the local products directly from the farm. Travelers can have guided tours and meetings with the food producers. They can also learn about the local coffee or tea culture by participating in local people’s houses. Activation of local culinary heritage, such as traditional food fairs should be organised. A well-planned culinary tourist product can respond to all the needs and offer excellent opportunities and experiences for the families with children(Croce, E. & Perri, G., 2011).

For the development of culinary tourism in Turkey, a gastronomy map and tour routes can be developed. Gastronomy routes can contribute the sustainability of tourism in different regions. Round trips for gastronomy tours in the country can be organized like archeological and cultural tours. These tours can be regional or round trips. The tourists can taste and experience different delicacies from different regions. These tours can also be backed with archeological and historical sites, like visiting Ephesus in the morning and joining a workshop with lectures about old Helenistic or Roman cuisine or vegetable dishes of Aegean Region. The fruits, vegetables, herbs, spices of the region can be tasted. Ottoman cuisine can be experienced after visiting Topkapi Palace and other Ottoman relics. Gastronomy tours with special themes can be organized like “Tour of Ottoman Cuisine” or “Tour of Vegetable Dishes” (Kalpaklıoğlu, 2015).

In general culinary tourism can be regarded as a good way and as a niche market which deserves key attention of the organizers and program developers because it increases tourism generated and municipal tax revenues, maintains employment and creates new jobs, contributes to growth potentials, economic and community developments of the

regions, diminishes regional economic disparities, induces local people to remain in their region and finally looks for strategic partnerships.
Culinary TV programmes and films could support the culinary promotion of the country. Education through documentation and preservation of the culinary heritage must be the task of the locals and governmental bodies. In order to develop a culinary heritage product, it is necessary to establish consequent services of the tourism industry, planned and systematic marketing support provided not only by local bodies but also by regional and country authorities.
The key success factors in culinary tourism are to continuously stimulate reactions of the 5 senses meaning sight, hearing, taste, smell and touch, to keep a diverse array of product offers appealing to guest, to create memorable experiences and surprises, to have an ongoing interactive communication with the guests in order to find out their future expectations. As Sanches, et al. (2012) mention, culinary heritage provides a business card from anywhere in the world and must be constantly reviewed and maintained by the local community to make it a sustainable heritage.
Culture and tourism are two strongly interrelated notions, since the modern tourist –better educated and cultured, with high demands- attempts to gratify new needs, among which is the acquaintance with new cultures, customs and traditions on places of interest. In parallel, the touristic exploitation of culture through its enhancement and promotion, contributes significantly to the development of each cultural destination. Therefore, in the recent years cultural tourism is one of the largest markets with rapid growth. Within this tourism context, Turkey constitutes one of the classic tourism destinations of the Mediterranean, by combining unique natural diversity and exceptional cultural heritage. In the last years the need to develop alternative forms of tourism, especially sports, health, cultural, religious and culinary tourismbecome apparent, where Turkey has an indisputable advantage.

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REVITALISING COMMUNITY-BASED TOURISM – CRITICAL SUCCESS FACTORS

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Zainab Khalifah[2]

Abstract: Community-based tourism projects are often criticised for its high rate of failure but some are very successful.The primary aim of this study is to investigate the Critical Success Factors (CSF) of a community-based tourism (CBT) project from the perspective of local community. This study used a qualitative approach through a single case to investigate a CBT project in BatuPuteh, Kinabatangan in the state of Sabah. Five fieldwork trips were made to collect data between the years 2010 to 2012. Multiple instruments were used to collect data; in-depth interview (main research instrument), and direct observation and document analysis (supporting instruments). 54 respondents that were/are employed by MESCOT on a full-time and part-time basis were identified through non-probability purposive sampling technique and subsequently interviewed. Recorded interviews were transcribed and then analysed using thematic analysis. The findings revealed that there are prominent CSF attributable to the success of CBT at the study site; iconic natural resources, external initiator, systematic planning, local champion, community participation, local CBT organization, gestation period, partnership with external agencies, and business model. Partnerships between CBT and government or non-government agencies are crucial throughout the lifecycle of CBT. Equally important, this study shows that CSFs are presentable in temporal form; each factor exists / occurs at a particular stage of the development path of CBT. However, a few critical factors are ubiquitous throughout the different stages of the product life cycle. Although the case study referred to a single CBT organization in Malaysia, the findings substantiate that an effective model for CBT is achievable, replicable and applicable to other places with similar enabling environments.

Key words: community-based tourism, critical success factors, iconic natural resources, external initiator, systematic planning, local champion, community participation, local CBT organization, gestation period, partnership with external agencies, and business model

INTRODUCTION

RevitalisingRural Economy through Community Based Tourism

In many developing countries, community-based tourism (CBT) is commonly chosen as a'low-capital, high yield'strategy to revitalize rural economy (Gunduz and Hatemi-J, 2005; Briedenhann and Wickens, 2004; MacDonald and Joliffe, 2003; Sharpley, 2002; Tooman, 1997; Hjalager, 1996) by tapping on tourists desire to see the haves not. CBT can be generally described as profit-oriented tourism activity, project or enterprise that is based on local socio-cultural/heritage, natural resources and attractions located on the local community's land or its vicinity, which involves local community as managers or/and operators.

More often than not, Community Based Tourism (CBT) is regarded as a panacea for rural poverty given that CBT is often perceived as being small scale, low density, low impact, controlled by the local community and generates direct economic benefits to the community. What is becoming standard practice especially in developing countries is the

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almost uncritical acceptance of CBT as the source of livelihood for local communities living within or surrounding protected areas. However, several researches have revealed that CBT despite the nature of the project is relatively easy to start but difficult to sustain and sometimes fail to generate significant economic benefits for the local people (Friederike Luck, 2010; Ghasemi and Hamzah, 2010; Hamzah, 2010; Goodwin and Santilli, 2009; Hamzah and Khalifah, 2009; Goodwin, 2006).

In a nutshell, previous studies have discussed critical factors that contributed to the failure or success of CBT programmes particularly from the perspectives of CBT managers and experts. However, the views of the local community on what makes a CBT successful were understudied despite them being a central component of CBT. The lack of insights from the locals' point of view as the main driver of any CBT could lead to premature interpretation of CSF and thus a mismatch with strategic planning efforts. This paper explains why and how CBT projects in Malaysian can succeed by investigating the critical success factors using a successful conservation-based CBT called Miso Walai Homestay (MWH) located in Kinabatangan, Sabah for contextual setting.

LITERATURE REVIEW

Some researchers have criticised community-based tourism for failing to deliver significant economic, socio-cultural or environmental impacts (Goodwin and Santilli, 2009; Harrison, 2008; Blackstock, 2005; Clauzel, 2001; Brockelman, 1988). A few researches have revealed that CBT are unsuccessful due to local community's over dependency on donor agency (Kiss, 2004); rivalry with dominant forms of tourism development (Renard, 2001);overwhelming negative impacts (Moscardo, 2005); low tourist arrivals (Responsible Travel.com and Conservation International, 2006); over dependency on donor fund (Mitchell and Muckosy; 2008); propagation of a handout mentality, lack of adequate markets, and vague definition of CBT (Goodwin and Santilli, 2009); absence of genuine CBT local champion (Federico, 2009); and narrow income distribution among community members (Blackstock, 2005;Belsky, 1999).

METHODOLOGY

Five fieldwork trips were made to collect data between the years 2010 to 2012. Multiple instruments were used to collect data; in-depth interview (main research instrument), and direct observation and document analysis (supporting instruments). 54 respondents that were/are employed by MESCOT, the team which manages MWH, on a full-time and part-time basis were identified through non-probability purposive sampling technique and subsequently interviewed. Recorded interviews were transcribed and then analysed using thematic analysis based on the critical success factor themes gathered from literature review.

FINDINGS AND DISCUSSION

Broad-based Local CBT Organization

Local CBT organization refers to a body,which manages and operates the CBT programme on a daily basis.Community cooperative is a form of a broad-based organization that can be used as a business model to run a CBT project. It is deemed as better able to protect the interests of its members through the provisions of a supportive legal framework. MWH is run by a broad-based local CBT organization/community cooperative which is closely associated to its success. A cooperative business model has several merits which fit into the nature of the CBT project: enables the local people who are its shareholders to decide the future of CBT;ability to curb potential manipulation from local elites; ensure accountability and transparency of CBT's operations and in redistribution of income; 'legalising' a CBT initiative by putting it as a cooperative's business unit.Thisgradually pushesthe outright resistance from the local peopleto the background and subsequently expedites the 'buy-in' processfromthe local community.However, continuous communication to the local community through various means (community leader, meeting, CBT bulletin, social conversation) proved to be effective in expediting community buy-in, although the process is slow.

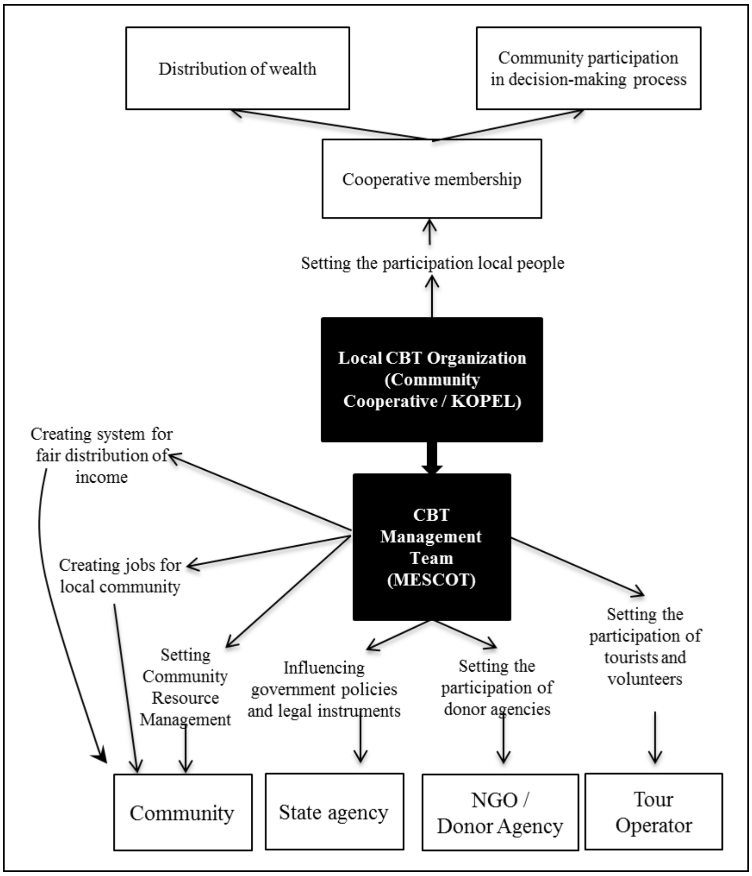

Fig. 1. Strengthening CBT organization through community cooperative
Source: Researcher, 2014

It is cautioned that adopting cooperative business model does not promise sustainable success. When a community establishes a cooperative, its board of directors is obliged to create economic activities that benefit its members. However, running a business may be quite challenging for a rural community. Sometimes community cooperative is established but the cooperative is not ready in terms of capital to finance its economic activities. In addition, rural communities tend to have higher composition of older people who naturally have limited capacity due to the age factor and this can undoubtedly limit their commitment in any economic ventures. The various conditions related to the establishment and sustainability of a community cooperative are probably overwhelming which have resulted in the sluggish adoption of a cooperative business model by CBT communities. Therefore, it is not overemphasizing to say that CBT project demands people with the right vision, mind-set, attitude, knowledge and skills; sound planning and implementation blueprint; strong financial assistance;and viable CBT economic activities.Fig. 1.shows the interactions between a community cooperative and its CBT business unit based on MHW experience

CBT Leaders

Another important finding of this study revolves around the roles of CBT leaders. The findings of the study contribute insights towards a better understanding of laudable traits and values of CBT leaders, local or non-local, who manage a CBT project.
The importance of CBT leaders and leadership is evidenced by APEC study that focussed on best practices of ten modelsof community based tourism projects in Asia-Pacific regions (Hamzah&Khalifah, 2009) which surmised that almost all successful CBTs were initiated by outsiders such as donors/NGOs, government agencies and the private sector, and championed by local leaders. The finding in MWH concurs with the APEC study. The development of the physical aspects of CBT projects must go in tandem with the development of CBT leaders/local champions. The presence or the lack of leadership decides the fate of the project. In MWH case, respondents' emphasized on the role of external project initiator in the success of the MWH CBT program which underlines the importance of visionary and capable leaders particularly in the early stage of CBT development. If the leader is an outsider, it is essential that his personal characteristics, leadership orientation, knowledge and skills are compatible with the community's values and needs. These enable the external leader to be generally accepted by the local people into their community and culture.
In cases where external leaders prominently lead CBT during incubation period, local champions have to be groomed as second line of leaders to eventually take the baton from the external leaders. External leader will leave the project when his/her contract expires which makes the presence and role of a local champion imperative. The mere presence of a local champion in a CBT project is not enough. A local champion must demonstrate leadership attributes and values that can professionally bring the CBT project forward. Hamzah and Khalifah (2009) who studied ten successful CBT projects in Asia Pacific region pointed out in their study that attributes of a 'local champion' include trustworthiness, perseverance, selflessness, patience, good communicator, disciplined, resourceful, visionary, proactive, courageous, and sensible. MWH leaders possess these traits and values. It is worth pointing out that social capital, social hierarchy and knowledge are useful assets to a local champion. A local personwho is prominent, has higher social hierarchy and extensive blood ties within the local community, and knowledgeablecan usually be a strong leader.

Incubation Timeframe

Another interesting finding that can be considered as practical contribution is pertinent to the issue of gestation period of CBT projects. UNDP recommends a five-year gestation period for community-based projects to achieve maturity (Moeurn*et al.* 2008) but this duration is refuted by some quarters claiming that it is inadequate.MWH experience reveals the necessity to have a stretched incubation period to accommodate the learning curve of the local people who were directly involved in the process of developing MHW CBT project.

In CBT practise, it is common for donor agencies to initiate, develop and fund a CBT project in a rural area for duration of three to five years, after which the donor agencies or management team will leave the projects due to expired contracts or dried up funds. This 'incubation' period serves as a trial period for the local community to learn all the ropes of the trade so that they are able to take up the project on their own when external agencies leave. The three to five-year duration of incubation period, common to other non-CBT businesses, is deemed to be adequate to prepare the local community to run CBT project on their own when the donor agencies leave. However, many CBT projects have shown that such incubation period is inadequate to prepare the local people with the knowledge and skills to manage and operate a CBT project. Many communities needed a longer incubation period. For example, the incubation period for a CBT project in Simango, Zambia was ten years (Sakala, 2004). MWH took almost fourteen years to break away from being highly dependent on donor agencies for financial support and technical assistance.

Donor/charity agencies, government agencies, and corporations need to revise their involvement in CBT projects. Communities involved in CBT projects are known to have a long learning curve, exceeding the usual three to five years incubation window. Sometimes what happen is that all the necessary ingredients for a successful CBT recipe are there such as the potentials anddesire to succeed. However, there is just a huge gap between NGO thinking, corporate thinking, government thinking, and what the needs of the community are. Stakeholders must thoroughly listen to the local people, consider the local community's relationship with the land and their development agenda. The shortcoming of involving NGO, government, or industry sometimes stems from their need for publicity. Therefore, instead of imposing ideas on the local community, external agencies should believe that the local people have some wisdom on the ground. Perhaps, the new thinking that should be adopted by donor agencies is to grow with the local community, and acknowledge that the learning curve of a community differs from one another. Donor agencies that want to commit to a community project have to follow through the community's learning process. A longer gestation period will have a better impact on some local communities who may need an extended learning curve.

Capacity Building

Another practical contribution of this study concerns the capacity building process. Continuous capacity building process that takes place throughout the CBT life cycle is essentially significant. MWH experience contributes to the understanding of capacity building in CBT project.

It is emphasized that the development of the physical aspects of CBT projects must go in tandem with capacity building programmes for the local community to participate effectively in CBT projects. Capacity building enables rural communities to participate in rural tourism activities (Forstner, 2004). In many instances, CBT projects gradually falter after the donor agencies left. This is associated with the local community's over reliance on the donor agency/NGO for financial support and technical assistance which resulted in underdevelopment of tourism related knowledge and skills among the local community. Due to the over reliance on outside help, the local community's limited capacity could not prepare them to take over the management and operation of their own CBT projects. This issue was poignantly evident as in the case of CBT projects in Cambodia, where economic crisis in Europe had forced the Dutch donor SNV to abandon their projects due to the abrupt termination of funding (Baromey et al., 2011).

The failure of local community to take part in CBT project at managerial level or operational level is their over-reliance on donors for financial support and technical expertise which resulted in a 'hand out mentality' (Hamzah&Khalifah, 2009). This can negatively affect the local community's ability to plan, monitor and operate their CBT project when the donor agencies leave. Hall (2005) associated the failure of community members to capitalize on the opportunities arising from the development due to the lack of awareness and understanding the cause for the tourism development. However, contradictory to common practices in unsuccessful CBT projects, MWH puts great emphasis on building the capacity of the local people from the start of the project to make sure they can meaningfully participate in CBT activities.MWH had taken a dynamic approach in building the capacity of the local people through a systematic plan. The first three years was deemed as the most crucial period of capacity building process. The management team built the capacity of its members for three years from 1996 until 1999 to increase awareness, knowledge and skills of the community. The success ofMWH has always been associated with this long process of capacity building that had empowered the local people with the needed attitude, skills and knowledge to embrace change.

At the beginning of the project, MWH management team painstakingly invested substantial efforts in strengthening community's awareness, knowledge and skills, built through formal and informal learning activities, which enable those directly involved in CBT to understand and appreciate quality tourism product and services. Experiential learning process was used where CBT employees went on trips to visit top-ranked tourism attraction sites and service providers to experience these products and services so that they can understand the meaning of quality tourism products and services. The participants claimed that these activities were significant; they were 'eye-openers' particularly for those who had never had the opportunities visiting well-known attraction sites and outstanding services. Gradually, their understanding and appreciation of quality, knowledge, and skills improved through continuous capacity building programmes.Similarly, other CBT projects should also adopt experiential learning in their capacity building programmes. Fig. 2.depicts the process and main components of capacity building programme.

Despite efforts and resources allocated for capacity building, the outcomes take time to transpire (Moscardo, 2005). Due to some limitation associated to rural communities, particularly economic and socio-cultural aspects, it is appropriate to expect that donor or state agencies may have to take a long time to develop a community in term of capacity building. The question is whether donor or state agencies are willing to venture into capacity building partnership with the local people when they know it would take a long time thus imminent failure.

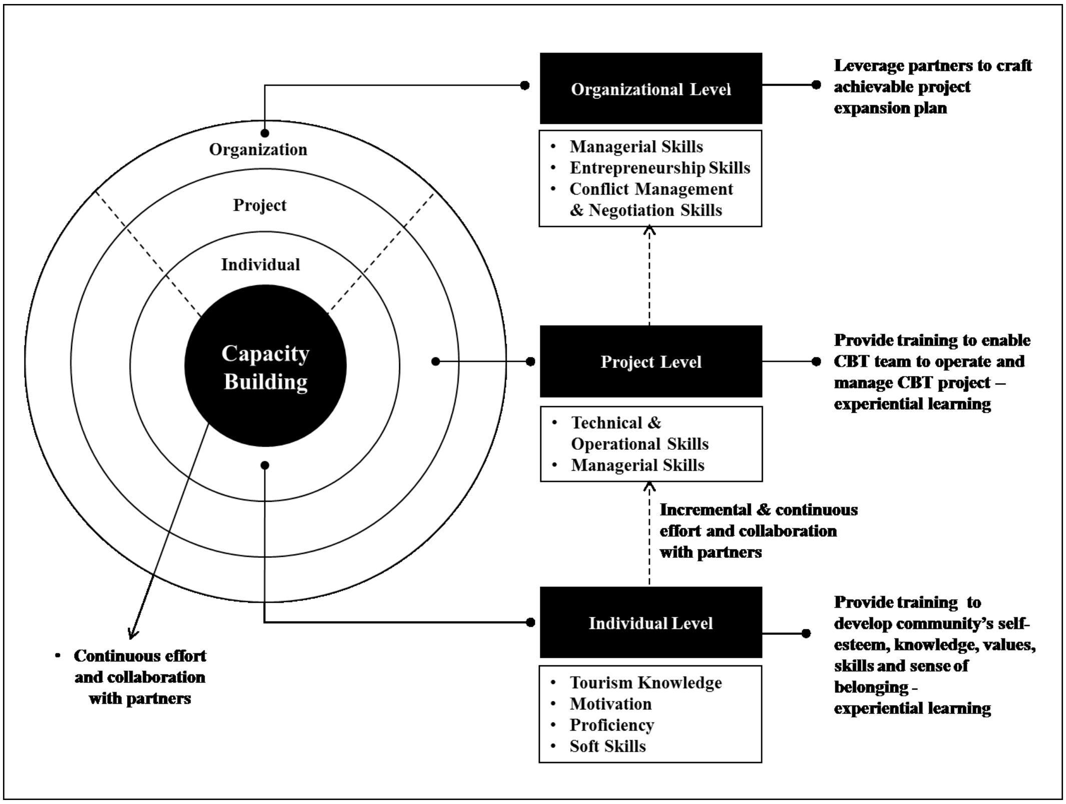

Fig. 2. Main components of capacity building programme
Source: Researcher, 2014

Local Participation

Literature suggests that the sustainability of CBT project is associated with many factors; one of them is local community's participation in the project. The finding of this study supports the claim because this study reveals that sustainability of CBT project in BatuPuteh has much to do with the willingness of the local community to get involved directly and indirectly in the CBT programme.

Given that the majority of CBT projects initiated by international donors/NGOs are driven by the conservation agenda, the economic performance or livelihood of the local communities are often not given adequate attention (Hamzah, 2010; Butcher 2007). However, MWH has proven that conservation-based CBT project can generate substantial economic benefits for the local people. At MWH, an employee who earned a monthly income of RM460 in the 1990s was earning RM2000 a month in 2013.Over the years, the amount and number of recipients of CBT income has continuously increased. This was the main reason why local people continue to be supportive of CBT activities at MWH.

Another interesting finding that contributes to the understanding of local participation is motivation. In the case of MWH, the motivation of the local community particularly the pioneers to establish a CBT project in 1997 were intrinsically driven. The motivation to participate in CBT stemmed from shared values and similar life experience. The economic difficulties faced by the local people in the 1990s were part of the daily dialogue that the local youths became aware of the hardship that their community was facing.

Understandably, the youths of this close-knit community that is bound by blood ties and marriage,and formal and informal social hierarchical structures was hooked to the sense of responsibility to improve the livelihood of the local community. This sense of responsibility later transpired in a CBT project. Fig. 3.shows the types of local community's participation in CBT project.

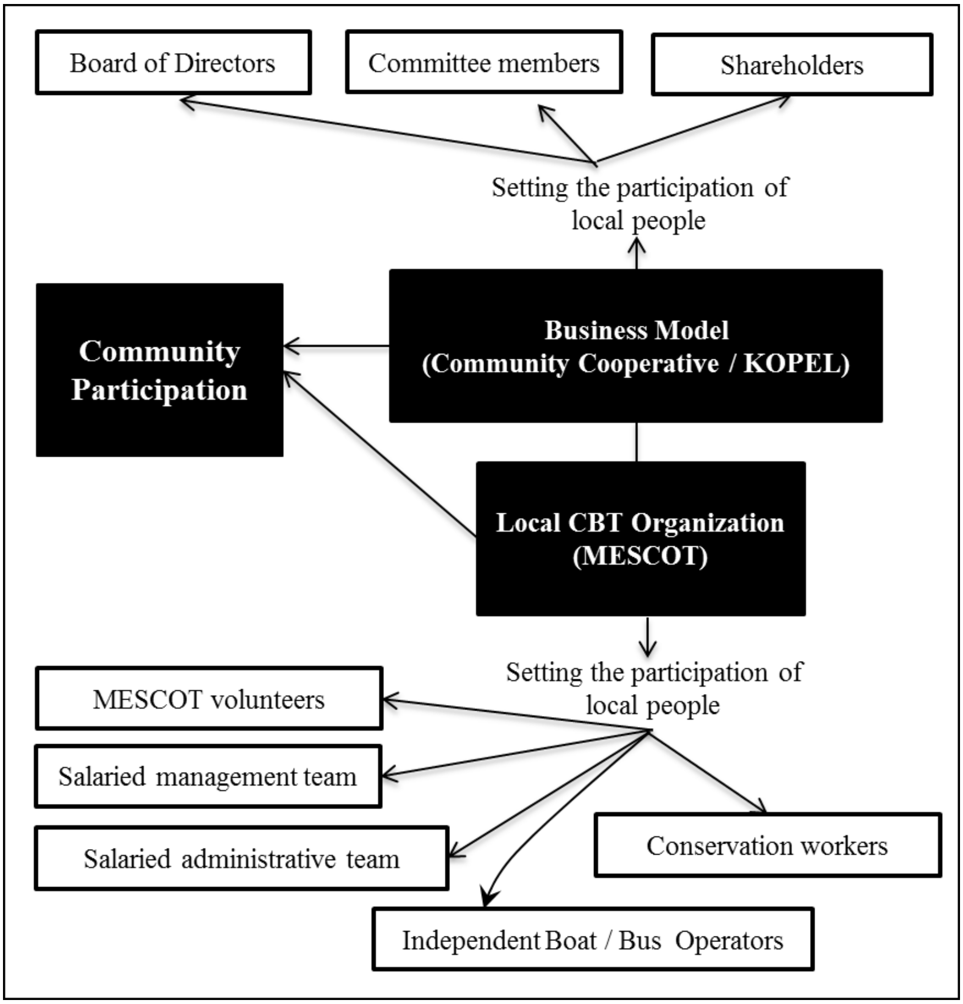

Fig. 3. Types of local community's participation in CBT project

Effective Partnership

Partnership with external agencies has commonly been instrumental in the early stage of CBT development (Hockings, et. al., 2000). Hence, developing a strong partnership with state agencies, donor agencies, and tour operators would help mitigate problems that may arise along the supply-demand value chain such as lack of knowledge and skills, lack of capital, and lack of tourist supply.

A lot of lessons on partnership can be learnt from MWH. Firstly, donor agencies are usually more responsive compared to government agencies in helping to establish CBT project. Due to flexibility in organizational procedures NGOs would be able to respond to financial, technical and advisory needs of local communities at a much faster rate compared to government agencies. However, sometimes these forms of supports especially financial assistance are not sustainable because they are tied to funding 'timeframe'. Seed fund is usually adequate to carry out only during preliminary research or initial groundwork, but not the subsequent development activities that demand larger amount of money.

Secondly, efforts to establish partnership with relevant parties may be hampered by historically strained relationship between the local community and external agencies. MWH faced this problem with the forestry state agency. In the attempt to enforce conservation policy, the latter restricted entry into the jungles which has been a source of livelihood for the local people. What ensued was illegal entry by the local people into the forested areas, which in turn compelled the authorities to take action against these offenders, and created further detestation on both sides. However, this issue was finally resolved when a mediator was brought in to facilitate communication between both parties.

Thirdly, establishing amicable partnership that pivots on national agenda to turn a forested area into a protected area is a formidable task for state agencies and demands adequate enforcement capacity. A forested area can be gazetted but its enforcement is more difficult to translate on the ground. Some major barriers to enforce conservation policy usually come from the enforcement agencies that are often shorthanded with manpower to cover a large area. This usually gives the local community, who has an upper hand in terms of knowledge about their forest and escape routes, the opportunities to continue entering the forest illegally without being caught by the enforcement unit. Another barrier towards effective implementation of protected area is the lack of resources to finance expenses related to enforcement activities. The distance of the enforcement unit base that is far from the protected area requires substantial logistics and monetary support to pay for fuel and salary for over-time / outstation forestry staff.

Fourthly, conservation effort is difficult when there is little 'buy-in' from the local community; to them it makes little sense how protecting a forest can save humankind when their own livelihoods are at stake. Preserving biodiversity becomes a mockery for its superiority over preserving community's livelihood. Trust in external agencies and their conservation effort is compromised unless the local community can see the substitutes for their lost sources of incomes. However, many cases have shown that gradually, locals' trust can be reinstalled when the local people can see that there is a synergy between the conservation and benefits distribution to the local community. However, overtime many agencies have realized that the interface from non-protected to protected forest can be expedited, and conflict between agency and local community can be minimized through community forestry, as evident in BatuPuteh.

Finally, establishing strong and dynamic partnerships with other key stakeholders are essential in moving up CBT along the value chain (Hamzah&Khalifah 2009). Such partnerships will pave the way for CBT to gradually become a mainstream rather than remain a niche tourism product. Partnership is essential in building the capacity of the rural communities which often lack resources, skills and knowledge to adapt to the changing economic landscape. Prior to establishing a partnership, the first impetus towards change should come from the community itself, not from an external organization. This demonstrates that the community is ready to embrace change because learning and capacity building have been proven to take place effectively when the local community is ready. Partners who are willing to commit to the partnership have to be true to the engagement and they have to address the local community's needs and concerns.

Of late, more agencies, public or private are gradually learning and accepting that the approach to develop the rural community has to change. While some policies and systems may be rigid, there is room for innovative partnership that allows flexibility for the benefit of the local community. Stability in partnership is needed in order to create real change and therefore partnership has to be sustainable until the job is completed. In a partnership, emphasis should be placed on promoting sustainable ecological co-existence through engagement with local communities, government, donor agencies, the general public, and industry. In the process, it is imperative to build meaningful and effective partnerships and collaborations that are transformative yet able to balance the needs of all stakeholders. In short, when partnership involves a local community, the wisdom should come from the ground because the local community with their indigenous wisdom can expedite learning. It is more organic compared to stipulating what the community needs to do base on what outsiders viewed as good for them.

CONCLUSION

Any community involved in CBT would have the upper hand to plan, strategize, monitor, and evaluate their CBT programmeif they know and understand the CSF of CBT. Subsequently, they would be better-able to plan and strategize actions to develop the programme at an appropriate juncture throughout the CBT life cycle. In essence this shares several critical success factors that are instrumental in ensuring that a conservation-based CBT project such as MWH is economically successful. The critical success factors for MWH have been modelled by investigating and linking their achievements to either exogenous or endogenous factors. Based on the findings, the critical success factors could be presented in a temporal form, meaning that each factor occurs at a particular stage of the development path of MWH. Motivation to establish a CBT project is paramount because it gets the project going. However, community participation will continue so long the community get what they expected from the project. Where critical factor is concerned, each factor acts as a catalyst or trigger for the next stage of development or evolution. Fig. 4.shows the framework for CSF of CBT project based on MWH experience.

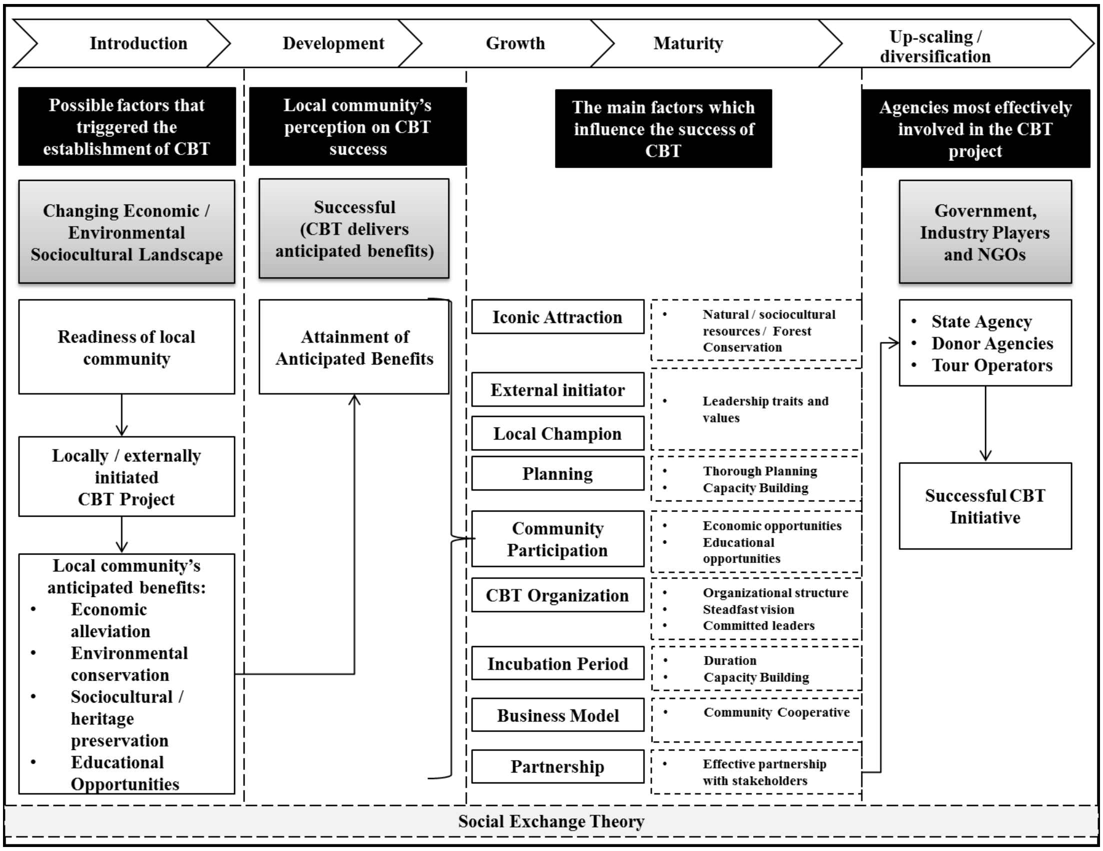

Fig. 4. The framework for CSF of CBT project
Source: Researcher, 2014

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EVALUATION OF TOURISM POTENTIAL IN DOGANKENT DISTRICT IN GIRESUN

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Abstract: Tourism is defined to be the combination of events and relationships resulting from the travels and accommodation for temporary human activities lasting from at least two days to two years with the aims of performing activities like work, recreation, entertainment, experiencing different cultures and living styles and sport. There is absolutely a significant relationship between tourism and natural-cultural source values. Tourism can gain a shape in an area depending largely on natural and cultural source values there.
Turkey has multi-form and colored landscape diversity changing from city to city and region to region due to its natural characteristics like vegetation cover, climate, topography and soil structure and its cultural richness caused by the factors such as traditions and customs, folkloric and settlement features.
Color and form offered by the landscape in Blacksea region change into different colors and forms in East Anatolia and Aegean regions. Such diversity in landscape can offer possibility for also tourism.
In the present study, the district of Doğankent in the province of Giresun located in Blacksea region is evaluated. In the scope of the study, surveys were conducted in study area between 2011 and 2014 and natural and cultural values tried to be evaluated. It was determined according to the field surveys on natural and cultural reserves of Doğankent that the area may offer important opportunities for culture, gastronomy, flora, winter, nature and [3]plateau tourism and should be evaluated for these tourism types.

Key words: Tourism, Doğankent, Giresun, East Blacksea Region, Turkey

INTRODUCTION

Derived from Latin word *tornus,* tourism expresses any type of travels, going around and moving from one location to another. Since travel and sightseeing require some expenses, tourismis an area creating possibilities of employment and bringing foreign currency for countries. Therefore, growth performed in any size in tourism sectordirectly affects national economies. In this respect, a need to diversify touristic activities has been on the agenda in order to increase the attractiveness and sustainability of tourism and its share in inter/national market (Kasalak, 2015).Tourism was defined by United Nations Environment Program (UNEP) in 1963 to be all the events and relationships resulting from the travels and temporary and not income generating accommodationsfor at least 24 hours (Tolungüç 1999).Formation of different cultures at different locations can create points in the world combining culture and geography and developing tourism. The simplest and basic definition of tourism is the travels and accommodations performed for the formation of different cultures, knowing these cultures, recreation and entertainment, sightseeing and seeing and learning different cultures and locations (Emekli, 2006).

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For Turkey, active international (incoming) tourism has been improving since especially 1980s. With the economic program put into effect in 1985, tourism was included in the financially supported and promoted sectors and through the increased amount of investments in the field the sector turned out to be one of the sources contributing greatly to national economy (Çil Yavuz, 2006).
Depending on globalisation as in the other sectors in the world tourism also faced some gradual changes. Some new trends in the world based on demands are history, health, nature, culture and rural tourism. Countries or regions supplying such touristic potentials can achieve socioeconomic development in especially rural through the policies they made depending on touristic demand. Turkey can be counted among such countries since it can offer several alternatives due to its geographical location for history, health, culture and rural tourism (Çeken et al., 2007).
It is known that increasing trend of sought for alternative tourism activities from 1990s all over the world and the challenges for the diversification of tourism types confirmed that Turkey shelters potentials for nearly all tourism types to develop based on natural, historical and cultural attractiveness (Emekli, 2005).Turkey is rich in the existence of historical, cultural and natural beauties. The number of countries is not much where four seasons can be seen in the world. When all the factors are combined, a unique and excellent diversity is created in the country. In such richness and diversity, rural areas are the combination area of cultural and natural beauties (Gökalp and Yazgan, 2013).In the present study, the district of Doğankent in official border of Giresun province in East Blacksea Region of Turkey is evaluated and it was determined according to filed surveys carried out between 2011 and 2014 that natural and cultural resource values the district owns can offer possibility for especially plateau tourism, history and culture, flora, gastronomy, winter, sports and water based tourism activities and some suggestions were proposed for the sustainability of tourism activities in the area.

MATERIAL AND METHOD

Main material of the study dealing with the determination of tourism and recreational potentials of Doğankent (Giresun) district and its close proximity according to landscape planning principles is the district itself (Figure 1).
Total surface area of the district Doğankent, located in official border of Giresun province (40°46′N 38°55′E), is nearly 123 km^2 and its elevation is 190 m.In the scope of the present study, first, natural and cultural landscape inventory of the study area and a database were prepared. After that, distribution of existing tourism destinations, touristic possibilities, infrastructure and related problems were evaluated to determine present tourism potentials of the study area. Method of the study includes the determination of the aim, choosing study area, literature review, data collection, inventorying natural and cultural source values in the area, determination of existent tourism potentials and after all the evaluations, the determination of proposed tourism types.

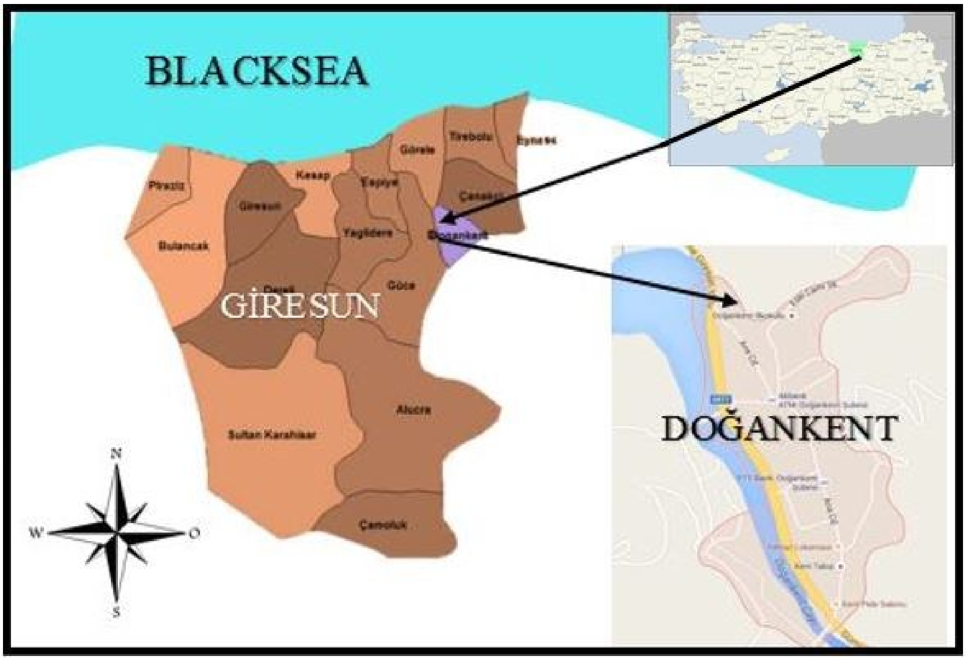

Fig. 1. Study material

FINDINGS

Thissection will mention about the source values and suitable areas existing in the study area for history and culture, gastronomy, winter, nature, plateau and sport tourism, touristic infrastructure and possibilities and the regions declared to be tourism centre.

1. Plateau Tourism

Plateau festivals are held in Doğankent in summer months, which have great contributions to the development of tourism in the area and are evaluated to be the time period and events when people away from their homeland can have opportunity to meet their relatives. A number of people participate in the summer festivals (Table 1).Harmancık Plateau Festival is among such festivals held in summer months with high participation (Figure 1).

Tab. 1. Social activities performed in summer months in the area

Name of the festival	Month	Area
Summer festivals	August	Doğankent
Güvenlik Village Spring Festival	June	Doğankent-Güvende Village
Harmancık Plateau Festival	August	Doğanken Harmancık Plateau

Fig. 1. Harmancık festival

Traditional life style examples from Doğankent plateaus are given in Figure 2.

Fig. 2. Traditional life in Doğankent plateaus

Kayabaşı is the closestplateau to Doğankent and at an elevation of 2000 m. It has the largest plain area among East Blacksea Plateaus and unique beauty. It also attracts attentions with its floristic characteristics (Figure 3) and offers suitable areas for excursions, picnic activities, grass skiing, mountaineering and climbing and shelters steep cliffs, strong and carpet – like turf surface surrounded by rhododendrons, spruce, fir and hornbeam trees.

Fig. 3. Overviews from Kayabaşı plateau

Yaşmaklı–Ağaçbaşı plateau, 25 km south of Doğankent district centre, is at an elevation of 1900 m and used by locals staying there in nearly 200 houses from May to October and occupying small scale livestock breeding. The area is covered with hornbeam tree, redwoods and pine trees (Anonymous 2011).

Dandi Tepealan plateau, 17 km south of Doğankent district centre, breaking point in the old days for locals going up plateaus and now used as picnicand recreation area by people living in Süttaşı neighbourhood (Anonymous 2011).

Bonyurt plateau is hidden in a forest and used by people living in Güvenlik village and Yeni Mahalle neighbourhood. It has borders with several other plateaus and is used by people not only staying in plateau but also living in other areas.

The plateau gets sun early in the morning but in the afternoon it is densely foggy and a summer day may turn into an autumn day. When fog disperses it leaves its place a fascinating beauty(Figure 4).

Fig. 4. Overview from Bonyurt plateau

2. History and culture tourism

The study area full of various types of historical remains and cultural elements belonging to various civilisations attracts attentions for history and culture. The area contributed to Turkish cultural life both in Seljukians and Ottoman and Republic periods.
Fortresses (e.g. those called Dandi, Şadı and Tıngır) located in the border of Doğankent are accepted to be potential source values for history and culture tourism.
In the 1st World War years, the area witnessed the defence of Turkish army and great number of soldiers were killed in the war. In recent years, during the construction of a road, bodies of these soldiers were found and some martyrdoms have been constructed. These martyrdoms (e.g. Akdoğan, Kabaktepe, Abadan Plateau, Turna Hill, Güvende, Masur Plateau, Harşit and Aslancık) are visited by tens of people each year and counted among the important sites for history tourism.
Historical Russian Road with a length of 6 km and paved with stones is 22 km away from Doğankent city centre, at an elevation of 1383 m and a view of north west. It was once used to reach mines and carry the materials to the coast.
Due to geographical conditions, settlement type is dispersed housing. People growing plant and animal have transformed the suitable areas into field to produce plant and basement level of their houses were also used for animal shelter. Animal breeding is only performed limited to meet the need of a family. Since urban people did not disconnect with their relatives in rural / villages, most of the traditions are alive today in cities. Figure 5 represents the samples from traditional life.

		
Traditional village wedding ceremony	Rope weaving	Traditional village kitchen
		
Women carrying woods	Moving to plateau	Weeding meal

Fig. 5. View from traditional life

Traditional clothes for men are typical of Blacksea region involving a kind coat, shirt, pants, black cap, and specially designed boats and some accessories such as belt, knife or gun while for women, under-shirt, shirt, three folded skirt, breast cloth, cloak, a type of pants, belt, cap, head cover, wool socks and leather shoes.

3. Gastronomy Tourism

Nut is grown in Doğankent and used in various types of food. Pastries (salty and seweet) take place in the cusine culture of the area. The most famous dish called “Siron” is made of phyllo dough (thin dough plates). Deserts made of dough (burma and baklava) are also traditionally most consumed. Fried pickled grape and other pickle types, boiled and filled black mustard and corn bread are unique to the area (Figure 6).

		
Siron	Burma dessert and baklava	Fried grape pickle
		
Filled black mustard	Pickle	Corn bread

Fig. 6. Traditional dishes of Doğankent

Cherry and cheese are saved for winter use while some fish can be saved for summer by salting. Beet soup, filled corn, fired cherry pickle, bean pickle and corn bread are among the famous and unique dishes.

4. Winter tourism

Snow depth increase due to the elevation and climate of the area. Some climatic parameters like snowy period and depth of snow cover show the suitability of the area for winter tourism. However, the area has no winter tourism facilities.

5. Water based tourism

Several waterfalls and creeks are present in the area. Water based activities like fish hunting can be performed in creeks. Çatalağaç Waterfall, Erik creek and Doymuş waterfall are among the important water sources. Karagöl at the end of Doymuş waterfall on Harşit creek is suitable for swimming and its surrounding is used for recreation activities.

6. Flora Tourism

The area is very rich in plant diversity by representing the plant cover prevalent in East Blacksea Region. Between the elevations of 800 to 1200 m, tree species take place like oriental spruce (*Picea orientalis*), Scotch pine (*Pinus silvestris*), fir (*Abies nordmannian*), ash (*Fraxinus orientalis*), oak (*Quercus robur*). Above 2000 m, alpine belt species can be seen like *Laurocerasus officinalis*, *Rhododendron sp*, daphnia(*Laurus nobilis*), boxwood (Buxus sempervirens).

Grassy plants mostly seen in plateaus are *Ajuga orientalis, Colchichum* sp., *Anthemis* sp., *Daphne glomerata* Lam., *Primula elatior* L., *Rhondodendron ponticum* L. and *Taraxacum* sp. (Figure 7).

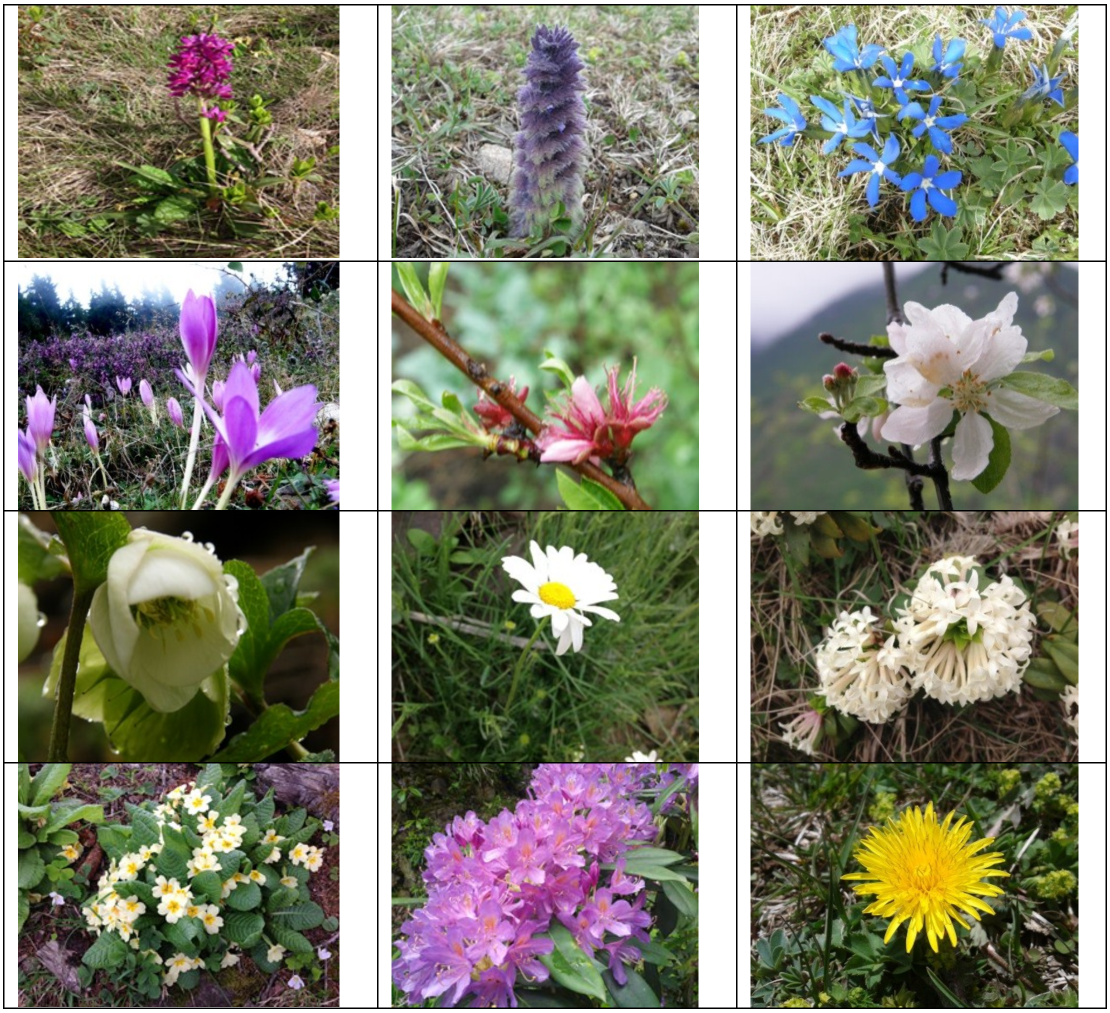

Fig. 7. Some plant species in the area

7. Source values for the sport tourism

Hunting is an indispensable hobby for wild animal diversity, vast hunting areas, long winters and people's interest. Study area, 89% of which is made of mountains and plains offers periodic or permanent hunting possibility.

7.1. Trekking:the area is suitable for people who desire to run away from crowded and noisy urban life and spend a day in nature and share beauties in nature.
7.2. Orienteering: It requires finding direction using a map in a certain tie period. Although it is possible to make this sport under different surface conditions forests are preferred more. Study area is rich in forest area.
7.3. Mountain marathon: This sport type requires walking or running for long in steep land, resistance and finding direction. Study area offers suitable areas for this sport with its topographic features.
7.4. Flatwater motorboat races and other water sports: Such races can be performed on flatwater or slowly running water surfaces, which can be offered by lakes deeper than 80 cm and facing windless weather. Windless, calm, protected bays or slowly moving rivers can be used for this sport. In the area Harşit creek and Kavraz stream meet these criteria.
7.5. Mountaineering: The area offers suitable routes for mountaineering with the roughness beginning from 190 mclimbing up to3320 m.
7.6. Jeep-Safari; the area owns important value sources for jeep-safari with bent, narrow, exciting and steep roads passing through the plateaus.

RESULTS

Existent and proposed tourism potentials were determined in the study as the results of the observations and data evaluated. Doğankent attracts attention with its plateaus. Therefore, plateau tourism is in the first row among the tourism activities in the area. Due to the festivals frequently held in plateaus festival tourismis also forefront.
Historical and cultural diversity and traditional dietary habits present possibilities for history and culture and gastronomy tourism. Cold winter conditions are prevalent in plateaus and temperatures are very low and the number of snowy days is large. These conditions are accepted to be potentials for winter tourism. The area also shelters high biodiversity rate and therefore has potentials for flora tourism, plant, bird and butterfly watching and photo -safari.
For the water based activities the area offers potentials with its natural structure for the sportive activities e.g. hunting fish with line, nature sports, hunting, trekking, orienteering, paragliding, mountain marathon, motorboat races and other water sports, mountaineering, jeep-safari, horse riding in nature and mountain biking.In addition, the area is suitable for camping and caravan tourism and agro- tourism.

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ABSENCE OF RATE PARITY AND ITS CONSEQUENCES IN HOTEL INDUSTRY

Naci Polat[1]

Abstract: Rate parity is one of the most important questions of hotel industry in different countries. It is described as a strategy which offers same rate with same conditions for a certain room category in all sales channels at the same time. In this study, positive and negative characteristics of rate parity will be explored. Before this process, marketing instruments and general characteristics of marketing will be underlined. Especially, price policy has an important position in marketing mix. Price strategies such as high price strategy, low price strategy and market price strategies will be examined where price differentiation has a crucial role. Price policy targets are consisted of financial, volume and customer objectives and rate parity can be found within the rate stability under customer objectives. Shortly, rate stability consists of sum of rate unity, rate transparency and rate parity. Here, the absence of rate parity is questioned and described which is the main discussion topics of hotel industry with qualitative methods. As a result, pros and cons of rate parity will be put in order with the findings of this study and recommendations will be made for the hotel sector. Rate parity will be more understandable for young researchers in order to increase their interest about this special topic.

Key words: Marketing Instruments, Price strategies, Rate parity, Hotels

1. INTRODUCTION

The issue of room pricing over several distribution channels have been discussedfor a long time but it did not become main research topic under the rate parity (Rutherford; O'Fallon 2007). There have been long discussions and legal decisions about rate parity in Europe since online bookings gained important role in the hotel industry. Ever changing environment and decisions makes this study ready for qualitative search. In this study, the position of pricing policy with similiar aspects theoretically will be underlined. After this process, the practical discussions in Europe about rate parity will be introduced and it will be analyzed how rate parity affects hotels and customers. Large companies are mostly active on the web and their size allows them to have technical expertise and financial resources(Rutherford; O'Fallon 2007). Small hotels do not have same advantages and they are mostly unarmed against big companies. It is now possible to understand whether rate parity is a protection wall or barrier for customers and hotel.

2. GENERAL FEATURES OF MARKETING MIX

In 1960, E. Jerome McCarthy introduced marketing mix first time with four Ps classifications. It showed companies how they bring their services to the market. According to Kotler, marketing mix is set of controllable variables that the company can use to influence the customer's feedback. Here, pricing policy as the part of marketing mix will be introduced within traditional and new Ps (Kotler; Bowen;Makens 1996).

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2.1 The traditional 4 P’s and new 3 P’s

The four P’s can be showed as follows (Freyer, 2004):

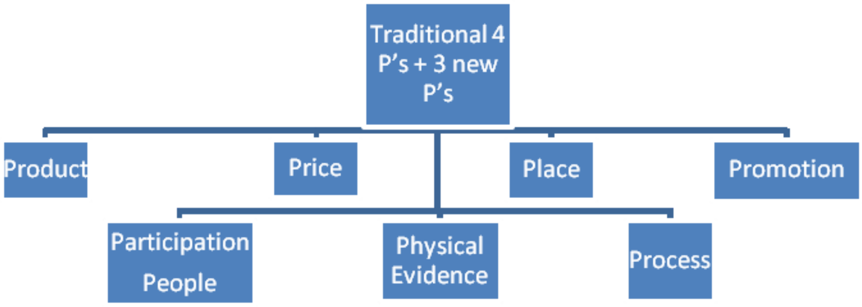

Fig.1. Marketing Mix

3. PRICING POLICY WITHIN MARKETING MIX

Pricing policy is finding the price of selling with the help of marketing targets and strategies. Policies are plans for the future direction of the business. Marketing encourages price in order to influence the market (Halloway 2004).

An isolated price policy is not the part of strategic marketing-mix. As marketing was seen as a pricing instrument, this brought only price competition with destroying effects such as price wars. At mature markets, certain price inflexibility can be observed. In strategic marketing, there is a trend of different instruments such as product, distribution and communication policies.

4. PRICE STRATEGIES

The most important target of price strategy is to position level of price between certain price levels. More or less, all price policies are aiming to find a place in low, middle and high price segments(Kotler; Bowen; Makens 1996):

- High price strategies
- Low price strategies
- Market price strategies

These basis price strategies have more complex structures than it is assumed. These are mostly related to following structures:

- **Cost structures**: These build the basis and lower segment of price strategy.
- **Price of competitors:** This gives possibility for hotels to see at which price level they are finding themselves such as high, middle or low price levels.
- **From the perspective of demand:** It also allows room to move and gives another perspective instead of competitor’s comparison because of internal cost-performance structures.

- **The cost-performance relationship:** It is important to know what is offered for the paid price.

Now it is possible to put different price strategies together.

4.1. High Price Policy

High price policy depends mostly on product quality and exclusivity. Prices are relatively high when it is compared with competitors from the perspective of consumers. It depends on price-performance advantage or creating of customer preferences. There are some competition advantages and monopoly situation which are used as price policy. The most important point is to absorb the monopoly rent. Here are some high price strategies:

4.1.1. Prestige Pricing

High price policy is mostly used on a long term as a reward strategy. It tries to build and keep lonely position at this level. Club Med can be mentioned as an important example. Customers are not sensible about the price and they value very much different product and prestige.

4.1.2. Market-Skimming Pricing

It is as long as possible to have it after getting temporary and necessary consumer earnings. By the time, price will be stabilizing itself at the market level. On the other hand, it is only possible to use high prices as a price policy for a certain period of time with new products or in attempt to get in new markets with the possibility of competitive advantage.

4.2. Low Price Strategy

Low price strategy has lower price level than normal market prices. Low prices help to increase sales volume with high sales and earnings when it's compared with other high level prices. This strategy has its own problems. The success of this strategy is mostly related with price flexibility of demand. If price flexibility is over 1, price cut can bring long term success (Halloway 2004). Here, there is a discussion about the consideration of capacity: More demand can be satisfied with existing or easily created capacities. It is difficult to change to new position if the company is in the position of low-price segment. It could be possible if it is used effective communication (Palma de Mallorca and NUR Touristik)

4.2.1 Market-penetration Pricing

If the company tries to enter a new market, there will be a possibility for low prices with the help of high volume of sales and low prices. After successful market entrance, it is possible to increase prices to the level of market. This is explained as penetration policy

4.2.2 Product-bundle Pricing

Different products are combined with low prices. It desensitizes the customer to the price such as in all-inclusive resorts.

4.2.3 Volume discounts

There are low price offers for buyers who can buy big numbers.

4.2.4 Discounts based on time of purchase

Low price policy can be varied, depending on time or place. Especially, in the high season there is high price policy and in the low season there would be low price policy.

4.2.5 Discriminatory Pricing

It is also called as gender based pricing. Ladies Night would be a good example. The product is served with various prices even if it has same costs for men or women.

4.2.6 Last-Minute Pricing

Empty capacities are sold with low prices at late dates which are very much used by travel industry.

4.2.7 Pyschological Pricing

Prestige, reference prices and prices such as 6.99 or 59.99 are used very effective in order to attract customers.

4.2.8 Promotional Pricing

When low prices are seen and used as long term price strategy, there is a promotional pricing strategy. This kind of companies needs cost and production advantage in the long term. These prices can be given with objective approaches or they are seen at low level from the perspective of customers. NUR Touristik is a good example which has low-cost image but its prices are at the same level of its competitors.

4.3 Market Price Strategy

Price is not used as an active marketing instrument. A sufficient price structuring is also very important strategic and operative measure. This strategy is offering for all markets with wide middle level and there is very little playground for up and down.

5. TARGETS OF PRICE POLICY

It is important to focus on 4 different domestic factors. These factors can focus on finances, capacityand consumers (Halloway 2004).

5.1 Price formation with focus on finances

There are monetary-quantitative targets which are followed by certain price policy such as profit, sales and returns.

5.2 Price formation with focus on capacity

-Increasing of market share with competitors, products, service with high quality
-Increasing the use of scale of the hotel rooms

5.3 Price formation with focus on consumers

Price formation with focus on costumers can be created with rate stability, rate parity, rate unity.

5.3.1 Rate stability

Price stability was not seen as a priority in the hotel industry for a long time (With some budget hotel exceptions). Increasing of internet and other distribution channels raised awareness of many hotels about price stability. Rate stability can be understood as rate unity, rate transparency, rate parity and rate cannibilization.

5.3.1.1 Rate parity

It is described as a strategy which offers same rate with same conditions for a certain room category in all sales channels at the same time. Internet offers customers price transparency and it is an ideal place for price comparison.

5.3.1.2 Rate unity

Customers do not believe that they can find more cheap prices for the same product. Many hotels reach this level of price with the help of internet.

5.3.1.3 Rate transparency

Customer knows best price for the product with the help of internet shopping.

5.3.1.4 Rate cannibilazation

It exists with increasing price transparency without rate parity. Even if customers are ready to pay more, they are mostly attracted to different channels for buying products with lower prices. It causes income loss before the demand arises.

Consequences of Rate Parity Absence in Hotels

Hotel managers started to use to live with rate parity.Thisis written nearly in every contract between hotels and internet reservation systems. But it was unfair that hotels cannot decide alone about their room prices. Since three years, there is juridical tendencyin Europe that the rate parity is prohibited: German Monopoly Agency (Bundeskartellamt) made a decision and prohibited this best-price clause (Taylorwessing 2015). In France, macron law passed in this year. It gives French hotels freedom to decide their own prices on their websites or other booking channels.Turkish Competition Agency has also started investigation about rate parity (booking.com) after the application of Turkish Travel Agencies Association (Türsab 2015).

In the beginning, there was a common sense between hotels and online booking agencies about rate parity. Hotels were ready not to give low prices other than contract partners. This pushed more or less hotels into laziness for being not so effective in sales. Online booking channels became very efficient and powerful with their focused advertisementandbrand development activities. Balance between hotels and online booking channels could not exist anymore. There are positive and negative views about rate parity:

Positive Views:

- There is a transparent and credible price structures for hotel customers.
- Small and family hotels have their own standart rates and they can control them in every booking portal and channel.
- If there is no price parity, there will be price war within the sector. Internet booking channels must develop their business model and adapt themselves changing conditions. HRS-Manager Ragges mentions that there are two different scenarios (Kwidzinski 2012): Firstly, price parity can become the main listing model of portals or secondly portals can buy big amount of contingents from hotels.Two of these scenarios can ruin small hotels and increase their internal costs.
-Rate parity can stop decrease of brand’s price and it gains more importance with alternative bookings in different channels.

Negative Views:

- Rate parity for different targets restricts the price flexibility of hotel managers.
- To have different number of rates without concrete differentiation between products can confuse customers. They can still have no idea what they get for the money that they pay for (Rutherford 2007).
- German Hotel Association was against the rate parity and insist that this would ruin the competition and the hotel market. Der Hotelverband Deutschland, German Hotel Association (IHA) was against HRS (Hotel Reservation System) at this process. Markus Luthe from IHA says that there will be a real competition between portals and there will be big play ground for hotel managers if there is no rate parity (Kwidzzinski 2012).
- If there is no rate parity, there can be more discounts at hotel web pages or there will be certain upgrades for direct bookings.
- Hotels started to loose the control on their own prices.

Alternatives:

There are alternatives for bookings beside hotels and booking channels such as meta-search engines. TripAdvisor (Instant booking) made possible to book thousand hotels on its page. Google’s hotelfindermakes it possible to make reservation with different channels after hotel is found in its web-page. Bookassist is also offering anoher method of solution for hotels. It creats search engine, digital marketing, web design and distribution.

There are alternative online booking portals such as Betandsleep (D) or Priceline.com (USA) as well (AHGZ 2012). At these web pages, customers suggest price of the room and they receive a list of hotels which are ready to accept the price offer. Hotels must not take care of rate parity and they can decrease their prices at that moment without decreasing prices anywhere else. This is an individual process between customer and hotel and the result is not seen anywhere. Hotels can fill their rest capacity and increase their utility. But these bookings cannot be cancelled.

6. CONCLUSION

It is mostly clear that pricing is a very complex marketing instrument and it must be made either customer-based or customer-related. When hotels get to be more independent from booking channels-with or without rate parity-, they have to strengthen their direct sales.

Here are some recommendations:

- Hotels must revalue their websites with special content. Most of thetime, hotel's own web pages are not ideal to get interacted if they are compared with distribution channels web-pages. Hotel web-pages must be designed by professionals in order to reach customers emotionally and personally with fewer procedures.
- Customers are thinking whether it is useful to spend time and energy for searching. Hotels can offer better packages such as up-grade, free-in house services or some promotional codes within their web-page.
- There will be some implications because of different prices such as it gives freedom of selection for customers but it can be also contra-productive if customers are tired of looking more reasonable prices. It would be useful to present very strict number of rooms with certain prices. Some of web pages are offering reasonable prices from all channels. But best prices with extra packages are stayed hidden. Rankings are mostly based on pure prices such as without breakfast or other extras. There must be more transparency within mega booking channels (Holidaycheck.de).
- It is also interesting that some lowest prices are introduced by different channels but with high transaction costs with no concrete price strategy. This must be changed in order to have certain standarts.
- Real hotel evaluations, customer's datas must be collected and evaluated by hotel managers and these have to be used for effective marketing with direct e-mailing or social media campaigns.
- Customer loyalty can be created with different loyalityclub and programmes.
- Different customer segments give different reactions for prices. It is sure that hotel willbe evaluated with different perspectives. Price differences between channels must not be at high level. For that,different segments must be defined and these can be priced within a developed system.
- Hotels compete with each other. Online channels have important influence on this. Hotels can stay competitive in the future if they combine booking channels and their own web pages with a strategic pricing.

- All hotels must develop collaboration for common solutions for rate parity. Hotel chains can loose profits because of rate cuttings and small hotels will not exist because of deadly price competition beside to talk about Airbnb which will be one of the biggest challenges of the hotel industry.

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THE TREATMENT IS WITHIN THE DISEASE: TOURISM PARADOX, TOURISM EQUINOX AND TOURISM DETOX

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Abstract: Having the tourism industry as the only development model for a country with its natural and cultural resources could not only destroy the social life but also the tourism industry itself. Although the equation "more tourists=more tourism income" is so simple, it is not a sustainable approach for the development plans of the destinations. This process leads to overuse of natural and cultural attractions and places pressures on tourism earnings. "Tourism paradox" is the name of this concept. Tourism paradox is the name given to this phenomenon where tourism industry destroys natural and cultural environment that is necessary for tourism activities. The growth of tourism cannot be always considered as having a positive impact for destinations.The balance, which does not change and disturbs the social and economic relations at the destination is called "tourism equinox". New projects and approaches to solve the problems caused by the growth of urban populations and establish healthy sustainable tourism destinations are becoming more important than ever. Tourism detox is a treatment that is intended to remove harmful substances from the destination. Detox is a radical decision and it is not an easy process. Therefore, spatial reorganization and urban regeneration play a crucial role for the marketing of destinations and this transformation action affects all infrastructure facilities, restorations of old buildings, reorganization of historical zones, and revitalizing the architectural style of the destinations. This paper investigates the influence of tourism paradox and equinox on destinations in relation to tourism activities and the protection of natural and cultural resources with the help of tourism detox. It primarily relies on qualitative research to understand the main futures of tourism paradox, equinox and detox taking the negative impacts of tourism into consideration. As research methodology a literature review and the sources of secondary data were used.

Keywords: Tourism Paradox, Tourism Equinox, Tourism Detox, Tourism Development, Sustainability.

TOURISM PARADOX

When looking at the increase of tourism in a destination, it can be said that tourism is a valuable part of the economy.The proposal offered by today's competitive paradigm that higher the number of tourists visiting a destination, the higher will be the income for the destination sounds good at first. Parallel with the increased tourism activities, new buildings, new lifestyles, foreign capital and new socio-economic relationshipsappear rapidly at the destination and replace the traditional ones. The increased number of tourist arrivals gives the appearance of increasing desirability of the destination. However, there will be huge amount of social, cultural, economic and environmental problems faced by the local people as well as tourists at the destination; socially, by disturbing the socio-cultural balance of local communities,culturally commoditization of local cultures and overcrowding ofheritage sites, environmentally increasing carbon footprint, pollution of water resources and destruction of ecosystems, economically prices inflation and land speculation (www.exofoundation.org/the-paradox- of-tourism).

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Having the tourism industry as the only development model for a country with its natural and cultural resources could not only destroy the environment and social life but also the tourism industry itself. Although the equation “more tourists = more tourism income” is so simple, it is not a sustainable approach for the development plans of the destinations.It is obvious that tourism generates beneficial outcomes as much as it produces negative impacts in the conservation of traditional settlements and historical destinations with their natural and cultural resources. Therefore the relationship between culture and tourism has been defined with terms such as: “paradox, contradiction and conflict, dynamic and complex” (Kılıç&Aydogan, 2015).The growth of tourism cannot be always considered as having a positive impact for destinations. Because of the increase of the tourism industry, many historic destinations started to lose their historical identity and suffer from overcrowding (Diekmann&Gillot, 2010).

“The tourism paradox” begins to appear at this stage since the natural and cultural resources that are worth seeing are consumed by the travelers. Tourism paradox is the name given to this phenomenon where tourism industry destroys natural and cultural environment that is necessary for tourism activities. Tourism paradox is also the name of unsustainable tourism. Projects that focus on and emphasize the economic and social benefits should be undertaken in order to protect these values in the end. Besides the economic aspect of conserving cultural and natural heritage it is also very important to protect the destination from the negative effects of tourism.Heritage is not only something that people wish to pass on generation by generation, it is also something that has become increasingly scientific so that preservation and survival is something that is created through a number of principles, processes and practices (Timothy&Boyd, 2003).

Tourism is like fire,it can cook the meal or, burn the house. This famous Asian saying underlines the fact tourism is indeed a double edged sword, and that tourism impacts highly depends how it is being developed, managed and consumed. Attractive landscape sites, such as sandy beaches, lakes, riversides, and mountain tops and slopes, are often transitional zones, characterized by species-rich ecosystems. The threats to and pressures on these ecosystems are often severe because such places are very attractive to both tourists and developers. The ecosystems most threatened with degradation are ecologically fragile areas such as alpine regions, rain forests, wetlands, mangroves, coral reefs and sea grass beds. Increased construction of tourism and recreational facilities has increased the pressure on natural resources and on scenic landscapes. Direct impact on natural resources, both renewable and nonrenewable, in the provision of tourist facilities can be caused by the use of land for accommodation and other infrastructure provision, and the use of building materials. Forests often suffer negative impacts of tourism in the form of deforestation caused by fuel wood collection and land clearing. Often tourism fails to integrate its structures with the natural features and indigenous architecture of the destination. Large, dominating resorts of disparate design can look out of place in any natural environment and may clash with the indigenous structural design. Lack of land-use planning and building regulations in many destinations has facilitated sprawling developments along coastlines, valleys and scenic routes (http://www.gdrc.org/uem/eco-tour/envi/one.html).

TOURISM EQUINOX

Destinations have suffered from uncontrolled tourist development and tourism paradox during the last decades, having as consequence the destruction of natural eco-systems, air and water pollution, the shortage of water, problems of waste disposal, or the transformation of small villages into centers of urbanization. Fortunately tourist's mentalities are changing and the slogan of "non-destructive or sustainable tourism" is becoming important for travelers and for authorities. New positive kinds of holidays are being developed; they deal with the problems of mass tourism, caring for cultural, social, and natural features of the destination (http://www.karl.aegee.org/oem/articles/oe8/t-freedo.htm).

Presenting a balance between the sustainability of cultural and natural heritage and marketing for tourism purposes forms an important aspect of planning and managing cultural and natural heritage sites (Teo&Huang, 1995).Can we protect the destinations from tourism paradox? New projects and approaches to solve this problem and to establish healthy sustainable tourism destinations are becoming more important than ever.The balance, which does not change and disturbs the social and economic relations at the destination is called "tourism equinox". The name "equinox" is derived from the Latin aequus (equal) and nox (night), because around the equinox, night and dayare about equal length.

Tourism has become a significant future of the economy and structure of the destinations around the world and also has played a major role in the transformation and re-development of industrial districts within destinations that have traditionally accommodated commercial activities.

Sustainable tourism has been promoted as a way of moderating the disadvantages of tourism, at the same time as make best use of the benefits in a way that is suitable for the greatest number of people (http://www.karl.aegee.org/oem/articles/oe8/t-freedo.htm). Tourism equinox encourages the development of cultural and rural tourism to sustain local cultures, traditional lifestyles and industries, it seeks to utilize resources and the environment in a sustainable way, and it aims to generate the local economy by providing opportunities for employment and economic development. Also it demands an awareness of the needs of local people, respect and appreciation for culture and the environment and achieves a balance between development and conservation.

One of the best examples of tourism equinox for worldwide is Yamaguchi, located on the periphery of Honshu, the main island of Japan. After the rural areas of Yamaguchi lost 32% of its population, the local people of this destination understand that tourism equinox can be used to bring together a range of activities, products and experiences to useful economic advantage. The Yamaguchi tourism policy aims to satisfy both residents in rural areas, as well as visitors from urban areas (Murayama&Parker, 2012).

According to Hermann Hinterstoisser, Head of the Nature Protection Department, Salzburgerlandthe great variety of beautiful landscapes in Austria offers many different aspects of multifunctionality. The protection and sustainable development of landscapes has to be a joint task for spatial planning, agriculture, forestry, nature conservation and tourism as a whole in order to maintain the diversity of the landscapes.Local communities need to control andself-regulate their tourist industries, and tourism offers the best options in terms of environmental protection and long-term, sustainable economic growth in these communities (Wearing,Wearing&McDonald, 2012). It is expected that domestic and foreign visitors will in the future prefer greener, more serene, and more natural destinations where they can easily find the values stated in the basic principles of sustainable tourism, where they feel healthy, relaxed and securewith tourism equinox.

On the other hand, the growth of rural tourism have to be totally diverging with that of seaside tourism development that, without control could create huge holiday resorts and artificial villages with no identity. Many coastal regions in Portugal, Italy, Greece and particularly in Spain, have suffered this problem, and coast line has been completely destroyed by blocks of apartments and huge hotels, without green or natural areas(Randelli,Romei,Tortora&Tinacci, 2012).For a tourist destination the promotion and the image are fundamental and must be carefully constructed in order to get benefits. Tourism is a form of conspicuous consumption and tourists exhibit their identity and social standing by the destination they choose to visit and the image it presents. The social and economic impact of tourism, and consequently its effect on culture, is enormous in areas of mass tourism (http://www.karl.aegee.org/oem/articles/oe8/t-freedo.htm/). For that reason, tourism equinox try to solve this problem by advocating that the image presented should meet the needs of the local community and express their cultural heritage.

In Mallorca however, in the tourism sector the damage is caused by sheer numbers and by the fact that tourists are notoriously unconscious of their environmental behavior when away from home. Tourism is a consumer industry and it is difficult to impose better environmental standards on a transient population. For a long time Mallorcans have bemoaned the degenerative impact tourism has had on society, language and environment but have been happy to accept the considerable economic benefits. Many commentators advocate an expansion of 'new' tourists at the expense of 'old mass' tourists through a policy of diversification. Highly laudable providing total income from tourism remains constant or rises (Buswell, 2011).The objective is not denying tourists' access to the beaches and enjoy sun and party, but it should be controlled. The quality of the product has to be improved, because more and more tourists are becoming demanding and look for quality and for new experiences, new activities, new ways of enjoying their holidays (Segui, 1995).

Quality tourism is a form of soft tourism. The term soft tourism represents environmental and social compatibility as its priorities. In terms of environmental protection this means the creation of a balance between tourism and natural structures and resources, in other words tourism equinox. Consequently soft tourism is only practicable with a limited number of visitors. The most important measures to ensure a balance between tourism and environment could be a strict regulation of the flow of visitors, a proper signposting of hiking trails and cycle paths, the integration of the native population and an increased offer of guided tours. Soft tourism, agro-tourism and rural tourism arepossible solutions for sustainable form of quality tourism (Kılıç&Aydogan, 2015), and also for tourism equinox at the destinations.

TOURISM DETOX

We have previously analyzed the issue of tourism paradox that was mainly about the negative progress of the tourism industry. The aforementioned tourism paradox affects the tourism destinations, where relations of tourism industry have dominated roles over its unplanned and uncontrolled economic and social structure with unbalanced funds. In tourism urbanization, cities or urban areas are commoditized for the consumers of the tourism industry; and tourists go to tourism cities to consume not only the facilities of the city but also to consume the whole city(Kaya, 2014).

The concept of distortion through tourism followed by spoilage of tourism could be better observed in touristic resorts such as Kuşadası, Alanya and Fethiye in Turkey. It is clearly noticed that the nature, environment, social structure in the province and dominant cultural elements are speedily decreased. Consequently, some destinations that have become favorite resorts with their unique touristic attractions have lost their characteristics, some of them have become extinct and most of them have lost the identity. The people involved in tourism in these regions where the economy of the society is based on tourism, were in search for "more tourists" in order to satisfy their economic profit in a very addictive manner like drug addicts.

Is antisepsis possible? Dialectics are the reality: the treatment is within the disease! Just as in the case of drug addiction, it is possible to be cured from the addiction. Tourism paradox is toxidation of destinations with the negative effects of the tourism industry. The period of tourism paradox can be seen as an opportunity to protect the natural and cultural resources of the destination which is called tourism detox. Detox is a radical decision and it is not an easy process. Tourism detox is not the same as detox tourism, digital detox or unplugging from technology during holidays. Tourism detox is a treatment that is intended to remove harmful elements of tourism development from the destination. Therefore, spatial reorganization and urban regeneration play a crucial role for the marketing of destinations and this transformation action affects all infrastructure facilities, restorations of old buildings, reorganization of historical zones, and revitalizing the architectural style of the destinations. However, the implications and tourism interventions will be different from one destination to another in order to reflect local context and identity such as architecture style, cultural heritage and local lifestyle (Kaya,2014). Similarly, it is also possible for the regions with tourism paradox to disengage from this paradox, yet it is not quite easy as it is expected. Tourism destinations can be disengaged from this paradox to reach to the natural, historical, economic and ancient social positions through consistency in the society and with the help of scientific methods.

Mallorca Island in Spain is maybe the first resort that experienced the tourism paradox. They destroyed the natural environment as well as traditional architecture for the sake of tourism development. However to disengage from tourism paradox they tear down the huge hotels and reconstructed them with respect to nature on the island. Naturally the bed capacity in Mallorca declined. With the growth of the natural environment tourism income on the island has increased. This shows that tourism income has a tendency to increase, ifthe quality of the natural environment is improved.Tourism detox requires decreasing the demand of the number of beds in order to increase the income per bed and to disengage the region from dominant tourism activities.

CONCLUSION

Sustainable tourism should help define cultures, not reinvent them. Tourism frequently means the occupation of free space, the destruction of natural eco-systems, and the re-establishment of everyday life at the chosen destination.This activity is connected with the damage to the environment and to the local population. Many of the problems associated with tourism development arise from the fact that tourism providers are not sensitive to tourism equinox, local pressures and needs. To be successful, sustainable tourism has to rely on the local population and on its participation in development of tourism activity(Lopez&Palomino,2003).

Tourism itself is not an environmentally and socially “negative” activity that should be avoided. The tourism industry is worth developing and investing in and brings about negative impacts which sometimes outweigh its associated positive economic impacts if you do not care for tourism equinox. But the remarks about the negative impacts of tourism are intended to demonstrate and explain the tourism paradox.A sustainable tourism with tourism equinox is the only type of tourism that can offer an authentic countryside lifestyle area, where it is possible to relax and enjoy nature and countryside atmosphere, like in Tuscany, Provence andWachau,without compromising the other local specialization, first of all agriculture.Tourism equinox should be substantiated through policy and legislation and should be primary objective in all decisions regarding tourism. This covers a multitude of areas of study and implementation ranging from, but not limited to, environmental, social, economic and urban development and design.

- In the first place, the best way to start to reconstruction of tourism is to prepare a participative Tourism Development Plan.
- Tourism legislations should be “directive” rather than “compulsory”.
- Common sense should prevail over policy, lessons learned from mistakes of other destinations should direct destination development.
- Most importantly tourism should not be conceptualized as a finite stream of revenue where profit maximization is the logical course of action, but as a renewable resource that requires care and attention in its utilization.
- Based on an understanding that is distinct from mass tourism, a new tourism destination where the cultural and historical heritage is utilized needs to be created through investment, promotion and marketing that is focused on sustainability.
- Activities necessary for strategic planning should be carried out, and the cooperation of public and private sectors should be ensured after determining the applicability of tourism equinox approach.
- Rural tourism must be promoted as a key driver of rural tourism development, and funds must be devoted to supporting the development of rural lodging establishments.
- The awareness of locals and visitors should be raised in order to prevent damage to the historical and cultural environment.
- Local population should be encouraged to participate in the new tourism strategy.
- The carrying capacity of the region should be determined under sustainable principles.
- Local authorities should be informed very clearly that it is not possible to achieve sustainable tourism development without respecting natural environment.
- Local governments, non-governmental organizations, universities and professional organizations should cooperate against adverse environmental effects caused by tourism.
- The success of this tourism approach depends on effective destination management and marketing involving the principles of tourism.

Holiday is no longer a luxury but has become a way of life. The freedom to travel is regarded as an unquestionable right nowadays. According to the theory discussed in this paper, the impact of tourism can be tragic for some tourist areas and even if more and more sustainable policies are being implemented, only the future will show if the damage caused

by tourism can be erased by a new sustainable tourism (Lopez&Palomino,2003) or with the help of tourism detox.
It is very hard to tear down the huge buildings like big hotels. The stakeholders of the tourism industry can be convinced by giving tax deductions and explaining the long term benefits of tourism detox. When succeeded, there will be a more balanced and controlled tourism development which is in harmony with natural and social environment. The best thing to do is to achieve "tourism equinox", then we don't have to worry about "tourism detox".

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IMPACT OF ONLINE TRAVEL AGENCIES ON HOTEL BUSINESS IN BOSNIA AND HERZEGOVINA

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Abstract: New online trends have been changing the global tourism market, making it highly competitive and complex, and therefore hotels are faced with many challenges in doing their business and attracting guests. Online travel agencies (OTA) as intermediaries on the tourism market have a huge impact on operations of hotels worldwide. The aim of this study was to explore the impact of OTAs on hotel business in Bosnia and Herzegovina. An online study was conducted on a sample of 58 hotels (out of 100 planned to be involved) in November 2014. A structured questionnaire based on studies of Caliskan et al. (2013) and Sisko (2013) was used. The results of the study show that the hotels in Bosnia and Herzegovina have adapted to global tourism trends and cooperate with OTAs, especially with Booking.com and Expedia.com. Most hotels simultaneously cooperate with more than one OTA. Although the costs of cooperation with OTAs were considered to be high, they generate most of bookings for the hotels. Therefore, OTAs are recognized as generators of sales and revenues from standard hotel services and creators of their competitive position. At the same time, cooperation with OTAs does not lead to a significant decrease of costs.

Key words: hotels, online travel agencies, Bosnia and Herzegovina

INTRODUCTION

As a trend characterizing the modern society, globalization is reflected in the increasing interdependence and connectedness of all parts of the world. Most authors argue that globalization is a result of the impact of the development of information and communication technologies (ICT) (Sagi, 2004), above all the Internet. Trends of business globalization and internationalization, development of infrastructure and modern technology affect the development of tourism industry.

The development of tourism industry directly affects the increase of opportunities for the business of service enterprises, where hotels have a significant position. Over the past few years, product distribution over the Internet has become one of the fastest-growing distribution methods. Since the introduction of online booking with payment in 1996, when the first online booking and air ticket payment was made, the Internet has introduced a revolution in the tourism distribution system (Gursoy, 2010). Despite hotels' initial hesitation about adopting information technologies, they have made great efforts over the past few years in order to implement electronic distribution in their own distribution systems. This strategy allowed hotels to make use of strengths of the two main directions:

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1. The Internet gave hotels the opportunity to market their services, as well as to advertise online, thus using a cheaper distribution system (Morosan and Jeong, 2007) i
2. The Internet created possiblities for hotels to reduce investment into mass advertising and allowed them to concentrate on the tailored marketing messages.

New trends in online booking are changing the online tourism market and the hotel industry is daily becoming increasingly competitive and complex. New technologies allow users to visit websites of hotels and intermediaries and thus get many benefits, such as: comparison of various destination prices by different criteria, possibility to combine offers, rating services and hotel facilities by guests, etc.

Based on the above-described, and taking into account the theoretical framework of the paper, which clearly points to the increasing significance of online distribution channels in contemporary hotel industry and to the cooperation with online intermediaries, the subject of this research includes the analysis and identification of online travel agencies' contribution to the business and profitability of hotels in Bosnia and Herzegovina.

The paper is structured as follows. First, we analyze the concepts of distribution channels in tourism. Thereupon, we propose and test hypotheses on the correlation between the cooperation of hotels and online travel agencies and their business performance. Finally, we discuss our findings and implications, and give suggestions for future research.

LITERATURE REVIEW

Determining the best approach to product delivery to the market was one of the greatest challenges merchants faced since early days of market establishment (Connolly, 1999). Distribution is part of the marketing function in the organization, which makes products and services accessible and available to consumers and provides a link between supply and demand. Together with the other three components of the marketing communication mix, i.e. product, price and promotion, distribution is a critical aspect of the strategic marketing management, with the general aim of satisfying consumers' needs. Distribution is one of the most important factors and one of the fundamental company activities, which affects the competitive ability of any business.

In tourism, distribution is a link between suppliers, destination and consumers in the market. In tourism organisations, as opposed to manufacturing ones, the focus is on service, as a non-material product. The travel products, as well as packages, are not always marketed by the product producer, and therefore intermediaries play a significant role in the distribution system, since they are a link between suppliers and consumers. Since products in tourism are non-material, consumers buy only expectation, since products cannot be shown to the consumer, and we can thus say that companies market only information. Traditionally, hospitality industry products were distributed through direct sales, as well as through intermediaries such as travel agencies, global distribution system, central booking system, etc. (Gursoy, 2010). However, market trends such as continuous consolidation, globalization together with ICT development created new possibilities for the distribution of hospitality industry products (O´Connor and Frew, 2004). Tourism distribution can be understood at two levels, i.e. as basic and expanded distribution. The basic distribution refers to the intermediary activity, which includes linking buyers to sellers. The expanded distribution, on the other hand, besides the basic intermediary activities, also refers to additional creation of value by intermediaries. Providing value in terms of service, price, availability, information or security is crucial for attracting consumers and their retention (Bigne, 2011). For this reason, we can list the following primary functions of distribution in tourism: information, combination and travel arranging services (Pearce, 2007). Many tourism distribution channels provide information for potential tourists, a group of tourism products and also allow customers to make and pay for bookings (Buhalis i Laws, 2008). Present studies have shown that various attempts have been made to define the concept of tourism distribution channels. Buhalis (2000) defines distribution channels as „any organized and service system, created or used for providing suitable points of sale and/or approach to consumers, far from the place of production and consumption."

RESEARCH HYPOTHESES

The described theoretical framework served as basis for establishing the main aim of the reserach, which is reflected in determining the impact of online travel agencies on the business and profitability of hotels in Bosnia and Herzegovina.
With respect to the main aim of the research, the following hypotheses were defined:

> **H1:** Hotels' cooperation with online travel agencies contributes to a decrease in hotels' costs.
>
> **H2:** Hotels' cooperation with online travel agencies contributes to the improvement in hotels' revenues.

Research methodology

The first step in defining research is determining the target population. Accordingly, it was determined that the research should cover all the hotels in Bosnia and Herzegovina. The empirical research made use of the survey questionnaire which was developed based on the questionnaire for identifying the impact of online travel agencies that provide online booking services on hotels' profitability, by Caliskan (2013) and Šiško (2013). An appropriate sample was used during the research. A sample of 100 hotels was defined.
The questionnaire consisted of 14 questions, grouped in three appropriate groups:

1. Information on hotel's characteristics – size, category, number of rooms (Šiško, 2013);
2. Use of the Internet for distribution and cooperation with online travel agencies by the hotel – own website, questions on the cooperation with OTAs, the most popular OTAs, sources of booking, share of bookings by OTAs in the total bookings in the past year, criteria for the selection of OTA (Šiško, 2013);
3. Impact of cooperation with OTAs on the structure of hotel's costs and revenues, as well as on total effects achieved by hotels through cooperation with OTAs (Caliskan et al., 2013). This group of questions actually includes research questions of this paper that should be checked and tested.

The questionnaire was mostly conceived based on close-end questions, where the respondents chose one of the offered responses that best suits their actual view. The questionnaire mostly included ordinal (Likert) scales.
By means of the drive.google.com application, an online questionnaire was created and sent to the collected e-mail addresses of hotels. In order to collect hotels' e-mail addresses, names of towns were entered in the Internet search engine Google.com and the word 'hotels' next to the name of the town (e. g. Sarajevo; hotels). Search results mostly included the hotels' websites, where it was possible to find their e-mail address and contact data.

In this way, the planned 100 different hotels' e-mail addresses were collected. Online questionnaires were sent to the collected e-mail addresses. The final results of the sent questionnaires included 58 usable questionnaires, which is the return rate of 58%. As an explanation of why the return rate is not higher, it can be said that the return rate is generally lower in case of online surveys than in other ways of collecting data.
The structure of sample by the number of rooms, number of beds and category is presented below.

Tab. 1: Number of rooms in hotels

Number of rooms in hotel	**Respondents**	
	No.	%
from 10 to 59 rooms	31	53,4
from 60 to 99 rooms	16	27,6
from 100 to 139 rooms	1	1,7
from 140 to 179 rooms	3	5,2
from 180 to 209 rooms	3	5,2
210 and more rooms	4	6,9
TOTAL	**58**	**100**

Tab. 2: Hotel size by the number of beds

Hotel size	**Respondents**	
	No.	%
Up to 100 beds	25	43,1
Up to 300 beds	27	46,6
Up to 400 beds	6	10,3
TOTAL	**58**	**100**

Tab. 3: Hotel category based on the number of stars

Hotel category	**Respondents**	
	No.	%
1 star	0	0
2 stars	2	3,4
3 stars	27	46,6
4 stars	27	46,6
5 stars	2	3,4
TOTAL	**58**	**100**

Out of the 58 collected responses, 55 hotels replied that they cooperate with online travel agencies, while three responded that they do not. Respondents who do not cooperate with OTAs are included only in the analysis of research sample, while they are excluded from further analyses.

Results and Discussion

In order to test the asked research questions, the hypotheses on the impact of cooperation with OTAs on the structure of costs and revenues, and on the total effects achieved by hotels were tested using the descriptive analysis.

H1: Hotels' cooperation with online travel agencies contributes to the decrease in hotels' costs.
The text below analyzes responses relating to the research question: „*Impact of hotels' cooperation with online travel agencies on the decrease in costs*?" To this purpose, a scale was constructed that consisted of four questions where hotel managers were supposed to give their opinions on the level of agreement with the offered statements relating to the decrease in costs due to their cooperation with OTAs, with the help of Likert scale consisting of five levels of agreement.

Results of respondents' estimates about the OTAs impact on the structure of hotels' costs revealed that most respondents believe that their hotels have not yet experienced significant effects of decreasing their business costs as a result of work with online travel agencies. This is proven by the data that the average rating of the agreement with the statement that costs per room decreased amounted to 2.05, that labor costs decreased amunted to 1.98, and that costs of personnel training decreased was 2.00. The average rating of the agreement with the statement that advertising costs in the hotel decreased amounted to 2.16.

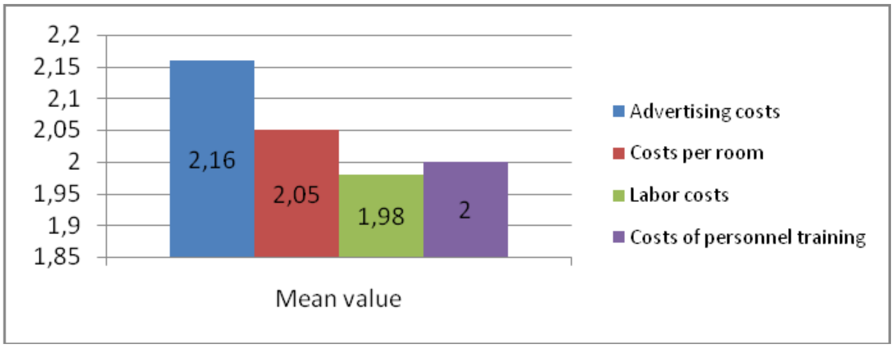

Fig. 1. Mean value of the response to question about the effect of OTAs on the structure of hotel costs

Based on the above shown, we can claim that the first hypothesis was not supported by the research, i.e. that cooperation with OTAs does not contribute to decrease in costs. It is interesting to note that the highest rating pertains to the decrease in advertising costs, which indeed is the service that hotels get from OTAs. In other words, we can claim that the total costs do not decrease significantly, but that advertising costs certainly decrease to an extent.

H2: Hotels' cooperation with online travel agencies contributes to the improvement in hotels' revenues.

The text below analyzes responses relating to the research question: „*Impact of hotels' cooperation with online travel agencies on improvements in revenues?*“ To this purpose as well, a scale was constructed consisting of five questions, where managers were supposed to provide the level of their agreement with offered statements pertaining to the increase in revenues due to their cooperation with OTAs, with the help of Likert scale consisting of five levels of agreement.

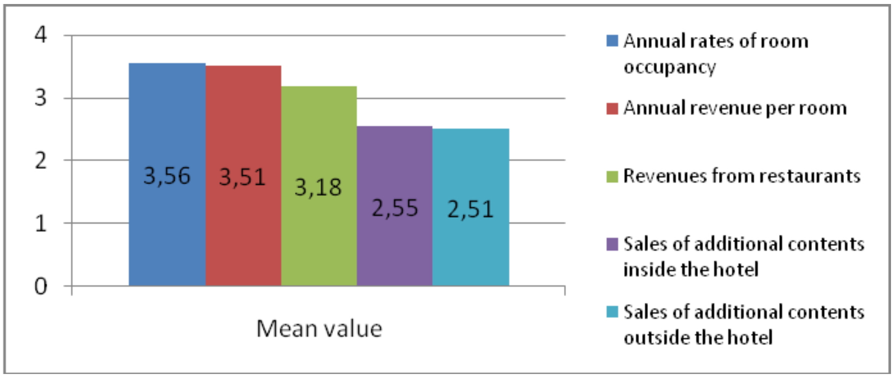

Fig. 2. Mean value of responses to the question about the impact of OTAs on improvement of revenues

Results of respondents' estimates in the context of OTAs' impact on the structure of hotels' revenues revealed that most respondents believe that the contribution of work with OTAs is reflected in the achieved increase in revenues from the sales of rooms. Other sources of revenue, such as restaurant services and additional hotel contents are not necessarily related to hotels' partnership with OTAs. This is proven by the data that the average rating of agreement with the statement that the annual revenue per room increased amounted to 3.51, while the average rating of agreement with the statement that annual rates of room occupancy increased amounted to 3.56.
On the other hand, with respect to revenues from restaurants and additional hotel contents inside and outside of the hotel, the average rating of agreement with the statement that revenues gained by restaurants amounted to 3.18, while average ratings of agreement with the statement that revenues from sales of additional hotel contents outside the hotel and revenues from sales of additional hotel contents inside the hotel increased amounted to 2.51 and 2.55 respectively.
Based on the above we can conclude that hotels' total revenues increase due to hotels' cooperation with OTAs, which in turn supports the second hypothesis, that hotels' cooperation with OTAs contributes to the improvement of hotels' revenues.

CONCLUSION

This research, which has the character of exploratory research, established that hotels' cooperation with online travel agencies does not conrtibute to the overall decrease in costs, but does contribute to the increase in total revenues. Online environment related to travel services creates possibilities for new players as intermediaries. Customers, hotels, as well as intermediaries can gain many benefits from this fruitful environment. The effect that OTAs achieved with their network makes them a good channel for consumers to buy travel products at a single central point. Besides, through cooperation with OTAs hotels achieve greater competitiveness and advantage related to reaching a larger consumer base and creating greater visibility in this environment.

It should be noted that there are not sufficient studies on this topic in Bosnia and Herzegovina, and it can be expected that this paper will open the door for further research and motivate other researchers to contribute to the development of relations between OTAs and hotels in Bosnia and Herzegovina. As a recommendation for further research, one can mention research into the dynamism of link between these subjects on the continuous basis, so that the win-win scenario between them could be developed in the future.

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INVESTIGATION OF ALTRUISTIC VALUE PERCEPTION OF TOURISTS THAT IMPACT ON THE PRO - ENVIRONMENT BEHAVIOR

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Abstract: Environmental protection and efficient use of environmental resources is made possible by the efforts of state or other institutions to show.But take it to individual and connect to the efforts of people living in the community is also important that they show an individual.Especially environmental protection service industry in the tourism sector, which is of particular importance.One the one hand while taking advantage of the holiday in nature green act must take care to protect the environment for other generations.Altruistic values (altruism) should have to exhibit the behavior of individuals to be effective in protecting the environment were examined in this study.Pro-environmental behavior was observed that the positive effects of altruistic values. As well as to active movement within environmental behavior and have exhibited their low trend in terms of research participants take part in any organizations support. More effort is spent on an individual basis.

Key words: Altruism, Green Consumer Behaviour, Green Activistic Behaviour, Green Citizenship Behaviour,Pro- Environmental Behavior**,** Tourism

INTRODUCTİON

Tourism (especially natural-based tourism) highly depends on environment. Tourism is particularly sensitive to environmental quality. The degradation of environmental quality of a destination (e.g. air and water pollution, environmental noise, vegetation loss and wildlife displacement) will reduce its attractiveness and competitiveness compared with other destinations, and will negatively affect its further development of tourism (Lee, Jan, & Yang, 2013). In other words, the environment is often regarded as the major pull factor of tourist movements, contributing to the desirability and attractiveness of a tourist destination, and it is an indispensable asset to the tourism industry (Lim & McAleer, 2005).

Protect the environment and while consumed environmental resources, which is a very important issue to think about the need for these resources in the future. In particular, the increased world population and industrialization impact on environmental pollution also this rates are increasing day by day. Institutions and organizations for the protection of the environment is a great responsibility. But it is very important for the individual to demonstrate pro-environmental behavior as to pave the way for the widespread adoption of such a culture in society. Values influence environmental behavior indirectly, via behavior-specific beliefs, attitudes, and norms. Values may also affect the extent to which people are aware of environmental problemsassociated with their behavior (i.e., awareness of consequences). Awareness of consequenceswill increase if important environmental values are threatened, and people may adjust theirbehavior in accordance to reduce this threat.

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Many researchers (e.g., Rice, 2006; Schwartz, 1994) have examined value system in an effort to explain pro-environmental behavior. Post-materialist values typically are held by more affluent citizens who have fewer worries about the basic materials of life; they tend to be concerned with “higher-level” goals and actions such as self-improvement, personal freedom, and providing direct input to government. Among students, holding moral principles is a better predictor of environmental actions, whereas among community residents, tangible possessions (such as material economic rewards) are better predictors of environmental actions (Axelrod & Lehman, 1993).

The aim of this study was determine whether the tourists have altruistic values and they show pro-environmental behavior. The main question of the study, determine the tourists who have altruistic perception of value the impact on the pro- environment behavior. In addition the study has sub-objectives that pro- environmental behavior whether changed according to demographics features of tourists.

ALTUIRISTIC VALUE

Relationships between values, behavior-specific beliefs, and environmental behavior have been studied extensively in social and environmental psychology (Corraliza & Berenguer, 2000; García, et al., 2003). A large number of studies concerning values in environmental research are based on Schwartz’s Value Theory (1992). Schwartz(1992) defines value as “a desirable trans-situational goal varying in importance, which serves as a guiding principle in the life of a person or other social entity” . Values not only represent a society's most central cultural features (Hofstede, 2001; Schwartz, 2004) but are also fundamental factors influencing individuals' attitudes, beliefs, worldviews, norms and behaviors. The two most widely used value constructs to predict pro-environmental behaviors may be Schultz's value scale(1998) and Stern's value scale. Stern's scale has three dimensions: social-altruistic value, egoistic value and biospheric value. altruistic values prescribe that adverse consequences are likely to occur to others and that an individual can, by the appropriate action, prevent or ameliorate those consequences (Stern & Dietz, 1994) Some studies about pro-social behavior have not supported a distinction between biospheric and altruistic values; But Han(2015) cites that is generally believed to be effective to differentiate altruistic from biospheric value orientations (De Groot & Steg, 2007; Klockner, 2013). Since the ecological problems are more visible in recent years, a separate biospheric value is emerging and considered to be a critical aspect of value in explicating one's pro-environmental decision-making process and behavior. Altruistic value in that altruistic behaviors are based on the perceived benefits and costs to others. Altruistic values are exhibited when someone makes an environmental decision based on the benefits/costs to others, as opposed to oneself, whether the decision involves the society. (Lee at al., 2014).

Based on prior research, we explore the role of altruistic value in predicting pro-environmental behavior. We assume people with altruistic orientation care about other people and species and, therefore, they are more likely to engage in activities that will help protect or preserve the environment than those with less altruistic orientation (Schultz et al., 2005). Thus, we anticipate a positive relationship between altruistic value orientation and the pro environmental behavior.

PRO – ENVIRONMENTAL BEHAVİOR

Many studies on environmental behavior have been conducted without carefully defining environmental behavior. Often environmental behavior is assumed to be an undifferentiated class of behaviors (Stern, 2000). By doing so, it is implicitly assumed that various types of environmental behavior are dependent on similar factors, which is not always the case (Stern et al).

In using the term pro-environmental behaviour, we are not implying that the behaviour has a positive benefit on the environment, but rather that it has less of a negative impact than an alternative behaviour. We question whether such measures are meaningful given the likely heterogeneity between behavioural dimensions of the extent to which an individual's behaviour tends to be proenvironmental. We evaluate whether a simple sum of behavioural indicators from multiple dimensions provides a good summary measure of the extent to which a person tends to act in an pro- environmental way. We do this by comparing it to an empirically-derived weighted sum with respect to an internal validity criterion. Furthermore, we assess the extent to which such measures explain the overall variability in behaviour across a range of relevant behaviours. The solutions about environmental issues have been producing and increasing day by day (Çabuk et al, 2003; 41). Formerly, environmentalism means protection of nature and natural life, nowadays; it means a range of activities which is supported wide masses and including more fields and meaning (Baydaş, et al, 2000;468).

Pro environmental behavior is such behavior which is generally (or according to knowledge of environmental science) judged in the context of the considered society as a protective way of environmental behavior or a tribute to the healthy environment. Environmentally protective option is to write a letter by handwriting instead of using a computer, a tribute to the healthy environment is e.g. a disposal of illegal dumping .The following terms can be used as equivalents for pro environmental behavior "environment-protective behavior" , "environment-preserving behavior", "environmentally responsible behavior"(Kaiser et al., 1999). To be exact, people are likely to become engaged in pro-environmental behaviors to the extent that environmental problems have threatened various objects they value, and they are aware of the harmful impacts (Stern and Dietsz, 1994).

Term "green" is typically used interchangeably with pro-environmental. However, because of differences in definitions of environment, the term is necessarily imprecise. We use term "green" simply to indicate concern with physical environment (air, water, land) (Schrum,1995). Green purchasing is to prefer purchasing green product to others (Schrum, 1995). In general, green product is known as an ecological product or eco-friendly product. It is defined green product as the product that will not pollute the earth or deplore natural resources, and can be recycled or conserved. It is a product that has more environmentally sound content or packaging in reducing the environmental impact. In other words, green product refers to product that incorporates the strategies in recycling or with recycled content, reduced packaging or using less toxic materials to reduce the impact on the natural environment (Chen & Choi, 2010)

Autio & Heinonen (2004, 138) added ethic term in green purchasing literature and stated firstly, consciousness of environmental problems and social injustice, and secondly, a degree of self-discipline and desire for knowledge. Thirdly, the consumer must believe that an individual person can make a difference in the struggle against environmental degradation through private consumption habits. Responsible consumers, who aim at

lowering their level of personal consumption or even buying fairtrade products, need information to play an active role as consumers.
Unlike green purchase behavior which is limited to purchase of a green product, good citizenship behavior is viewed in this study as a non-purchase-related activity to have a positive impact on the environment. Examples may include participation in recycling and taking part in a community clean-up drive. Good citizenship behavior seems to have a more direct effect on the preservation or protection of the environment than green purchase behavior because the effect of green purchase is not usually materialized through the purchaser but through the business processes and practices employed by manufacturers and their suppliers. One of the discerning characteristics that separate green purchase behavior from good citizenship behavior may be their underlying motives. While purchasing of a green product may be motivated by both personal (e.g., purchasing and consuming organic produce for personal health) and public reasons (e.g., purchasing an eco-friendly product in order to support the pro- environmental business), the motive for engaging in good citizenship behavior is usually rooted in the public reasons. For example, making efforts to avoid using aerosol spray cans can be costly to the person due to the inconvenience associated with search and purchase of an alternative.
A person engaging in this behavior bases his decision on the potential benefits for the environment and the society. Thus, we view good citizenship behavior as a purer and more active form of pro-environmental behavior than green purchase behavior because it requires some extent of personal cost or sacrifice and has a more direct effect on environmental protection or preservation (Lee et al, 2014).
The final dimension of pro-environmental behavior is environmental activist behavior. Environmental activism has been defined as a function of specific behaviors. Examples of activists' behaviors include the following: being part of environmentalist movement (Herrera,1992; Walsh& Warland, 1983);taking action on a particular environmental problem or conservation issue; identifying strongly with a social group; signing a petition or donation Money to a group; being committed to solve environmental problems; being an active member of an environmental organisations (Edwards &Oskamp,1992). In majority of cases, environmental activism is defined as function of associations of an environmental organization (Segun et al, 1998).
Activists have a number of tactical weapons in their arsenal. Some tactics, such as civil suits, may impose a direct financial obligation on the firm if successful, not to mention the time and effort necessary defending oneself in court. Others, like protests, boycotts, and letter writing campaigns may impact consumers' willingness to pay for firm products and services and impact stock market valuations of the firm (Pruitt & Friedman, 1986)
Because environmental activist behavior is concerned with actions that are aimed at making changes at the institutional level through political process, rather than at the individual level, we view this as the most collective form of behavioral solutions to the environmental problems. We believe all these three types of pro-environmental behavior have a common effect, that is, to have a positive influence on the environment. While these three types of behavior may be related to each other, and thus, discerning one from the others may be challenging, we believe that an attempt to categorize the behaviors and examine their antecedents will be helpful for advancing our knowledge in this field (Lee et al, 2014).

PURPOSE AND IMPORTANCE OF STUDY

The altruistic value perception of the main objectives of the research was to determine the impact of tourists on pro-environmental behavior. First of all, they have been investigated as a priority to pro-environmental behavior altruistic values and perceptions of those surveyed and after altruistic perception of value has been determined that affect pro-environmental behavior. Also studied the diversity of environmental behavior in terms of demographic characteristics. Environmental protection and efficient use of environmental resources will be faced in the coming years are very important for the prevention of severe environmental damage. State government and individuals will have to treat sensitive for protect the environment. In this study, the environmental behavior of altruistic values were based on the assumption of a positive impact.Emphasizing the importance of altruistic values and perceptions of individuals concerted effort to be placed in the family and school either this perception is emphasized.

METHOD

Tourists altruistic value perception of pro-environmental behavior conducted this study to determine the impact of quantitative research methods were used in survey techniques. Düzce of Akçakoca district were collected by 110 tourists who visited easily from the sampling method. There are eight questions on the scale that measures the value of altruistic.These questions are taken from a study conducted by Stem and others(1994). 13 questions that measure pro- environmental behavior is taken from a study conducted in 2014 by Lee.Question 8 has also been added to determine the demographic characteristics of survey participants.The reliability and validity of the scale was examined by three academics.It conducted a pilot study on 30 people after application.It made the final analysis the scale reliability coefficient alpha's pro- environmental behavior 81%, while the altruistic values were 91%.basic statistics analyzed by SPSS 18 program in order to identify research questions after this analysis was conducted.

FINDINGS

Demographic Characteristics of Participants

Demographic characteristics of the respondents in the survey are as follows. 38% are over the age of 35, 61% were married, 68% were male, 86% is composed of graduate and post-graduate degree. 62% have get over 2000 TL 60% work in public and 30% work in the private sector, 10% are unemployed. The majority live in cities and the most common leisure travels weekly then as they do daily.

The Altruistic Value Perceptions of Participants Research

There are eight questions, prepared to measure the altruistic values. The responses of those surveyed are as follows. Does not matter a farthing, It's not important, Neither important nor unimportant, Important, Very important

Tab. 1. Altruism Value

Altruistic Value Variables	Does not matter a farthing	It's not important	Neither important nor unimportant	Important	Very important	Mean
Adaptation to the environment (people, buildings, production, consumption, etc.)						
Environmental protection						
Prevention of environmental pollution						
Respect the Earth (pollution, conservation, save, development, etc.)						
World peace						
Social justice (in the standard of living of the different segments of society, the balance of income subject)						
Helpfulness						
Equality (equal sharing of resources, equal responsibility to protect, etc.)						

Research shows that the respondents have altruistic value perception in general. The highest trend is that world peace is very important. This charity is pursuing helpfulness,social justice and environmental protection.

Environmentally Behavior Trends of Participants

Pro-environmental behavior consists of green consumer behaviour,green activistic behaviour, green citizenship behaviour. General trends for these variables is as follows.

Tab. 2. Pro-Environmental Behavior

Environmentally Behavior Variable(3.74)	Mean
Green Consumer Behaviour	3.90
Green Activistic Behaviour	3.13
Green Citizenship Behaviour	4.17

Study participants exhibit po-environmental behavior. tendency to become responsible citizens is highest. The lowest average size is about the act of actively.

Altruistic Value Impact on Pro- Environmental Behavior

The following table related regression, about altruistic values of tourists impact on pro-environmental behavior

Tab. 3. Effect of Altruism on Pro-Environmentally Behavior

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,137	,521		,264	,792
	Altruism	,780	,112	,556	6,946	,000
a. Dependent Variable: environmental friendly behavior						
R ,556[a], R Square,309, F:48,241,						

According to regression analysis altruistic values affects demonstrate environmental behavior (P = 000 <.05).This was the main question of the research and it turned out as expected.The value of this altruistic effect is positive.These results demonstrated the need to focus on the altruistic value which placed society.

RESULT AND DISCUSSION

Conducted to examine the effect of the tourists perception of altruistic values in pro-environmental behavior over altruistic values to act according to the results of this study are a positive influence on environmentalists. To create environmental awareness in the community to that effect and should contribute to the preservation of environmental resources. Protection of environmental resources consumed or damaged every day for various reasons is a major issue. Pro- environmental behavior, which is a multi-disciplinary subjects in this study were examined individually. tourists altruistic values and perceptions of trends in environmental behavior were examined. those surveyed were higher perception of altruistic values and behaviors it has been shown to exhibit green.

To compare these results with literature or common belief the following studies results are to be presented. Cameron, Brown & Chapman (1998) concluded that altruistic value orientation may lead to differences in environmental behaviors, primarily because of differences in perceptions of the personal costs incurred from engaging in these behaviors. This result is similar to (Garling et al, 2003) concluded that altruistic consequences were more and egoistic consequences less salient. However, according to Joireman et al ' study results (2001): egoistic expressed stronger pro-environmental intentions and stronger belief in the social consequences of environmental conditions.

Environmental behavior showed actively involved in an organization or an organization supporting the trends are lower. namely in terms of showing unity as individual attention on environmental protection of research participants are showing positive behavior. exhibit altruistic behavior trends indicate any difference in terms of gender differences in terms of demographic characteristics. women tend to have more green behavior than men. As a result of this work should be related both to individuals and organizations in the community who are advised to work to protect the environment. And also made a small resort in the area that has less environmental pollution in this study is recommended for areas that have more environmental pollution. by region and thus preferred environmentalists determined that the differences in altruistic behavior. also advised to research will take place in the cultural factors that affect pro- environmental behavior, the researchers will be working in this field.

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SESSION: SUSTAINABLE TOURISM, TOURISM PLANNING AND REGIONAL DEVELOPMENT

A RESEARCH UPON THE SUSTAINABLE NATURE-BASED TOURISM: CASE OF WESTERN BLACK SEA REGION OF TURKEY

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Abstract: Natural and cultural assets are among the most important resources that generate the tourism supply. Tourism trends are changing rapidly from mass tourism to alternative tourism and in recent years there have been significant initiatives concerning sustainable and environmentally sensitive tourism in Turkey. The Western Black Sea Region has a great potential for nature-based tourism with its biodiversity, unspoiled nature, lakes, waterfalls, National Parks and Protected Areas. National Parks, Nature Parks, Natural Areas are under the responsibility of the Ministry of Water Affairs and Forestry in Turkey. Many types of tourism and activities such as ecotourism, nature tourism, hunting, trekking are carried out under the control of the General Directorate of Nature Conservation and National Parks.The aim of this study is to evaluate the strategy of General Directorate of Nature Conservation and National Parks for sustainable nature-based tourism and to reveal sustainable nature-based tourism strategy for the Western Black Sea Region. For this purpose, "Master Plan of Nature-Based Tourism of Sinop " examined by document analysis method which was prepared by 10th Regional Directorate for the Province of Sinop. And also In-depth interviews conducted with the 10.th Regional Director of Forestry about their activities and strategies about sustaniable nature-based tourism. Findings show that Forestry has many activities and practices sush as “Enhancing Forest Protected Areas Management System”,and “Disabled-Friendly Accessible National Park Project”.

Keywords: Sustainable tourism, Nature-based tourism, General Directorate of Nature Conservation and National Parks, Western Black Sea Region,

INTRODUCTION

Tourism has been expanding and diversifying so fast that it becomes one of the largest and fastest growing economic sectors in the world over the past six decades. According to United Nations World Tourism Organization, with over 1.1 billion tourists taking an international trip every year, tourism continues to be an unstoppable force and a key driver of the global economic recovery. Yet tourism´s record growth is not merely absolute numbers. Tourism´s continued progress and expansion represents an effective solution for many of the world´s greatest challenges. Indeed, few sectors are as strategically positioned as tourism to contribute decisively to job creation, poverty alleviation, environmental protection (UNWTO, 2015: 2). Many new destinations are introduced to get more share from tourism benefits that are challenging the traditional tourism destinations of Europe and North America (UNWTO 2012:2). As tourism industry develops implementation of sustainable tourism principles has become increasingly important for tourism businesses, tourists and local communities (Bride et al., 2010; Curto, 2006; Gursoy and Rutherford, 2004).

Especially after the Second World War, tourism industry developed in the form of mass tourism and this has led to several negative impact on the natural and cultural environment.

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Negative factors can lead to the deterioration of the environment and resulting to lose of the attractiveness of the region.Negative affects caused by the mass tourism on the environment, changing expectations of tourists and number of different tourism seeking and wanting to have high levels of interaction with nature (Kerr, 1991: 248) . Since the beginning of humanity people intertwined with nature.Today's urban people tends to move away from a variety of adverse effects such as traffic, pollution, noise, nature and natural longing. These trends has revealed the use of sustainable tourism concepts, such as agro-tourism, alternative tourism, ecotourism, soft tourism, slow tourism, rural tourism etc.

Turkey has several unique opportunities for different types of tourism compiled under the category of alternative tourism however, it is yet hard to say that this potential is used in a rational manner. In order to wiser use of natural, cultural, historical and geographical assets that Turkey has, some strategic plan made bygovernment.In Tourism Strategy of Turkey-2023 (Culture and Tourism Ministry,2007) instead of the mass concentration of the Mediterranean and Agean Coastal areas its aimed to the tourism spread to the whole year and to all regions by diversifying tourism activities. Additionally in Turkey Tourism 2023 Strategy Action Plan 2007-2013 (2007), sustainable tourism is referred as one of the tourism development principles. As it is pointed out in the tourism vision of Turkey, defined by Turkish Ministry of Culture and Tourism, tourism sector should be handled as one of the leading sectors which contribute to regional development. Therefore, in this Action Plan various tourism development corridors designated in relation to the features of regions with the purpose of differentiating tourism development potentials, so that; maximization of tourism benefits will be maintained through attracting different tourist profiles. Western Black Sea Region declared as ecotourism oriented zone.

Forests and other natural areas are among the most popular ecotourism destination. Therefore it is important to adopt a sustaniable development approach in the management of natural areas. The Western Black Sea Region has a great potential for nature-based tourism with its biodiversity, unspoiled nature, lakes, waterfalls, National Parks and Protected Areas. National Parks, Nature Parks, Natural Areas are under the responsibility of the Ministry of Water Affairs and Forestry in Turkey.And the Black Sea region where forest vegetation has a very important place in Turkey with biodiversity and natural protected areas. A wide variety of tourism activities in natural areas located in Western Black Sea Region being performed and maintenance of these areas, in order to protect nature conservation and national parks are maintained by the regional offices. The aim of this study is to examine the sustainable nature conservation and national parks for nature tourism district directorate of operations.

SUSTANIABLE NATURE-BASED TOURISM

In the 1970s and 1980s, environmental issues (e.g., air and water pollution and endangered species) sparked public concern and government intervention in the United States and Europe (Ceron & Dubois, 2003; Choi & Sirakaya, 2005; Huayhuaca, Cottrell, Raadik, & Gradl, 2010; Liu, 2003)During this same period, sustainability discussions attempted to provide solutions to the most pressing environmental issues (Butler, 1999; Liu, 2003). Although consensus on the definition of sustainability had not yet been reached (Valentin & Spangenberg, 2000), the Brundtland Report asserted that sustainable development "meets the needs of present generations without compromising the ability of future generations to meet their own needs" (World Commission on Environment and Development, 1987, Conclusion section, para. 1). The 1992 Earth Summit in Rio de

Janeiro, Brazil expanded on this definition by creating principles for sustainable development (Cottrell, van der Duim, Ankersmid, & Kelder, 2004) that operationalize the concept of sustainability and its application to development. With human societies moving into the 21st century, sustainability and sustainable development have become increasingly important, and the concept of sustainable development has been widely used as an organizing framework in political agendas (Dymond, 1997; Cottrell, Vaske & Roemer, 2013).).

As the tourism industry continues to grow, applying sustainable development principles becomes increasingly important for tourism stakeholders (Brida et al., 2010; Curto, 2006; Gursoy &Rutherford, 2004). Over the last few decades, expansive and uncontrolled tourism development is accompanied by manyundesirable environmental, social and cultural implications that impose the need for tourism to be under the concept of sustainable development. Sustainability of tourism development depends on environmental opportunities to ensure a stable and lasting basis.

Conventional mass tourism, which is the most common form of tourism development, has generally accepted as an unsustainable form of tourism because of it is being opposite to sustainable development principles and objectives. Therefore, the concerns about tourism development have risen up. The need of approaching tourism in sustainable development context has become one of the main concerns of tourism theorists and practitioners since 1990s'. As Hunter (1997) indicated, the paradigm of conventional tourism development has substantially shifted to a new way of development, which is, namely, sustainable tourism development.

The first definition of sustainable tourism has been declared by the United Nation World Tourism Organization in 1996: "tourism which leads to management of all areas, in such a way, that the economic, social and environmental needs are being fulfilled with the cultural integration, ecological processes, biodiversity and supporting the development of societies". In addition, with reference to the concept of sustainable development, be considered not only in relation to specific categories of tourist activity, but also in relation to the framework for creating all forms of tourism, including mass tourism and its types. The concept of sustainable development based on environmental, social and economic grounds, which are also basis for sustainable tourism.

Some of the sustainable tourism activities should be characterized by (Buckley 2009):

- Optimal use of natural resources, proper environmental management processes and efforts to preserve, biodiversity,
- Respect for socio-cultural attitudes of the local community, the preservation of cultural and traditional values, as well as taking action to intercultural understanding and tolerance,
- Ensuring real and lasting economic processes enabling to benefit society by all actors involved, includingstable employment and income-earning opportunities.

The natural environment has long been utilized as are source for tourism development (Maher,2012). Particularly,tourists are attracted by breathtaking landscapes in protected areass. Nature-based tourism is considered an important component of sustainable tourism development, particularly in remote areas. However, "nature-based tourism" is a controversial term with no coherent definition(Goodwin, 1996). An early explication of Ceballos-Lascurain (1996) describes nature-based tourism's direct dependency on natural resources in a relatively undeveloped state, including scenery, water features, vegetation, andwildlife. Since the late 1980s, nature-based tourism and ecotourism, which requires an explicit contribution to nature conservation(Boo,1990; Job & Paesler, 2013), The concept of nature based tourism is broad and encompassing. It is therefore unsurprising that establishing an exact definition has proved to be both difficult and is a source of ongoing debate among researchers (Fennell, 2000; Higgings, 1996; Mehmetoglu, 2007). Despite this, particular elements are common among many of the definitions, namely that learning, recreation and adventure take place in natural surroundings (Laarman & Durst, 1987; Laarman & Gregersen, 1996; Wurzinger & Johansson, 2006).

Nature based tourism is frequently used synonymously with other terms such as sustainable tourism, green, rural, alternative, adventure and responsible tourism (Higgings, 1996; Luzar et al., 1998; Priskin, 2001; Roberts & Hall, 2004; Weiler & Hall, 1992). Valentine and Cassells (1991)have argued that nature based tourism experiences (activities)can be classified into three distinct types: experiences dependenton nature, experiences enhanced by nature, and experiences inwhich the natural settings are supplementary.In this study, we define nature based tourism astourism activities in which the focus is upon activities that takeplace in a nature area and where the tourism activities are directlyor indirectly dependent on the natural environment.

There are many studies in the literature related to sustainable tourism that has become an important issue for tourist destinations. Some studies are available in a book form such as; Sustainable tourism (Mowforth and Munt, 2003), marketing approach to sustainable tourism (Middleton and Rebecca 1998) and some studies examined the sustainable tourism by the perspectives of tourists (Beguma, et al., 2014), local governments (Selvi and Sahin, 2012; Delgado and Palomeque, 2014), local community (Cottrell, et al., 2013). Howewer there is not enough studies about the role and plans of the forestry. Therefore, in this study we determine the activities and strategy of General Directorate of National Parks and Nature Conservationrelated to sustaniable nature based tourism

NATURE CONSERVATION AND NATIONAL PARKS GENERAL DIRECTORATE' RESPONSIBILITIES

General Directorate of Nature Conservation and National Parksresponsible for managing the national parks, nature parks, natural monuments and other nature conservation area. Nature Conservation and National Parks some substances contained in the regulations relating to the duties of the General Directorate as follows:

- National parks, nature parks, natural monuments, separation of nature conservation areas and adequate recreation ares, conservation, planning,organization, development, promotion, management, operation and carry out activities releated to processing by.

- To make open space arrangement, landscaping projects, infrastructure project according to the changing and developing conditions, make revision work that would be needed .

- To carry out the implementation plan for nature based tourism activities at the national parks, nature parks, natural monuments and in accordance with the nature conservation areas.

- Develop policies for the protection of nature, related to the sustainable use of biological resources, protection of biodiversity and landscape strategy, criteria and principles of doing business and operations

General Directorate of Nature Conservation and National Parks (DCM) national parks, nature parks, natural monuments, is a general manager responsible for managing the area more attractive compared to other woods in terms of ecotourism as nature protection areas. This field of general manager responsibility carries more opportunities for ecotourism but in terms of the potential adverse effects of ecotourism plays a greater risk. As can be seen in action in the National Forestry Program 109, coordination and leadership role in ecotourism belongs to the General Directorate of Nature Protection and National Parks. This mandate is a mandate of the nature of the business should be considered correct. Indeed, tourism, eco-tourism, the industry leader in the recreation issue should be the General Directorate of DCM.

The sustainable use of natural and cultural assets is increasing the need for ecologically based land use planning. This requirement is increased by the ongoing pressures on the natural and cultural environment (land speculation, population growth, environmental issues, legal inadequacies and gaps, improper resource management, etc.) It has become a necessity to the cause. Determining the promotion and use of important natural and cultural areas of planning criteria, with tourism and recreational potential will increase the attractiveness of this region. Many of the tourism and recreational activities take place in rural areas. Recreation plan for the development of rural areas can provide opportunities for the economic development of rural areas (Yesil, 2010).

Turkey has many natural and that constitutes an important and rich in potential for alternative tourism and recreation and cultural resource values have the opportunity. However, this potential due to lack of proper planning and rational approach can not be used effectively for nature based tourism and conservation. In this study we examined the activity and plans of the General Directorate of Nature Conservation and National Parks for the environmental protection and nature-based tourism.

METHODOLOGY

Research data were collected by using document analysis method of qualitative research techniques. Document analysis, analysis of written materials contain information about the subject of research (Yildirim and Simsek, 2005: 188-189). Document analysis is a technique for using the pre-existing or occurring materials (Scott and Morrison, 2005; Ozkul and Demir, 2012). For this context “Nature Tourism Master Plan” was examined which prepared by 10th. Regional Directorate of Forestry for the five province of Western Black Sea Region of Turkey. Also qualitative research methods, interview, used for data collection. In this context semi-structured questionnaire form used and interview was conducted with Oguz BAYAZIT, 10th Regional Director of Forestry.

Forestry and Water Affairs Ministry has 15 Regional Directorates and 81 Provincial Directorates. 10th Regional Directorate is responsible for 5 provinces (Bartin, Karabuk, Kastamonu, Sinop and Zonguldak) of Western Black Sea Region of Turkey. There are 2 national parks 12 natural parks and 5 nature monument in the region (http://sinop.ormansu.gov.tr/). Sinop is headquarter of regional diroctorate so that was chosen as the sample frame forthis study.

FINDINGS

1. Strategies for the Development of Nature Tourism at the National Parks, Nature Parks and Similar Fields

Tab.1. National parks, nature parks and similar fields of Sinop

Name	District
Hamsilos Natural Park	Sinop
Tatlıca Waterfall Nature Park	Erfelek
Topalçam Nature Park	Boyabat
Basalt Cliffs Natural Monument	Boyabat
Çatak Kanyonu Tabiat Parkı (bid field)	Türkeli
Çangal Tabiat Parkı (bid field)	Ayancık
Akgöl Tabiat Parkı	Ayancık
Sarikum Nature Reserve	Sinop
Bozburun Wildlife Development Field	Sinop

According to finding at Sinop Nature Tourism Master Plan some of the strategies for nature parks and similar fields (Tab. 1.) are as follows:

- Natural parks and other tourism assets of Sinop has not yet reached the carrying capacity Therefore, with marketing activities and other arrangements can be attract more visitors.
- In order to ensure the drinking, eating and navigation of the visitors, convenience facilities such as restaruant, cafe and walking path and bike path need to be done at Hamsilos Natural Park
- Sarikum Nature Reserve should be converted to a nature park and this area should be planned as Outdoor Nature Education Center. This nature education should be planned for the summer and winter periods with individual education programs. Implementation of nature will bring additional mobility training is foreseen in nature tourism.
- Erfelek Tatlica Falls Nature Park is cuitable for picnic and trekking concept. In addition, visitors should be provided to leave more income for the local people by adding their gastronomic value of Erfelek County. Erfelek County natural products such as walnut, pickles, nuts, molasses, dried vegetables, dried fruits, canned foods, jam, etc. assessment of the tourism market will be additional value-added to local community.
- It is necessary to be done a Stone Museum at the Basalt Cliffs Natural Monument to attraction of more visitors.
- Catak Canyon in Turkeli Town and Cangal Forest in Ayancik Town should be registered as a Natural Park for beter conservation and planned nature tourism activitity. At Cangal Forest and Akgol Lake Youth camps, summer schools should be made here. The old plant was demolished obsolete construction of new facilities will be provided.
- Sinop has great potential for nature-based tourism with its wildlife observation fields, hiking, mountain haking, nature and authentic villages trips, highlands etc.

if deemed necessary, field development plans and plan changes should be done to made beter facilities.

2. Strategies for the Geological Formations and Waterfalls

Tab. 2. Cave, Canyons and Waterfalls of Province of Sinop

Caves	**District**
Inaltı **Cave**	Ayancık
Buzluk **Cave**	Durağan
Canyons	
Inaltı Canyon	Ayancık
Catak Canyon	Turkeli
Waterfalls	
Tatlica Waterfalls	Erfelek
Poyracık Waterfalls	Gerze
Sorgun Waterfalls	Gerze

In the same document strategic decisions for the development of nature-based tourism for the canyons, caves and waterfalls value (Tab. 2.) are as follows:

- In the use of the cave, attention should be paid to ecological sustainability and necessary measures must be taken to prevent damage.
- Canyons in the area should be mapped, walk and vehicle road should be detailed and walkways and marking deficiencies to be remedied.
- In order to promotion of all karstic value and to eliminate the lack of accommodation and other infrastructure facilities cooperation should be made with the Provincial Culture and Tourism Directorate.
- For the rural development purposes and to benefit from tourism income of the work should be done in collaboration with other institutions.

3. Activities and Strategic Plans of 10th Regional Director of Forestry for Sustaniable Nature- Based Tourism

Since the aim of the study is to understand and reveal the activities and plans of Regional Directorate of Forestry on sustaniable nature-based tourism in depth, an interview was conducted on May 2015. The interview was recorded and fully transcribed in order to guarantee rich data. The interviews were based on a semi-structured framework, which allowed rather flexible conversations to take place while stil ensuring that the main issues were discussed. Accordingly, open-ended questions were used, covering topics such as; meaning of sustaniable tourism, what shoulld be done to ensure the sustainability of natural areas, The current situation in terms of sustainability of the destinations of Sinop, Activities about nature-based tourism as Regional Directorate of Nature Conservation and National Parks and what are the strategies about sustainable nature-basd tourism. Following part contain response of Oguz BEYAZIT who is the 10. Regional Director of Forestry.

3.1. Meaning of sustaniable nature tourism and needs to be done to ensure the sustainability of natural areas?

Sustainable tourism has emerged in response to the increasingly negative impactsof the tourism in the nature of destination. Sustainable nature tourism is sensitive tourism to the natural environment. In order to sustainability of the natural environment, there should no interference with nature nothing must be left to nature and noting should be taken from the nature by the visitors. Visitors and locals of the natural areas, should be informed about the deterioration of naturalness. While investment structure, naturalness of nature must be protected. The carrying capacity of the natural areas do not exceed for commercial considerations.

3.2. The Current situation in terms of sustainability of the destinations of Sinop

Despite cultural values, unique natural beauties such as Hamsilos Bay, Akliman, Erfelek Waterfalls, rich vegatation and biodiversity there is not enough visitors to destination of Sinop. So natural areas in the region have not yet reached the carrying capacity. visitors to our region are concentrated in such a short period is 2-3 months during the summer and and the vast majority of these visitors are locals who residing in other cities. Another issue related to region most of the tourist come with daily tour or stay only a night. To generate more revenue from tourism for the regional development and local economy. Also efforts should be made to extend the length of stay of those visitors.

3.3. Activities and practices as Regional Directorate of Nature Conservation and National Parks on sustainability of nature tourism.

General Directorate of Nature Conservation and National Parks is the most important guarantee in country's biodiversity, nature and management of protected areas. Our region in Western Black Sea Region has two national parks, two nature conservation area and 12 nature parks within many nature tourism sources. As Regional Directorate with our Provincial Directorates, national and international various stakeholders we are pursuing a number of projects for the development of a number of protected areas for nature tourism. Some of our projects are;

- A project by the Turkish Ministry of Forestry and Water Affairs, an IUCN (International Union for Conservation of Nature) Member, carried out in Küre Mountains National Park, was chosen as best practice on sustainable development and green economy. The project “Enhancing Forest Protected Areas Management System” implemented in Küre Mountains National Park aims to improve the effectiveness of the management of Turkey’s forests in the National System of Protected Areas. The project activities have resulted in improved protection for the unique wilderness of the site and effective participation of local people in nature conservation activities. The project has succeeded in setting up a conservation model for the National Park, for sustainable development and tourism, and the green economy. This model has become exemplary for other forest hotspots in Turkey and the National System of Protected Areas (http://www.iucn.org/).

- “Disabled Accessible National Park Project” is another project for Küre Mountain National Park. 1400 meters on hiking trails will be designed for the disabled and observation deck will be made of the about 500 meters on the Catak canyon.

- Kocagöz Mansion in Küre Mountain National Park district in Ulus Town of Bartin Province restoring byProvincial Directorates and it will be used as center of presentation and ethnography museum.

- Our Regional Regional Directorate has cooperation with universities of the region for natureconservation. In this context, Provincial Directorates holding meetings, workshops, symposium and conference. For example, Biodiversity Panel for Sustainable Development was held with Kastamonu University and bio anti-trafficking seminar was held in Bartin University.

- For the Province of Sinop, some of the prectices for Erfelek Waterfalls and Hamsilos, which are among the most visited places in the region, environmental and landscape arrangements projects are conducted. Walkways and parkingarrangement and garbage container are part of our activities for the nature tourism in Sinop.

3.4. Strategies for sustainable nature-based tourism of Sinop

As we declared in Nature Tourism Master Plan of Sinop, we have strategies about development, marketing, visitors management, monitoring and evaluation topic. Some of our strateies for sustaniable nature tourism are as follows:

- Sustainable nature tourism products, in the development process without damage with local culture, local environment and society should be considered in harmony.
- In areas with a high potential for nature tourism should be considered as a tool for local development
- Destination-focused promotion and marketing of natural areas can be in national and international areas.
- protection policies for natural areas and visitor management criteria should identified thuseffective management must be provided with taking into account the expectations of visitors and local people.

CONCLUSION AND DISCUSSION

In recent years there has been a rapid growth in nature-based tourism. Tourism in nature conservation areas requires appropriate management and more sensitivity to nature in order to minimize the adverse effect of touristic activities. This study aimed, through an explorative approach, to understand how nature-based tourism management perceive as protector of natural areas and what kind ofstrategies and activities they are currently using. Theresults of this study show that forestry as nature-based tourism management operating many Project in order to protect nature and sustainability of nature tourism.

Province of Sinop in Western Black Sea Region of Turkey has many natural assets for tourism and these areas are under the carriying capacity. In order to Protection of Nature Tourism application of social structure, provided that the economic benefits to local people, to be implemented as ecological sustainability benefits and this will be provided social benefits. Nature Tourism sustainability and efficiency of the public to enrich the provincial level, associations, academics and university staff about the subject take place under the same roof as the advisory body of sector stakeholders.

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THE APPLICATION OF GIS IN TOURISM PLANNING AND SUSTAINABLE TOURISM DEVELOPMENT

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Abstract: Tourism planning is a complex process that includes the involvement of a number of factors during the process of decision-making. Taking into account that any rational planning of tourism should be in line with the principles of sustainable development, which means to preserve the physical and social-geographical attributes of a destination, but at the same time striking a balance with the interests of the local communities, private and public sectors, the use of geographic information systems (GIS) has become an imperative in the process. Tourism is an activity which depends on natural resources, but is also a phenomenon which can have a destructive effect on the natural geographic environment in case of an inadequate access to its planning and development. In addition, during the daily management and operations of tourist facilities, a large number of tourists are a big consumer of energy and water and at the same time produce a significant amount of solid waste, hazardous gases and waste water. These negative impacts of tourism can be prevented or reduced by the application of certain GIS technology in order to achieve sustainable tourism development. This papers main objective is to explore the potential of GIS application in a process of tourism planning and its sustainable development, for the purpose of long-term survival of the tourism destination.

Keywords: GIS, tourism, tourism planning, sustainable development

INTRODCTION

Tourism planning is a complex process that includes the involvement of a number of factors during the process of decision-making. Any rational planning of tourism should be in line with the principles of sustainable development, which means to preserve the physical and social-geographical attributes of a destination, at the same time striking a balance with the interests of the local communities, private and public sectors. Therefore, the use of geographic information systems (GIS) has become an imperative in the process.

Geographic Information System (GIS) is one of the most important technological innovations in the process of tourism planning and decision-making for the further development of tourism. It is defined as "a system for collecting, storing, checking, integrating, managing, analyzing and displaying data which are spatially associated with the Earth" (Burrough, McDonnell, 1998.), which usually includes spatial databases and related applications. GIS is used in many sciences and scientific disciplines, notably geography, regional and spatial planning and environmental protection, but also in economics, anthropology, archeology and other sciences where tourism is of interest.This is because it’s a valuable tool for managing, analyzing and displaying data related to the local and regional levels of the various activities. A huge advantage of GIS is to enable the

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inclusion of all stakeholders who are included in the tourism development process of a certain area. GIS can unite the point of view of state institutions, NGOs, private companies and organizations. Based on the views of all relevant stakeholders, it can help them to make the best decisions for the development of tourism in a particular area.

SOME POSSIBILITIES OF GIS APPLICATION IN TOURISM PLANNING AND SUSTAINABLE TOURISM DEVELOPMENT

Tourism is an activity which depends on natural resources, but is also a phenomenon which can have a destructive effect on the natural geographic environment in case of an inadequate access to its planning and development. Negative impacts of tourism on the environment are manifested primarily through its degradation bythe mass tourist visits and the construction of tourism infrastructure in inadequate areas. In addition, during the daily management and operations of tourist facilities, a large number of tourists are a big consumer of energy and water and at the same time produce a significant amount of solid waste, hazardous gases and waste water.

These negative impacts can be prevented or reduced by the application of certain GIS technology in order to achieve sustainable tourism development. Main applications of GIS in planning and management of sustainable development of tourism include the following activities:

- inventory of natural and cultural resources of a destination;
- determining the shortest path between two or more places;
- planning and determining the appropriate location for the development of tourism;
- promotion of a tourist destination;
- determiningpaths and attractions suitable for sustainable tourism.

Inventory of natural and cultural resources of a destination

An inventory of tourism resources primarily involves creating a database of the physical geographical and social-geographical tourism resources of a destination, but also including the data of tourism infra and superstructure, demographics, etc.

The next step is digitizing all or some of the items listed above and their integration into a single interactive map connected to a previously made database. An example is shown in Fig. 1. This database can contain various information - from basic data about the attraction to its detailed description, possible times of visits, the ticket price etc.

After the user selects one and/or more objects in the database, it will automatically be highlighted on the accompanying interactive map and vice versa. This enables the user to obtain more information about the location and characteristics of specific attractions, thereby enabling easier selection of the desired route and the places of interest.

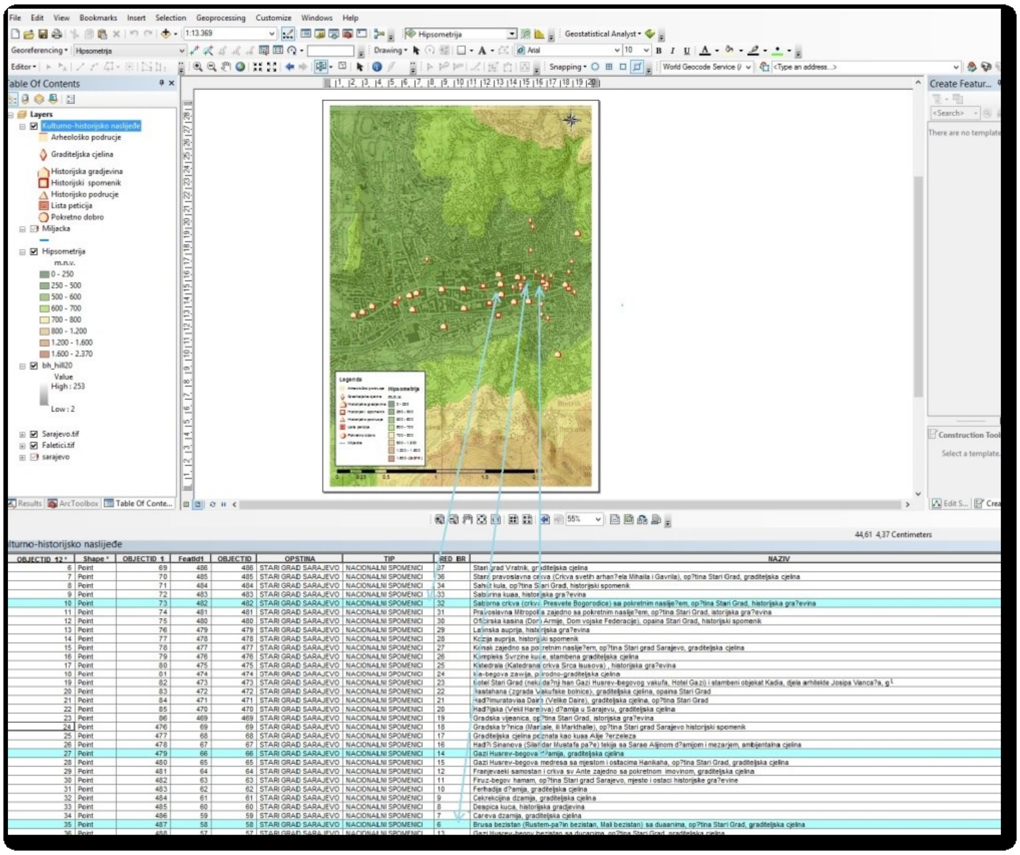

Fig. 1. GIS database and map of cultural heritage in downtown Sarajevo with tourist information included

Determining the shortest path between two or more places

Determining the shortest or the most suitable path between two or more attractions is the part of the GIS which is mostly used by the destination visitors. Users can establish a tourist route with landing points by their own choice, where GIS provides them the information on the distance between the selected attractions, shortest relation between them etc.

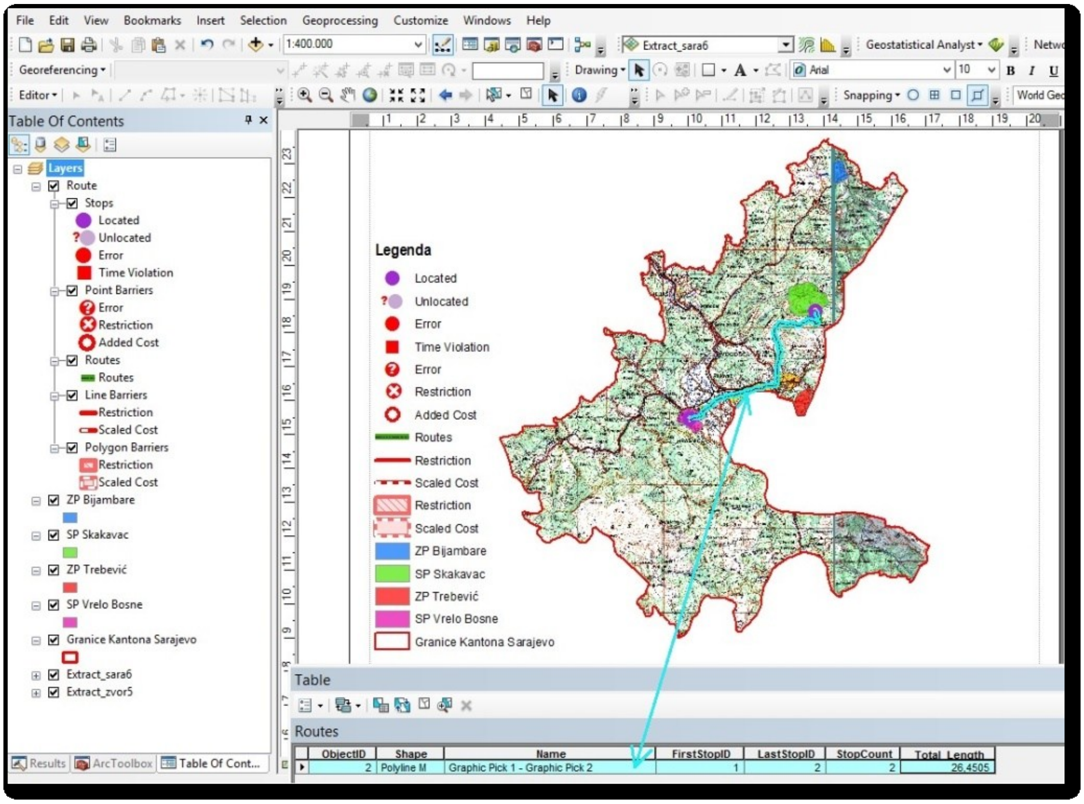

Fig. 2. The shortest route plan from PA VreloBosne to PA Skakavac in Sarajevo Canton

Users can also plan routes for an entire journey, calculate drive-times, locate facilities and solve other network related problems. On the other hand, the management of tourist destinationscan use this option to create their own itineraries and offer them to visitors. All of this can be done by a part of the ArcGIS called Network Analyst, which provides users network-based spatial analysis tools for solving complex routing problems. It uses a configurable transportation network data model, allowing users to accurately represent their unique network requirements.

Planning and determining the appropriate location for the development of tourism

The planning and determination of appropriate sites for tourism development is one of the most important functions of GIS in terms of tourism planning. Creating a database for morphometric characteristics (the morphometric features of the terrain, the horizontal and vertical articulation of relief, slope and elevation of the terrain, exposure, etc.), exogenously-geomorphological, hydrological and soil characteristics and their cartographic representation, is the basis for all the future activities in terms of tourism planning.

This involves determining the most suitable location for building new touristic sites and infrastructure or the renewal of existingones, planning new zones to practice various forms of tourism activities and the determination of the maximum allowable number of tourists in a particular area for a purpose of a sustainable development.The measurement and monitoring of tourism impacts would include the registration of changes in destinations brought by tourism development. This enables the assessment of the advantages and disadvantages brought by tourism, and also a good basis for all the future activities.

Promotion of a tourist destination

The promotion of a tourist destination by using GIS involves the synthesis of the results of the inventory of tourism resources process, their mapping and presentingthem to the tourists through a website aimed at the tourist promotion of an area. Promotion via the Internet has become an obligation for all decision makers in the process of tourism planning and development, such as public authorities and organizations responsible for tourism and the relevant ministries and tourism organizations.

Given that tourism has a very strong geographical component, the use of geographic maps is of the utmost importance in the process of thepromotion of a destination. GIS can also be useful to identify areas that have the best profit potential. For example, data on the frequency of traffic in certain areas within the destination may affect the values of defining specific locations for the placement of promotional materials such as billboards.

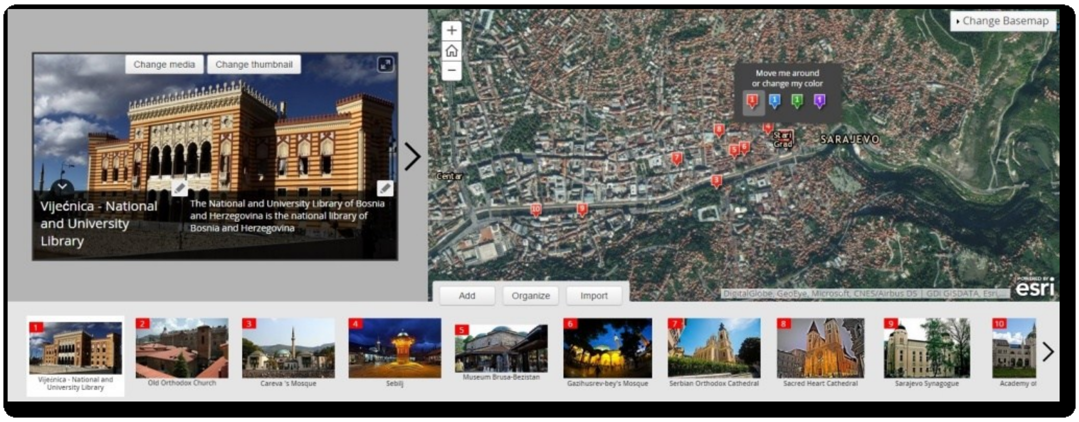

Fig. 3. A story map of downtown Sarajevo with multimedia content included

As a part of ArcGIS, Esri Story Maps lets users use the full power of the world's leading mapping and GIS platforms to create their own maps. This is particularly important for the management of tourist destinations, although it can be used by local community members who would like to promote their local attractions as well. Esri Story Maps letsusers combine authoritative maps with narrative text, images, and multimedia content.

Determining paths and attractions suitable for sustainable tourism

The use of sophisticated methods, primarily the production of various models of tourism development using the simulation, is becoming increasingly present in destination planning and management. New technologies in tourism development are imposing a growing need for the application of geographical information technologies in tourism, in order to meet the requirements of tourists in terms of the creation of the tourism product, and in relation to the choice of thedevelopment strategy whose implementation will ensure the sustainable development of tourism.

GIS can be used very efficiently in order to relieve the attractions from excessive tourist concentration. This is achieved by recording, digitizing and mapping the attributive attractions in the wider area of the primary indicative attractions. Maps with the aforementioned alternative tourist attractions and routes should be set in areas with a large number of tourists, but also in the vicinity of accommodation facilities, as well as in printed tour guides.

A large number of tourists can easily contribute to the degradation of the primary attractions. Therefore it's necessary to define the maximum carrying capacity of the attractions and to properly manage the number of tourists who are visiting them. On the other hand,a number of interesting attractions which have considerable potential but are not sufficiently valorized can be promoted in this manner.

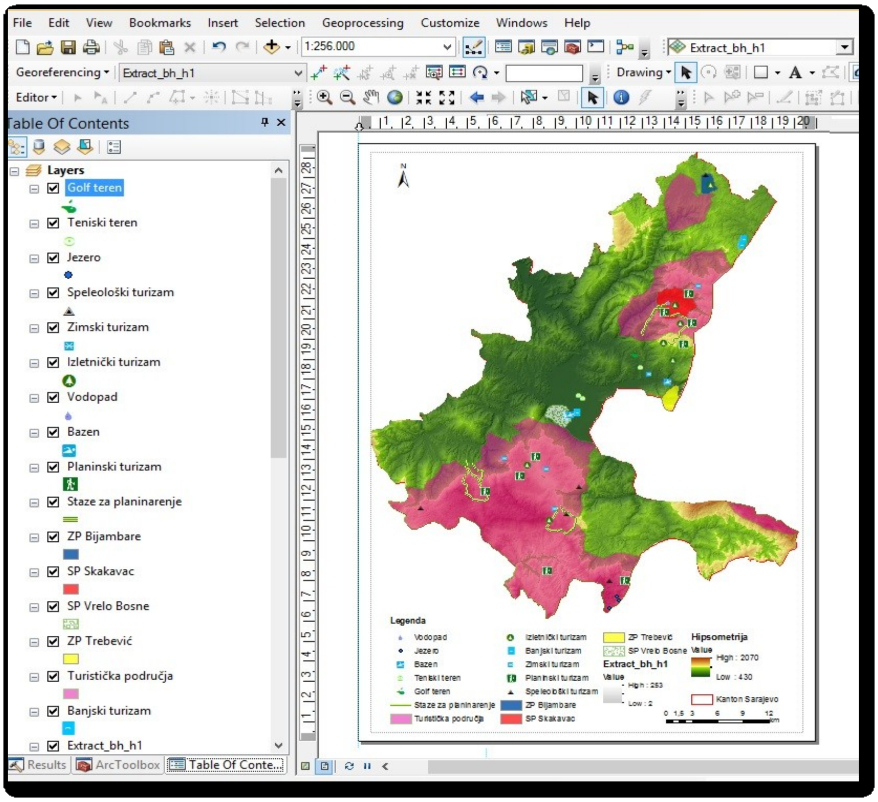

Fig. 4. Mapping the paths of sustainable tourism forms in Sarajevo Canton

Fig. 4. shows a map of the Sarajevo Canton, with the specified paths for hiking, caves, waterfalls, lakes, protected areas and other attractions in this area which are not sufficiently valorized. Using GIS provides their better involvement in tourism development, thus enabling a long-term survival of primary resource and the sustainable development of the entire destination.

CONCLUSION

GIS has enormous potential for application in tourism which has not been sufficiently utilized. Currently the most important applications of GIS in tourism is related to the inventory of physical and socio-geographical tourism resources, and the calculation of the best routes and the shortest paths between two or more attractions. The possibility of the application of GIS to determine the most suitable areas for the building of new tourist accommodation facilities as well as for the construction of new attractions and / or the renovation of existing tourism infra and supra structure is so far underutilized, even though it has a large importance and potential. It is also important to emphasize the possibility of the application of GIS in the process of helping visitors to make a decision about traveling to a specific destination. This is particularly evident in the modern era of technology, where most decisions about taking trips happen through the promotion of a destination via internet portals. Beyond that, GIS facilitates the accessibility of the destination through navigation, but also by providing the ability for tourists to plan routes and to access information about accommodations, cultural events, weather conditions and other benefits provided by interactive maps as a result of the personal inquiries of tourists.

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THE POTENTIALS FOR TOURISM DEVELOPMENT IN THE MUNICIPALITY OF BUGOJNO BASED ON THE HILLARY DU CROS METHOD OF VALORIZATION

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Abstract: To properly plan for tourism development of great significance is existence of cultural, historical and natural heritage potentials in a certain area. That potential can be evaluated from several aspects. One of the aspects is the topic of this work: a tourist-geographical evaluation of the cultural - historical and natural heritage. This paper is therefore to analyze the potential of Bugojno for tourism development. A total of 30 cultural and natural potential attractions are analyzed. The aim of this paper is to point out the resources of Bugojno, applying the method of tourist valorization of natural and cultural resources by model Hilary du Cross. This method will identify the values of market attractiveness indicators, factors of importance when designing tourism products, cultural/natural importance and robustness of the site for tourism development. In terms of tourist valorization of a geographic area or destination, it is necessary to determine the elements of the natural, historical and cultural heritage. It is necessary to isolate the historical events and personalities associated with certain periods as well as properly review and know the current situation, with all the negatives, strengths and opportunities that this area offers. The results indicate that, in the long term, tourism can be an important economic sector in the region.

Keywords: Tourism potential, valorization, Hilary du Cros, Bugojno

INTRODUCTION

Attractive potentials (natural and anthropogenic elements of area) are one of the most important resources and the condition for the existence and survival of every tourist destination (Richards, 2002). The attraction is considered certain characteristics of the area (destination) that was directly specific towards location and motif of certain tourist activities (Weaver, 2006). To determine the attractive properties of tourism potential and destinations in general and formed an appropriate tourist offer, it is necessary to conduct the tourist valorization. It is a complex process of evaluating the space, content and appearance which characterize a particular destination, from a view of evaluation opportunities for tourism economy. This paper is therefore to analyze the potential of Bugojno for tourism development. The aim of this paper is to point out the resources of Bugojno, applying the method of tourist valorization of natural and cultural resources by model Hilary du Cross.

Geographical position, many natural beauties and great strategic importance in the region of Upper Vrbas valley allowed that this area is settled early in the past. Bugojno Municipality is one of 12 municipalities of the Central Bosnia Canton. Geographically, municipality is located in the Uskoplje valley with an altitude of 570 m, and total area of municipality is 361 sq km,therefore is considered as hilly and mountainous area. Relief of Bugojno is polyphase, polymorphic and polygenic what is result of a variety of endogenous and exogenous factors. Various forms of relief are distinguished, from the valley that covers the central part to the mountain ranges on the east and west, and the vast

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surface between and on the mountain ranges. In the northeast and east the most important mountains are those that bind Vranica Mountain (Nadkrstac, 2112 m) and Mount Komar (Kamenjaš, 1510 m): Turčin, Hum, Radovan, Crni Vrh, Rudina, Kalin (1531 m) and Kaštel whose height exceeds 1500 m, and they belong to the Mid-Bosnian Schist Mountains. The southern and south-western rim is followed by mountains that link Radusa mountain (Idovac 1956 m) and Jelika mountain (1386 m): Lupoglava, Skrtska planina, Stožer, Šuljaga i Mala Šuljaga. In addition to these, around Bugojno are known plateau: Ravno Rostovo (1095 m), Otigošće (1000 m), Karalinka (700 m) and Demirovac (1765 m).Climate in Bugojno is temperate continental with relatively warm summers and cold winters.Annual fluctuations in temperature are high, especially during the spring and fall.Frosts are expressed in early fall and late spring.Period of moderately warm months is a long and coincides with the period of vegetation (LEAP, 2007).Bugojno belongs to the Bosnian-Herzegovinian cities that have not grown out of the Ottoman urban tradition (Hadžibegović, 2004).The city lies at the intersection of three main roads, which connect it to all parts of the country: M-16 Bugojno – Kupres – Split, M-16.2 Jajce – Bugojno – Prozor/Rama – Mostar, M-6 Bugojno - Novi Travnik. Bugojno is linked with the main road M-5 in Donji Vakuf that connects Bugojno - Travnik - Zenica - Sarajevo. The total length of constructed roads in Bugojno is 712 km (LEAP, 2007). The construction of the railway in 1895 caused rapid industrialization of the region, coal mines were open (Gracanica), forestry and leather processing start to develop (Saric, 2010). The backbone of the development of the municipality in the former Yugoslavia was based on industry, especially metal, electronic, leather, footwear, textile, mill – bakery industry, and also were represented agriculture, forestry, trade, catering and tourism. Personal and collective standards were above the average of Bosnia and Herzegovina, even the average of Yugoslavia. The development in material production has resulted in the rapid development in the field of social services. In this period new school facilities, cultural and sports center, football stadium, swimming complex, hotels, facilities for hunting and skiing and many others were built. Bugojno, as a modern and urbanized city, became the center of many cultural and sporting events, and the most important were International Grandmaster Chess Tournament, Yugoslav Biennial of puppetry and Festival of amateur theaters of Bosnia and Herzegovina. War devastation, the inefficient process of economic transition and the lack of development initiatives have led to the difficult economic situation in the municipality. Tourism as an economic sector in the previous period did not constitute an important area of development. In tourism, significant funds have not invested, except for development capacities for hunting after which Bugojno were known.

The current capacity of Bugojno for tourism are few sports and recreational centers such are the Cultural and Sport Center (KSC), built in 1983 with a sports hall with 3,500 seats, a theater hall with 550 seats, a cinema hall with 120 seats and an outdoor amphitheater, a tourist sport - recreation center "Karalinka", winter - recreational center "Rostovo", sport - recreational center "Potočani", pools in open, and numerous football and tennis sports fields.

Accommodation is offered in hotel Rostovo, boarding house Genex M, PUK Potočani, motel Heko, TRNC Karalinka, motel Alibey and mountain lodge Duboka with a total capacity of 311 beds (Proposal of development strategy of Bugojno, 2014).

Tab. 1. Accommodation facilities and capacities

Name of facility	Capacity (beds)	Number of rooms
Hotel Rostovo	90	35
Boarding house Genex M	24	8
Potočani	36	18
Motel Heko	45	28
Karalinka	40	17
Motel Alibey	26	10
Mountain lodge Duboka	50	10
Total	**311**	**126**

Source: Proposal of development strategy of Bugojno, 2014

The Commission to Preserve National Monuments has declared six sites as national monuments: the archaeological site of Crkvina (Grudine), the archaeological site of the prehistoric hillfort settlement Pod, historical building Rustempašić tower, a historic area of Old town Vesela Straža, remains of the historic building Sulejmanpašić tower and sepulchral ensemble Mausoleum Malkoč and Skenderpašić (The Commission to Preserve National Monuments, 2005, 2006, 2007).

The geographical location, favorable climate with warm summers and cold winters, many water sources, the deep woods of Koprivnica, a tradition in the industry and many other resources are part of the benefits of Bugojno, whose long-term priorities are economic recovery and sustainable development. Mountain areas represent very significant natural tourist motifs, and if you are close to major urban areas - are extremely important excursion - recreational function (Marušić, 1977).

METHODS

Natural and cultural resources are not only aesthetic, but also economic value in a particular area, and they should be evaluated to provide the basis for the creation of value tourist products (Pantović, Stamenkovic, 2013).In order to develop any type of tourism in a particular location it is necessary to carry out the processes of valorization and evaluation, otherwise, could lead to negative effects.Tourism valorization will determine what potential Bugojno has.In the tourism industry, there are several different types of valorization.In this paper, a model of Hilary du Cros (du Cros, 2010) is used. Since the model is intended for cultural resources, in this paper are evaluated and natural values, therefore the model is modified to a small extent.During the valorization, two groups of sub-indicators are evaluated: the tourism sector (market appeal of cultural/natural resources and factors of importance when designing tourism products) and sector management of cultural/natural resources (cultural/natural significance and robustness).The maximum total value of indicators from both groups is 60.Within the market appeal of cultural or natural resources, following sub-indicators were evaluated: good ambience, is well known outside the local area, whether it is good national symbol, that you can tell an interesting story, whether it has a certain good qualities which differentiate it clearly from the surrounding goods, whether it is attractive for special needs, whether it is complementary to other products at the destination or the region, as a tourist activity in the region, and whether the destination is associated with culture.From important factors when designing tourism products were evaluated good access, transport of goods to the population center, proximity to other cultural/natural attractions, and service facilities.

For every cultural and natural asset are made conclusions of the sub-indicators of market attractiveness for the tourism sector. Depending on the total score, natural/cultural asset is placed in three categories: from 0 to 20 have poor, 21 to 40 have medium and 41 to 60 have a high appeal.Within the cultural/natural significance were evaluated the aesthetic, historical, educational, social and scientific research value, rarity of the asset on the destination or region, and representativeness of asset.Within robustness were evaluated the sensitivity of the asset, state of repair, the existence of a asset management plan, regular monitoring and maintenance, the potential for ongoing investment and consulting the key stakeholders, the possibility of negative impact of a large number of visitors to the physical condition of the property and the possibility of negative impact of modification.And in this part of the assessment for each asset was made a conclusion on the sub-indicators for the management of cultural or natural assets and robustness.Depending on the overall score, assets are placed in categories. From 0 to 20 have a small, 21 to 40 have a moderate and 41 to 60 have a high value.After the analysis, a "matrix of market attractiveness/robustness" with a 9-cell is set up. For every cultural and natural asset it is determined to which cell it belongs, depending on the scores that are previously were assigned in the process of evaluation.The cells are defined as follows: M (1,1) - high value of the cultural/natural significance/robustness indicators and low market attractiveness, M (1,2) - high value of the cultural/natural significance/robustness indicators and medium market attractiveness, M (1,3) - high value of the cultural/natural significance/robustness indicators and high market attractiveness, M (2,1) - the medium value of the cultural/natural significance/robustness indicators and low market attractiveness, M (2,2) - the medium value of the cultural/natural significance/robustness indicators and medium market attractiveness, M (2,3) - the medium value of the cultural/natural significance/robustness indicators and high market attractiveness, M (3,1) - a small indicator value of the cultural/natural significance/robustness indicators and small market attractiveness, M (3,2) - a small of the cultural/natural significance/robustness indicators and medium market attractiveness and M (3,3) - a small of the cultural/natural significance/robustness indicators and high market attractiveness.

Tab. 2. Sub-indicators of valorization and scoring board

Tourist sector	Grades	Natural/Cultural heritage management	Grades
Market appeal Ambiance (natural/cultural) Well-known outside local area Significant national symbol Can tell an „interesting“ story – evocative place Has some aspect to distinguish it clearly from nearby assets or attractions Appeals to special needs Complements other tourism products in area Tourism activity in the region Destination associated with nature/culture ***Product design needs*** Accessibility Transport Number of attractive natural/anthropogenic values nearby Service benefits	0 – 5 0 – 5 0 – 5 0 – 5 0 – 5 0 – 5 0 – 5 0 – 5 0 – 5 0 – 4 0 – 3 0 – 5 0 – 5	***Natural/cultural significance*** Aesthetic value Historical value Educational value Social value Scientific potential/research value Rareness on destination/region Representativeness ***Robustness*** Fragility State of repair Management plan or policy in place Regular monitoring and maintenance Potential for ongoing involvement and consultation of key stakeholders Possibility of negative impacts of high visitation on physical state Possibility of modification (as part of product development) to have not negative impact on physical state	0 – 2 0 – 2 0 – 2 0 – 2 0 – 2 0 – 3 0 – 4 0 – 4 0 – 4 0 – 5 0 – 5 0 – 5 0 – 5 0 – 5

Source: Bjeljac et *al.*,2013

Tab. 3. Matrix of market attractiveness and robustness

Robustness	M (1,1)	M (1,2)	M (1,3)
	M (2,1)	M (2,2)	M (2,3)
	M (3,1)	M (3,2)	M (3,3)
	Market attractiveness		

Source: Hilary du Cros, 2010

RESULTS

The paper analyzes 30 resources and potentials for tourism development in the area of Bugojno, from cultural monuments, archaeological sites, areas reserved for sport and recreation forms of tourism to areas with outstanding natural value.

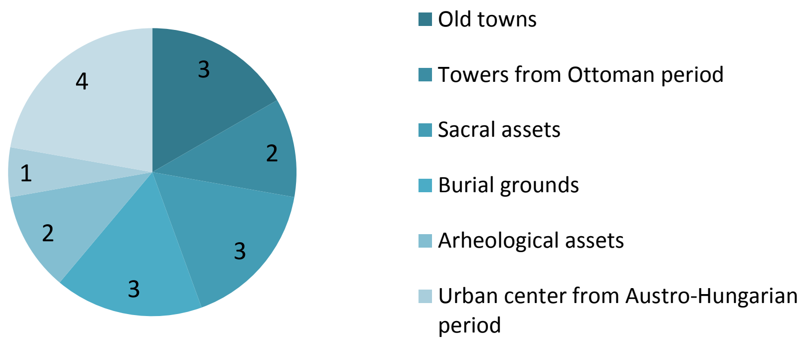

Fig. 1. Number and type of cultural assets valorized in this paper

Cultural assets that were evaluated are the old towns of Vesela Straza, Susid and Kastel, Sulejmanpasic and Rustempasic tower, the Roman Catholic Church of St. Anthony of Padua, Sultan Ahmed mosque and the Serbian Orthodox Church of the Nativity of the Virgin Mary, the Jewish cemetery, Malkoc and Skenderpasic mausoleum, urban center from the period of the Austro - Hungarian Empire, archaeological sites Pod and Crkvina (Grudine), Tito's villa in Gorica and Koprivnica, memorials from National liberation movement in Prsljani and Kozvarice as well as medieval tombstones.Tombstones are located at several locations and in the following table is their common value. Because of conservation, favorable location in the city center, proximity of services, sacral places were given the highest rating. They are suitable for the development of religious tourism, especially during June, when it is celebration of the patron saint of Bugojno and Ajvatovica, the biggest Muslim pilgrimage site in Europe, which following events also taking place in the area of Bugojno. The urban center of the Austro-Hungarian period have high scored because of its aesthetic value and conservation, while Tito's villas, although in ruins, get the good scores because they are well-known outside local area and they have good potential for development of memorial tourism.

Natural resources, potentials and areas reserved for sport and recreational forms of tourism that were analyzed are geomorphologic phenomenaKameni svatovi, Valley of caves, Japaga pit, thermomineral spring Vruca voda mineral spring Zlatarica, Ravno Rostovo, Koprivnica, Duboka, Karalinka, Gorica, and the lakes Radovan and Zanesovici.

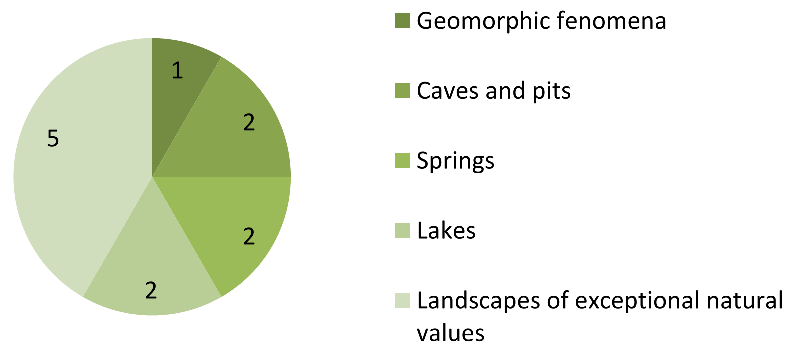

Fig. 2. Number and type of natural assets valorized in this paper

Ravno Rostovo has the highest value of market appeal due to existing tourism activities, mostly in winter tourism, and the existence of ethno village "Babic" suitable for rural and eco tourism.In addition, the high scores got Karalinka, which is located near the city center, and has a sport and recreational elements. The ambiance is nice, because it is located on a plateau, surrounded by fir forests. It is suitable for adventure tourism, walking and cycling.Other localities have received lower scores due to the greater distance from the population center, weak road communication, unregulated parking spaces, and proximity to potential minefields.

High attractiveness (41 - 60) of sub-indicators of the market appeal of cultural/natural asset have destinations: the church of St. Anthony of Padua (50), Sultan Ahmed Mosque (50), the Church of the Nativity of the Virgin Mary (50), the urban center of the Austro-Hungarian period (52), Ravno Rostovo (50), Jewish Cemetery and Malkoc and Skenderpasic mausoleum (41) and Tito's villa Gorica (44).

From evaluated assets, 20 of them have medium value of cultural/natural significance/ robustness indicators and medium market attractiveness indicators (matrix M (2.2)), eight sites have moderate values of cultural/natural significance/robustness indicators and high market attractiveness (M (2.3)), and two sites have little value of cultural/natural significance/robustness indicators and medium market attractiveness (M (3.2)).

Tab. 2. Total grades for market attractiveness and robustness with matrix

No.	**Name of destination**	**Locality**	**Market attractiveness**	**Robustness**	**Matrix**
1.	Old town Vesela Straza	Vesela	28	21	M (2,2)
2.	Old town Susid	Kordici	22	20	M (3,2)
3.	Old town Kastel	Harambasici	23	19	M (3,2)
4.	Sulejmanpasic' tower	Odzak	32	22	M (2,2)
5.	Rustempasic' tower	Odzak	33	22	M (2,2)
6.	Thombstones	Various locations	28	23	M (2,2)
7.	Church of St. Anthony of Padua	Centar	50	31	M (2,3)
8.	Sultan Ahmed Mosque	Centar	50	31	M (2,3)
9.	Church of the Nativity of the Virgin Mary	Cipuljic	50	31	M (2,3)
10.	Jewish cemetery	Gromile	41	26	M (2,3)
11.	Malkoc' and Skenderpasic' Mausoleum	Kopcic	41	25	M (2,3)
12.	The urban center from the Austro-Hungarian period	Centar	52	32	M (2,3)

13.	Archaeological site Pod	Cipuljic	35	23	M (2,2)
14.	Archaeological site Crkvina (Grudine)	Cipuljic	33	22	M (2,2)
15.	Tito's villa Gorica	Sultanovici	44	26	M (2,3)
16.	Tito's villa Koprivnica	Koprivnica	40	26	M (2,2)
17.	Memorial Prsljani	Prsljani	31	29	M (2,2)
18.	Memorial Kozvarice	Koprivnica	32	29	M (2,2)
19.	Geomorphic phenomena Kameni svatovi	Kordici	37	26	M (2,2)
20.	Valley of caves	Duboka	29	23	M (2,2)
21.	Pit Japaga	Kalin	28	23	M (2,2)
22.	Thermomineral spring Vruca voda	Kalin - Rudina	34	26	M (2,2)
23.	Mineral spring Zlatarica	Kalin - Rudina	33	26	M (2,2)
24.	Ravno Rostovo	Ravno Rostovo	50	33	M (2,3)
25.	Koprivnica	Koprivnica	29	28	M (2,2)
26.	Duboka	Duboka	39	31	M (2,2)
27.	Karalinka	Karalinka	40	29	M (2,2)
28.	Gorica	Sultanovici	32	25	M (2,2)
29.	Lake Radovan	Radovan	25	24	M (2,2)
30.	Lake Zanesovici	Zanesovici	38	26	M (2,2)

For tourism development the most suitable are assets that are assigned to the matrix M (1,3) and M (2,3) after evaluation of all sub-indicators.In such assets valuation does not require additional preparation period for their incorporation into the tourism product (Popovic, 2013).

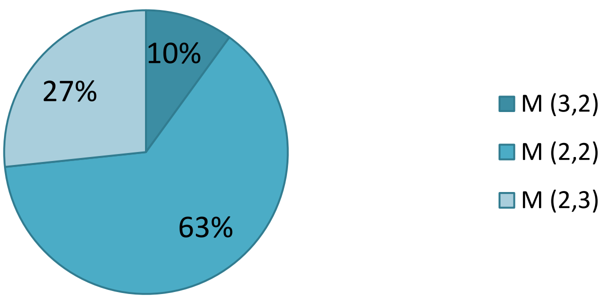

Fig. 3. Matrix of market attractiveness and robustness

Limit that the municipality is facing is pollution of forest areas by landmines; their removal is a prerequisite for bringing space to final use. According to BH MAC in Bugojno municipality there are 16 115 sq km of suspected areas that are polluted with landmines.

The area of Bugojno is a very complex tourism environment, with many historical and natural tourist motives which, through proper management can fully present to tourists with its substantial and diverse offer.Historical events that took place in this region were reflected in the life of the people in this municipality.Those events created and left legacy of spiritual and material culture, which today represent one of the factors of tourism development in this region, like prehistoric monuments, medieval towns and the tombstone , buildings from the Ottoman and Austro-Hungarian period and the legacy from the period of the second Yugoslavia.After the tourist valorization is done, sub-indicatorssuggest that the ancient cities, prehistoric monuments, religious facilities and tombstones tourist attractive and suitable for the development of tourism, special cultural, but with adaptation and additional investments.The existence of thermo-mineral water, Vruca voda, and mineral spring Zlatarica, provides the basis for the development of health tourism.According to Sibinovic and Belij (2010) thermal mineral water, and climate as a health factor, are the basis that needs to be methodically, systematically and long-term research and properly evaluate.Greffe (2004) considers that the evaluation of heritage leads to new jobs, and comes to the conclusion that investment in heritage is more sustainable if it is implemented in areas where heritage plays a secondary role and level of economic integration is high.Natural resources of the municipality, such as the rich forest areas of Koprivnica, Duboka, plateau Karalinka and Rostovo, and Lakes Zanesovici and Radovan provide opportunities for the development of several types of tourism, from ecotourism, rural tourism, adventure, fishing, hunting, the skiing, swimming, etc.According to the Draft of Strategy of Bugojno (2014), the Upper Vrbas region, including area of Bugojno, is positioned as rural - natural oasis that offers a wealth of experience in nature and idyllic atmosphere that permeates the river Vrbas.Natural resources are the basis for the development of tourism in a region (Pantovic, Stamenkovic, 2013).Accommodation in the vicinity of the stronger tourist centers such as Kupres, Jajce, Travnik and Vlasic opens up the possibility for a tourist to connect with the wider region and the creation of products that can be used to link and network these areas.

CONCLUSIONS

The aim of this study was to determine the attractiveness of the market and the robustness of the potentials for tourism development of Bugojno based on methods developed by Hilary du Cros.A large number of cultural and natural resources have the potential to become a tourist product for the development of tourism because they show to us in a unique waya rich and diverse history of the area, customs, way of life, natural resources and enable the improvement and enrichment of the tourist offer.All tourist sites have expressed natural geographic benefits, and in most locations are interwoven elements of historical, natural, recreational and other values that give full justification to activate and create content of tourism.Bugojno has a big tourist importance for Bosnia and Herzegovina, and its values are reflected in a many urban green areas, forest resources, lots of native wildlife, beautiful rivers, tributaries and lakes, natural beauties, cultural and historical monuments, but also the hospitality of the hosts, that will classified Bugojno as very attractive and high-quality tourist destination.Natural and cultural resources of the municipality are the basis for the development of tourism and tourist offer should be based on these resources. Analysis of the current situation showed that the municipality has the potential for tourism development, but they need some investment and the establishment of a tourism development strategy and adequate protection of natural and cultural heritage.

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SUSTAINABILITY METRICS: MEASURING SUSTAINABLE DEVELOPMENT FOR TOURISM

Elma Šatrović[1]
Ensar Šehić[2]

Abstract: Sustainable tourism is defined as tourism that improves the quality of life of the host community, providesa high quality of experience for the visitors and maintains the quality of the environment on which both the host community and the visitor depend. In order to measure sustainability in tourism researchers use set of subjective and objective indicators. However, the analysis conducted in this paper shows both types of indicators have some weaknesses, so there is a need to use other measurement tools. As far as we know, there have been no studies of the three most commonly used sustainability measurement tools (AIChEBRIDGESworks Metrics, GEMI Metrics Navigator™ and IChemE Sustainability Metrics) in tourism. Our study is the first one to deal with these measurement tools. The aim of this paper is to describe most commonly used sustainability measurement tools; their special requirements for tourism and to answer the question how tourism contributes to sustainable development. Analysis shows that tourism contributes to sustainable development primarily through community-driven tourism development; minimization of negative social and cultural impacts; optimization of economic benefits; protection of physical and man-made resources, ethics, policy, standards; visitor satisfaction, maintaining destination attractiveness, use of proper tools and full community participation. Methodology that is used is comparative analysis of three most common sustainability measurement tools. Results obtained by comparative analysis indicate thatAIChEBRIDGESworks Metrics, GEMI Metrics Navigator™ and IChemE Sustainability Metrics have some common requirements for different businesses. However, requirements for tourism are very strict since it is considered as non-community based business, short-term planning, no protection of natural and human resources, huge economic benefits provider and business that has non-ethnical attitude towards environment. Conclusion states that taking into consideration the weaknesses of all analyzed tools, there is a need for further development of sustainability measurement tools in tourism.

Keywords: conventional tourism, sustainable development, sustainability measurement tools, sustainable tourism, Triple Bottom Line.

INTRODUCTION

Sustainable development can be defined as"developmentthat meets the needs of the present without compromising the ability of future generations to meet their own needs" (Székely and Knirsch 2005). Today, humanity faces a lot of challenges ofcontributing to sustainable development. Natural resources have been degraded, gap between rich and poor has widened dramatically, the earth is overpopulated, environmental pollution increases with every passing year and causesirreparable damage to the earth etc.

It is important to point out that the challenge of contributing to sustainability requires the commitment and active participation of all members of society, including businesses. This is why this paperexplores how tourism contributes to sustainable development. The aim of

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this paper is to describe most commonly usedsustainability measurement tools; their special requirements fortourismand to answer the question how tourismcontributes to sustainable development.Initially,it is important to emphasize that during last decades, as a response to developmental ills associated with conventional mass tourism various forms of tourism (e.g. green tourism, ecotourism) have beengaining prominence as more benign alternativesthat help increase awareness of the negative impactsof tourism and have raised consequent calls for impactassessment studies.

This paper starts with introductory remarks. Inthe second part the definition of sustainable development is given. Third part explainssustainable tourism. Forth part talks about requirements of sustainability metrics; methodologies that are used to identify most appropriate tool for particular company and gives overview of sustainability measurement tools. Paper ends with concluding remarks.

LITERATURE REVIEW

Until the late 1970s, in many regions and countries, tourism was considered a business that brings more benefits with fewer financial resources. However it is considered as business that causes irreparable damage on human society and nature (Chris Choi and Sirakaya, 2005). Expectations of society at large are forcing tourism companies to refashion the conventionaltourism development framework and to meet the needs ofnew environmentalism standards while sustaining an optimallevel of socioeconomic benefits.

The Berlin Declaration(1997) made a strong normative point by suggesting thattourism should benefit local communities, strengthens the local economy, employsthe local workforce, and wherever ecologically sustainable,uses local materials, local agricultural products, and traditionalskills. Policies and legislation and other mechanisms should be introduced to ensure the flow of benefits to localcommunities. With the establishment of special journals related to sustainability issues and the proliferation of sustainable-tourism-related articles the discourse on sustainable tourism has moved to the development of tools that are necessary to measure and evaluate various aspects of sustainable tourism (Chris Choi and Sirakaya, 2005).

An area that draws considerable attention is indicatorresearch. Indicators are usually used to measure and monitor development progress in communities. Mostly, researchers rely on objective indicators in order to measure developmental progress. According to Rossi and Gilmartin (1980) objective indicators refer to “quantitative counts of behaviors and conditions associated with a given situation”. The drawbacks of these indicators include weaknesses in assessing all aspects of the development progress since there are limits in observation and aggregation (Veenhoven, 2001). On the other hand subjective indicators reflect residents’ emotions, personal evaluations, attitudes etc. Chris Choi and Sirakaya (2005) indicate that mostly researchers use objective indicators and point out the importance of subjective. However, the combination of both indicators would mitigate weaknesses of both indicators and provide better information for decision makers.

In addition it is important to emphasize that in an era when sustainability seems to be emerging as a major social paradigm, tools developed solely to measure perceptions of positive/negative impacts of tourism within the traditional conceptual works may be insufficient (Hoff 1998). So, objective and subjective indicators that are used in

(Veenhoven, 2001; Rossi and Gilmartin, 1980; McIntyre, 1993; Sharpley and Sharpley, 1997 and McGahey, 1996) are not considered appropriate. This is why some authors try to develop and test innovative frameworks, new scales and measurement tools (Chris Choi and Sirakaya, 2005). However, all of these tools have some drawbacks. Taking into consideration the importance of sustainability measurement in all businesses, different institutions have developed sustainability measurement tools. According to the authors best knowledge there are no papers that analyze applicability of the three most commonly used sustainability measurement tools (*AIChEBRIDGESworks Metrics, GEMI Metrics Navigator*^{TM}and*IChemE Sustainability* Metrics) in tourism. This motivates authors to conduct comparative analysis of requirements of aforementioned measurement tools for tourism.

THE DEFINITION OF SUSTAINABLE DEVELOPMENT

The most commonly used definition of sustainable development is published in 1987 and states that: "Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (Székely and Knirsch, 2005). The concept of sustainable development is simple enough:the natural resources of the earth are limited; they are being used disproportionately by a minority of people living in wealthy nations, thus creating intra-generational inequity. The rate of use of these resources is ever-increasing, thus depriving the future generations of a living standard comparable to that of the present, and creating inter-generational inequity (Sikdar, 2003).

The confusion and conflict about the meaning of sustainable development still exits. However, sustainable development is thought to be a balance between economic development, societal equity and environmental protection (Majumdar et al., 2009). In some business circles this is referred to as the Triple Bottom Line (TBL) (Sikdar 2003; Fig. 1).

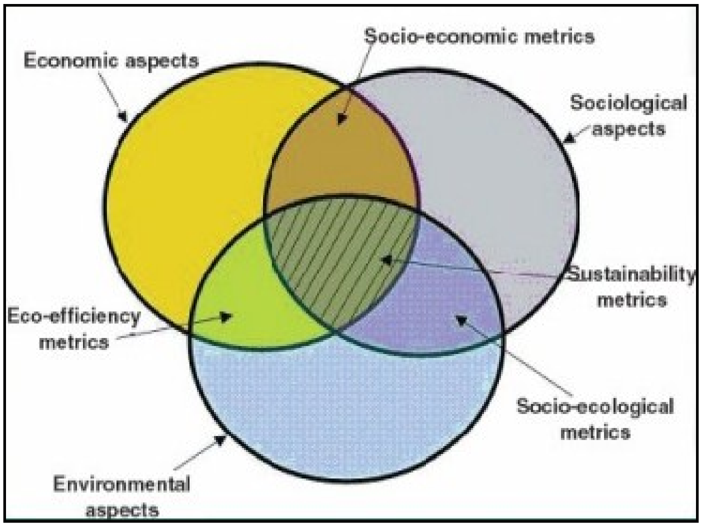

Fig. 1. Triple Bottom Line concept
Source: Majumdar et al. (2009)

The contribution to sustainable development requires the commitment and active participation of all members of society, including businesses. In the case of businesses, sustainability includes the implementation of strategies and activities that meet the needs of business itself and its stakeholders while protecting and sustaining natural resources (Majumdar et al., 2009). Thanks to the growing pressure from governments and other members of society, large companies have started developing initiatives to contribute sustainable development nowadays.

In 1998 John Elkingtom proposed the Triple Bottom Line reporting. He emphasized that economic performance is most commonly reported sustainability sphere and represents survival basis for businesses and shareholders. Expectations of society at large are forcing companies to be greener and point out the importance of environmental performance. However, third performance (social) is the least common in businesses reports as well as in academic literature (Székely and Knirsch, 2005).

In addition three critics of TBL reporting are provided. The first critic indicates that environmental impacts can be eliminated by economic. The second argues that the comparison of environmental and social sphere with economic in monetary terms is unfair while the third indicates that it is common for business to report and measure eco-efficiency which is the combination of environmental and economic performance and operations (Majumdar et al., 2009). However, socio-economic (interactions between social and economic spheres – Fig. 1) as well as socio-ecological (interactions between social and environmental spheres) are generally ignored.

SUSTAINABLE TOURISM

The sustainable tourism paradigm seeks to strike abalance between the traditional "utility paradigm" and itsderivative, "social exchange theory," which focuses onthe tradeoff between economic costs and benefits, and thenew environmental paradigm (NEP), which concentrates onconservation/preservation of all resources and enhancementof the well-being of communities during generations to come(Rowe, 1992). For the purpose of this paper, *sustainabletourism* is defined as tourism thatimproves "the quality of life of the host community, providesa high quality of experience for the visitors and maintainsthe quality of the environment on which both the host communityand the visitor depend" (McIntyre, 1993). The aim of sustainable tourism is to mitigate the negative impacts of conventional masstourism.

Sustainable tourism was born out of hopes and desires for a better future and concerns and fears about conventional tourism development and has been popularized as the best of the known alternatives. Sustainable tourism aims to provide a new way of developing destinations that can establish relationship between tourism and environment, society, culture, and politics (Sharpley and Sharpley, 1997).

The most common questions in relation between sustainable development and tourism are:

- What are appropriate measurement tools of Triple Bottom Line ideas?
- What are differences between sustainability measurement tools for tourism and other businesses?
- How tourism contribute to sustainable development?

According to Chris Choi and Sirakaya (2005) tourism can contribute sustainable development through: community-driven tourism development; minimization of negative social and cultural impacts; optimization of economic benefits; protection of physical and man-made resources, ethics, policy, standards; visitor satisfaction, maintaining destination attractiveness, use of proper tools and full community participation.

Defenders of conventional tourism argue that one of the main goals of tourism development is to maximize economic benefits (McGahey, 1996). However, advocates of sustainable tourism indicate that environmental as well as social aspects of sustainable development have to be considered as well.

SUSTAINABILITY MEASUREMENT TOOLS FOR TOURISM

Companies that aim to contribute to sustainable development consider measuring progress as critical to success. Morris et al. (1998) emphasize that: British Petroleum, IKEA, Interface, and Royal Dutch/Shell explore not only reasons and ways for achieving sustainable development goals but also the measurement tools. Further, this paperprovides anoverview of: requirements of sustainability metrics; methodologies that are used to identify the most appropriate tool for particular company and gives overview of sustainability measurement tools for tourism.

Requirements of sustainability metrics

According to Majumdar et al. (2009) roles of metrics are to: address specific issues relevant to the business; contain features/methods by which these issues can be measured and allow users to set realistic goals and to measure progress towards these goals.Morris et al. (1998) indicates the ideal metrics will be this that consolidates progress across all three dimensions of TBL.However, the biggest challenge in developing sustainability metrics is the organization of information in a way that best fits decision-making in terms of sustainable development (Székely and Knirsch, 2005).

Companies will be able to use sustainable development metrics effectively if developed metrics satisfies following requirements: companies have to be able to set goals; to develop action plans; to support the decision-making, adapt and implement changes. Companies need also to be able to measure progress; to compare the achieved performance with alternatives; metrics has to be user-friendly, flexible and adaptable to different stakeholders (Majumdar et al., 2009). If companies use metrics that satisfy aforementioned requirements, they are allowed to set goals, take actions, set benchmarks and analyze actions towards achieving goals.

Methodologies

In order to identify the most suitable tool for particular company, different methodologies have been adopted. The complexity of methodologies has evolved over time. In this paper Bellagio framework is presented. In November 1996, an international group of measurement practitioners and researchers from five continents came together in Bellagio, Italy to monitor progress towards practices of sustainable development and to summarize insights from practice (Hardi and Zdan, 1997). This monitoring resulted in principles that serve as guidelines for the whole of the assessment process including the design and choice of indicators, communication of the resultand their interpretation (Hardi and Zdan, 1997;

Tab.1). These principles should be applied together in order to identify the tool that best fits observed company. The conceptual model of Bellagio framework is presented in Fig.2:

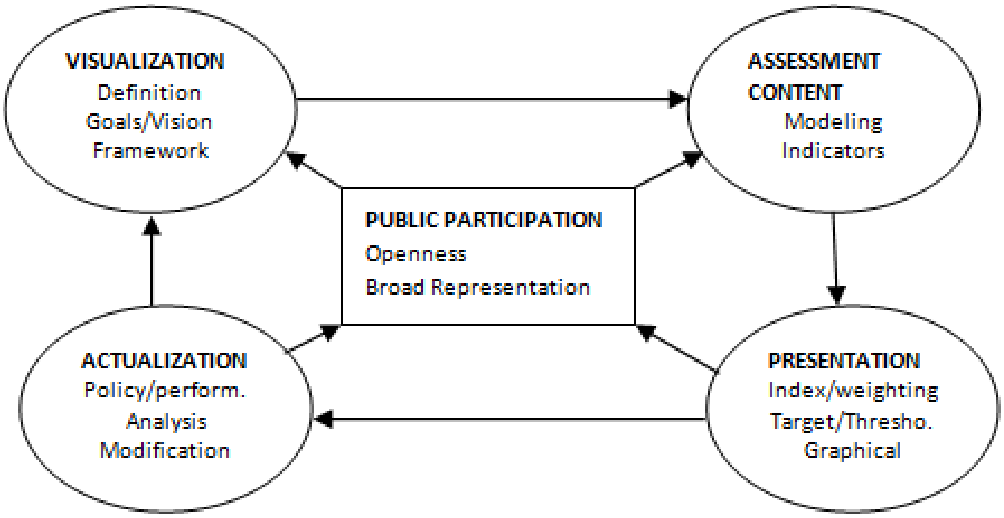

Fig.2. Conceptual model of Bellagio framework
Source: Becker(2004), cited in Majumdar et al. (2009)

Tab.1 summarizes Bellagio principles and assessment of progress:

Tab. 1. The summary of Bellagio principles and assessment of progress

Principle	Code	Assessment of progress
Guiding Vision and Goals	BP1	Should be guided by a clear vision of sustainable development and goals that define that vision.
Holistic Perspective	BP2	Should include review of the whole system; analyze changes and consider the well-being of social, ecological, and economic sub-systems; consider positive and negative consequences of human and ecological systems.
Essential Elements	BP3	Should consider equity and disparity within the current population; present and future generations, dealing with: resource use, over-consumption and poverty, human rights; consider the ecological conditions; consider economic development and other activities that contribute to social well-being.
Adequate Scope	BP4	Should adopt a time horizon that spans both human and ecosystem time scales; include long distance impacts on people and ecosystems; build on historic and current conditions to anticipate future conditions.
Practical Focus	BP5	Should be based on an explicit set of categories or an organizing framework that links vision and goals to indicators and assessment criteria.
Openness	BP6	Should make used methods and data accessible to all.
Effective Communication	BP7	There is a need for progress dissemination.
Broad Participation	BP8	There is a need for broad representation of key grass-roots diverse and changing values; to ensure the participation of decision-makers.
Ongoing Assessment	BP9	Measurements should be repeated in order to evaluate trends.
Institutional Capacity	BP10	Should be assured by: clearly assigning responsibility and providing support in the decision-making, providing institutional capacity for data collection, analysis and documentation.

Source: Hardi and Zdan(1997)

Sustainability measurement tools

For decades, the public considered tourism as the savior of many communities around the world because of its ability to generate new income and jobs. However, many destinations have been caught off-guard in dealing with the impacts of tourism on natural, social, and cultural resources. The unique features ofconventional tourism (non-community based, short-term planning, no protection of natural and human resources, business that brings huge economic benefits and business that has non-ethnical attitude toward environment) increase the need for measurement and transparency in reporting on Triple Bottom Line ideas and lead to strict requirements for tourism in terms of sustainability measurement and reporting.

Taking into consideration the importance of sustainability measurement in all businesses, different institutions have developed measurement tools of TBL ideas. Three most commonlyused sustainability measurement tools are:*AIChEBRIDGESworks Metrics, GEMI Metrics Navigator™*and*IChemE Sustainability Metrics* (Majumdar et al. 2009). This part provides an overview of these tools. Bellagio principles are used to compare these tools and identify their weaknesses. Concluding remarks summarize the results of comparison.

AIChEBRIDGESworks Metrics–In the period between 1999and2004 The American Institute of Chemical Engineers (AIChE) and BRIDGES to Sustainability worked to develop BRIDGESworks Metrics. This metricsis addressed to all businesses with internal decision making and consists of decision rules based on five ratios.The five numerators are: mass of raw materials minus mass of products, potable water used, net energy used, mass of toxins and pollutants. The denominator for each ratio is the output (Majumdar et al. 2009). These ratios concern only two (economic and environmental) out of three Triple Bottom Line spheres (eco-efficiency; Fig. 1). This metric is addressed mostly to production companies and its requirements are mostly not applicable for tourism.

GEMI Metrics Navigator™–AIChE and BRIDGES to Sustainability have developed The Global Environmental Management Initiative GEMI Metrics Navigator™ as well. This metricsaims to help different types of organizations to create higher quality decision making process towards sustainable development. This is continuous metrics development process consisted of six steps. Each step of the GEMI Metrics Navigator™ provides suggestions in the form of worksheets, checklist of evaluated criteria and series of questions that differ amongbusinesses. Six-step procedure seems to be applicable in tourism since worksheets and checklists explain the application in non-production sectors.

IChemE Sustainability Metric–Sustainable Development Working Group of The Institution of Chemical Engineers (IChemE) originated from UK has developed theIChemESustainable Development Progress Metrics. This metrics is published for the first time in 2006 and is addressed to different businesses.A number of individuals drawn from industry, consultancy and academia worked on this metrics for three years. They aimed to produce a practical tool for practicing engineers that uses as far as possible information already available (IChemE 2006). Publication introduces a set of economic, environmental and social indicators that are aimed to be used to measure the sustainability performance of an operating unit. Metrics contains special requirements for some companies e.g. tourism.

Different economic, environmental and social sustainability criteria have to be measured in companies that use some of sustainable measurement tools(Ricci 2012). Economic criteriaare: Corporate Governance, Risk & Crisis Management, Codes of Conduct/Compliance/Corruption & Bribery, Customer Relationship Management and Innovation Management; environmental criteria are: Waste Treatment and Sources of Raw Materials, Pollution Caused by Processes and Products, Risks Arising from Hazardous Chemicals while social criteria are: Human Capital Development, Talent Attraction & Retention, Corporate Citizenship & Philanthropy, Occupational Health & Safety, Labor Practice Indicators and Social Reporting (Ricci 2012). *AIChEBRIDGESworks Metrics, GEMI Metrics Navigator*^{TM}and*IChemE Sustainability Metrics* have different requirements for different businesses. However, there provide very strictrequirements for tourism due to its specific features (non-community based, short-term planning, no protection of natural and human resources, business that brings huge economic benefits and business that has non-ethnical attitude toward environment). Further part of paper summarizes special requirements for tourism.

AIChEBRIDGESworks Metrics, GEMI Metrics Navigator^{TM}and*IChemE Sustainability Metrics* require from companies in all businesses to measure and report progress towards economic criteria. However, tourism has very important role in world's economies. Tourism has experienced rapid growth in the past four decades, and this trend is expected to continue. In 2004 tourism accounts for 10.4% of the world'sgross domestic product, totaling US$5.49 billion worth oftotal tourism demand, and employs 214 million peopleworldwide (Chris Choi and Sirakaya, 2005). The forecasts indicate that tourism will grow on average4.5% annually between 2005 and 2014. Taking into consideration this fact, the economic sphere of sustainability in tourism is of great importance and all three measurement tools have special treatment in terms of economic criteria for tourism. For example there is special requirement for criteria Innovation Management since tourism is innovation-driven business.

Taking into consideration previously mentioned specific features of tourismmost important issue nowadays in thisbusinessis waste treatment. This issue isconsidered as environmental criteria in (Ricci 2012). All companies that use *AIChEBRIDGESworks Metrics* and*IChemE Sustainability Metrics* are obliged to report and measure progress towards reduction of sources of raw materials and pollution caused by its process. *IChemE Sustainability Metrics* pay much attention on waste treatment in tourism. *GEMI Metrics Navigator*^{TM}does not observe environmental criteria.

Among three aforementioned measurement tools just *IChemE Sustainability Metrics* focus on social criteria. *IChemE Sustainability Metrics* can be used for different businesses as well. Few criteria are obligatory for all businesses (Human Capital Development, Talent Attraction & Retention, Corporate Citizenship & Philanthropy, Labor Practice Indicators, Social Reporting). However, Occupational Health & Safety is obligatory only for tourism.

CONCLUSION

This paper aims to describe most commonly used sustainability measurement tools; their special requirements for tourism and to answer the question how tourism contributes to sustainable development. The conclusion states that tourism contributes to sustainable development primarily throughcommunity-driven tourism development; minimization of negative social and cultural impacts; optimization of economic benefits; protection of physical and man-made resources, ethics, policy, standards; visitor satisfaction, maintaining destination attractiveness, use of proper tools and full community participation.

Tab. 2. Measurement tools of sustainable development (comparison)

Bellagio principle	**BRIDGESworks™ Metrics**	**GEMI Metrics Navigator™**	**IChemE Sustainability Metrics**
BP1	Yes	Yes	Yes
BP2	Limited social aspects are considered	Optional whether the 3 pillars of TBL are included	Includes 3 pillars of TBL but social is narrowly defined
BP3	No	Optional	Narrowly defined
BP4	No	Optional	No
BP5	Yes	Yes	No
BP6	Optional	Optional	Optional
BP7	Optional	Optional	Optional
BP8	Optional	Optional	Limited to employees and local community
BP9	Optional	Optional	No
BP10	Yes	Yes	Yes

Source: Majumdar et al. (2009)

Three most commonly used tools for businesses are:*AIChEBRIDGESworks Metrics, GEMI Metrics Navigator*^{TM}and*IChemE Sustainability Metrics*. This paper shows these measurement tools have some common requirements for different businesses. However, requirements for tourismare very strict since it is considered as non-community based, short-term planning, no protection of natural and human resources, business that brings huge economic benefits and business that has non-ethnical attitude toward environment.
Different methodologies are used in order to identify most suitable tool. One of them is Bellagio framework.As a concluding remark of this paper there is the comparison ofthree aforementioned tools following Bellagio framework (Tab.2).

Analysis indicates that all of three tools have some weaknesses. AIChEBRIDGESworks Metrics does not consider equitable access to resources; care of future generations and social sphere. Weaknesses of GEMI Metrics Navigator^{TM}are: stakeholders are not consulted; impact on future generations isignored;no transparency. Weaknesses of IChemE Sustainability Metric are: large number of indicators; indicators are not available for stakeholders; no transparency; social indicator is analyzed in limited range (Majumdar et al. 2009). Taking into considerationthe weaknesses of aforementionedtools, there is a need for further development of sustainabilitymeasurement tools in tourism.

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CHANGES IN PATTERN OF SECOND HOME DEVELOPMENT IN COUNTRIES ARISING FROM SOCIALIST FEDERAL REPUBLIC OF YUGOSLAVIA

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Abstract: Intense construction of second homes in Socialist Federal Republic of Yugoslavia (hereafter referred as ex-Yugoslavia) started in 1960's. Acquisition of second homes was affordable for wide range of ex-Yugoslav citizen population due to low prices of land and real estate, as well as favourable loan conditions from state owned banks. Motivation for ownership was different – spending family holidays, which was more affordable in comparison to hotel accommodation, and investment in real estates in period of unstable ex-Yugoslav economy, represented by high inflation rates and variable currency. Predominant type of second home units was family vacation house, usually built in self-managed construction. In the moment of disintegration of common state in (and after) the year 1991, countries were at considerably different stage of development. Wars that followed even deepened the national and regional differences, which can be observed also in different second home development in new independent states. Due to private building entrepreneurship, most popular second home areas were faced with a new type of secondary residences – multi-apartment recreational buildings, often used as commercialized accommodation capacities. In the same time, prices of second homes have increased; therefore they became a privilege only for higher class. We can conclude that second home development pattern in ex-Yugoslav countries in the last 50 years has changed from affordable to exclusive phenomenon.
From the mentioned context, the main goal of the paper arises: to compare the pattern of second home development in ex-Yugoslavia countries before and after the fall of common state. Apart from literature overview, interpretation of official available census data (1971-2011) on the national level will be given. Special emphasis on changing socio-economical context of the second home development in Croatia and Slovenia will be presented.

Keywords: second home tourism, SFR Yugoslavia, development pattern, Croatia, Slovenia

INTRODUCTION

The phenomenon of residing in second homes or weekend-houses could be traced back to the time of ancient Egypt and the Roman Empire (Coppock 1977,4; Holloway and Taylor 2006, 23; Opačić, 2012, 8), where residences such as *villaerusticae* or *villaemaritimae* were used as temporary residences by wealthier representatives of the society at the time. Today, it can be considered as one of the most popular forms of recreation among the varied sphere of leisure time activities. In most European countries this phenomenon intensified after the Second World War, when several countries registered intense construction of these dwellings.Similar development could be observed in the Socialist Federal Republic of Yugoslavia (1945-1991), whereconstruction of second homes substantially gained in popularity in 1960's. According to Gosar (1989, 165), ex-Yugoslavia experienced an "extraordinary increase of second homes"in this period. The location of the country was marked by four distinct European physical geographical units

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(the Dinaric Alps or Dinarides, the Alps and the Pannonian and Mediterranean basins), therefore the country was characterized with a high degree of landscape diversity and became consequently attractive for second home tourism development.

The latter was generallystimulated with several political and social policies, which were introduced by the socialist government. These included affordable prices of land and real estate in general, and favourable loan conditions. As a result, self-managed building of family vacation houses increased in all six ex-Yugoslav republics until the 1980's. This phenomenon was especially evident in the Mediterranean part of the country (in littoral parts of Croatia and Montenegro), while other republics faced growth of these residences in places with significant importance for recreation and leisure activities – in mountain and lakeside resorts, as well as in the spa centres, hilly and riverside areas.However, due to the increased development of second home infrastructure in the 20th century, numerous traditional settlements faced significant transformation in terms of appearance and architecture patterns.

PATTERN OF SECOND HOME DEVELOPMENT IN SOCIALIST PERIOD OF EX-YUGOSLAVIA

Intense construction of second homes in ex-Yugoslavia started in 1960's (Jeršič, 1968;Pepeonik, 1977), when they became more acceptable phenomenon in socialist Yugoslav society. Authorities introduced the socialist self – governed model,which allowed private ownership of the (second) real estate because they wanted to provide social stability of the population. Increased motivation for acquisition of second homes in socialist Yugoslav society could be recognised as an expression of saving (Gosar, 1984; Poljanec-Borić, 1991) and investment (Gosar, 1989).In the conditions of high inflation of the local currency (the Yugoslav dinar)and the absence of a free market economy on the one hand and low land prices in depopulated rural areas (Opačić, 2012) andfavourable housing loans (Mikačić, 1994; Mikačić, 2007) on the other, investment in second homes was one of the most rational way of saving surplus capital (Opačić, 2012).The debated context was further strengthened by the fact that in the period of ex-Yugoslavia urban-oriented industry was the dominant economic activity, which initiated extensive migration flows from rural areas due to high demand for labour force.As a result, a large number of abandoned housing and commercial buildings in the villages became available at very affordable prices in many rural areas in the country (Gosar, 1989;Opačić, 2012).

In this regard, ex-Yugoslavia registered an increased interest for acquisition of second homes during the 1960's, 1970's and 1980's (Jeršič, 1968; Alfier, 1987;Klarić, 1989; Miletić, 2011; Opačić, 2012). The demand was the highest on the coast and islands – especially in Croatia (Opačić, 2009b), later also in Montenegro. Mountainous areas, for example the Slovenian Alps (Gosar, 1984; 1987; Koderman, 2014a), and attractive parts of rural recreational areas of major cities (eg. in mountainous and hilly areas (Gosar, 1987; Salmič and Koderman, 2013; Koderman and Salmič, 2013), banks along rivers, lakes, etc.) in almost all parts of ex-Yugoslavia (Klarić, 1989) were also very popular for second home development. The number of second homes has grown exponentially throughout ex-Yugoslavia and in many areas typical second home landscape has been formed. In these areas, second homes became the main factor of spatial transformation and brought numerous physiognomic (Opačić, 2009a), economic (Opačić, 2008), sociocultural and environmental implications in space, mostly with negative connotation (Gosar, 1987).

The development of second home phenomenon after World War II can be divided into two periods regarding the genesis of objects for rest and recreation: a) the phase of conversion and adaptation of the existing housing stock intosecond homes in areas affected by emigration and aging of the population (mostlyin 1960's and 1970's) and b) phase of construction of purposely built second homes in form of family houses (in 1970's and 1980's) (Opačić, 2009b). Regarding the morphology of the ex-Yugoslav second home dwellings, the dominant type was family detached house (Pepeonik 1983, Opačić, 2009b). The main motivation for the acquisition of second homes was relaxation and recreation of the owner and his family and friends.

The majority of second home demand came from major cities (Opačić, 2012) – a trend which coincidedwith tourism demand in general. In littoral part of Croatia, Kušen (1983) distinguished five categories of private investors from that period: a) investors from the coastal areas, which were generally not different from that from the interior part of the country, b) residents with significant personal incomes, which were previously allocated to social flats, c) workers on "temporary work abroad", whose foreign currency savings were considered a substantial capital ex-Yugoslavia, d) individual craftsmen, members of the independent professions and farmers, who were avoiding the payment of a part of their social responsibilities and taking advantage of the specific rules and privileges, which enabled them to gain a substantial financial resources and e) the category of investors that has emerged due to the large demand for real estate of the first four categories.At the end of the 1980's,the collective recreational housing was introduced in leading coastal and mountain tourism destinations of Yugoslavia. In terms of morphology of second homes this trend was manifested by multi-apartment recreational buildings, which also mark the developmental phase of second home phenomenon after the breakup of Yugoslavia and the transition to a free market economy in 1990's (Opačić, 2012).

The above mentioned trends can be clearly distinguished from Tab. 1, 2 and 3, where the number of second homes and their share in total housing stock in ex-Yugoslav republics is presented. The Federal Yugoslav bureau of statistics first started to collect the data of the so called *dwellings for holiday and recreational purposes* in 1971. In this year, the share of second homes in the country's total housing stock was negligible – less than one percent of the housing stock was (officially) used for second home purposes (Tab.1). One can, of course, speculate, weather such low proportion of second home residences could be attributed to the lack of methodological criteria for the mere definition of second homes, rather than actual function of this real estate in the country. Nonetheless, the most important republics in terms of second home development in the beginning of 1970's were Croatia and Montenegro, which both share a substantial and attractive coastline along the Adriatic Sea. As already mentioned above, second home development first started to develop in this littoral part of ex-Yugoslavia in particular.

Tab. 1. Number of second homes and share of second homes in housing stock in ex-Yugoslav republics in 1971

Socialist Republic of	**Number of inhabited dwellings**	**Number of second homes**	**Share of second homes in housing stock (%)**
Bosnia and Herzegovina	783,815	1,399	0.18
Croatia	1,157,542	22,946	1.98
Macedonia	315,580	813	0.26
Montenegro	109,202	1,834	1.68
Serbia	2,107,877	11,724	0.56
Slovenia	461,225	4,281	0.93
ex-Yugoslavia (total)	**4,935,241**	**42,997**	**0.87**

Source: Federal Bureau of Statistics of the Socialist Federal Republic of Yugoslavia, 1972.

In the period between 1970 and 1980, the growth of the number of second homes in ex-Yugoslav republics was particularly strong. Gosar (1987) stated that in this decade there was an increase in the number of individuals who not only wished to use their leisure time for engaging in recreational activities but also desired to make use of the time spent in their second homes for working in their gardens, vineyards or orchards, and this in turn led to an increase in the number of second homes being constructed in the winegrowing areas of the Pannonian and Dinaric regions.

Tab. 2. Number of second homes and share of second homes in housing stock in ex-Yugoslav republics in 1981

Socialist Republic of	**Number of permanently inhabited dwellings**	**Number of second homes**	**Share of second homes in housing stock (%)**
Bosnia and Herzegovina	1,015,437	19,892	1.96
Croatia	1,381,434	84,317	6.10
Macedonia	435,924	9,351	2.15
Montenegro	131,472	11,361	8.64
Serbia	2,579,845	72,318	2.80
Slovenia	585,780	18,965	3.24
ex-Yugoslavia (total)	**6,129,892**	**216,204**	**3.53**

Source: Federal Bureau of Statistics of the Socialist Federal Republic of Yugoslavia, 1984.

The described developmentcan be clearly evident from the statistical indicators, presented in Tab. 2. In this period, the strongest relativegrowthwas recorded in the republics of predominantly continental character: in Bosnia and Herzegovina, where the number of second homes grew from 1,399 in 1971 to 19,892 in 1981 (an increase of over 1400 percent), Macedonia (an increase of over 1100 percent) and in Serbia (an increase of 600 percent). Share of second homes in total housing stock also significantly increased in the other three ex-Yugoslav republics, especially in Montenegro (an increase of over 600 percent), where almost one tenth of the housing stock was dedicated for second home use (in this decade, Montenegro exceeded Croatia in the share of second homes in total housing stock). Secondary residences also experienced intense construction in the Alpine parts of Slovenia, where in increase of over 400 percent was recorded in the debated period.

During the 1980's, the share of second homes in housing stock doubled in almost all ex-Yugoslav republics (the data for Bosnia and Herzegovina are not available). The increase was especially strong in Macedonia, Montenegro and Serbia, where the number of second homes grew for 272, 264 and 247 percent respectively. In Montenegro, the share of second homes presented nearly 15 percent in the total housing stock, while this share was around 10 percent in Croatia (Tab. 3).

Tab. 3. Number of second homes and share of second homes in housing stock in ex-Yugoslav republics in 1991

Republic of	**Number of dwellings**	**Number of second homes**	**Share of second homes in housing stock (%)**
Bosnia and Herzegovina	n. a.	n. a.	n. a.
Croatia	1,772,345	176,845	9.98
Macedonia*	580,342	25,474	4.39
Montenegro	203,691	29,990	14.72
Serbia	3,619,325	179,122	4.95
Slovenia	684,139	26,374	3.86
ex-Yugoslavia (total)	**6,859,842**	**437,805**	**6.28**

Sources:Bureau of Statistics of the Republic of Slovenia, 1994; Central Bureau of Statistics of the Republic of Croatia, 1995; Federal Bureau of Statistics of the Federal Republic of Yugoslavia, 1991; Statistical Office of the Republic of Macedonia, 1997.
* The data for the Republic of Macedonia are based on the year 1994.

In a relatively short period of time (1971–1991), second homes have become an important part of the ex-Yugoslav housing stock, as theirshare increased for over 700 percent over the debated period. Although the spatial distribution of second homes could be in general described as dispersed as they could be found in almost every municipality in the country, they were mostly concentrated along the coast of the Adriatic Sea and in the vicinity of larger cities, especially in the urban areas of cities Beograd and Novi Sad (this region had the highest density of second homes in ex-Yugoslavia according to Klarić (1989, 75-76)).

In Croatia, these dwellings were predominantly located in the seaside resorts and coastal regions of the western part of Istria peninsula, in Crikvenica-Novi Vinodolski Riviera, in southern part of the Velebit coastal region (with the area of Novigrad) and in the coastal parts of Northern and Central Dalmatia (from the town of Nin to the town of Trogir, Makarska Riviera), and islands of Krk, Lošinj, Pag, Vir, Murter, Čiovo, Šolta, Brač, Hvar and Korčula. In Montenegro, second homes were similarlymost densely distributed along coastal areas, especially in the vicinity of Bay of Kotor (Klarić, 1989, 75-76; Opačić, 2009b).

PATTERN OF SECOND HOME DEVELOPMENT IN TRANSITIONAL PERIOD AFTER THE DISINTEGRATION OF EX-YUGOSLAVIA WITH SPECIAL EMPHASIS ON CROATIA AND SLOVENIA

With the fall of socialism and the disintegration of Yugoslavia in the early 1990's, the newly formed independent states were affected by the longer (e.g. in many parts of Croatia and in Bosnia and Herzegovina) and shorter (e.g. in Slovenia) wars. Direct and indirect negative effects of wars have further slowed down economic development in most of the newly formed independent states, so the economic transition lasted longer in all countries arising from Yugoslavia (with the exception of Slovenia) than in other post-socialist European countries.

Two new processes have strongly determined the recent phase of second home development in all of the newly formed independent countries, especially in Slovenia and Croatia: a) the increased strengthening of private property and b) the emergence of private enterprise (Rogić, 2006). The main consequence of the re-inauguration of private property in the context of the second home phenomenon is the restoration of a free real estate market. The latter resulted in a significant increase of prices in the most popular tourism and second home receiving areas. The international demand for the real estate in leading second home areas in Croatia and Slovenia has grown after the opening of the real estate market to foreignersin terms of approaching and joining the European Union and was to a high degree further stimulated by significant improvement of transport infrastructure (especially the highway network) in both countries. Processes, mentioned above,have influenced second home development over the last two decades,which therefore gained different characteristics compared to the period of Yugoslavia, when it was almost exclusively based on domestic demand. However, domestic second home demand in Slovenia and Croatia still prevails in relation to foreign (Opačić, 2012; Salmič and Koderman, 2013; Koderman and Salmič, 2013; Koderman 2014b).

Although the majority of second homes in Croatia and Slovenia can still be found in the form of family homes (mostly built in the period of ex-Yugoslavia), multi-apartment recreational buildings are becoming more remarkable element of second home landscape in the coastal and island areas of Croatia, as well as in coastal and Alpine areas of Slovenia. The construction of multi-apartment recreational buildings is forced by newly established construction lobby, which in the late 1990's and early 2000's so strengthened that has often became a key participant in spatial and urban planning at the local level in the late 1990's and early 2000's.

Increase of second home real estate prices has gradually transformed this phenomenon from the wider availability of these dwellings in ex-Yugoslavia to their exclusive ownership in the newly formed independent states,where owning a second home became a privilege of higher class, i.e., a status symbol.

In Croatia and Slovenia, the leading second home areas remained the same as in the previous socialist period: the Adriatic coast, islands, mountainous areas of Slovenia (especially the Alps) and attractive parts of rural recreational areas of major cities (Miletić, 2011; Opačić, 2012; Koderman, 2014). With the appearance of the multi-apartment recreational buildings, physiognomic-functional, economic, socio-cultural and environmental implications of the second home phenomenon have been strengthened in manylocal communities.

While all these processes previously appeared in Slovenia and Croatia and marked their recent stage of second home development, they are now typical for other ex-Yugoslavian countries. Here, the demand for second homes still remains predominantly domestic (with the exception of the coastal area of Montenegro). The reasons for this lies in the fact that other countries are still not part of the European Union and their property market is somewhat more closed. Other important reasons for slower growth of international demand can be exposed: a longer distance of travel and weaker transport accessibility towards the main centres of second home demand, lower degree of tourism development, the presence of political tensions and instability, the unclear legislative and spatial planning framework, unregulated land registry, etc.

Second home development in Croatia

After the disintegration of Yugoslavia, Croatia has conducted two censuses of population, households and dwellings (2001 and 2011) in which second homes were registered as a part of the housing stock. In 2001, 182,513 dwellings for holiday and recreational purposes were recorded (Croatian Bureau of Statistics, 2003), while in 2011 there were 249,243 dwellings for vacation and recreation recorded (Croatian Bureau of Statistics, 2013). The number of dwellings has increased significantly over the last inter-census period (36.6%), compared with the previous period between 1991 and 2001 (3.21%). The reason for such intense growth lies in the increased construction of multi-apartment recreational buildings.The most prominent increase was recorded in the early 2000’s, before the economic recession which has slowed down and almost stopped the building activity in the end of the 2000’s. The proportion of dwellings for holiday and recreational purposes in total housing stock has also increased – from 9.7% in 2001 to 11.1% in 2011 (Croatian Bureau of Statistics, 2003; Croatian Bureau of Statistics, 2013).

Data from last two censuses show that the leading second home areas (according to the absolute number of dwellings for vacation and recreation, as well as according to their share in the total housing stock) have not changed. The highest number of second homes was recorded in towns and municipalities on the coast and on the islands, particularly those connected with the mainland by the bridge (e.g. Vir, Pag, Krk, etc.). In the towns and municipalities of the Northern Croatian Littoral (Istria and Kvarner regions), a higher number and higher share of second homes in the total housing stock were recorded in comparison with the Southern Croatian Littoral (Dalmatia region). The main reason for such distribution is the fact that Dalmatia is further away from the leading national and international centres of second home demand in comparison to Istria and Kvarner. Other reasonslie in the fact that Istria and Kvarner were excluded from the zone of direct war operations in the first half of the 1990’s, so the development of the second home phenomenon took place more spontaneous here than in Dalmatia. In addition, because of the advantages of proximity to the centres of demand and better transport accessibility, process of construction of multi-apartment recreational buildings in the Northern Croatian Littoral began earlier and was stronger than in the Southern Croatian Littoral. Second homes make up a clear majority of the total housing fund in even 19 towns and municipalities in Croatia,with the highest share on the island of Vir (86.3%). It is obviousthat the second home phenomenon in many local authority units has become a major factor of morphological and functional transformation and that its role in the Croatian littoral area further strengthens.

Second home development in Slovenia

Statistical Office of the Republic of Slovenia conducted the last “classical” census of buildings and dwellings in 2002, in which there were 31,681 second homes recorded in country. In 2011, the so called registry-based census identified only 20,740 such units. It should therefore be noted, that statistical office completed this census not by collecting data on the ground in the form of statements of owners and tenants, but by using administrative sources and integrating the data obtained from the Central Population Register of the Ministry of the Interior, the Building Cadastre and the Real-Estate Register of the Surveying and Mapping Authority and the Land Registry (managed by the Supreme Court of the Republic of Slovenia). In interpreting the data from the 2011 Census, and in possible comparisons with the previous census carried out in 2002, it should be mentioned that there may exist certain differences on account of the use of different data collection or data acquisition methods (Statistical Office of the Republic of Slovenia, 2002; 2011).

According to the census in 2002, second homes in Slovenia accounted 4.1 percent of the total housing stock. In the register-based census of 2011, their share was only 2.5 percent – a decline which canmostly be attributed to the different methodology used the last census by the statistical office. Despite this fact,the municipalities with the highest proportion of second homes in their housing stock remain the same in both census years – these are the municipalitiesof Kranjska Gora, Bohinj and Bovec, all three partly located in the Triglav national park in northwestern Alpine region of Slovenia. Other, smaller municipalities (Kostel, Jezersko, Osilnica, Bloke, RibnicanaPohorju) also show a significant proportion of holiday units, however, it should be noted that these municipalities have a low number of residential units (less than 1000) in general. Although the second homes in the mentioned municipalities do not represent the dominant form of settlement as the share of permanently inhabited dwellings everywhere remains higher, secondary buildingshad a significant impact on the morphology and physiognomy of the several settlements in Slovenia.

CONCLUSION

Dramatic changes of socio-economic and political context in the countriesestablished after the dissolution of ex-Yugoslavia have significantly influenced the pattern of second homes’ development. In the socialist period, when nowadays independent countries were a part of common state, main characteristics of second home development included: a) a purpose-built or converted and renovated family houses as the dominant form of second homes, b) exclusively domestic demand for acquisition of second homes, c) low prices of real estate and land, d) favourable loan conditions for the construction or renovating, and e) leisure and recreation with family and friends as the dominant pattern of the second home usage. The disintegration of the ex-Yugoslavia, with a turbulent period of wars and economic transition in 1990’s, has deepened differences in economic development between ex-Yugloslavcountries, and contributed to the significant changes in the contemporary context of second home development. Therefore, the characteristics of recent stage of the second homedevelopment appeared earlier in Slovenia and Croatia than in other countries. The reasons lie in the earlier opening of the real estate market to foreigners (EU citizens), membership in the European Union and better transport connections with centres of second home demand. Among the main features of the recent second home development patternthe following elements can be identified: a) more pronounced presence of multi-apartment recreational buildings, especially in the leading coastal and Alpine second home areas, b) the emergence of a free real estate market and influential construction lobby, c) the emergence of international second home demand – mostly in the leading coastal and Alpine second home areas, d) a strong increase in land prices, loans for purchasing second homes that are often unattainable for most citizens, e) appearance of commercial or speculative motivation on the acquisition of second homes (e. g. renting, capital investment in real estate because of the expected growth in their prices). It can be concluded that second home development pattern in the ex-Yugoslav countries in the last 50 years has changed from affordable to exclusive phenomenon.

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THE IMPACT OF CHEFS' NATIONAL CUISINE PERCEPTIONS ON THEIR INTENTION TO PURCHASE LOCAL FOOD

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Abstract: The purpose of this study is to understand the role of chefs' perceptions of national cuisine in their intention to purchase local food. Data were collected through a survey instrument which includes individual scales for chefs' perceptions of national cuisine and their intentions to buy local food. 106 questionnaires were distributed to chefs attending to activities held by Turkish Chefs Federation in Antalya ANFAS Fairground between 26 and 28 February 2015. Within a convenient sampling method, 74 questionnaires were returned and 67 of these were included into the subsequent analyses. Following the reliability and validity analysis of the scales, the results showed that chefs perceived national cuisine in three domains as cost, labor and popularity, and the findings of regression analysis indicated that the cost dimension of national cuisine perception influenced chefs' intention to purchase local food.

Keywords: Local Food, National Cuisine, Chefs' Perceptions, Purchasing Local Food, Turkey

INTRODUCTION

As people's information sources and experiences of a wider array of local cuisines expand due to the developments in information technologies and increases in the number of travels to different regions of world, tourists are exposed to and become familiar with different cuisines (Seo et al., 2013). Relying on this familiarity, tourists develop their perceptions of different local cuisines, and it is believed that those perceptions positively influence tourists' behaviors (Chi et al., 2013). In the relevant literature it is revealed that cuisine has a considerable impact on tourists' choices of their vacation destinations (Kivelaand Crotts, 2009). Moreover, food is an important determinant of tourists' satisfaction with a destination (Nield et al., 2000). Thus, food can prompt tourists to return to the same destination (Kivela and Crotts, 2006). From a supply side perspective, tourists' food consumption is an important means of generating revenue for a destination. Additional to its economical contributions, cuisine is also a unique attribute of destinations that enhances tourist experiences (Mynttinenet al., 2015) through the connections between local food and culture.

Local food consumption is a growing trend among contemporary consumers. In a recent study, 20% of respondents rated the ingredient source as the most important attribute for their restaurant selections (Lillywhite and Simonsen, 2014). Onozaka et al. (2010) highlighted that consumers have been developing an inclination to consuming local food

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products because they perceived local food fresh, high quality and nutritious. In the specific context of tourism, prior research (Fields, 2002; Kim et al., 2009; Chang et al., 2010; Mak et al., 2012) showed that tourists are motivated to consume local food in their vacation destinations by several factors including cultural motivators (symbolic meaning of food), social motivators (status and prestige, developing new relations or strengthening existing ones around food), and physiological motivators (fresh and healthy food consumption). Local food consumption is not merely a demand side issue but also a matter of fact in the supply side. Indeed, this growing demand is expected to accelerate the production and use of local food in tourist destinations (Lillywhite and Simonsen, 2014) where hospitality industry (restaurants and hotels) is supposed to be the major users of local food products. In the context of restaurant and hotel firms, chefs play a critical role in deciding to use and purchase local food (Telfer and Wall, 2000). Therefore, the relevant literature mostly focuses on chefs' perceptions of local food products' attributes, obstacles to purchase local food, and their intention or decision to buy local foodstuffs. The researchers (Strohbehn and Gregoire, 2003; Curtis and Cowee, 2009; Onozaka et al., 2010; Kang and Rajagopal, 2014) who explored the attributes of local food revealed that chefs or decision makers (owner, general manager, purchasing manager) in hospitality industries appreciated freshness, nutritional value, quality, taste, low cost and price, uniqueness, and ease of preparation attributes of local food products. Nevertheless, chefs also experience some serious obstacles to buy or use local food. Prior research showed that seasonality of products, inconsistencies in quality and price, problems with delivery, and incomplete information about availability of products are the major challenges perceived by chefs while purchasing local food (Strohbehn and Gregoire, 2003; Curtis and Cowee, 2009; Kang and Rajagopal, 2014). Both perceptions of local products' attributes and perceptions of obstacles may influence chefs' intention to purchase local food (Inwood et al., 2009). In this sense, attributes of local food exert a positive impact on chefs' intentions while perceived obstacles negatively affect chefs' motivation to locally sourcing of food.

Another influential factor might be chefs' perceptions in the domains of local or national cuisines' ingredient, production and cost requirements and their beliefs about how customers react to local food. However, studies on the national/local cuisine perceptions are very scarce. Moreover, the respondents in the existing research studies were mainly tourists or consumers, not chefs. In fact, following the recognition that local food is a critical attribute of destinations and tourists' experiences, researchers have paid a considerable attention to tourists' perceptions of local cuisines or food. In this context, different research studies employed different conceptualizations of those perceptions. For instance, Karim and Chi (2010), Chi et al. (2013) and Seo et al. (2013) use the term "food image" while Philips et al., (2013) and Camillo and Karim (2014) prefer using "attitudes" to explain how tourists perceive local food or cuisines. According to Karim and Chi (2010) food image conceptually had three dimensions including food/cuisine (variety, quality, presentation, cooking methods, locality, and taste), dining/restaurant (price, attractiveness, varieties, easy access, friendly service, and menu) and food–related tourism activities (food and wine regions, package tours, cultural experience, street market, food vendors). However, Chi et al. (2013) stated that dimensions including food distinctiveness and accessibility, food diversity and enjoyment, and food quality and presentation constitute food image. In their study, Seo et al. (2013) empirically revealed that local food image has two dimensions: cognitive (recognition or perception of local food with its attributes including quality, attractiveness, healthfulness, family-orientation and uniqueness), and effective (emotional and sentimental perceptions including contention, pleasantness, enjoyable, and exiting). Philips et al. (2013) described tourists' attitudes toward a cuisine in three domains including enjoyable or not; pleasant or not; bad or good. Camillo and Karim (2014) focused on consumers' attitudes towards a national (Italian) cuisine and empirically demonstrated that taste, simplicity of cooking and preparation, freshness of ingredients, variety and appeal, price and authenticity are the main components of those attitudes. Very recently, Mynttinen et al.(2015) revealed that tourists' perception of food has two important components as freshness and healthiness. These studies also discovered positive relationships between food image, attitude or perceptions and tourists' visit intentions (Karim and Chi, 2010), sampling of local food (Philips et al., 2013; Seo et al., 2013), satisfaction with food and their evaluations of culinary experiences in a destination (Chi et al., 2013).

It is appearing that tourists'evaluations of national cuisines are important to their choices among destinations. But it is very hard to establish direct relationships between image of national cuisine based on tourists' perceptions and the purchase of local food by restaurants. Nevertheless, it is plausible to assume that positive image of a national cuisine may lead tourists to demand and consume local dishes from that food culture (Philips et al., 2013; Seo et al., 2013) and eventually tourists' increased demand may induce restaurants to include more local food into their menu offerings which may result in purchasing more locally produced foodstuffs. In fact, some researchers (Karim and Chi, 2010; Kang and Rajagopal, 2014) confirm these relations at least conceptually and partly in the way that tourists' demand for local food increases producing and serving of local dishes in local restaurants. However, the other and important aspect of local food purchases by restaurants is chefs' willingness to use local foodstuff and thus it is critical to understand the factors that have an impact on chefs' intention to buy locally produced food. As noted before, the previous research has mainly focused on the influence of chefs' perceptions of local food attributes and challenges to purchasing local food on their motivation to buy or use locally produced foodstuffs (Strohbehn and Gregoire, 2003; Curtis and Cowee, 2009; Inwood et al., 2009; Onozaka et al., 2010; Kang and Rajagopal, 2014). However, there is no research on the effects of chefs' evaluation of national cuisine on their intention to purchase local food. Since, more dishes from a national/regional cuisine on menus may require use of more local ingredients and chefs' favorable perceptions of national cuisine leads to their choices of planning menus with more varieties from national food culture. Therefore, it may be possible to associate the purchase of local food with chefs' perceptions of national/regional cuisine. Thus, the purpose of the study is to understand the role of chefs' perceptions of national cuisine in their intention to purchase local food.

METHODOLOGY

This section contains pieces of information about study setting, sampling and data collection methods and data analysis.

Study Setting

The empirical part of the study was carried out in Turkey, specifically in Antalya. Considering the number of nights spent by tourists and the number of tourism establishments, Antalya is one of the leading tourism destinations in Turkey (Erkus-

Ozturk, 2010) and possesses the necessary resources for sun-sea-sand tourism (Alvarez, 2010). The region has a mild climate, magnificent landscapes and natural scenery, beautiful beaches and a colorful culture which attract millions of visitors every year (Cizel et al., 2013). In fact, tourism industry in Antalya is largely dependent on international tourists who are seen as “sun and sea seekers,” and who visit the destination especially in the summer season (Ozdemir et al., 2012a). Tourist arrivals from foreign countries, including Germany, Russia, France, England and the Netherlands, amounted to more than 10 million people (Ozdemir et al., 2012b).

Problems, however, have emerged alongside the rapid development of tourism in Antalya. The large hotel facilities located in resort areas and are segregated from the city center. Additional to this distance between resort areas and the city center, the all-inclusive concept is a common practice among resort hotels in the region (Ozdemir et al., 2012a), and all those result in an environment in which tourists do not experience the daily life of the city and/or local people (Ozturkmen, 2005). Thus, recognition and consumption of local food by tourists visiting the region are not at a satisfactory level (Ozdemir and Kinay, 2005) which may naturally have a negative impact on the use and purchase of locally produced foodstuffs by hotels and restaurants in the region. Nevertheless, some researchers have been interested in the relationship between local food and tourism in Turkey. The Turkish literature conceptualizes the local food as a critical component of national or local culture or equates it to local or national food culture. In this context, researchers paid a considerable attention to the economical aspects of local food such as the benefits generated through marketing local products to tourists. Thus, the main subjects in the national research were the demand generating effect of local food in rural tourism (Kesici, 2012); the impact of local gastronomical products on local economical development (Kocaman and Kocaman, 2014); tourists’ local food perceptions (Gokdeniz et al., 2015; BekarveBelpinar, 2015), and the role of local food in restaurant marketing (Erkol and Zengin, 2015; Yurtseven and Kaya, 2011). Although this information provides an overview of how local food was understood by researchers, it cannot present any clue in understanding the determinants of restaurants’ local food purchasing behaviors. In fact, the information about how Turkish restaurants use local food products is hardly available. There is only one accessible study (Yaris and Comert, 2015) which has investigated the perceived advantages and disadvantages of using local food in restaurants with a sample of 11 restaurant operators. Therefore, there is an urge to examine the factors affecting the hotels’ and restaurants’ purchases of local food in larger samples in Turkey.

Sampling and Data Collection

The data were collected through a questionnaire administered to a purposive sample of Turkish chefs from hotels and restaurants operating in Antalya. Specifically, a combination of purposive sampling methods (the criterion sampling and convenience sampling) was used. The screening of study respondents followed two criteria. First, respondents had to hold upper level positions (executive chef, sous chef or chef de partie) in the kitchen and should be employed by hotel and restaurant firms operating in the region. In order to establish contact with potential respondents, two researchers attended a local food and beverage fair in ANFAS (Antalya Fair and Exhibition Organization Firm) Fairground. Respondents were approached and informed about the purpose of survey and were then asked whether they would participate in the survey. Respondents’ participation in the study was strictly voluntary. Respondents were also told that their individual responses were anonymous and confidential. 106 questionnaires were distributed to chefs attending to activities held by Turkish Chefs Federation during the fair between 26 and 28 February 2015. Finally, 74 questionnaires were returned and 67 of these were valid for further analysis since seven respondents had completed the less than % 50 of the questionnaires. It might be claimed that the current study has a relatively small sample size. However, this is the main issue in similar other studies. For example, the study by Inwood et al. (2009) involved 71 respondents into the sample while the study of Kang and Rajagopal (2014) had a sample of 40 respondents.

The questionnaire comprised three groups of items. The first group of items constitutes a scale for chefs' intention to purchase local food. In the second group, there is a scale for measuring the respondents' perceptions of national cuisine. Finally, the third section was designed to obtain demographic and professional information from the respondents.

Scale for intention to purchase local food: The items of the scale were developed by Kang and Rajagopal (2014). The authors used the conceptual framework of theory of planned behavior and examined the impact of respondents' attitudes, subjective norms, and perceived behavioral control on their intention to buy local food in the context of hotel industry in the United States. The scale originally has six items that measures respondents' intentions in the domains of cost, quality, flexibility of return policy, number of vendors, contact with vendors, and decision makers' efforts to buy locally produced food. The authors did not present any information about the dimensionality of the scale, but they involved the scale as a one-dimensional variable into the further analysis.

Scale for perceptions of national cuisine: The items of the scale were borrowed from Ozdemir (2003). The original study sampled 61 respondents who were chefs in five star hotels operating in Antalya region and measured their perceptions of Turkish, Italian and French cuisines. The 12 items in the original scale were in Turkish and related to what each cuisine requires in the domains of labor (skills, experience, specialization); cost (ingredients, equipment, labor); preparation time and craftsmanship, and popularity (consumers' interest, demand, and consumption levels). Ozdemir (2003) revealed that the scale was one-dimensional relying on the results of expletory factor analysis. All the items in the scale of chefs' intention to purchase local food were translated into Turkish from English. The translated items were examined by two experts (faculty members at gastronomy and culinary arts department) who were familiar with both languages.

The survey instrument which includes individual scales for chefs' perceptions of national cuisine and their intentions to buy local food was tested in a pilot study which was carried out with 11 chefs. After small adjustments based on the results of the pilot study, the questionnaire took its final form. A 5-point Likert scale (*1 = strongly disagree; 5 = strongly agree for intention to purchase, and 1= very low 5= very high for perception of national cuisine*) was used for all 18 items in the both scales.

Data Analysis

Data were analyzed in several stages employing different statistical techniques. Frequencies and percentage scores were calculated for nominal variables, particularly for the variables with reference to demographic and professional profile of respondents. Additionally, mean scores were computed for respondents' age and tenure data. Exploratory factor analysis was used to examine validity of the scales while Cronbach's alpha coefficients were calculated to test scales' reliability. Finally, regression analysis was used to identify the relationships within data.

FINDINGS

The findings section of this study includes an evaluation of chefs' professional and demographic profile, results of reliability and validity analyses of scales, and the relationships between variables.

Respondents' demographic and professional profile

Respondents' gender, education and employment status are presented on Tab. 1. Tab. 2 shows the results of descriptive statistics about participants' age and tenure. Of the 67 respondents, 92.5% were males and half of the respondents graduated from high school. 65.7% of the respondents were employed by a hotel while majority of them (81.8%) currently hold the position of executive chef.

Tab. 1. Information about respondents' gender, education, and employment status

Variables		Frequency	Percentage
Gender	Female	5	7,5
	Male	62	92,5
	Total	**67**	**100**
Education	Primary and secondary school	19	29,7
	High school	32	50
	College	4	6,3
	University	9	14
	Total	**64**	**100**
Type of firm	Hotel	44	65,7
	Restaurant	23	34,3
	Total	**67**	**100**
Position	Executive chef	54	81,8
	Sous chef or chef de partie	12	18,2
	Total	**66**	**100**

The mean age of the sample was 39. The respondents averagely spent 23.71 years in the profession while the mean of total years in the current firm was slightly over 6 years as can be seen from Tab. 2.

Tab. 2. Information about respondents' age and tenure

Variables	Mean	Standard deviation	Minimum	Maximum
Age	39,47	8,936	19	65
Total years in the profession	23,71	9,219	8	53
Total years in the current firm	6,65	5,509	1	24

Validity and Reliability of Scales

This investigation analyzed the validity and reliability of scales using an exploratory factor analysis and Cronbach's alpha coefficients. Factor analyses were performed to determine the underlying dimensions of respondents' perceptions of national cuisine scale, and chefs' intention to purchase local food scale. In the factor analysis, a principal component analysis using Varimax rotation was undertaken. Factors with an eigenvalue equal to or greater than one were considered as significant and reported in the final factor structure. Only items with factor loadings of 0.5 and higher were retained for further analysis whereas items with factor loadings below 0.5 were removed. Results are depicted on Tab.3.

As a result of factor analysis for the scale of chefs' intention to purchase local food, two items ("I am willing to buy foods, if there is a flexible return policy" and "I will make an effort to purchase local foods") were deleted because of low factor loadings and the remaining four items were reduced to a single factor. As shown on Tab. 3, these four items had factor loadings ranging from 0.64 to 0.74 and one factor solution explained 48% of the total variance. The result of Bartlett's test of sphericity was significant at 0.00; and the Kaiser-Meyer-Olkin (KMO) overall value was 0.48. Cronbach's alpha coefficient of the scale is 0.62 which is relatively small but still acceptable (Murphy veDavidshofer, 1988).

Similar analyses were performed for the scale of chefs' perceptions of national cuisine. Because of low factor loadings three items ("Craftsmanship needed for production of food in the cuisine"; "Specialization level of employees needed for production of food in the cuisine" and "Time needed for production of food in the cuisine") were removed following the initial factor analysis, and three factors were extracted from the remaining variables. As can be seen on Tab. 3, each factor explained 17% or more of the variance. In other words, the three factors together explained 67.5% of total variance. The result of Bartlett's test of sphericity was significant at 0.00; and the Kaiser-Meyer-Olkin (KMO) overall value was 0.70. The reliability test demonstrated that the coefficients of Cronbach's alpha of three factors ranged from 0.66 to 0.84 which support the reliability. As presented on Tab.3, each of the factors was labeled based on the items that constituted it. Factor 1 included three items relating to knowledge, skills and experience levels of employees and thus labeled as "Labor". Factor 2 was also comprised of three items and was named "Cost" because the items under this factor related to cost of ingredients, labor and equipment. Factor 3 was composed of three items which were related to customers' interest, consumption and demand levels, and thus designated as "Popularity". These three factors were inserted into the further analysis as independent variables.

Tab. 3. Results of factor analyses for two scales

Scales and items	Factor loading	Eigenvalue	Variance explained %	Cronbach's Alpha Coefficient
Intention to purchase local food		1,925	48,132	62,2
I will purchase more local foods, if it is cost effective.	.728			
I am willing to purchase local foods, if I can receive product of consistent quality.	.746			
I will purchase local foods, if there is a single point/source for purchasing.	.644			
I intend to purchase local foods, if producers of local foods contact me.	.651			
Perceptions of national cuisine				
Factor 1: Labor		2,501	27,794	84,6
Knowledge level of employees needed for production of food in the cuisine	.868			
Skills level of employees needed for production of food in the cuisine	.865			
Experience level of employees needed for production of food in the cuisine	.825			
Factor 2: Cost		1,987	22,081	72,1
Cost of ingredients used in the production of food in this cuisine	.857			
Cost of equipment used in the production of food in this cuisine	.843			
Cost of labor used in the production of food in this cuisine	.675			
Factor 3: Popularity		1,587	17,633	66,7
Level of food consumed by customers	.834			
Customers' demand for food	.641			
Customers' interest in food	.582			

Testing the relations between dependent and independent variables

Prior to performing the regression analysis, Pearson Correlationanalysis was conducted in order to diagnose the relationshipsbetweenchefs' intention to purchase local food and dimensions of chefs' perceptions of national cuisine. As seen on Tab. 4, cost (Correlation coefficient= -,372; p= 0,007) is negatively and significantly correlated to chefs' intention to purchase local food while popularity (Correlation coefficient= ,351; p= 0,007) has a significant and positive correlation. Results also indicated that there was not a significant relationship betweenlabor and intention to purchase local products. Thus, only two variables (cost and popularity) were entered into the forthcoming regression analysis.

Tab. 4. Correlations between dependent variable and independent variables

Chefs' perceptions of national cuisine	Pearson Correlation coefficients	Significance
Labor	-,065	,634
Cost	-,372	,007*
Popularity	,351	,007*

* Correlation is significant at the 0.01 level (two-tailed).

A multiple linear regression analysis was used to test the prescribed relationships between independent variables (two dimensions of chefs' perception of national cuisine: cost and popularity) and dependent variable (chefs' intention to purchase local food) of the current research. Results are shown on Tab. 5.

Tab. 5. Results of regression analysis

Variables	Standardized Coefficients	t value	Significance	Tolerance	VIF
Popularity	,219	1,796	,077	,870	1,149
Cost	-,282	-2,314	,024	,870	1,149
R			,415		
R^2			,172		
Durbin-Watson value			1,997		

Dependent variable: Chefs' intention to purchase local food

Since the assumption of normality needs to be checked for parametric tests, before conducting regression analysis, the variables were tested against distribution for normality by using Kolmogorov-Smirnov test and skewness and kurtosis values. Depending on the results for cost (Kolmogorov-Smirnov Z = 0,818, p= ,516; skewness = ,463; kurtosis= -,432); popularity (Kolmogorov-Smirnov Z = 1,056, p= ,215; skewness = -,830; kurtosis= 1,266) and intention to purchase local food (Kolmogorov-Smirnov Z = 1,249, p= ,088; skewness = -,595; kurtosis= -,008), it is possible to claim that the normality assumption was not violated. Following the guidelines provided by Field (2009), assumptions of regression model including the linearity between dependent and independent variables, homoscedasticity (homogeneity of variance), autocorrelations (statistical independence of errors) and multicollinearity (highly correlated independent variables) were checked through examination of residual plots (plots of the standardized residuals as a function of standardized predicted values), Durbin Watson test, and examination of tolerance and variance inflation factors (tolerance and VIF). A visual inspection of scatter plots did not indicate a serious problem of violation of linearity and homoscedasticity assumptions. As a rule of thumb, Durbin Watson test values between 1 and 3 indicate that there is no auto-correlation in the data. As seen on Tab. 5, the result of Durbin Watson test secures that the regression model in the current study did not suffer from a violation of autocorrelation assumption. The values of VIF $\geq$ 10 and tolerance <0.10 indicate that multicollinearity exists among independent variables. Tab. 5 where the regressionanalysis results are depicted shows that the current regression model has not a multicollinearity problem since the VIF values are below 10 and tolerance values are above 0.10. The regression model shown on Tab. 5 demonstrated that although popularity (t= 1,796; p = 0,077) did not have any significant effect, the cost (= -2,314; p = .024) dimension of chefs' perceptions of national cuisine had an significant impact on the intention to purchase local food. It can also be seen that cost had a negative and relatively small size effect on chefs' intentions when its β value (-,282) was scrutinized. The R^2 value of the model is considerably low, which indicates that cost alone can only explain a small portion of variance in chefs' intention to buy local food.

CONCLUSIONS

In recent years, a growing emphasis has been placed on local food both from tourist demand and tourism supply perspectives, and it has become a popular research subject among hospitality and tourism researchers. From a supply side perspective, one of the common dependent variables of prior research was chef's motivation to buy or use locally produced foodstuffs, and this variable was mainly associated with a plenty of factors from two major domains as chefs' perceptions of local food attributes and challenges to purchasing local food. The current study has taken an alternative approach and focused on chefs' local cuisine perceptions as an independent variable. Thus, the purpose of the study was to understand the impact of chefs' perceptions of national cuisine on their intention to purchase local food.

The major findings of the study revealed that cost, labor and popularity constituted the chefs' perception of national cuisine. Moreover, the regression model demonstrated that the cost dimension of chefs' national cuisine perception is a predictor of their intention to purchase local food. Thus, when chefs' perceive that national cuisine requires high level of costs with reference to ingredients, equipment and labor; they are less inclined to develop a strong intention to buy local food products. Although the popularity was not a significant determinant of chefs' intentions in the regression model, it was significantly and positively associated with chefs' intention according to correlation analysis. Thus, popularity has also a potential to influence chefs' intention to buy local food. More specifically, chefs' positive beliefs that costumers are interested in national cuisine, and also demand and consume the food from national food culture may strengthen their intention to use and purchase local food.

The major findings of this study have some important implications for practice. First, efforts should be oriented to elimination of obstacles to purchasing local food in order to increase the use of local foodstuffs by restaurants or hotels in a destination. According to prior research there might be a plenty of obstacles, but the current study demonstrated that chefs' perception of costs of a national cuisine is also a hindering factor to buy local food. Despite its costs, national cuisine is a fruitful source for innovative ideas in the kitchen. Chefs may focus on generating innovative versions of classical dishes in the national cuisine, and these new dishes may be produced by using local food. Thus, it is important to educate chefs about the innovation potential of national cuisine which may lessen its cost burden and increase the use of local food. Second, popularity of a national cuisine among tourists and demand generating potential of local food are important attributes that may entice chefs to use and purchase local products. In this sense, one strategy might be to promote local/national cuisines among tourists. The increased demand to local food by tourists may lead chefs to have positive beliefs about tourists' local food consumption behaviors, and eventually may positively influence their intention to buy local food products.

The current study has some limitations. First, the convenient sampling method and relatively small sample size which is limited to a specific destination is a serious restriction to generalize findings to larger populations. Nevertheless, as a suggestion for future research, researchers may involve larger samples in different destinations and obtain new findings that might be compared to the findings of the current study. Another meaningful limitation of the present study is the small R^2 value of the regression model which indicates that the independent variable can only explain a small portion of variance in the dependent variable. Thus, there are other factors that have a considerable effect on the dependent variable. Therefore, future research studies may insert new variables (attributes of local food, challenges to buy local food, respondents' demographic and professional profiles) into the model in order to increase the explanatory strength of their models.

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REGIONAL AND LOCAL HAZARDS IN TOURISM – CASE STUDY OF MINEFIELDS IN THE PROTECTED AREAS OF CANTON OF SARAJEVO

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Abstract: Research of hazards and risk in tourism is one of important segments in the concept of management and planning in destination development. In the concept of long-term strategy of economic development, Bosnia and Herzegovina has set its tourist industry goals very high. It is recognized as the strategic branch of economy, which should increase competitiveness, foreign-exchange influx, tourist traffic and employment rate. One of the basic preconditions of achievement of these goals is the process of formation of protected areas, by which territorial share Bosnia and Herzegovina is placed very low on the list of European nations.

Accordingly, this paper represents the research of protected areas development concepts in Canton of Sarajevo, and of problems with theirs establishment, with the special focus on hazards like minefields and unexploded ordnance (UXO).

Although it has passed 20 years since the end of the war, Bosnia and Herzegovina is not safe country regarding this issue (current suspected area is 1.176,5 km^2 or 2,3% of total land), while the situation in Canton of Sarajevo is even more concerning (suspected area is 80,78 km^2 or 6,3% of total land). Hazards and risks related to minefields and UXO represent very significant limiting factor in the process of establishment of new protected areas, which are planned by legal documents on the Cantonal and Federal level. This is especially emphasized through high concentration of mine suspected areas in the southern regions of Canton of Sarajevo, where are located mountains like Igman, Bjelašnica, Visočica, Treskavica, as well as Rakitnica canyon. These locations are among the most valuable tourist attractions in Bosnia and Herzegovina.

Key words: Bosnia and Herzegovina, minefield, hazard, Canton of Sarajevo, protected area

INTRODUCTION

Pursuant to the provisions of the Framework Law on the Protection and Rescue of Persons and Material Goods in the Event of Natural and Other Disasters in Bosnia and Herzegovina, the Council of Ministers adopted a National Methodology for Making Risk Assessments regarding Natural and Other Disasters in Bosnia and Herzegovina (2009), in which the term “hazard” is defined as a threat, phenomena, activity that causes natural or other disasters; potentially damaging physical event, phenomenon or human activity that may cause loss of life or injury, property damage, social and economic disruption or environmental damages.

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At the same time, hazards can include latent conditions that may pose future threats and can have different origins: natural (geological, hydro-meteorological and biological) or be caused by human processes (environmental degradation and technological hazards). Hazards can be single, sequential or combined in terms of their origin or effects. Each hazard is characterized by its location, intensity, frequency and probability. Accordingly, it would be necessary to consider a continuing but also a situational assessment regarding the presence and the effects of hazard elements on the safety of persons, their property and the environment, and the exposure through the number, types, quality, and value of different kinds of material goods or infrastructure and life that may all be subject to undesirable dangers.
The said methodology is focused also on the assessment of the socio-economic impact of mines and unexploded ordnance (UXO) on the population and the economy, where among other elements there is also a mention of a quantificational analysis of facilities and attractions of cultural and tourism significance (of great importance for economic development in Bosnia and Herzegovina) in the risk zones (high, medium and low risk zones).
According to the assessments made in January 2015, the current size of mine suspected areas in Bosnia and Herzegovina is 1,176.5 km^2, which represents 2,3% of the total area. Through a number of systematic survey operations, we defined 9.185 mine suspected hazardous micro-locations that are estimated to be infested with approximately 120,000 mines/UXO. (BH MAC, 2015)
Within the database (BHMAIS) there are currently registered 19.205 minefield records, which, according to the evaluation of Mine Action Center (MAC) experts accounts for only about 60% of their actual number. So far in Bosnia and Herzegovina there were 1,732 casualties, of which number 603 persons ended up as fatalities. There were more than 240 children among the victims. (BH MAC, 2015)
The sites contaminated with mines/UXO have a direct impact on safety of about 540,000 citizens. Out of the total number of vulnerable communities affected by mines/UXO, 136 or 10% were categorized as vulnerable persons exposed to high levels of risk (about 152,000 vulnerable citizens), 268 or 19% as vulnerable persons exposed to a medium level of risk (about 180,000 vulnerable citizens) and 1,013 or 71% as vulnerable persons exposed to low levels of risk (about 208,000 vulnerable citizens).
As a party to the Convention on the Prohibition of the Use, Stockpiling, Production and Transfer of Anti-Personnel Mines and on their Destruction/Ottawa Convention (Anti-Personnel Mine Ban Treaty), at the third Maputo Review Conference held last year in Maputo, Bosnia and Herzegovina has committed itself to increasing the required budgetary allocations in order to meet its remaining obligations in the mine action implementation, because it is a precondition for the fulfillment of the goals set in the Mine Action Strategy towards enabling the local authorities to take a greater deal of or full ownership over this particular domain. However, at this rate and through this kind of attitude present among the institutions, no sufficient funds have ever been allocated during the course of these six years of implementation of the current Strategy. The implementation of the planned dynamics and timetables required the allocation of about BAM 80 million; however, only about BAM 45 million were allocated.
For the purposes of further consideration of this problem, this paper also takes into account a very significant share of the intended land use categories, because according to a report made in January of this year, approximately 2/3 (about 61%) of mine suspected areas were situated in the zone of woodland and forest areas. In this regard, Canton of Sarajevo shares

the destiny of the same situation present all over Bosnia and Herzegovina. Mine suspected areas amount to 80.78 km^2 or 6.3% of the overall territory of the Canton, where the first category accounts for 26.5%, the second for 17.2%, and the third for 56.2%. (BH MAC, 2015).

Bearing in mind that in the 2003-2023 Spatial Development Plan of Canton of Sarajevo, as part of the general objectives of spatial development, a high position is occupied by the activities such as, for example, promotion of special quality of the environment and preservation of a distinctive environment, but also protection and valorization of values associated with natural resources, natural and cultural heritage, the hazards and risks of landmines and UXO are an extremely prominent limiting factor in the process of establishing a number of entirely new units of natural heritage that are planned in the legislative documents at the Cantonal and Federation levels. Consequently, this paper explores the concepts of development and establishment of protected areas in Canton of Sarajevo, and the problems accompanying their establishment, with a focus on the hazards related to mines and UXO.

This is particularly evident in the concentration of mine suspected areas in the territory where there are 14 planned protected areas to be established in the zone which is regulated by law, among which the perspective of a national park within the stretch of Mount Igman-Mount Bjelašnica-Mount Treskavica-Mount Visočica and the Raktinica River canyon stands out clearly as one of most attractive tourist resources in Bosnia and Herzegovina.

MATERIALS AND WORK METHODS

Materials used for the development of this paper are based on documentary grounds contained in the relevant laws, reports and strategies at national and lower levels of legislative and executive authorities (the Council of Ministers, the Government of the Federation, the Government and the Ministries of Canton of Sarajevo) and spatial planning documents and special purpose plans of the Federation of Bosnia and Herzegovina and Canton of Sarajevo. In addition to the above documents, the extensive documentation works and cartographic materials have also been used from the sources of the Mine Action Center in Bosnia and Herzegovina. (BH MAC, 2015)

The work methodology was based on the collection, systematization and analysis of documentary and cartographic materials, whose verification was conducted through the application of field research, where analytical observations were made and mapping was carried out. Through a complex synthesis and a number of comparative methodological procedures in the domain of identification and evaluation of the natural and social resources in the surveyed area, the output parameters have been obtained as required for the assessment of the situation in the field of qualitative and quantitative indicators which resolutely show the realistic situation, trends and prospects of development. In addition to the methodology of using GIS software application, an annex of original diagrams and charts has been created for purposes of making a comparative conceptual imagery of qualitative and quantitative database, based on which a number of conclusive considerations have been made.

DISCUSSION

According to the current trends, the most efficient model used to respond to the increasing reduction of the physical-geographical diversity and biodiversity is the establishment of protected natural areas. Only in this way can we at least partially compensate for the huge losses generated in the recent and inappropriate attitudes toward natural resources and ensure the survival and preservation of natural ecosystems and ensure the natural heritage for the generations to come. Bosnia and Herzegovina is among the richest European countries in terms of possessing a tremendous variety of natural resources, represented through a high diversity of physical-geographical and bio-ecological systems concerning the size of the country itself. Regrettably, through its previous and current activities, in terms of the different degree of protected nature areas according to the international standards and conventions signed by Bosnia and Herzegovina, this country is satisfying only 2% of the required criteria, which is making it thus one of the last countries in Europe and among the most lagging countries in the world. Canton of Sarajevo also has a number of considerable natural resources, which are recognized on an extremely small scale, because the share of its protected natural areas is about 2%, which makes an extremely small proportion having in mind what the Canton's genuine potentials are. In addition to the objective circumstances that are a consequence of the war period in which natural resources have suffered significant devastation (degradation of forest lands, uncontrolled exploitation of mineral resources, illegal and unplanned construction, negligent management of water resources), the presence of landmines/minefields and UXO-s represents a constant threat and objectively highest obstacle to further processes in planning the protection of natural areas in the territory of Canton of Sarajevo and consequently of their great value from the point of view of tourism industry.

Situation and Planning in the domain of protected areas of Canton of Sarajevo

Nature conservation areas and national parks are declared under the Law by the Federation of Bosnia and Herzegovina, whereas natural monuments and protected landscapes are declared as such by the Cantonal Legislature. The nature conservation areas are managed by public institutions, whose main activities in that respect include protection, maintenance and promotion of the protected areas aimed at preserving their original nature and its processes, and ensuring their use to the extent that does not endanger the inherited values.

According to the Law on Nature Protection, the basic document of relevance for their management is the management plan, which is adopted for a period of ten years. Spatial organization, the method of planning and protection are determined but he Spatial Plan for the Areas with Special Features (see the 2008 Information on the Protected Natural Areas in Sarajevo Canton).

The current activities carried out so far with regard to the situation analysis and planning in the domain of protection of natural areas in Sarajevo Canton were first initiated in 1999 under the authority of the Ministry of Physical Planning, Construction and Environmental Protection, through the delivery of technical studies required to declare certain natural areas as areas under legal protection. Some more effective instruments were also introduced later on, ranging from the establishment of the administration of protected areas to the provision of financial resources for that purpose, resulting in a legally regulated status of the establishment of four protected areas, whose categorization is defined according to the guidelines and principles set by the International Union for Conservation

of Nature (IUCN). These are protected areas Skakavac, Vrelo Bosne, Bijambare and Trebević. According to the relevant data the total size of the territory occupied by the four protected areas is 2,742.70 hectares, which is about 2% of the total area of the Canton. Each of these areas has its own specifics in terms of physical-geographical and biological diversity. Bearing in mind the natural-geographical and bio-ecological potentials of Canton of Sarajevo, the conclusion is that the share of the protected natural areas is at an immense disproportion with the potentials.
Judging from the current functioning of the above four protected areas, it can be noted that there is a high degree of justification for their establishment, because by their attractiveness and complementarity in the tourist offer of Canton of Sarajevo they have taken a very important position, thus enhancing the overall well-being of local population and visitors. By guiding themselves with the justification of the needs and obligations undertaken under the international treaties, and in accordance with legal regulations applicable in this area, the Canton of Sarajevo institutions have incorporated into the 2003-2023 Spatial Planning Document the planned units of natural heritage that are registered as units designated for protection. (Đug, Drešković, 2010)

Tab. 1. Protected areas and planned units of natural heritage in Kanton Sarajevo

Index	**Name of the protected area (PA)**	**Status of PA**	**Area**
1	National Park Bjelašnica	Planned PA	25,265.0
2	National Park Treskavica	Planned PA	3,722.70
3	Nature Park Visočica	Planned PA	2,778.20
4	Strict Nature Reserve Raktinica	Planned PA	1,882.30
5	Natural Area Sliv Bijele Rijeke	Planned PA	8,556.40
6	Nature Park Jahorina	Planned PA	1,506.80
7	Natural Monument Vrelo Bosne	Existing PA	537.40
8	Protected Landscape Bentbaša	Planned PA	135.80
9	Protected Landscape Trebević	Existing PA	400.70
10	Nature Park Ozren	Planned PA	7,207.20
11	Natural Monument Skakavac	Existing PA	1,434.20
12	Forest Park Debelo Brdo	Planned PA	1,808.20
13	Special Nature Reserve Misoča	Planned PA	519.60
14	Area of Natural Beauty Čemerska Planina	Planned PA	1,706.10
15	Area of Natural Beauty Podlipnik	Planned PA	1,331.20
16	Protected Landscape Bijambare	Existing PA	370.30
17	Nature Park Zvijezda	Planned PA	2,709.70
		Total:	**61871,8**

Source: Spatial Plan of Canton of Sarajevo 2003-2023 (2006)

Planned protected areas represent complexes that are abundant in rare natural and biogeographic phenomena, incorporated into projection of formation of circular green belt around Sarajevo. Regarding the fact of documented 66 individual natural monuments (geomorphological, hydrological, dendrological, horticultural, paleontological, etc.), in combination with evident cultural and historic values (112 individual monuments – nearly half of them are necropolises), it can be stated that potential for all year long tourism in these areas is very high.

Fig. 1. Map of natural heritage in the Canton of Sarajevo (According to Spatial Plan of Canton of Sarajevo 2003-2023, 2006, and Prirodno naslijeđe Kantona Sarajevo, 2015)

According to official planning documents, special attention is dedicated to development of tourism zones in rural areas, among others. In this context, tourism is seen as important segment of general rural development, and is advocated as the most acceptable in ecological sense and appropriate in relation to available resources and existing infrastructure. It also coincides with the objective need for economic restructuring in depopulated traditional rural areas, as well as with the contemporary trend of tourist demand.
For that purpose, zones of rural ecotourism are planned on the area of 6,199 ha (Municipality of Hadžići – Lokve 83.57 ha and Ljubovčići 78.55 ha; Municipality of Ilijaš – Bioča 723.67 ha, Kamenice 452.97 ha, Misoča 668.45 ha, Nišići 762.72 ha, Taračin Do 1,381.99 ha and Vrutci 779.38 ha; Municipality of Trnovo – Ledići-Dujmovići-Dejčići 310.97 ha, Sinanovići-Tušila 128.21 ha and Umoljani-Šabići 786.51 ha). (Spatial Plan of Canton of Sarajevo, 2006.)

Recent condition and problem of minefields in the extisting and planned protected areas in the Canton of Sarajevo

Although it is estimated by project dynamics in Spatial Plan of Canton of Sarajevo 2003-2023 that suspected area of first category will be completely cleared by 2010, and that other two categories will be drastically reduced, it is obvious that these planned objectives were not accomplished, i. e. achieved progress is considered as unsatisfactory. Official data of relative share of mine suspected area in total area of Canton of Sarajevo in 2006 show relatively modest decline – 12,1% in 2006, 6,8% in 2011 and 6,3% in 2015. Very small progress is especially emphasized since 2011, when it has been cleared only 6,75 km^2 or 0,52% in four years. This alarming information becomes even more worrying with the additional fact that demining of area of first category is not completed yet. First category accounts for 25,2% of total suspected area in Sarajevo region, according to a recent data in 2015.
At the level of municipalities, concentration of mine suspected areas is connected with spatial relation between city and periphery. Out of four municipalities in City of Sarajevo, two of them (Centar and Novo Sarajevo) are completely cleared, while the other two (Stari Grad and Novi Grad) have relatively small proportion of suspected areas (Tab. 2.).
Territory of Sarajevo municipalities is dominant demographic and economic pivot area of Canton of Sarajevo, with high urbanization and concentration of infrastructure elements on the relatively small area of 141,5 km^2 and average population density of 2,059.5 people per km^2. (Prirodno naslijeđe Kantona Sarajevo, 2015.) That fact resulted in small number of micro-locations of mine suspected areas. However, they still exist in certain places, e. g. Protected Landscape Bentbaša (Municipality of Stari Grad).
Based of GIS analysis, different parameters of spatial relations are stated for other municipalities in the Canton of Sarajevo, where the majority of planned protected areas are located. Geographical features of these municipalities are determined by lower concentration of population. This is especially emphasized in the municipalities with large territories – Trnovo, Hadžići and Ilijaš. Municipalities of Ilidža and Vogošća are characterized by very high population density in the urban centres, while their mountainous periphery are generally rural, or planned for gaining the status of protected area, because of low degree of nature degradation.

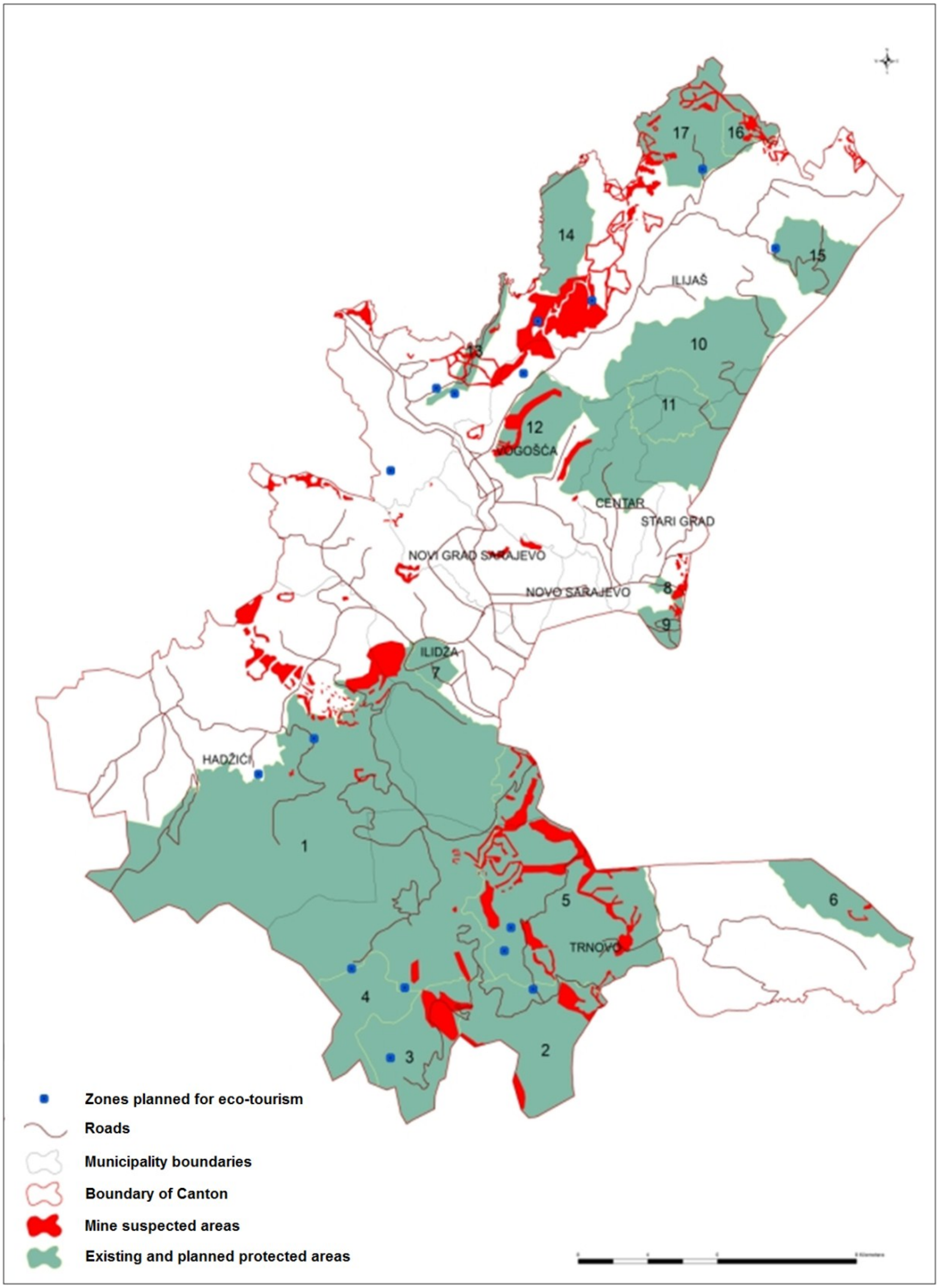

Fig. 2. Map of existing and planned protected areas and minefields (Source: Spatial Plan of Canton of Sarajevo 2003-2023, Prirodno naslijeđe Kantona Sarajevo, 2015.)

Tab. 2. Indicators of mine suspected areas at the municipal and cantonal level in 2015

Municipality	Suspected area (km^2)			Total suspected area (km^2)	Suspected area (%)
	I category	II category	III category		
Novi Grad *	0,98705	0,00929	-	0,99634	2,1
Stari Grad*	0,92256	0,01733	-	0,93989	1,8
Novo Sarajevo*	-	-	-	-	-
Centar*	-	-	-	-	-
Hadžići	1,54848	0,91923	9,12010	11,58780	4,25
Ilidža	0,83594	1,17044	4,18365	6,19002	4,3
Ilijaš	8,46255	1,62129	19,80280	29,88664	9,67
Vogošća	1,87423	0,22458	2,78303	4,88184	6,77
Trnovo	5,63954	10,86480	9,20847	25,71281	7,6
TOTAL	20,27035	14,82696	45,09805	80,19534	6,28

*Municipalities of City of Sarajevo
Source: BH MAC (2015)

For the purpose of complete understanding of this issue, complex geospatial database is created. It includes data for 58 micro-locations of mine suspected areas within the existing and planned protected zones of natural heritage in Canton of Sarajevo. (Fig. 3., Tab. 3.)

Tab. 3. Numerical indicators of mine suspected areas in the areas of natural heritage in the Canton of Sarajevo

Number (Fig. 1.)	Area of natural heritage	Mine suspected area (ha)	Mine suspected area (%)
1	Bjelašnica	510.03	2.02
2	Treskavica	290.71	7.81
3	Visočica	409.07	14.72
5	Sliv Bijele Rijeke	1,473.92	17.23
6	Jahorina	22.31	1.48
8	Bentbaša	23.05	16.97
9	Trebević	25.00	6.23
10	Ozren	34.40	0.47
12	Debelo brdo	257.45	14.23
13	Misoča	76.29	14.68
14	Čemerska planina	71.00	4.16
16/17	Bijambare -Zvijezda	343.52	12.67
	Total (ha)	3,536.74	5.71

Source: BH MAC (2015)

Through analysis if geospatial database, it can be stated that only Vrelo Bosne, Rakitnica, Skakavac and Podlipnik represent the areas of natural heritage that are not endangered by minefield hazards. They comprise only 8,36% of total existing and planned protected areas in the Canton of Sarajevo. Remaining areas of naturat heritage carry the various degrees of hazard risk. Relevant indicator of this issue is percentage of suspected areas in total land area of these existing and planned zones. Total mine suspected area in existing or planned protected zones are cca 3,540 hectares and it comprises 44% of all suspected area in the Canton of Sarajevo. This percentage value varies from 0,5% in Ozren up to 17,2% in Sliv Bijele Rijeke.

Mutual characteristic for all areas of natural heritage is very high proportion of woodland (richness, rarity, representativeness, threats, endemism, function, diversity etc.) in combination with geological, geomorphological, hydrological and other values. From the aspect of demining process and eliminating the mine and UXO hazards, these kinds of terrain are the most demanding and take the highest risk. Establishing the normal spatial functions in these areas is extremely difficult and complex procedure, according to personal experience of certain authors of this paper.

Contaminated forest land with mines and UXO comprises 11% of total forest area in the Canton of Sarajevo, or 8,237.64 hectares. Because of that, conditions for the implementation of forest protection and management measures are largely impeded.[1] On the basis of cartographic analyses of spatial relations between the real forest vegetation and mine suspected areas, it can be stated that over 90% of all minefields are located in the forested zones. Additionally, some of the most attractive geomorphological, geological and hydrological motives are located in suspected forested areas (e. g. canyons of the Misoča River and Bijela Rijeka). Access to certain elements of natural heritage, that is reflected in existence of narrow corridors with cleared tracks, but still contaminated wider area, also should be considered. In that context, formation of attractive zones of eco-tourism, which could have function of a cores of economic development in these rural areas is very problematic, because some of them are placed close to the identified minefields (e.g. Dejčići, Ledići and Taračin Do).

In accordance with previous facts, it is possible to get some other parameters about recent situation in the aspect of considering mine and UXO hazards on the territory of Canton of Sarajevo in relation to the protected areas. First of all, great standstill in activities focused on reducing mine suspected areas in the Canton of Sarajevo is evident. It resulted in exceeded deadlines set by the Cantonal local government. Lack of investment is the biggest limitation factor. Obtained data show that BAM 106 million is required for the completion of demining process in existing or planned protected areas of Canton of Sarajevo (with realistic premise of costs – BAM 3 for square meter). In the time of extremely difficult economic situation that is a burden for the budget of Canton of Sarajevo, continuation of this very important process is uncertain. According to the available data, even the terrain of the prior category is not completely cleared, and the financial assets for that purpose amount to BAM 60 million. Also, it should be noted that according to estimations, regestered minefields comprise only about 60% of total minefields in this area.

[1] Source: http://mp.ks.gov.ba/content/deminiranje-suma (24. 08. 2015.)

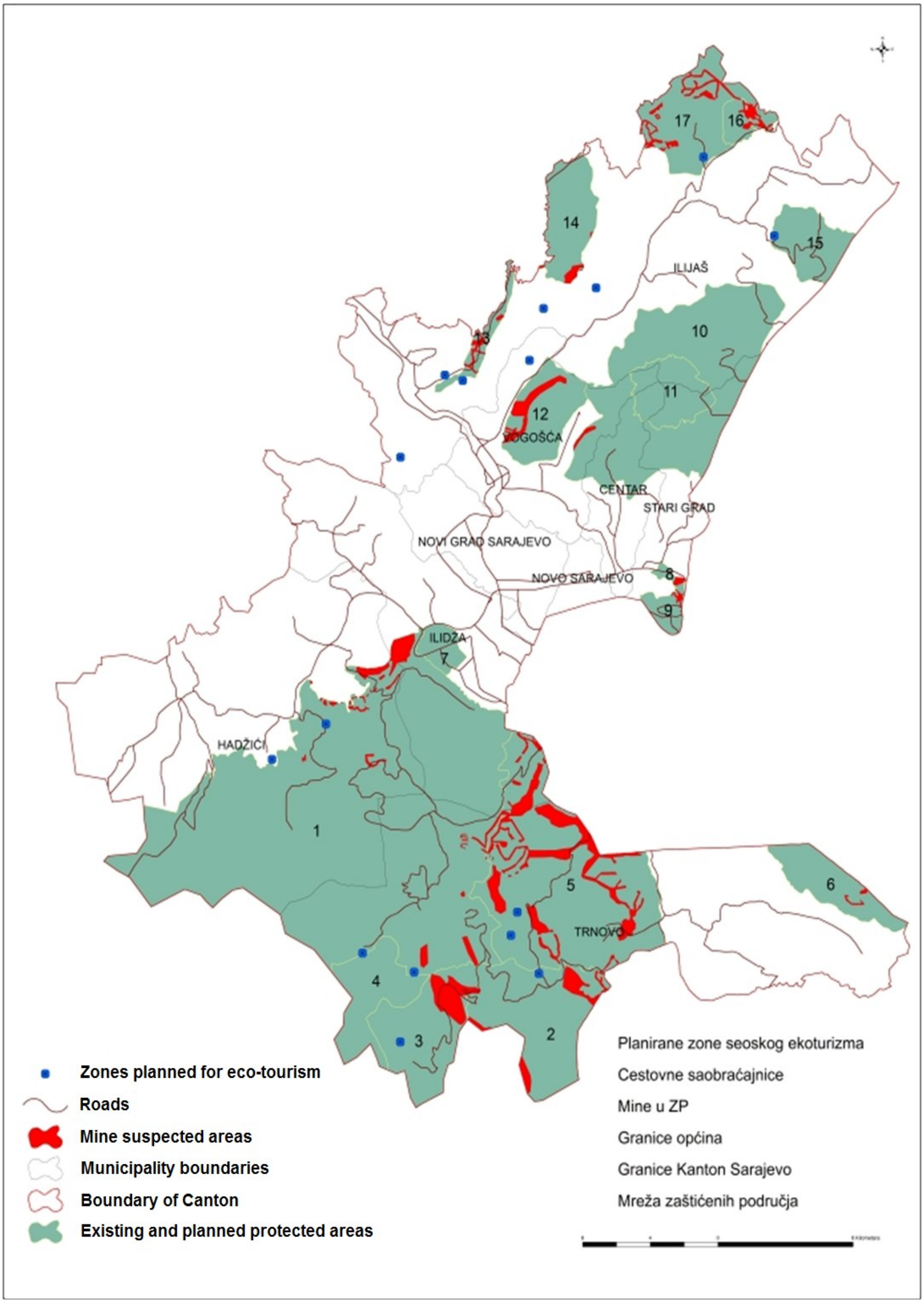

Fig. 3. Spatial distribution of mine suspected areas within the areas of natural heritage

CONCLUSION

Minefields and UXO related hazards require very complex and serious approach in professional and scientific research, including the aspect of tourism. Through methodological consideration, it is concluded that existing and planned protected areas posses high degree of geographical and bioecological diversity, and that they have extraordinary potential for overall economic and social development of Canton of Sarajevo, especially its rural periphery. In projection, planning and implementation of this type of space and belonging content valorization should reach international standards and values in the area of environmental protection (from current 2% of total territory of the Canton that is protected up to projected 30%).

As one of the most important limitation factors in projection of future development, minefield and UXO hazard is researched in this paper. Results are reflected in acquired exact indicators of spatial-functional distribution of minefields in the Canton of Sarajevo in accordance with its administrative parts (municipalities) and areas of natural heritage. Through the quantification of spatial reality, authors have found high values of mine suspected zones proportion in 17 existing and planned protected areas. These values vary from only 0,5% up to 17,2% in Sliv Bijele Rijeke, area of natural heritage that can be considered as very risky to visit. Total surface area of suspected minefields in the existing or planned protected area covers 35.4 km^2, or almost half of all suspected minefields on the territory of Canton of Sarajevo. For the full implementation of demining process in existing or planned protected areas, it is necessary to invest more than BAM 100 million, and for cleansing of the whole territory of the Canton around BAM 240 million. According to the current pace, objectives and projections in the field of planning of protected areas will not be achieved in set deadlines by Spatial Plan of the Canton of Sarajevo 2003-2023.

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DETERMINATION OF TOURISM ACTIVITIES OF THE WORLD'S BEST TOURISM DESTINATIONS WITH MULTI-CRITERIA DECISION MAKING METHOD

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Abstract: In this study, tourism performance of the 15 countries, the most popular tourist destinations of the World, will be analyzed by TOPSIS method. Four factors are determined to measure tourism activities in the countries. These factors are international tourism expenditures, international tourism receipts, international tourism number of arrivals and international tourism number of departures. Then TOPSIS method will be applied to combine the four different factors and convert them into a single performance score. Later, the countries will be ranked and rated. Tourism activities will be used for grading the performance score of the countries. Thus, valuation of tourism activities in the 15 countries will be held for 6 years, between 2009 and 2014, and the obtained results will be compared with th results of international tourism organizations.

Key Words: Tourism Industry, Tourism Activities, Topsis Method.

INTRODUCTION

International tourism, which has been the third biggest sector after petro chemistry and automotive, has grown rapidly in the last half century. Tourism covers 9.5 % of the world economy today. Of all the investment throughout the world 4.4 % is about tourism. Furthermore, 5.4 % of the world export is based on tourism, which will indicate how important tourism is for the world economy (World Travel and Tourism Council, Access 2014). According to a study made by World Tourism Organization (UNWTO), by 2020 the number of people to go into international tourism will be 1 billion and 400 million and by 2030 the figure is expected to go up to 1 billion 800 million people (UNWTO, access date: 15.06.2014). Figures from UNWTO show that touristic arrivals reach to 1 billion and 87 million people in 2013 from 25 million people in 1950. The size of the trade from these touristic travels in the international arena is $1 trillion and 159 billion.

Between1980 and 1995 the increase in the number of tourists throughout the world was 4.4 % and between 1995 and 2010 the increase was 3.9 % in spite of lots of wars, terrorist activities and global crisis which affected every almost every spot of the world. Tourism was almost the only sector which was not seriously affected from all these factors and in 2013 the number of tourists travelling to other countries went up to 1 billion and 87 million.

The world tourism market has observed significant quality change in recent years. Tourism activities have been diversified, tourism expenditures (per person) have increased rapidly, compared to the figures in the past, new regions have been open to international tourism and traditional regions have all been in a great effort to innovations and new

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competitions. Many countries have been trying to improve their accessible tourism products and to activate their recreational activities in order to attract the ever changing demand for tourism.

The dispersion of the tourism activities throughout the world indicates that Europe and North America take the biggest share from the global tourism activities. The biggest producers in the world tourism and travel sectors are European Union (EU) countries. The tourism activities towards the developing countries have increased rapidly with the effect of the globalization process. By means of the globalization, minimizing the border formalities between countries, more democratic policies in transportation facilities, quality and prices, harmonization of information and communication technologies to all service sectors including tourism, and publicity and advertisement, the potential tourists have been made informed of the supply sources of many new destinations all over the world. In conclusion, the developing countries have increased their share from the tourism market in the recent years. The 15 countries in this study cover approximately 70 % of the total world tourism activities.

ASSESSMENT CRITERIA OF TOURISM ACTIVITIES

There are four important parameters in the assessment of tourism for countries. These are international tourism expenditures, international tourism receipts, international inbound tourists and international outbound tourists. The definitions of these assessment values are shortly given below:

International tourism expenditures are expenditures of international outbound visitors in other countries, including payments to foreign carriers for international transport. These expenditures may include those by residents traveling abroad as same-day visitors, except in cases where these are important enough to justify separate classification.

International tourism receipts are expenditures by international inbound visitors, including payments to national carriers for international transport. These receipts include any other prepayment made for goods or services received in the destination country. They also may include receipts from same-day visitors, except when these are important enough to justify separate classification.

International inbound tourists (overnight visitors) are the number of tourists who travel to a country other than that in which they have their usual residence, but outside their usual environment, for a period not exceeding 12 months and whose main purpose in visiting is other than an activity remunerated from within the country visited.

International outbound tourists are the number of departures that people make from their country of usual residence to any other country for any purpose other than a remunerated activity in the country visited.

Each of these assessment criteria is of great significance. International tourism receipts seem to be the only criterion to assess tourism incomes to the economy of that country but this is not the case. The number of inbound tourists to a country, for example, is also very important in the advertisement of that country and it will lead to attract more tourists in the future. The expenditures as a result of tourism activities are not only about development levels of the countries but will also give important clues about the frequency of their citizens' participation into tourism activities. On the other hand, these expenditures are also very important assessment criteria to improve the concepts such as customer satisfaction and quality service, which have been used as data in the scope of this study. To sum up, all these factors are significant criteria to assess the tourism activities in a country.

The study will approach all these criteria equally in the assessment of tourism activities and the tourism performances of the 15 countries, which have attractive destinations in the world scale, will be assessed accordingly.

LITERATURE REVIEW

Charnes, Cooper & Rhodes (1978) have taken attention to the importance of different calculation techniques of financial assessment of companies. Deng, Yeh& Willis (2000) have found out that TOPSIS method is a simple and efficient way to measure and evaluate the internal performance of companies using financial rates as the financial rates used in China in the assessment of companies provide meaningful and helpful data about countries and play an important role in the decision-making process. In their study which aimed to examine the performance of airline companies, Feng & Wang (2000) have employed the TOPSIS method by using a total of 22 variables as transportation and financial indicators of 5 Taiwanese airline companies and have concluded that these indicators are more affective in the assessment of these companies.

In their study about the selection of the best offer in the bids they make in their manufacturing company, Li& Qin-Sheng (2006) have used the TOPSIS method to find out the best tender offer from the 4 competing companies for some electronic devices considering 12 indicators. Shih, Shyur & Lee (2007) have also used the TOPSIS method in the personnel selection of human resources department of a local chemistry company and have proved that the method is a strong one.

LUO, W. B., WANG, Y. J., WU, Y. Z., & WU, Z. B. (2008) make a study of coordination between urban tourism and urban development in Hangzhou by applying the method of TOPSIS.Based on the in-depth analysis of the present literature on urban tourism,the paper sets up the coordinative evaluation index system of urban tourism and urban development,calculates the coordinative index in Hangzhou and determines the rank of coordinative state.Study result indicates that the coordinative index between urban tourism and urban development increases with each passing year.As time goes by,the coordinative index value gradually approaches ideal optimum,which was 0.8631 in 2005.With the maturity of urbanization and tourism development,coordinative state gradually becomes optimized.The coordinative state in Hangzhou has turned from relative non-coordination in 2001 to high coordination in 2005.

Eleren & Karagül (2008) studied on the evaluation of the performance of Turkish economy and benefitted from 7 basic indicators between the years 1986 and 2006 and they found in this study that 1986 was the year with the best economic performance and 1999 was the worst using a single performance point for each year by means of the TOPSIS method.

Karimi, Yusop, & Law (2010) study examines the location decision for foreign direct investment in ASEAN countries using TOPSIS approach, which provides a relatively simple tool for this strategic decision making problem. By using TOPSIS method, the capacity and attraction of ASEAN countries is evaluated and given final rank for period 2000-2005. Within the model, ten indicators are defined as determinants of FDI inflows. The empirical results indicate that Singapore is the most attractive for investment among ASEAN countries while ranking of some countries have changed during these years.

Demireli (2010) tried to determine the performance of the state-owned banks in Turkey with the help of the TOPSIS method. In conclusion, he discovered that the banks which have a nationwide operation network were influenced by the regional and global crises between 2001 and 2007; their performance points have fluctuated continually based on international data and banking sector could record any striking improvement in the given period.

Yükçü & Atağan (2010) tried to measure which company show the best performance by the help of the TOPSIS method using the performance indicators of three companies in the sector and under the same holding. As a result they arranged the order of these three companies of the holding after they made the analysis of the performance of the companies. They concluded that the TOPSIS method gives an opportunity to the decision maker to make more objective evaluation combining different evaluation options into a single criterion.

Zhang, H.,& Zhang, Y. (2010) The regional competitiveness of tourism resources of 16 cities in the Yangtze River Delta was studied.The analysis results indicate that there is much difference among the 16 cities in tourism resources competitiveness.Suzhou and Hangzhou are the strongest competitive,however,Taizhou and Nantong are the weakest.The conclusion indicates that the weighted TOPSIS method could be applied to the comparative analysis on regional competitiveness of tourism resources,and can reduce the subjective influence and improve the reliability of evaluation results.

Mangir & Erdogan (2011) aimed to analyze determinants of the financial crisis and recession in the world. In particular, they focused on the following countries where effects of the global financial crisis were severely experienced by using the Topsis method: Italy, Greece, Spanish, Portugal, Ireland and Turkey. The evaluation criteria and sub-criteria used to evaluate the macroeconomic performance are defined as follows: Economic Growth (EG), Inflation rate (IR), Unemployment Rate (UR), Current Account Balance (CAB), Budget Balance rate (BB). In conclusion they find that all countries were affected by the crisis in 2008 but Turkey was the country with the least impact.

Shamai, A.,& Mosivand, J. (2011) study the factors attracting tourists to a destination and to determine the hierarchy of towns in Isfahan (Iran) based on these factors. The factors assessed for each town include: hotels, motels, suburban units, restaurants, tour and travel agencies, travel service offices, transportation companies, art galleries and cultural exhibitions, public parks, a number of public transport systems, special tourism areas, and capitalization opportunities. TOPSIS model has been used for making a hierarchy of tourism substructures, while the AHP approach was used for the final ranking. Isfahan ranked first, with Kashan and Shahin Shahr in second and third place, respectively. Suggestions for tourism development are presented.

Mohamad, D.,& Jamil, R. M. (2012) study an evaluation of the critical factors influencing local tourists choice of destinations in Kedah anddetermination of the tourists preference for destinations with respect to these factors using Fuzzy Hierarchical TOPSIS (FHTOPSIS) method. This study focuses on the internal factors that motivate tourists to choose their preference of destination. The result shows the purpose of visiting friends and relatives is the most important factors that motivate their visit to Kedah, while novelty seeking is the least motivating factors influencing the choice of destinations. The best destination to be selected among five destinations under consideration in this study is Langkawi, followed by Alor Setar, Sedim River, Bujang Valley and Bukit Kayu Hitam. This study can assist relevant authorities and travel agencies to plan and promote the places of attraction in Kedah with effective marketing strategies besides assisting tourists to decide where to go to main attractions in Kedah.

Huang, J. H.,& Peng, K. H. (2012) analyze the Tourism Destination Competitiveness (TDC) of nine Asian countries: China, Hong Kong, Japan, Korea, Malaysia, Singapore, Taiwan, Thailand and the Philippines. The study was conducted in 2009 using 6 criteria and 15 indices. The results in 2009, the Asian countries were ranked from most to least competitive as follows: China, Japan, Hong Kong, Malaysia, Thailand, Singapore, Taiwan, Korea and the Philippines.

Supçiler & Çapraz (2011) have focused on the problem of supplier selection in their study. They have made the most appropriate supplier selection by means of the TOPSIS method, the multi-criteria decision making method. They selected the best supplier with the highest score among the present suppliers, the one which will give the maximum benefit to the company. The main criteria they used in the selection of the supplier were quality, cost, delivery and service.

Uyguntürk & Korkmaz (2012) make the analysis of financial performance of the 13 main metal industry companies in Borsa Istanbul using the financial tables of the companies from 2006 to 2010 by means of the TOPSIS method. By TOPSIS they convert general company performance of the companies into a single point by means of the TOPSIS method and used this point in order to rankthe companies from the best to the worst. They find that the performance points of the companies in the metal sector generally change in analysis periods.

Urfalıoğlu & Genç (2013) use the TOPSIS method to determine the economic situation of Turkey in the EU process. The decision criteria in the study are gross national product per capita, the rate of growth, export, import, employment and inflation, which are applied to 27 full member countries of EU and 5 candidate countries of the EU, Turkey, Macedonia, Iceland, Croatia and Montenegro. They compare the results they find through the TOPSIS method with other decision making methods and find very close findings to other multi criteria decision making methods.

RESEARCH METHOD

A general overviewto all tourism activities will show that there are 15 important destinations in the world. These destinations cover 70% of the global tourism activities.

Four main factors are included in the analysis between 2009 and 2014to be able to see the comparative performance of the 15 important destinations. The information in the period of these 6 years about tourism expenditures, tourism receipts, inbound tourists and outbound tourists was taken from the annual UNWTO, Tourism Highlights and World Bank Tourism Data. The information and codes of the 15 countries to be used as important destinations for the analysis are given in Tab. 1.

Tab. 1. The countries of the study

Number	Country Code	Name
1	AUT	Austria
2	CAN	Canada
3	CHN	China
4	DEU	Germany
5	ESP	Spain
6	FRA	France
7	GBR	United Kingdom
8	GRC	Greece
9	HUN	Hungary
10	ITA	Italy
11	MEX	Mexico
12	POL	Poland
13	RUS	Russian Federation
14	TUR	Turkey
15	USA	The United States

The analysis of the study consists of two steps. In the first one, four tourism data are determined to define the tourism performance of the destinations and then the data for the period from 2009 to 2014 are compiled for each of the 15 countries respectively. In the second step the TOPSIS, which is the commonest decision making method used in multi criteria decision making processes, converts the general tourism performance of the countries into a single point. In the end, the destination rating is completed and the countries are ordered according to the points they own from the biggest to the smallest.

Tab. 2. shows a list of the codes of the tourism activities used in the study.

Tab. 2. Tourism Activities and Codes

NO	KOD	RATES
1	**EXP**	International tourism expenditures($)
2	**REC**	International tourism receipts($)
3	**ARR**	International tourism, number of arrivals
4	**DEP**	International tourism, number of departures

In general, only the top 10 countries are given for each criterion in the rating of each criterion. The study was applied in the years from 2009 to 2014 and the top 10 countries are not the same for the six years. For this reason, considering the changing countries, the four assessment criteria are employed for the 15 countries with regard to the result in the mentioned years.

With the TOPSIS, one of the most common decision making methods, the performance of 15 most popular countries of the world is analyzed and their tourism activities are rated in this study. These counties cover 70 % of all tourism activities.

TOPSIS METHOD

Decision problem involves the process of determining the best option among the most appropriate options. There are a wide variety of purposes such as TOPSIS, ELECTRA, AHP, Fuzzy AHP, and Fuzzy TOPSIS for people who need to make a decision in the face of multivariate decision-making problems. In recent years, a method of deciding a multi-purpose one of the commonly used methods TOPSIS method based on multiple criteria evaluation and decision-makers are used as a successful method.

TOPSIS (technique for order preference by similarity to an ideal solution) method is presented in Chen and Hwang , with reference to Hwang and Yoon. TOPSIS is a multiple criteria method to identify solutions from a finite set of alternatives. The basic principle is that the chosen alternative should have the shortest distance from the positive ideal solution and the farthest distance from the negative ideal solution. The procedure of TOPSIS can be expressed in a series of steps:

Step 1: Creating a Decision Matrix (A)

Decisions of the listed advantages of line matrix takes place the desired decision points. At the same time, the decision matrix is located in the columns of assessment factors to be used in decision making. The initial matrix is a matrix formed by decision makers. The decision matrix is shown as follows:

$$A_{ij} = \begin{bmatrix} a_{11} & a_{12} & \cdots & a_{1n} \\ a_{21} & a_{22} & \cdots & a_{2n} \\ . & & & . \\ . & & & . \\ . & & & . \\ a_{m1} & a_{m2} & \cdots & a_{mn} \end{bmatrix}$$

"m" is the number of decision points in the A_{ij} matrix and "n" gives the number of the evaluation factors.

Step 2: Creating a Standard Decision Matrix (R)

$$r_{ij} = x_{ij} \sqrt{\sum_{i-1}^{m} x_{ij}^2} \quad \text{i =1, 2, ..., m and j = 1, 2, ..., n.}\textbf{(1)}$$

Matrix R is obtained as shown on $R_{ij} = \begin{bmatrix} r_{11} & r_{12} & \cdots & r_{1n} \\ r_{21} & r_{22} & \cdots & r_{2n} \\ . & & & . \\ . & & & . \\ . & & & . \\ r_{m1} & r_{m2} & \cdots & r_{mn} \end{bmatrix}$

Step 3: Calculate the weighted normalized decision matrix (V)

The weighted normalized value v_{ij} is calculated asfollows:

$$v_{ij} = r_{ij} \times w_j \quad \text{i =1, 2,..., m and j = 1, 2, ..., n.}$$

where w_j is the weight of the j^{th} criterion or attribute and $\sum_{j=1}^{n} w_j = 1$.

$$V_{ij} = \begin{bmatrix} w_1 r_{11} & w_2 r_{12} & \dots & w_n r_{1n} \\ w_1 r_{21} & w_2 r_{22} & \dots & w_n r_{2n} \\ . & & & . \\ . & & & . \\ . & & & . \\ w_1 r_{m1} & w_2 r_{m2} & \dots & w_n r_{mn} \end{bmatrix}$$

Step 4: Determine the ideal (A^*) and negative ideal (A^-) solutions.

$$A^* = \{(\max_i v_{ij} \mid j \in C_b), (\min_i v_{ij} \mid j \in C_c)\} = \{v_j^* \mid j = 1,2,...,m\} \quad \textbf{(2)}$$

$$A^- = \{(\min_i v_{ij} \mid j \in C_b), (\max_i v_{ij} \mid j \in C_c)\} = \{v_j^- \mid j = 1,2,...,m\} \quad \textbf{(3)}$$

Step 5: Calculate the separation measures using the m-dimensional Euclidean distance.

The separation measures of each alternative from the positive ideal solution and the negative ideal solution, respectively, are as follows:

$$S_i^* = \sqrt{\sum_{j=1}^{m} (v_{ij} - v_j^*)^2}, j = 1,2,...,m \quad \textbf{(4)}$$

$$S_i^- = \sqrt{\sum_{j=1}^{m} (v_{ij} - v_j^-)^2}, j = 1,2,...,m \quad \textbf{(5)}$$

Step 6: Calculate the relative closeness to the ideal solution.

The relative closeness of the alternative A_i with respect to A^* is defined asfollows:

$$C_i^* = \frac{S_i^-}{S_i^* + S_i^-}, i = 1,2,...,m \quad \textbf{(6)}$$

Rank the preference order; Then found C_i^* values of the order of magnitude sequenced in order of importance is determined by the decision point.

FINDINGS OF THE STUDY

Of all the countries with tourism destinations, 15 countries are put into the scope of analysis in this study. The codes of these 15 countries are AUT, CAN, CHN, DEU, ESP, FRA, GBR, GRC, HUN, ITA, MEX, POL, RUS, TUR and USA. To see the destination performance of these countries, the tourism activity criterion is used for the years from 2009 to 2014.

The study is composed of two steps. In the first step of the analysis, 4 tourism data are determined to define the tourism performance of the countries. Later, the data for the 15 countries are calculated one by one for the years from 2009 to 2014 according to these criteria. In the second step, the four factors chosen to determine the performance of these attractive tourism destinations are used to calculate a single score for the tourism performance of each country by means of TOPSIS. Then, the countries are put into order according to this score and their rating is completed. Calculating the general score of each country one by one for the period of 2009-2014, the countries are rated for the study. The excel program is used to apply the TOPSIS method.

The first step is to make the Decision Matrix (A) in the application of the TOPSIS method. In the lines of the Decision Matrix read decision points intended to order the superiorities of the countries, and in the columns are evaluation criteria to be used for decision making. Matrix A is the beginning matrix for the decision maker. The matrix for 2009 is given as a sample. Not all other matrixes will be given here separately because all include the same application.

Step 1: Forming Matrix A: There are 15 decision points (alternatives / destinations) and 4 assessment factors (criteria / tourism evaluation criteria) in the study. Firstly a standard decision making matrix is made with dimensions (15X 4) for the TOPSIS method. According to this matrix, the decision matrix of the 15 countries is given in Tab. 3.

Tab. 3. Decision Making Matrix for 2009

No.	Country Code	EXP ($)	REC ($)	ARR	DEP
1	AUT	12.767.000.000	21.220.000.000	21.355.000	10.121.000
2	CAN	30.065.000.000	15.568.000.000	15.737.000	26.204.000
3	CHN	47.108.000.000	42.632.000.000	50.875.000	47.656.000
4	DEU	92.829.000.000	47.462.000.000	24.220.000	72.300.000
5	ESP	22.787.000.000	59.743.000.000	52.178.000	12.017.000
6	FRA	45.806.000.000	58.857.000.000	76.764.000	25.140.000
7	GBR	61.133.000.000	38.564.000.000	28.199.000	58.614.000
8	GRC	3.401.000.000	14.796.000.000	14.915.000	3.835.000
9	HUN	3.251.000.000	7.013.000.000	9.058.000	16.640.000
10	ITA	34.399.000.000	41.938.000.000	43.239.000	29.060.000
11	MEX	8.737.000.000	12.542.000.000	22.346.000	14.104.000
12	POL	7.888.000.000	9.843.000.000	11.890.000	39.270.000
13	RUS	23.785.000.000	12.369.000.000	21.339.000	34.276.000
14	TUR	5.061.000.000	26.331.000.000	30.187.000	5.561.000
15	USA	102.953.000.000	146.002.000.000	55.103.000	62.051.000

Step 2: Forming the Standard Decision Matrix (*R*): The normalized decision matrix is calculated by using the elements of Matrix A and the equation number 1.

Tab. 4. Standard Decision Matrix for 2009

Number	Country Code	EXP	REC	ARR	DEP
1	AUT	0,07275	0,1092	0,1491	0,0708
2	CAN	0,17133	0,0800	0,1098	0,1833
3	CHN	0,26845	0,2180	0,3552	0,3333
4	DEU	0,52900	0,2425	0,1691	0,5057
5	ESP	0,12985	0,3041	0,3643	0,0840
6	FRA	0,26103	0,2993	0,5360	0,1758
7	GBR	0,34837	0,1951	0,1969	0,4100
8	GRC	0,01938	0,0763	0,1041	0,0268
9	HUN	0,01852	0,0362	0,0632	0,1164
10	ITA	0,19603	0,2148	0,3019	0,2032
11	MEX	0,04978	0,0647	0,1560	0,0986
12	POL	0,04495	0,0508	0,0830	0,2747
13	RUS	0,13554	0,0638	0,1490	0,2397
14	TUR	0,02884	0,1354	0,2108	0,0389
15	USA	0,58669	0,7270	0,3847	0,4340

Step 3: Forming Weighted Standard Decision Matrix (*V*): In this step, first weight rates (W_i) are calculated for assessment factors. Later the standard values are calculated by multiplying normalized standard values, calculated above, with (W_i) values to find out weighted standard values. The assessment factors are weighted equally in

decision making for 2009. When all factors are valued 1, equally for dispersion, the weighted assessment factor will be 25 % for each factor. For the weighted standard decision matrix to be formed, the columns of Matrix V is calculated by multiplication of the values in the columns of Matrix R with the weight values of assessment factors (here all take 25 %). In the Tab. 5 is given the weighted standard decision matrix of the countries together with the solution sets ideal $A^*$and idealA^-.

Tab. 5. Weighted Standard Decision Matrix for 2009

Number	**Country Code**	**EXP**	**REC**	**ARR**	**DEP**
1	**AUT**	0,0181	0,0273	0,0372	0,0177
2	**CAN**	0,0428	0,0200	0,0274	0,0458
3	**CHN**	0,0671	0,0545	0,0888	0,0833
4	**DEU**	0,1322	0,0606	0,0422	0,1264
5	**ESP**	0,0324	0,0760	0,0910	0,0210
6	**FRA**	0,0652	0,0748	0,1340	0,0439
7	**GBR**	0,0870	0,0487	0,0492	0,1025
8	**GRC**	0,0048	0,0190	0,0260	0,0067
9	**HUN**	0,0046	0,0090	0,0158	0,0291
10	**ITA**	0,0490	0,0537	0,0754	0,0508
11	**MEX**	0,0124	0,0161	0,0390	0,0246
12	**POL**	0,0112	0,0127	0,0207	0,0686
13	**RUS**	0,0338	0,0159	0,0372	0,0599
14	**TUR**	0,0072	0,0338	0,0527	0,0097
15	**USA**	0,1466	0,1817	0,0961	0,1085

MAX (A^*)	0,1466	0,1817	0,1340	0,1264
MİN (A^-)	0,0046	0,0090	0,0158	0,0067

Step 4: Forming the Analysis of Ideal (A^*) and Negative Ideal (A^-):In this step solution sets of ideal $A^*$and negative ideal $A^-$are formed. For the setA^* the biggest value in each column of the Matrix V and the smallest for the set A^- in the same column are selected and sets are arranged according to appropriateness of the criteria to the goal.

$$A^* = \left\{ (\max_i v_{ij} \middle| j \in J), (\min_i v_{ij} \middle| j \in J' \right\}$$

$$A^- = \left\{ (\min_i v_{ij} \middle| j \in J), (\max_i v_{ij} \middle| j \in J' \right\}$$

According to the formula;

$$A^* = \{ 0{,}1466 \ ; \ 0{,}1817 \ ; 0{,}1340 \ ; 0{,}1264 \}$$
$$A^- = \{ 0{,}0046 \ ; 0{,}0090 \ ; \ 0{,}0158 \ ; \ 0{,}0067 \ \}$$

Step 5: Calculation of the Selection Criteria: The space between alternatives are found by means of the Euclidean distance with the dimension n. The distance of each alternative from the positive ideal solution (S_i^*) and from the negative ideal solution (S_i^-) is calculated with formulae (4) and (5).

$$S_i^* = \begin{Bmatrix} 0{,}2480; 0{,}2340; 0{,}1625; 0{,}1526; 0{,}1928; 0{,}1576; 0{,}1702; 0{,}2693; 0{,}2710; \\ 0{,}1873; 0{,}2545; 0{,}2511; 0{,}2323; 0{,}2481; 0{,}0418 \end{Bmatrix}$$

$$S_i^- = \begin{Bmatrix} 0{,}0331; 0{,}0569; 0{,}1310; 0{,}1843; 0{,}1055; 0{,}1528; 0{,}1366; 0{,}0143; 0{,}0223; \\ 0{,}0973; 0{,}0311; 0{,}0626; 0{,}0647; 0{,}0446; 0{,}2585 \end{Bmatrix}$$

Step 6: Calculation of Proximity According to Ideal Solution: In the calculation of relative proximity(C_i^*) of ideal solution to each decision point, ideal and negative ideal distinction scores are used. The calculation of proximity value relative to ideal solution is indicated in Formula (6).

C_i^* is normally valued between $0 \leq C_i^* \leq 1$ for 2009 and the equation as $C_i^* = 1$ indicates proximity to ideal solution and $C_i^* = 0$ indicates absolute proximity to negative ideal solution. Tab. 6 shows the calculation of relative proximity of the countries to ideal solution for the year 2009.

Tab. 6. Relative Proximity Values to Ideal Solution in the year 2009

Country Code	**C***
AUT	0,0331 / (0,0331 + 0,2480) = **0,1178**
CAN	0,0569 / (0,0569 + 0,2340) = **0,1950**
CHN	0,1310 / (0,1310 + 0,1625) = **0,4463**
DEU	0,1843 / (0,1843 + 0,1526) = **0,5470**
ESP	0,1055 / (0,1055 + 0,1928) = **0,3536**
FRA	0,1528 / (0,1528 + 0,1576) = **0,4921**
GBR	0,1366 / (0,1366 + 0,1702) = **0,4452**
GRC	0,0143 / (0,0143 + 0,2693) = **0,0504**
HUN	0,0223 / (0,0223 + 0,2710) = **0,0763**
ITA	0,0973 / (0,0973 + 0,1873) = **0,3418**
MEX	0,0311 / (0,0311 + 0,2545) = **0,1091**
POL	0,0626 / (0,0626 + 0,2511) = **0,1995**
RUS	0,0647 / (0,0647 + 0,2323) = **0,2180**
TUR	0,0446 / (0,0446 + 0,2481) = **0,1524**
USA	0,2585 / (0,2585 + 0,0418) = **0,8606**

In this step the C_i^* values are arranged according to how big they are and the order of decision points (alternatives) is made. The scores are arranged from the biggest to the smallest to indicate which country take more attraction.

Tab. 7. Scores and Order of Destinations

2009		
Order	**Country Code**	**Scores**
1	**USA**	0,860671
2	**DEU**	0,547057
3	**FRA**	0,492196
4	**CHN**	0,446348
5	**GBR**	0,445202
6	**ESP**	0,353655
7	**ITA**	0,34189
8	**RUS**	0,218031
9	**POL**	0,199582
10	**CAN**	0,195728
11	**TUR**	0,152433
12	**AUT**	0,117846
13	**MEX**	0,109127
14	**HUN**	0,076328
15	**GRC**	0,050471

The order of scores for each destination is given in Tab. 7, which also points out that the country with code USA (The United States of America) realizes the best performance and the country with GRC (Greece) the worst performance, based on the four criteria chosen among the assessment factors from the destination performances of the year 2009. According to Tab. 7, the order of the destinations according to their performance in 2009 is as follows: USA(1), DEU(2), FRA(3), CHN(4), GBR(5), ESP(6), ITA(7), RUS(8), POL(9), CAN(10), TUR(11), AUT(12), MEX(13), HUN(14), GRC (15).
The analysis for the year 2009 is repeated for 2010, 2011, 2012, 2013, 2014 respectively and the obtained findings are given in Tab. 8. The table (8) gives the results of the ratings of the 15 destinations for each year separately calculating the tourism activity performance scores of each country from 2009 to 2014.

Tab. 8. The Performance of 15 Important Destinations of the World from 2009 to 2014.

2009		
Rating	**Codes**	**Scores**
1	**USA**	0,8607
2	**DEU**	0,5471
3	**FRA**	0,4922
4	**CHN**	0,4463
5	**GBR**	0,4452
6	**ESP**	0,3537
7	**ITA**	0,3419
8	**RUS**	0,2180
9	**POL**	0,1996
10	**CAN**	0,1957
11	**TUR**	0,1524
12	**AUT**	0,1178
13	**MEX**	0,1091
14	**HUN**	0,0763
15	**GRC**	0,0505

2010		
Rating	**Codes**	**Scores**
1	**USA**	0,8668
2	**DEU**	0,5293
3	**CHN**	0,4876
4	**FRA**	0,4517
5	**GBR**	0,4106
6	**ESP**	0,3252
7	**ITA**	0,3099
8	**RUS**	0,2374
9	**CAN**	0,2142
10	**POL**	0,2028
11	**TUR**	0,1459
12	**AUT**	0,1084
13	**MEX**	0,1053
14	**HUN**	0,0679
15	**GRC**	0,0398

2011		
Rating	**Codes**	**Scores**
1	**USA**	0,8353
2	**DEU**	0,5292
3	**CHN**	0,5219
4	**FRA**	0,4617
5	**GBR**	0,3973
6	**ESP**	0,3296
7	**ITA**	0,3042
8	**RUS**	0,2541
9	**CAN**	0,2111
10	**POL**	0,1903
11	**TUR**	0,1529
12	**AUT**	0,1027
13	**MEX**	0,0953
14	**HUN**	0,0611
15	**GRC**	0,0443

2012		
Rating	**Codes**	**Scores**
1	**USA**	0,8614
2	**CHN**	0,5627
3	**DEU**	0,4912
4	**FRA**	0,4351
5	**GBR**	0,3804
6	**ESP**	0,3088
7	**RUS**	0,2835
8	**ITA**	0,2820
9	**CAN**	0,2121
10	**TUR**	0,1542
11	**AUT**	0,1034
12	**MEX**	0,0978
13	**HUN**	0,0590
14	**POL**	0,0472
15	**GRC**	0,0368

2013		
Rating	**Codes**	**Scores**
1	**USA**	0,8238
2	**CHN**	0,5762
3	**DEU**	0,4979
4	**FRA**	0,4213
5	**GBR**	0,3664
6	**ESP**	0,3083
7	**RUS**	0,3024
8	**ITA**	0,2702
9	**CAN**	0,1758
10	**TUR**	0,1604
11	**AUT**	0,0998
12	**MEX**	0,0960
13	**HUN**	0,0534
14	**GRC**	0,0482
15	**POL**	0,0481

2014		
Rating	**Codes**	**Scores**
1	**USA**	0,7631
2	**CHN**	0,6287
3	**DEU**	0,4754
4	**FRA**	0,3889
5	**GBR**	0,3485
6	**ESP**	0,3132
7	**RUS**	0,2744
8	**ITA**	0,2617
9	**CAN**	0,1719
10	**TUR**	0,1519
11	**AUT**	0,1189
12	**MEX**	0,1075
13	**GRC**	0,0632
14	**HUN**	0,0519
15	**POL**	0,0434

CONCLUSION

15 important destinations are included in the analysis of this study. These are coded as AUT, CAN, CHN, DEU, ESP, FRA, GBR, GRC, HUN, ITA, MEX, POL, RUS, TUR and USA. The activity reports of these countries are used in the analysis of the performance of these countries. The study takes four tourism activities into account as criteria. These are international tourism expenditures, international tourismreceipts, the number of inbound tourists and the number of outbound tourists.

The analysis of the study is composed of two steps. In the first step, the four tourism data have been selected to define the performance of these tourism destinations and then the data from these 15 countries in the period from 2009 to 2014 are collected. In the second step, these four factors selected for the tourism destinations are converted into a single score to show their performance more clearly by means of the TOPSIS method, one of the most common multi criteria decision making methods. Later, the countries are ordered according to their scores with respect to the criteria and the ratings of the countries are completed. The ratings of the tourism destinations are made by calculating their separate general tourism performance for six years from 2009 till 2014.
The evaluation of each destination is given in three separate tables for 2009-2014. In Tab. 9 is given the destinations the performance of which stays constant through the years, in Tab. 10 is given those whose performance improves through the years and in Tab. 11 is given the destinations whose performance is getting worse.

Tab. 9. The Destinations whose tourism activities stay constant (2009–2014)

	2009	**2010**	**2011**	**2012**	**2013**	**2014**
USA	1	1	1	1	1	1
GBR	5	5	5	5	5	5
ESP	6	6	6	6	6	6

Tab. 9 shows that the United States of America (USA), United Kingdom (GBR) and Spain (ESP) could sustain their tourism activities constantly in the years from 2009 to 2014. According to the analysis made above, these three countries maintain their performance the same through years.They protected their position in tourism activities from 2009 till 2014 in the world competition.

Tab. 10. The destination whose tourism activities improve (2009–2014)

	2009	**2010**	**2011**	**2012**	**2013**	**2014**
CHN	4	3	3	2	2	2
RUS	8	8	8	7	7	7
CAN	10	9	9	9	9	9
TUR	11	11	11	10	10	10
AUT	12	12	12	11	11	11
MEX	13	13	13	12	12	12
HUN	14	14	14	13	13	14
GRC	15	15	15	15	14	13

Tab. 10 indicates the change or improvement in the position of China (CHN). This destination rose to the second rate from the fourth in the given 6 years. The other countries which improved their place to a higher level are Russian Federation (RUS), Canada (CAN), Turkey (TUR), Austria (AUT), Mexico (MEX) and Hungary (HUN). Greece is another destination which rose to a higher level especially in 2013 and 2014 from the 15th in the year 2009 Greece went up to 14th in 2013 and 13th in 2014.

Tab. 11. The destinations whose performance goes worse (2009–2014)

	2009	2010	2011	2012	2013	2014
DEU	2	2	2	3	3	3
FRA	3	4	4	4	4	4
ITA	7	7	7	8	8	8
POL	9	10	10	14	15	15

Tab. 11 lists the destinations whose performance goes worse through the given years. The Tab. 11 indicates that Germany (DEU), France (FRA) and Italy (ITA) fell one rank below in the period from 2009 to 2014. However, one should always take into account that though these destinations are in this list with their falling performance in the period from 2009 to 2014, they still keep an important place in the number of tourists they attract and in the rating order they occupy in the competitive world of tourism. The place of Poland is also striking in this table. The tourism activities of this destination is getting worse every other year from 2009 to 2014. It was in the 9th order in 2009 and went gradually down to the 15th place in the year 2014. However, the case is also an outstanding one because the data from the four factors prove that all factors show improvement in this destination from 2009 till 2014 but the rise is below the other countries and it caused this destination to go back every other year.

A survey to the related literature may hold some studies with the TOPSIS method. The distinction between those studies and this study is the fact that this study yields a result of wide range (15 important destinations of the world consisting of 70 % of the world tourism) converting the tourism activities such as international tourism expenditures, international tourism receipts, the number of inbound and the number of outbound tourists into one single score by means of the TOPSIS method. The studies made by means of TOPSIS are mainly focused on local or regional competition of the countries or organizations. Rather than local or regional tourism, this study focuses on global dimension of tourism, overlooking the world tourism from a different global angle to see the whole.

Few studies can be found in the related literature where the factors such as the tourism activities such as international tourism expenditures, international tourism receipts, the number of inbound and the number of outbound tourists are processed with the TOPSISmethod, which makes this study a more meaningful one. Another aspect of this study is that it uses the data from as recent as 2014.

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PROPOSALS FOR DEVELOPMENT OF SUSTAINABLE RURAL TOURISM IN VILLAGES OF BOLKAR MOUNTAIN, EXAMPLE OF MADENKÖY

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Abstract: In 1950, 75% of the total population of the country was living in rural areas, whereas this ratio has declined to 8.2% in 2014 due to migration to urban areas. Particularly in the mountain villages, where health, communication and transportation services have not been sufficiently utilized, the inclination to migrate has been continuing at an escalating rate for individuals in the working age, leading to the collapse of socio-cultural and economical structure. In the mountain villages, there is a need for new sustainable fields of business operable within the four seasons of the year that do not require costly investments and an educated workforce; provide business opportunities to local women; contribute to preservation of the socio-cultural structural, natural and cultural heritage;cause no concretion and land consumption.

In this study, development of proposals is aimed to conduct rural tourism in Ulukışla-Madenköy, a location possessing the qualities to provide an ideal four seasons accommodation and logistic support to any kind of activity made by the domestic and foreign visitors of Bolkar mountains during their arrivals and departures.As a research method "SWOT" and "Resources and Physical Condition" analysis techniques were used. Studies were mostly conducted through site researches. Proposals were developed for development of Madenköy through implementation of sustainable rural tourism in this area.

The results clearly demonstrate that Madenköy possesses the qualities to create a high level demand in four seasons from the viewpoint of the tourists. As a means to sustain the rural tourism activities, "Conservation plan" and “The rural tourism management and development plan," must be prepared and “Sustainable carrying capacity of region" must be continuously monitored.

Keywords: Rural Development, Rural Tourism, Sustainable Tourism

INTRODUCTION

In 1950s 75% of the population were living in rural areas, however, this rate declined to 56,1% in 1980 , to 56,1% in 1980, to 35,1% in 2000 (Turkish Prime Ministry State Planning Organisation [DPT] 2006, p.6) and finally to 8,2% in 2014. As a result of this rapid change in the population distribution, the population within the rural areas has declined from 23.797.653 to only 6,4 million between 2000 and 2014 (Turkish Statistical Institute [TUIK] 2015, p.1). Especially in the mountain villages a strong inclination to leave the rural areas is observed among the individuals within the working age group. The significant influence of the migration on economical and socio-cultural structure of the rural areas results in significant differences among the development levels of regions.

Development of the tourism in a rural or underdeveloped region of a country is also an implication of a decline in the economical imbalance among the developed and underdeveloped regions of that country. Along with the development of tourism within the underdeveloped regions of the country, flow of new resources to this region’s economy will be triggered, new fields of business and employment areas will be established and the income provided by the region’s economy in all sectors/fields will be increased

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accordingly. Indeed, development and expansion of tourism within the country would enable the elimination of differences among the development levels of the regions (Tosun et al. 2003, p. 142). There is a group of tourists with expectations varying in line with the increasing concern regarding environmental issues, with a desire for eco tourism which also includes rural tourism promising a fine room, fine service and an active journey away from sea-sun-sand-oriented common tourism centers, in intact natural areas and modest facilities. Tourism sector may take an active role in the regional development through reducing the development differences between the regions, since it can be developed in all regions with a potential in this context.

Having occurred as a reaction to the destructive effect of mass tourism with a pursuit for making difference, also embodying the sustainability principle that aims to increase the local population level of welfare and preserve the environment, the Ecotourism is distinguished as a rapidly developing sector in the tourism industry since 1990s. For recognition of the global importance of Eco-tourism, which also embodies the aspects of natural, cultural and rural tourism, 2002 was declared as the ''International Year of Eco-tourism'' by United Nations (DPT 2013, p. 25).

For solution of the problems concerning the rural areas, the following is stated in the DPT report (2006, ğ.17, 18): ''The richness and variety of natural and cultural assets constitute an important potential in terms of development of tourism and recreational activities. In this context: the contribution of tourism to the rural areas will be increased through improvement of tourism and recreational activities and relevant services; activation of promotional activities; reorganization of tourism and fund raising in the rural areas as well as establishment of infrastructure and superstructure development models suitable for tourism in areas with a potential; institutionalization of determination and monitoring of economical and environmental impacts of tourism and rendering the tourism a sustainable sector..'', thus enabling the inclusion of rural tourism activities in the country development programs for resolution of inter-regional imbalances and control of inland-migration. In fact, the demand for diversification of the tourism in accordance with the potentials of the regions is yet to be realised despite being among the goals repeatedly submitted in all development plans as from the planned term after 1960.

In ''Turkey's Tourism Strategy 2023'' prepared in year 2007, development of the tourism infrastructure and increasing its quality for development of the nature-oriented tourism branches such as eco-tourism and tableland tourism, preparation of action plans for conducting agro-tourism, adventure tourism, speleological tourism activities in cooperation with public private sectors and non-governmental organizations, are envisaged and promoted (Ministry of Culture and Tourism 2007).Within the frame of Agriculture and Rural Development Support Institution (TKDK) instrument for pre-accession assistance development plan (IPARD), Rural Tourism support programs are conducted annually in coordination with EU. In these programs rural Tourism Activities are defined as ''.. development of guesthouse, ''bed and breakfast'' accommodation and restaurant services to be established by microentrepreneurs, establishment of farm tourism facilities, their development, the facilities established for touristic recreational activities (sport activities, natural excursion, historical excursions) and their development..'' Agriculture and Rural Development Support Institution [TKDK] 2014, p.18). Rural tourism is not a widely adopted and institutionalized tourism type in our country. Daily recreational activities have been carried out in the rural areas near the cities, whereas accomodation-oriented tourism is rarely encountered in these areas. Rural areas, especially the forest and mountain villages have been subject to rapid depopulation due to migration, thus leading to a socio-cultural and economical collapse in these locations.

The Aim and Content of the Study

For solution of social, cultural, economical and environmental impairment problems *(impairment of handcrafts, cultural structure, architectural style, settlement texture, flora and fauna of the location)* and development of these areas, sustainable Rural Tourism is an important candidate to complement the agricultural activities such as vegetative reproduction and stockbreeding conducted in these regions.

In this study, development of proposals is aimed to conduct rural tourism in Ulukışla-Madenköy, a location possessing the qualities to provide an ideal four seasons accomodation and logistic support to any kind of activity made by the domestic and foreign visitors of Bolkar mountains during their arrivals and departures, with its endemic flora and fauna rich location in Toros Mountains, its thousands of years of history, authentic stone houses, mountain and winter sport activities, without conflicting with the natural, socio-cultural structure and historical heritage of the region.

Previous studies on the subject

A research was commenced by me regarding the Potentials for Use of Traditional Architecture for Tourism Purposes in the Mountain Villages of Eastern Mediterranean Region in 1997 and this project was funded by Çukurova University with Project Nr. FBE.97YL.117 (Gurcinar, 1997). Within the frame of this study, a master's thesis named ''Utilization of the Traditional Texture in Mountain Villages for Tourism Purposes: Niğde Province, Exemplar Village Madenköy, was carried out by Research Assistant Pelin Ünver, and this thesis was published in 1998 and forwarded to all institutions.

No other study was encountered in the literature on the improvement and development of the tourism potential of Madenköy. However there are general researches covering the Province of Niğde as a whole. In one of these, the mountain and winter sports potential of Bolkar Mountains in Meydan Tableland are introduced by Ülker (1992, p.265). Niğde Provincial Directorate of Culture and Tourism has prepared the ''Strategic Plan'' for years 2015-2019 regarding the development of the tourism potential of the province, and Ministry of Forestry and Water Affairs, Niğde Branch has prepared ''The eco-tourism action plan regarding the diversification of tourism in Niğde 2013-2023''. İri (2009) wrote a master's thesis with the subject : ''Marketing of Niğde Province in terms of Tourism''.

During the researches carried out by me as the interior architect of Winter Sports Center Hotel, construction of which was approved in 2015 in the location of Meydan Tableland at a distance of 5 km from Maden Village, I personally observed that many of the houses that we located in 1997 were about to be demolished, an unplanned settlement was about to spread, no investments and researches were undertaken for tourism purposes, orcharding was not providing a regular income for being dependent on the climate, and that there was no progress in the population and economy of the village. During the researches that I carried out in the Ski Centers of Austria and Switzerland and the mountain villages within the vicinity, I observed that a nostalgic ambience and a sense of night life were provided for the tourists along with an additional function for the village without impairing its existing agriculture and stockbreeding activities (such as horse riding, mountain sports). By means of various financial aids granted for improvement of superstructures and infrastructures of the villages and converting the houses into guesthouses, restaurants, cafes, etc…, their four-seasons usage as well as the development of the villages were enabled.

Research Method

SWOT Analyses methods were used and ''Resource and Physical Condition'' analyses were carried out as a means to plan the tourism activities in natural and cultural areas of Madenköy, specification of the strategies regarding their management and implementation, as well as determination of strengths and weaknesses, opportunities, threats and physical conditions. In the first three sections of the study which consists of four sections, the following analyses were conducted:

- Resource Analyses:A literature study was carried out on the history, geographical, socio-cultural and economical structure of Madenköy,
- Physical Condition Analysis: A site study was carried out regarding the infrastructure and superstructure of Madenköy. The obtained results were separately included in the prepared settlement plans in the form of road condition; types, construction and material of the buildings, and the current basic physical condition of the settlement area and architectural texture were determined,
- SWOT Analysis: A face to face survey was conducted especially among 50 people randomly selected in Madenköy which has a population of 183, as well as local authorities. During the preliminary studies regarding the surveys, it was understood that conducting interviews in a conversational manner and receiving answers to the questions during the interviews would yield better results. During these interviews an insight was obtained as to how the village community regarded the tourism sector and tourists, their expectations regarding this sector, whether they were eager to put their houses in use as guesthouses, whether the women were willing to run a guesthouse, how the men considered this issue, which sectors could proposed for economical development of the village beside tourism, whether the youth of the the village would prefer to receive university education in big cities or would like to be trained and work in the professions of tourist guiding, tourism management, etc. Madenköy's strengths and weaknesses, as well as the opportunities and threats regarding the village were determined through conducting a literature study on the developments regarding the region and its vicinity, as well as additional researches and site studies.
- In the fourth section of conclusion and proposals, proposals for development of Madenköy for sustainable rural tourism purposes, were developed.

Resource Analysis

Madenköy is a forest village in Central Anatolia Region, at the northern foot of Middle Taurus (Bolkar) mountains (Latitude: 37.45°, Longitude: 34.626°), with an elevation of 1705 meters having a geological structure made of soluble stones such as limestone and dolomite. It had been an important district within the region until the beginning of 20^{th} century, to which all the surrounding villages were affiliated, with a greek population of 2500 households. The surrounding tablelands still bear the traces of the Greek Community. These are; Balıklı Church (Balıklıoğlu Church), Antuan Land, Kıbrıslı Land and Ganimet Tableland.

The village's population was 328 in 1985, 294 in 1990, 168 in 2000, 173 in 2010, 171 in 2011 and 183 in 2012 (TUIK-2015) and the number of households has declined to 72. The reason for depopulation of the village and the increase in the population of women with an average rate of %2,9 compared to men, the increasing level of migration in the village to urban areas for economic reasons. Madenköy has witnessed several military and political activities in all periods of its history for being in close vicinity of Çiftehan Thermal Spa, used for health purposes for thousands of years, located on the exit of Strait of Gülek , one of the most important passages of Silkroad on Taurus mountains connecting Arabian Peninsula with Central Anatolia and Europe, also for having strategically important ore deposits such as gold, silver, lead and zinc. The ongoing archeological excavations indicate that the settled life in the region started 10 thousand years ago and settlement activities continued in Neolithic, Chalcolitic, Ancient Bronze Ages as well as Hittite, Late Hittite, Assyrian, Cilicia, Med, Persian, Hellenistic, Roman, Byzantium, Arabian, Anatolian Seljuk, Ilkhanid, Eretna, Karamans and Ottoman Periods (Provincial Directorate of Culture and Tourism, 2014, p.41, 42).

First the lead deposits, at a distance of 800 m to Madenköy, operated at intervals as from the Bronze age, and afterwards gold, silver and zinc deposits had been put into operation again in 1824 by Greek miners, however due to the exchange of Greek population with Turkish population from Saloniki during Balkan Wars in 1912 and in 1924, the production had stopped. Afterwards the deposits were operated by Germans until 1940s. In 1970 all mining activities were ceased for inefficiency of the mining management. A private company has been extracting dore gold and silver and raw lead and zinc through underground mining since 2009. The company envisages to cease its all mining activities in the region in year 2020 (SRK Consultancy and Engineering Inc.2009).

Continental climate characteristics are dominant within the region. Therefore it is generally dry and hot in summers and cold and snowy in winters. The average high temperature is 15.7 C in Ulukışla which has two closely located meteorological stations, and 20.0 C in Pozantı; whereas the average low temperature is 3.2 C in Ulukışla and 7.8 C in Pozantı. The average precipitation varies between 800-1000 mm in the region. (General Directorate of Meteorology 2015).

Fig. 1. General view of Maden Village

The following is stated in 2013 Environmental Condition Report for Niğde Province: “Bolkars have the vastest mountain meadowlands in Mediterranean Region. Due to this aspect, as well as its peculiar geomorphological structure, microclimates occur in deep valleys thus enabling the growth of several number of endemic plants in terms of vegetation. The easiest way of transportation to Bolkars, for the people arriving from Adana or Ankara direction, is provided over Darboğaz and Maden through…E90 Highway. Therefore the location for introduction of many plant and animal specias to scientific society has been **Madenköy Village** and the surroundings of Meydan Tableland. As far as known, there are 10 single point endemics available for plants and animals. The number of detected plant taxons is 674, 101 of which are Turkish Endemics. 21 endemic taxons among these are endangered taxons. On the other hand the jade horse herd can be observed on the highlands of the region’’ (ÇED, Permission and Supervision Branch Dir., Environmental Management Branch Dir. 2013, p.51).
The Taurus Frog “Ranaholtzi” living in Karagöl and Çiniligöl 7 km away from Madenköy, Dryomys lanigeas well as a small nepenthe called ‘’arisipasi’’ in the region are the endemic species in Turkey. More than the half of 465 bird species in our country as well as the terrestrial ones among almost 160 mammal species have been detected within the provincial boundaries of Niğde (Ministry of Forestry and Water Affairs, 7th Regional Dir. Niğde Branch Dir. 2013, p.21,22).The population’s primary source of income has been sheep and goat farming, however along with increasing tree-planting activities orchard agriculture, especially cherry growing has gained an escalating importance. The village has not been sufficiently developed in terms of handcrafts.
Berlin- BagdadRailway, Çukurova Expresspasses through Ulukışla / Çiftehan. Large cities, having a total population of 10 million people, are located in close vicinity of the village which can be reached in 20 minutes after the highway exit of Ulukışla on Adana Ankara İstanbul E90Highway. The village is at a distance of 136 km from Adana, which has an international airport, 144 km from Mersin, 204 km from Kayseri, which also has an international airport, 155 km from Nevşehir and 223 km from Konya. (Akarnakliyat, 2015)Due to transit transportation over E90 highway, arrival to Madenköy is comparatively easy among other locations, also secure and comfortable in four seasons.

PHYSICAL CONDITION ANALYSIS

Road and Infrastructure Conditions

The asphalt road coming from Alihoca direction and E90 highway and heading to Meydan Tableland and Darboğaz direction, passes through the south and partially inside of Madenköy. (SeeFig. 2). The roads within the village are mainly used as pedestrian roads, since they comprise of compressed earth and partially highroads, also due to high inclination of the land. During the researches that we carried out in 1997, the tap and domestic water were supplied from four fountains in the village and there was no sewage. In the present, the sewage and domestic water networks have been operational.

Structural Materials and Construction

88% of all structures are made of stone (See Fig.4). Face stone is used on the corners of the interior and exterior walls, bonded with a mortar of brick ballast and lime, and rubble stone is used at the center, and wooden girders are located at intervals of 75-100 meters surrounding the whole circumference of the building. Wooden girders are located on the door and window openings. Roofs are of terrace type made of wood at close intervals with slight inclination, coated with an insulating layer comprising of wood and pine peels, and filled with earth. After shoveling of the snow in the winters and after rainfalls in rainy seasons, the roof needs to be compressed using the tools named ‘’rolls’’. Floorings of the basements, used as stable and depot, are made of compressed earth.

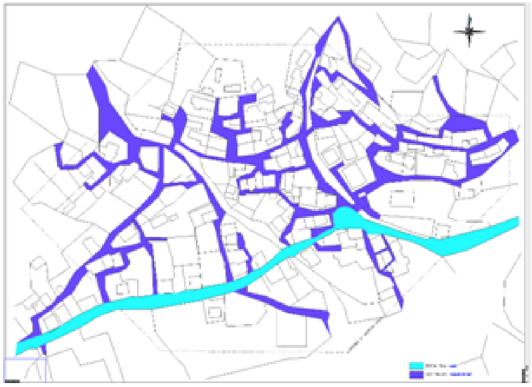

Fig. 2. Vehicle and Pedestrian Roads (P.Ünver 1998, Revision: Y. Gürçınar 2015)

Fig. 3. Building Types and Number of Storeys (P. Ünver 1998, Revision: Y Gürçınar 2015)

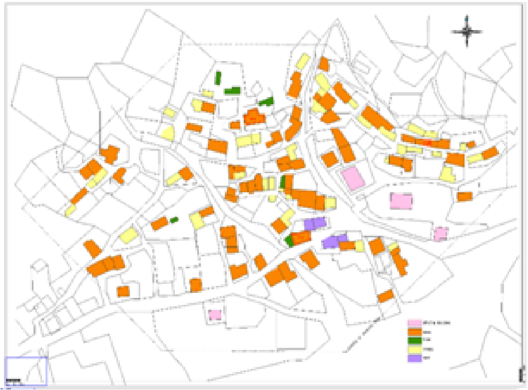

Fig. 4. Structural Materials **Fig. 5.** Type of building use

(P.Ünver 1998, Revision: Y Gürçınar 2015) (P.Ünver 1998, Revision: Y Gürçınar 2015)

It is covered with flagstone in some of the houses. They are slightly inclined towards manhole for quick drainage of the liquids forming inside. In the basements, used as living space, 50 cm high girders are mounted along the interior walls, the girders are interconnected with beams supported by wooden poles nailed into the ground, and the beams are covered with wood. The mezzanine floorings consist of wooden beams built in with wooden girders embedded in the flooring. Wooden beams are made of raw circular trees in some houses and of sawn trees in others.All upper sections of the floorings are covered with wood and some of the lower sections are covered in accordance with the use of lower space. All doors, windows, in-built cupboards and furnitures are made of wood. In most of the two-storey houses, completely wooden bay windows with average corbel height of 1 to 1,5 meters are made over the main entrance door of the house. The bay windows having large corbels are reinforced with wooden supports named ‘’eli böğründe’’. Windows are located on all walls of the bays, constituting the most beautiful living corner of the house with divans on its interiors along its interior walls. In two houses, balconies are built instead of bays with the same construction technique.

Most of the houses have been damaged due to neglect, most of them have been demolished and a major part of them are about to be demolished. The ones repaired without complying to the original construction method have lost their authentic appearances no matter how clean and tidy they appear from a distance, and various constructive problems have occurred especially due to concrete and cement based interventions. In the newly designed houses designed to meet modern constructional requirements, complying to the original architectural identity is not pursued at all.

Building Types and Number of Storeys

In Madenköy 86 of 124 structures are single-storey and 38 are two-storey buildings. Upper storeys of the two-storey buildings are used as living spaces, lower storeys were used as barn and depot in the past and they are being used as merely depot in the present. Single-storey houses generally consist of two adjacent units one of which is used as barn and depot and the other is used as the living space (See Fig. 3).

Building Usage

The village has been located on a significantly high land with an extremely beautiful sightseeing in its south facing a stream and a valley. Part of the houses have been located on the slope in the form of stairs thus protection from the winds from the north in winters, as well as maximal yielding of sunrays in winters on southern façade, and of the winds, magnificent sightseeing and sun in the summers, is enabled. The number of the buildings, which was detected to be 130 in 1997 has declined to 124 in the present. 72 of these buildings are residence, 4 public buildings, 4 commercial buildings and 44 of them are depot and barn. There is no change in the location and number of the spaces such as the school, mosque, coffeehouse and grocery. (SeeFig.5).

SWOT ANALYSIS

During the survey study conducted on the SWOT Analysis made in Madenköy, establishment of educational, tourism and small scale fruit processing (jam, compost, concentrated fruit juice, etc…) and cold storage facilities were determined to be the primary sectors to be developed. The results obtained as a result of the literature study and the site investigations are limited and given under the titles of strengths, weaknesses, opportunities and threats.

Results of the Survey Studies

The village population has a quite positive opinion on the subject of tourism sector and they accept the tourists, their behaviours, their lifestyles as they are. They believe the tourism has the capability to develop their village in economical aspect. They have a positive opinion on guesthouse management provided it does not affect their lifestyle. They do not object the women's undertaking guesthouse management. They desire to manage small establishments in the form of partnerships, to store the products they cannot sell in these entrepreneurships, and to produce food products approved by the ministry of health. Most of the teenagers prefer to migrate to inland and abroad cities for job opportunities and to receive university education if available.

Strengths

- Its geography enabling the diversification of tourism, its natural resources and climate, the living atmosphere of the region, its ecosystem diversity and richness, dense endemic plant diversity within the region, the natural character of forest lands and availability of wild life.
- The opportunity to use the historical assets within the region in diversification of ecotourism activities,
- The nature of Darboğaz town and Madenköy suitable to provide logistic support to the tourists making mountain hiking, mountain sports, fauna and bird watching, scouting, camp tourism, photo safari, botanic tourism, various mountain sports, camping, snow surfing and snow trekking etc activities on the Meydan Tableland and nearby Medetsiz Hill, Karagöl and Çinili Göl regions in spring and winter seasons(Skitourenwoche Türkei – Bolkargebirge, 2015)

- The population’s insight as to how to behave the tourists because of the tourists frequently arriving to the region to perform abovementioned sports
- Hospitaliy of the local community,
- Non-existence of crime rate in the village, provision of a secure environment
- Established and operable domestic water, sewage and electric networks.
- Being at a distance of 136 km and one and a half hour to Adana Airport with highly busy domestic and foreign flights as well as to Çukurova International Airport as Turkey’s third largest airport.

Weaknesses

- Deficient number of qualified and foreign language speaking workforce capable to serve in foreign tourist entertainment and accommodation,
- Deficient level of education on tourism services
- Inavailability of restaurants, cafes, bars, entertainment, shopping etc. facilities in the region,
- Inadequacy of village road networks in terms of internal transportation as well as construction methods.
- Inadequate promotion of the region
- Inavailability of the infrastructure capable of providing service to the tourists (accommodation, guiding, dry cleaning, etc…),
- Inability to store and process the fruits which cannot be sold due to various climate reasons and
- The adverse opinion of most of the youth population regarding the economical future of the village, and accordingly, their desire to migrate to the large cities.

Opportunities

- The increase in the demand for eco / rural tourism in domestic and foreign tourism,
- The need for new job opportunities likely to create employment in line with the increase in tourism activities (bakeries, butchers, groceries, farms doing direct sales, vehicle service stations, cabs, post offices, banking services, cafee and restaurants, ATMs),
- Need for trained personnel with qualifications and sufficient background to rent, repair and conduct maintenance of nature and winter sports equipment,
- The opportunity to market organic honey, fruit as well as carpet, handcraft,etc to the thousands of prospective tourists likely to come to the ski facilities being constructed in Meydan Tableland,
- Availability of all kinds of local production facilities capable of meeting tons of monthly food demands of winter sport center hotels located in the region in which organic agriculture and stockfeeding activities are carried out
- Provision of 4 seasons ecoutourism opportunity to the millions of tourists arriving to the regions as it is located in the Cappadocia Region,
- Passage of highspeed rail line through Ulukışla,
- Commencement of construction works for construction of a local airport in Niğde Ulukışla Region,

- Its having the complementary qualities for the tourists arriving to five stars resorts and Golf facilities with a total bed capacity of fifteen thousand when considered along with"Tarsus Kazanlı" Sea, Sand, Sun and Golf project, provision of employment opportunities for the personnel working in the facilities in winter seasons and
- Provision of simultaneous utilization of mountain, nature sports and spa-health tourism when considered with 'Çiftehankaplıcaları' Health Tourism Project.

Threats

- Exceeding the ecological carrying capacity of the region
- The likeliness of the tourists with low levels of awareness to harm flora and fauna,
- Impairment of wildlife through poaching,
- Behaviors of some of the tourists pushing the psychological bearing limits of local community,
- An inclination towards illegal housing among some individuals, becoming aware of tourist potential and financial opportunities of the region.
- Increasing number of peddlers within the area, construction of tents and huts regarding food and souvenir sales in natural areas and their becoming permanent buildings in time,
- Migration of a population, with insufficient socio-cultural qualities and divergent with the local community, to the region, thus giving rise to Squatting-related and sociocultural problems.
- Non-adaptation of restoration works of newly built structures and existing houses within the village, to the authentic structure of the village, development of an ugly and featureless urban transformation.

EVALUATION AND PROPOSALS

The existing experience of hospitable and warm-blooded Madenköy community regarding tourism related issues, wild beauty of Bolkar Mountains, its volcanic lakes, wild life (wild horses, goats, pigs, migratory birds), endemic plant and animal species, various cultural and archaeological values in its immediate vicinity, complementary characteristic of the economical activities carried out in the region for rural tourism (stockbreeding, beekeeping, orchard, garden agriculture) and the strengths detected through the SWOT analysis are capable of creating a high level of demand from the viewpoint of the tourists.

Realization of a series of measures and several issues detected as opportunities, is required primarily with public support, for solution of the problems defined in the weaknesses and threats of Madenköy These are; consolidation of the management of the area, determination and completion of required infrastructure and superstructure inadequacies before commencement of tourism practices, minimization of the tourist-based harms through informing the tourists regarding the sensitive ecological structure and especially endemic plant and animal species, before their entrance into the area, education of the local community regarding the development of the products likely to be provided for eco-tourism as well as the ecotourism values, opening the KOSGEB approved entrepreneurship courses on the subjects of guesthouse management and gastronomy, supporting the entrepreneurs desiring to establish their own business, providing foreign languate and guiding trainings to teenagers, provision of ecological sustainability for use of utilization of the resources, ensuring that the carrying capacity of the region is not exceeded through frequent supervisions, taking serious measures against illegal residence/guesthouse construction and illegal workplace construction, starting with hawking and proceeding as permanent occupation of the area. Promotion of the regional values to the tour operators, foreign journalists and television broadcasters as well as certification of the products related to the Ecotourism areas is possible only through public support.

Provision of minimum touristic quality is a requisite for transformation of Madenköy into a touristic accommodation center. The infrastructural inadequacies of the settlement shall be eliminated and the roads, which partially consist of earth shall be covered with stone. The narrow village road shall be widened for easy access of the busses to the village, and parking areas shall be constructed for buses and cars. The houses shall be provided with infrastructure for vehicle access to the extent allowed by the inclination of the land, pedestrian roads shall be supported with stairs and ramps with dimensions suitable for handicapped people.The guesthouses to be constructed in Madenköy through repairs and modifications in accordance with the functionalities that enable accommodation of the tourists, will be the most suitable and economical investment type in terms of evaluation and especially protection of existing structural potential, implementation of accommodation in existing buildings will not give rise to environmental problems such as concretation and land consumption.

CONCLUSION

Madenköy constitutes an important potential for ecotourism with its natural assets such as mountains, forests, lakes, streams, as well as its topographical structure varying between 1705 and 3524 m (Medetsiz Hill), its diverse flora and fauna embodying several animal and plant species, interesting geological formations, traditional products and handcrafts, local architechture and historical richness. Through implementation of the proposed arrangements, following contributions can be made in terms of socio-cultural, economical and environmental aspects of the location:

- It can easily adapt to other types of tourism, provide four season alternatives to the tourists arriving to Capadocia and thermal spa’s in the regions and to prospective tourists likely to arrive to the Golfing facilities in Mersin Kazanlı region. This may create a positive effect for each sides.
- It can play an active role in expansion of the tourism market through creating demand by different tourist groups having awareness.
- New job opportunities likely to increase the life standards of the community can be established through development of tourism, such as organic food production, souvenir handcrafting, etc for local workforce, guesthouse, café, restaurant management, mountain and winter sports equipment, tool, cloth renting, sales, maintenance and repair, wildlife hunting guidance, etc for entrepreneur women and young population, and gardening, cleaning jobs, purchasing and storage jobs fo people without high level skills, thus migration to urban areas can be reduced.
- An ‘’Settlemen Plan for Preservation Purpose’’ shall be prepared so as to comply with the original texture and control the settlement load, maintain the existing structure and integrity of the buildings in re-functionalizing, establishment of construction principles

for the materials used in repairs and new constructions, construction of the roads as well as the newly built village settlements or the settlements near the village without impairing the original texture of the location and in a complementing manner. For preservation of natural environment and protection of socio-cultural structure, preparation of ''Rural tourism management and development plan'' and continuous supervision of the ''Carrying Capacity'' of the region is required for sustaining the ecological environment.

- Diversification of the rural economy will be possible only if the local community correctly uses the opportunities determined in SWOT analysis and integrates the tourism with the local economy in the right manner, which in turn will be an important factor in alleviation of poverty and rural migration. Initially temporary and afterwards permanent and revenue generating business oppurtunities will be provided especially for women and young generation.
- For sustainability of ''Rural Tourism'' which is based on protection and promotion of everything it embodies, capable of reversing the migration of rural communities through a small scale investment and socio-economical welfare, firstly the ''Natural and cultural heritage'', ''Socio-cultural structure of the location'' and its ''Biodiversity'' should be preserved with a sense of ownership.

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INVESTIGATING THE IMPACT OF THE AGE, GENDER AND YEARS LEARNING ENGLISH ON LEARNING STYLES PREFERENCES

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Abstract: Demographical factors may have an impact on learning and teaching styles across the continents. This study was to explore whether demographical factors namely age, gender and English learning experience are related to the learning style preferences of English Major Students from the foreign languages faculty in Iran. The sample for this study comprised of 310 English Major Students. In this study, quantitative approach was used in the collection of the data .The instruments used in this study included the Index of Learning Styles Inventory by Felder and Soloman (2006) and Oxford (1990). The results of the study revealed that except for Learning Style Pair 2 (LSP2) (Sensing/Intuition), all the other learning styles pairs were not related to demographical factors.

Keywords: Demography, Learning, Age, learning experience

INTRODUCTION

Today, one of the focuses of research in teaching and learning is exploration of the learners' strategies when they are involved in the learning task.Educators have noticed that some students prefer certain ways of learning more than others; this preference is referred to as the learning style that can aid teachers in the successful teaching plan (Baumgartner, 2001). In other words, learning styles can be defined as the way the individual prefers to go about learning.

The notion of learning style needs to be clarified, because in most situations learning styles, learning strategies and learning preferences are used interchangeably. Smith and Dalton (2005) defined learning style as "a distinctive and habitual manner of acquiring knowledge, skills or attitudes through study or experience" (p. 7). Riding and Rayner (1998) (quoted in Hillberg & Tharp, 2002, p. 1) defined learning styles as individual collections of learning strategies (manners in which learning tasks are responded to) integrated with cognitive styles (the way the information is stored and represented). Therefore it can be concluded that students should understand that sometimes their learning style might or might not be the best one for the tasks given and because of that, some degree of style "stretching" or style flexing is required. Reid (1995) stated that learners need to be aware in order to be successful learners; sometimes they should "stretch" their preferred learning style. Students learn, see, interpret and understand differently (Teele, 2006; Zacharis, 2011).

Kinshuk et al. (2009) highlighted the fact that even though students learn differently but they are able to achieve higher with the style they are comfortable with.The information on students' learning styles can be useful when the learning style implementation in adult education is related to the teachers' learner style versatility at different levels and in

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different subjects (Nielsen, 2005).Learning styles have been widely defined but in this paper, the definition of learning styles by Felder and Soloman (2006) is adapted whereby learning style classified students under four categories based on their preferences. The categories are namely: Active / Reflective, Sensing / Intuition, Visual / Verbal, and Sequential / Global.

The idea of creating the lessons that apply 'one-size-fits-all' approach for teaching and learning cannot be applied any more. The 21st century learners have varied needs and preferences where their learning environment are concerned since the technology integration had happened.They would require certain learning styles preferences resulted from technology advancement. (Bennett, Maton, & Kervin, 2007). Researches (Putintseva, 2006; Wu, 2010; Park, 2002; Xiao & Tianjin, 2006; Jhaish, 2010; Karthigeyan & Nirmala, 2013) have confirmed the fact that learning stylesis one of the vital elements to be considered where learning and teaching improvement is discussed. Learning styles preferences may be influenced by several factors which these factors include age, gender, educational level, proficiency level, study field, belief, attitudes and motivation, prior knowledge of learning styles, content, country's education system and teachers teaching styles (Dunn, Dunn, & Price, 1979; Ehrman &Oxford, 1995; Reid, 1987).

In terms of age, Reid (1987) identified that the learning style preferences for older students were mainly towards visual and auditory modalities. This is supported by Other studies (Cherry, 1981; Dunn, Price, & Sanders 1981; James & Galbraith, 1985; Keefe, 1987; Rossi-Le, 1989) which shown that visual style has dominated among adult learners. In addition,Barbe and Milone (1981) identified shifts that occur in learning style preferences as an individual matures. In the primary level, the learning style strengths are more defined with the dominant one being the auditory. Research regarding the impact of the gender on learning styles has grown recently.

Some studies suggested that Gender differences may have an impact on individual's preferences in learning (Yi, Hui, & Jasmine, 2011;Muralidhara, Nordin, &Mohmad Nasir, 2013;; Zainora et al., 2011). This can be explained due to the fact that there is a discrepancy in number university enrolment betweengenders (Nadia et al., 2010; Sudeera, 2011). Several studies such as Nadia et al., 2010; Vaseghi, Ramezani, & Gholami, 2012; Adi Afzal, 2011; Kashefi et al. 2012 have zoomed into the impact of the gender on learning that results pointed out the "mix finding" except Vaseghi et al. (2012) and Nadia et al. (2010) which confirmed that there is a gender discrepancies where student learning preferences are referred. On contrary, Kashefi et al. 2012) found that there is no relationship between gender and learning styles preferences. Tatarintseva, 2002; Llach & Gallego, (2012) highlighted that more research are to be encouraged in this area as there are still grey area relating gender and learning style.

Nadia et al. (2010) stated that tailoring togender varsity in learning environment will establish a proper solution to "gender gap in education." Finding reported that there is no significant gender varsity in LSPs. Zokaee, Zaferanieh, and Naseri (2012) study the impacts of perceptual learning styles and gender on Iranian English as Foreign Language (EFL) learners' vocabulary learning strategies selection. Their finding indicated that the gender has no impact on learner's vocabulary strategies selection.

Where educational background concerns, Reid (1987) reported that graduate students had a greater tendency for visual learning than undergraduates did. The learner's academic background and experience were not specified in his study. Politzer and MacGroarty (1985) believed that previous educational experiences have an impact on cognitive styles and classroom behaviours of the learners from other cultures. A study on adult native speaker learners of English showed that highly educated adults self-select learning style preference with greater accuracy (Cherry, 1981) and that their mean scores in all the dominant learning modes are higher (James & Galbraith, 1985). Jacobs (1990) utilized several learning style instruments with African-American secondary school students and found a correlation between learning style preferences and achievement level. Based on his findings, high achiever learners showed higher usage of multiple learning styles. The findings of many other researchers suggest that students with higher language proficiency had preferences for visual learning style (Cherry, 1981; James & Galbraith , 1985; Keefe, 1987; Rossi-Le, 1989).

Studies on US learners who showed a shift towards visual learning styles along with learner maturity and ability to read (Keefe, 1987; Price, Dunn, & Sanders, 1979). Rossi-Le (1989) explored the relationship between kinaesthetic learning styles preferences and the subject's proficiency and work history. According to these findings the more proficient the English learners the more they preferred learning through interactive method and direct experiences with the language.

Where From the first through the sixth grade, visual and kinaesthetic preferences dominant but high school age students show more tendencies towards the visual and auditory. According to researchers, this shift represents a change in the environment as students learn to read (visual) and write (kinaesthetic). The relationship between the educational level and learning styles preferences have been pictured in Reid's study as well as an earlier one.

Learning experience is another significant factor which is claimed to have an influence on the use of language learning style. Fazzaro and Martin (2004) agreed that learning styles development among the learners can be established from their past life experiences and society need. Tuan, (2011) & Said and Ghani (2009) zoomed to the relationship between the language learning experience and language learning styles They have also stated that when the learner is equipped with more experiences in EFL environment, they are aware to select the most suitable strategies which match their learning styles preferences.

The Iranian education system requires students to learn and consider English as one of the foreign languages. The focus for the EFL learners in primary and secondary schools is primarily on English for communication, unlike in higher degree education such as institutes and universities where the focus goes beyond the ability to communicate effectively. For this level of learners, regardless of their major, the amount of knowledge that they need to process increases daily with the sources being in the English language. Some of these students have to attend private classes to improve their EFL skills. In many cases, the classes will not provide what the students need, so the student's participation in these classes will not lead to success.

The objective of this study is to investigate EFL learners' learning styles and the relationship of three factors, namely, Age, Gender and learning on Learning Styles Preferences. Specifically, the study was designed to address the following questions:

1) What are the learning style preferences of Iranian learners?

2) To what extent gender, age, and learning experience have an impact on learners learning style preferences?

METHODOLOGY

The research method used for this study is the quantitative approach by using the survey. Researchers used the survey to obtain the variety of the students' learning styles and also

used the questionnaires to obtain some information regarding the learner's age, gender and English learning experiences. Demographic information was obtained to explore whether they have any impact on learners learning styles preferences or no?
However, this study will assist the EFL learners develop into successful learners through utilizing learning style preferences more efficiently and effectively.

Instruments

The following are the steps taken by the researcher in this study:
Step one: identification of learner's information through demographic questions using:
a) Demography questions (part A)
Step two: identification of students' learning styles by conducting the survey:
b) Learning style survey, using the Felder and Soloman Learning Style Inventory (ILS). (part B)
The Index of Learning Styles (ILS) questionnaire developed by Felder and Soloman based on the Felder-Silverman Learning Style Model was used in this study to assess students learning preferences. In this instrument there are four dimensions that are Active/reflective, Sensing/Intuitive, Visual/Verbal and Sequential/Global. Active/reflective: refers to the differences between Learning by trying something and learning by contemplation Sensing/Intuitive: refers to the differences between learning by knowing facts or details and learning by knowing the relationship. Visual/Verbal: refers to the differences between learning more through pictures and figures and also reading and hearing. Sequential/Global: refers to learning by following logical steps and learning to see the bigger picture. Previously there were 5 dimensions, including Inductive/Deductive, based on Felder and Silverman (1988) but this dimension has been dropped from the index.
The questionnaire that was applied in this study consists of two sections; Section A and B. Section A seek respondents' demographic data such as gender, age, ethnicity, previous learning experienceand English achievement level. Section B consisted of 44 questions from the ILS questionnaire. The questions were merged into the first part of the main questionnaire(ILS) to identify the extent and percentage of the ESL students' preferences in learning style vary by gender,ethnicity, previous learning experience and English achievement level in the four dimensions of ILS that are named LSPs consst of LSP1()LSP2()LSP3()LSP4(). However not all demographic factors obtained will be used for the purpose of the analysis in this study.Subjects for this study were from four undergraduate classes in the faculty of foreign languages in the main campus of one of the universities in Iran.

Participants

The total initial participants of this study consisted of 310 university students in the main campus of one of the universities in Iran. The participants involved in this study are majoring in English as a Foreign Language (EFL); furthermore, they were from different age groups. This group of students can be categorized mainly as medium users of the English language because they have chosen English as their major. English language majors are expected to be fluent in both spoken and written English. The sample age range was between 20 to 40 years old.
All participants had at least 7 years of formal education in English. The participants were also enrolled in speaking courses, all of which are required courses in order to attain the

bachelors of English degree. These courses are designed in order to improve their speaking ability. Students from this academic discipline were chosen to ensure a certain level of language proficiency (intermediate or above) required for discourse markers to be noticed and to show their facilitating effect (Perez & Macia, 2002).

Data analysis

All responses from the questionnaires survey statistically was analysed and organized to offer answers to the research questions. Descriptive and inferential analysis of the quantitative data was evaluated by using the Statistical Package for the Social Sciences (SPSS).
Descriptive statistics such as means, standard deviations, frequencies, and percentages was applied to analyse the data for variables including gender, age, learning styles and teaching styles.

Finding and discussion

The research reports the preferred learning styles of the 310 EMS participants based on their responses to the Felder and Soloman (2006) learning styles inventory. As the second step, the impact of gender, age and years of learning
English on learning style preferences was explored.
This section will answer research question 1 that discusses what are the learning style preferences among the learners in Iran. It is related to the patterns of the learning style preferences among the students. The results in Tab. 1. depict the learners' style patterns in a university setting in Iran.Finding indicated there is no significant difference between the learners choice when the 4 dimension of the learning styles are concerned. However the dimension that was highest rated by the learners was LSP2, LSP3,LSP1 and LSP4.

In order to answer research question two, chi square analysis was done.The findings also showed that there is no significant relationship between age and learners' learning styles preferences in LSP1: .47, LSP3: .81, LSP4: .50, but on the other hand there is a significant relationship between the LSP2: .058 and Age. The results indicated that there is no significant relationship between learning style preferences and gender in all four dimensions of the Felder and Soloman learning styles inventory (LSP1: .47, LSP2: .70, LSP3: .43, LSP4: .27) for this sample.
It is also indicated that there is no significant relationship between years learning English and learners' learning styles preferences in LSP1: .64, , LSP4: .85 but on the other hand there is a significant relationship between the LSP2: .015 LSP3 : .025 and years of learning English.

Tab. 1. Frequencies and percentages of the LSP's dimensions

Dimensions		Frequency	Percentage
Dimension 1 (LSP1)	Active	157	50.6
	Reflective	153	49.4
		310	**100%**
Dimension 2 (LSP2)	Sensing	236	76.1
	Intuitive	74	23.9
		310	**100%**
Dimension 3(LSP3)	Visual	210	67.7
	Verbal	100	32.3
		310	**100%**
Dimension 4(LSP4)	Sequential	150	48.4
	Global	160	51.6
		310	**100%**

Analysis of the dominant learning styles of EFL students showed the following results. Students' preferred learning styles were reported as an active, sensing, visual and global style. However, the dominant learning style of the EFL lecturers were reported as active, sensing, visual and in the last dimension the preferences have been equally distributed between the Sequential and Global dimensions.

Based on the results, the students expressed major preferences for active learning styles; active learners like to comprehend the new information and be involved physically in the class activities. They like to study with one or more students in a group. Class interaction is considered as another success factor for these kinds of learners. To recall the information learned in the class, these active learners need to work with one or more students to understand the subject matter, whereas reflective learners learn best when they study alone. The reflective learners obtain information easily if they are left alone to work on their own and in a very quiet environment and they like to study alone.

Another preference was the sensing learning style. Sensing learners like to be more practical, discover the possible chances, solve problems by established methods, like innovation and love to experience the facts through hands-on experience. They learn best when they have hands-on experience through trial and error. For these types of learners, it is recommended that the lecturer use problem solving activities and let them feel the situation and ask them for the possible solution, whereas for learners such as visual which are considered as a preference in the third dimension, they learn best by looking at the information, reading, observing and thus learn best through visual aids such as charts, schematics, diagrams or any type of visual presentation. Writing notes in the class will assist them to remember the material they have to learn.

Finally, for the preferences in the last dimension, the learners' preferences were equally distributed; it means the students have equal preferences for both ends of the dimension. Sequential learners are good in following the logical order of the information but they are unable to link the information with the different aspect of the subject learned in a class. On the other hand, the sequential learners are more comfortable with the random information; it is difficult for them to explain to others what they have learned but they understand the concept and the subject matter clearly. For theses types of learners, the lecturers must use a kind of narrative activity to let them express what they understand and get them to be actively involved in the class.

The results of this study indicated that there is no significant relationship between learning style preferences and gender in all four dimensions in the Felder and Soloman inventory (LSP1: .47, LSP2: .70, LSP3: .43, LSP4: .27). The findings showed that there is no significant relationship between age and learners' learning styles preferences in LSP1: .47, LSP3: .81, LSP4: .50 but on the other hand there is a significant relationship between the LSP2: .058 and Age. This study also found no significant relationship between years learning English and learners' learning style preferences in LSP1: .64, LSP4: .85 but on the other hand there is a significant relationship between the LSP2: .015 LSP3: .025 and years of learning English.

Therefore, the tasks in this study were two- fold. The first was to find a way to determine a subject's learning styles preferences along the dimensions of active- reflective, sensing-intuition, visual-verbal and sequential-global. The second was to assess the impact of factors such as age, gender, number of years learning English language.This study only discussed a few demographical factors and their impact on learning style preferences. The factors discussed in this study were age, gender and duration of the years learning English. It is recommended to investigate the impact of the more demographic factors on student learning preferences to see the variety of the finding.

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ARE UNIVERSITY EMPLOYEES READY TO BE AN "INTRAPRENEUR"? A NEW PERSPECTIVE OF STRATEGIC HUMAN RESOURCES FOR UNIVERSITIES

Senem Yazıcı[1]

Abstract: There are increasing competencies in higher education in Turkey. The universities are in need of implementing new products and services and to find new"creative and innovative" ideas to stay in the race. The purpose of this article is to provide insights to the question of whether there are "Intrepreneurs" at universities who are able and skilful to do things out of the box. This research is the first attempt at exploring the "Intrepreneurship" in higher education in Turkey. Corporate Entrepreneurship Assessment Instrument (CEAI) was chosen as the survey instrument for this study. The results have shown the need for training towards internal factors and approaches to strategic human resources. This study has shown the weakest and strongest parts of university towards intrapreneurship dimensions. The results of this research highlight the importance of understanding an intrapreneurship at universities. Academic intrapreneurhip will be the key to the future of the universities where intrapreneurs educate entrepreneurs for the future.

Key words: Intrapreneurship, University, Human Resources, Innovation

INTRODUCTION

Competition has been an important issue of business world. All organisations need to increase the level and incidence of entrepreneurship in order to survive in the highly competitive, dynamic and global business environment. Global competition and mobility of people have changed the university education preferences. Many people started to travel different parts of the world to study at a university. Universities are in the global competition recruiting students from all over the world. Turkey also wants to be part of this competition and changed many regulations in higher education.

There were a very small number of universities in Turkey back in 80`s. However, Turkish higher education council has developed new policies and implications for opening up new universities which resultedin increasing numbers of universities in the last ten years (Ozdemir, 2011). A new initiative provided opportunity for successful businessman/entrepreneurs to start up a university (Example: Koç and Sabancı University). This new approach also created a new competition among old/new and governmental/private universities (Coşkun, 2014). Therefore, management of the universities wanted to create the enterprise concept within the university context (Özer, 2011). Gibb & Hannon (2006) explained the enterprise concept as "focuses upon the development of the 'enterprising person and entrepreneurial mindset'. Therefore, anyone who works at a university becomes a very important asset to implement this concept. The concept requires human resources policy to change normal management to a new approach. The new perspective must focus on developing personal enterprising skills, attributes and mindsets to the context of creative and innovative projects and developing and designing an entrepreneurial university.

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The management or the owner of university could want to aim for creating entrepreneurial university as to be a leader in the competition. However, management's wish will not be enough to achieve this as long as human resources do not have the capacity to support. Hence, human resources policy of universities must be changed to attract more creative, innovative people who carry enterprising skills and attitudes. In another words, universities need to find star (winner) of the faculty members and administrative staff that can change the future of the university. Employees of a university also have a key role creating value and quality for the university reputation and competition. Universities are for students but without faculty members and administrative staff it looks like an empty box. So, are universities ready to employ intrapreneurs who will play a key part to create an entrepreneurial university?

Entrepreneurial university concept has been studied extensively (Gibb & Hannon, 2006; Baker, 2015; Kalar & Antoncic 2015). However, there is not much research specifically focusing on intrapreneurship at the university level (Oktem et al. 2003). The purpose of this study is to highlight the need for intrapreneurs to become an entrepreneurial university as well as to define the intrapreneurship as an internal factor to have a successful entrepreneurship eco-system at university environment.

What is Intrapreneurship?

Intrapreneurship and corporate entrepreneurship are terms used interchangeable and both mean any activities that can create innovative solutions by using organisation's resources and increase business growth (Parker, 2011; Khan et al, 2011; Moriano et al., 2014). On the other hand, “Intrapreneur” can be simply defined as a person who shows entrepreneurial behaviour within an existing organisation (Pinchot, 1985; Antoncic & Hisrich, 2003)

Studies have showed that entrepreneur and intrapreneur carrythe same skills, mindset, attitude and approach to business opportunities (McFadzean et al. 2005; Aksel & Baran, 2008; Parker, 2011). It depends on the type and size of organization involved; intrapreneurs have more possible benefits than entrepreneurs such as assumption of risk, personal reward possibilities, availability of existing resources, and the amount of freedom (Moriano et al., 2014). Bosma et al. (2011) found no differences between entrepreneur and Intrapreneur by looking at characteristics in terms of risk taking, creative mind, opportunity seek, change, analytic mind. Basically, Intrapreneur must have specific characteristics which differentiate them from others as networking skills, thinking out of the box, enterprise, controller, champions, risk taker, innovative, creator, success oriented, challengeable, quick learner (Parker, 2011). This is also showing that Intrapreneursare behind the change, creative solutions, product and process developments.

Individual level of need will not be enough to pursue intrapreneurship in general. Organisation structure and available support can enhance the intrapreneurship activity within the organisation (Agca et al., 2012). Wakkee et al. (2008) believed that intrapreneurship can occur if management supports it and organisation is ready internally. Moriano et al. (2014) found that management plays a key role implementing and developing intrapreneurship within the organisation. Alpkan et al. (2010) found that organisations must support intrapreneurs by providing special environment which enable their intrapreneur skills and activities by giving free time, control of decision making process, support, motivation, good reward system, tolerance to failure. In addition, Borza et al. (2012) mentioned that support system can vary based on the size of the organisation such as; large organisations have reward systems for projects and new products development; small firm can give more free time, flexible working hours and freedom to choose project to work on and rewards. According to Naktiyok & Bayrak Kok (2006), intrapreneurship can also change old, passive and stable work environment of large organisations to new, dynamic, and proactive to go back into the competition. Therefore, intrapreneurship is very important to develop new products, processes and ideas not only within large organisations; it is essential any size of organisations.

If intrapreneurship is so important for any type and size of business, intrapreneurship must be extra important for educational institutes who educate future, potential entrepreneurs and intrapreneurs. Therefore, the main questions need to be asked are: "does anyone who work at a university can be an "Intrapreneur"?" or "will they be willing to be an intrapreneur?"

As mentioned earlier, there were not many studies conducted on intrapreneurship in the university concept. There is only one study found in the literature. This study was conducted to search intrapreneurship level at administrative staff in two old governmental universities in Ankara (Oktem et al. 2003). Oktem et al. (2003) found that organisational culture plays an important role to develop intrapreneurship within a university environment. They have suggested that intrapreneurship can only exist if the university culture adopts entrepreneurial approach and implements it to the system of management (Oktem et al., 2003).

Dimensions of Intrapreneurship and Diagnostic Tool "CEAI"

Kuratko et al. (2014) have developed a questionnaire for diagnosing a firm`s internal environment for corporate entrepreneurship. It is called "The Corporate Entrepreneurship Assessment Instrument (CEAI)" and it is a diagnostic tool used for assessing people's perception of the five major dimensions critical to creating an entrepreneurial environment. An analysis of literature demonstrates critical five intrapreneurship dimensions that are crucial to understand and develop entrepreneurial actions within the organisations (Antoncic & Hisrich, 2003; van Vuuren &Bouwmeesters, 2007; Ahmad et al., 2012, Kuratko et al., 2014).

Managerial support indicates perspective and support of all levels of management, especially upper-level executives to promote entrepreneurial behaviour. Kuratko et al. (2008, p. 703) refers to the "willingness of the top-level managers to facilitate and promote entrepreneurial behaviour; including championing of innovative ideas and providing the resources people require to take entrepreneurial actions". Work discretion (autonomy and risk taking) can be described from management point of view as willingness to tolerate and learn from failures, flexible job descriptions and work empowerment, on the other hand, entrepreneur's view means to take risk, be more self-confident, power to take control. Rewards and Reinforcement means availability and use of rewards that can create elicit entrepreneurial behaviour (Kuratko et al., 2014). Time availability could be the most important resource to pursue innovative projects and creativity (Ahmad et al., 2012). Organisational boundaries can be achieved with a supportive organisational structure and culture. Kuratko et al. (2014, p. 39) stated that "the extent to which one perceives there are flexible organizational boundaries that are useful in promoting entrepreneurial activity because they enhance the flow of information between the external environment and the organizations, as well as between departments/divisions within the organization".

METHOD

The purpose of this study is to explore and learn readiness of university workforce toward intrapreneurship and how they perceive their workplace in order to identify the important dimensions of intrapreneurship to direct further training needs. Hundred and ninety eight self-administered questionnaires were distributed to respondents who work at privately owned university in Turkey. 55.6% of the questionnaires were returned successfully. The demographic variables included in the study were gender, age, marital status and number of years` of work experience at the university. Respondents' demographics showed that 65% were male and 45% were females. With regards to the age of respondents, 34% were between 20-39 years old and 76% were 40-60 year old and 74% were married, 36% were single. In terms of the number of years working at the university, 36% of the respondents served less than a year, 68% were between two to four years, and 6% were more than four years.
The dimensions of intrapreneurship were measured using the Corporate Entrepreneurship Assessment Instrument (CEAI) which has developed by Kuratko et al. (2014). In the questionnaire, respondents answered items by using five-Likert scales with 1 representing strongly disagree and 5 strongly agree. Every dimension carrieda different number of items as, management support-19 items, work discretion-10 items, reward-6 items, time availability-6 items and organisational boundaries-7 items. Item numbers 21, 36, 39, 40, 42, 43, 44, 45, 47 and 48 of the scale are reversely scored. Data were analysed using SPSS 20.0 in order to find out mean of each dimension. Kuratko et al. (2014) explained that questionnaire is a diagnostic tool for identifying weak and strong dimensions of intrapreneurship. If the mean results show 5 which is the top score for all dimensions, it means that this organisation is implicating intrapreneurship dimensions to their culture and structure of the organisation. If the means score find any dimensions score lower than 4, it means that organisation needs to consider specific dimensions for further development and take actions where necessary. Cronbach’s α and reliability values of the test were calculated which has been found to be management support (0,953), work discretion (0,849), rewards (0,743), time (0,801) and organisational boundaries (0,710). This is the first study which focuses on university and faculty members’ level of readiness for an intrapreneurship; there were not many studies to compare the results. However, studies which conducted on finding intrapreneurial level of workforce in general business will be used to compare the results.

FINDINGS & DISCUSSION

Managerial support has shown the readiness of university`s upper management to create an environment suitable for intrapreneurs to pursue their entrepreneurial activities. The survey result has shown that management support for employees' perception mean is 3.20. It shows that university employees understood what is expected from them by the university's management. It also indicates that management recognises supports and quickly approves faculty members who bring new ideas and projects. Management supports innovation and funding is available to start new experimental projects. Hornsby et al. (2008) and vanVuuren&Bouwmeesters (2007) also found that management support were the most important dimension for promoting entrepreneurial behaviour within an organisation.

University employees’ work discretion mean score was 3.21. The results showed that there were some developments and recognition in terms of work discretion based on faculty member`s perception. Work discretion requires willingness to tolerate failures of experimental projects. The management of universities may want to have successful results for every project but in reality it is not possible. Another issue may rise under the job descriptions and work empowerment. Employees' job description may alter to provide more freedom and self-control. Kuratko et al. (2005) and vanVuuren&Bouwmeesters (2007) found that clear job description and communication will encourage intrapreneurs to take risk and act more entrepreneurial. Under the work discretion dimension, management encourages taking risk and this may not be perceived as clearly as they want from university employees who try to avoid harsh criticism in case of mistakes and failed projects.

Rewards dimension found to be 3.53 which was the highest mean overall. It shows that universities are well designed in terms of reward systems. Based on the mean score, reward systems are effective and clear at universities. vanVuuren&Bouwmeesters (2007) found that reward was another way tomotivate workeforce to engage in entrepreneurial activities. Kuratko et al. (2014) concluded that successfully implemented reward system will encourage people in risk taking and innovation.

Time availability mean score was found 2.98. Ahmad et al. (2012) found that time is a key resource for new ideas and innovative projects in the business world. The organisations that cannot provide extra time to purse new ideas may not support entrepreneurial structure for the future. University employees work load, teaching, research and other administrative duties may create time problem and they think of no time for innovation and develop new projects. (Kurulu, 2003) mentioned that many universities has been open without making a strategic human resources planning for university employee needs especially for the faculty members. Many universities continue education with small number of faculty members which create time availability problem under the big responsibilities and workload (Özkan & Gedikoglu, 2014). If the faculty members are overloaded with many administrative work and teaching load, they cannot find time to develop new projects or create an innovation.

Organisational boundaries were found to be the lowest one among other dimensions which was 2.76. This dimension addresses the chain of commands, the span of control and the empowerment of teams (vanVuuren&Bouwmeesters, 2007). vanVuuren&Bouwmeesters (2007) found that organisational boundaries was the lowest comparing with other dimensions. Ahmad et al. (2012) also found that organisational boundaries were not significant in intreprenurial behaviour. However, Kuratko et al. (2005) found that organisation boundaries were significant to enhance intrapreneurial behaviour within an organisation. If the workforce does not perceive clear structure and flexible organisational boundaries, it may create obstacles to purse entrepreneurial behaviour (Hornsby et al., 2008). Therefore, the result indicated that university do not have flexible organizational boundaries.

In broad perspective, university employees’ perspectives to the university environment are very much entrepreneurial in terms of management support, work discretion and rewards. However, they do not believe universities provide enough free time and flexible organisational boundaries.

RESULTS AND SUGGESTIONS

The findings of study reveal the purpose and measurement of intrapreneurship within a university. The results also supported that CEAI can be used as a diagnosing tool for assessing and evaluating university's training needs that should be considered in increasing entrepreneurial behaviour and number of academic intrapreneurs. Management of universities need a new strategic approach on human resources, hiring process and training needs of potential academics in higher education. People who want to choose to have an academic path must have courses related to strategic human resources management, entrepreneurship, innovation, creativity, intrapreneurship during their master's and PhD education. Entrepreneurship is all about how to manage time, money, freedom and human resources (Hirshfield, 2008) and entrepreneurs/intrapreneurs must get training during their education and after.

As Drucker (2014) said "entrepreneurship is a process that can be learned and hence is teachable". Therefore, an entrepreneurial university and academic intrapreneurs should learn and teach entrepreneurship to the new generations for a better future. Universities will play a key role for developing education programs for entrepreneurship and intrapreneurship for future entrepreneurs/intrapreneurs and connecting them with the society and the business world. The research conducted contributes to understanding of importance for creating internal environment which will enhance intraprenurial activities at the universities. It is also concludes that every single person can make a difference as an intrapreneur and change the future.

There are some limitations of this study such as to focus on privately owned universities, academics and internal factors. A further study that explores the governmental universities' entrepreneurship approach with all workforce of university`s (faculty members and administrative staff) intrapreneurship level, external factors related to change in the economy and the society would be beneficial.

In conclusion,in a dynamic and competitive higher education system, the universities and the country will benefit from intrapreneurship. This study proposes that the strategic humanresource management, education process of faculty members and change in the internal environment such as time availability and flexible organizational structure could increase intrapreneurship eco-system at universities.

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DEFINITION, TYPES, SUSTAINABILTY AND RELATION OF TOURISM WITH ENVIRONMENT, LANDSCAPE PLANNING AND RECREATION

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Abstract: Tourism can be defined to be the combination of events and relationships resulting from the travels and accommodation for temporary human activities lasting from at least two days to two years such as work, recreation, entertainment and sport. Sustainability is referred to the conservation and transfer of an existing thing to generation next in its present form. Sustainability concept in tourism is the evaluation of the sources used for tourism by considering this approach.
Tourism has a very close relationship with the environment we live in by positively or negatively affecting it. In the present study, the concepts of tourism, tourism types and sustainable tourism are evaluated and relationships between tourism and environment, landscape planning and recreation.

Key words: Definition, Sustainabilty, Tourism, Environment, Landscape Planning, Recreation.

INTRODUCTION

Definition and characteristics of tourism

According to Mieczkowski (1990), the word tourism is derived linguistically from Latin words such as "*tornare*" and "*tornus*", which mean turning around.European languages borrowed the word tourism from "tour" which means turning back to starting point in French and was transformed into "tourisme", "tourismo", "tourismus", "tourism", "tourism" in French, Italian, German, English, Russian (Yılmaz, 1999).

Bayer (1992) stated that a generally accepted tourism definition belongs to International Association of Scientific Experts in Tourism (AIEST, 1954), which is the combination of all activities caused by travel and accommodation of people aiming not to earn money and settle permanently where they go (Erdem, 2007).

Development of tourism sector at a certain point is dependent strictly on the attractive elements the area in question shelters. Therefore, attractive characteristics are the most required elements constructing the base of today's tourism industry. Diversity in touristic activities and attracting centres increase today due to changing interests of people depending on developed attractive characteristics(Özgüç, 1994).
Tourism sources from individually or combined effect of visual, natural and cultural potentials. When such sources are employed efficiently, then tourism as the sector to be primary factor in the economic development of nations may also become a continuous income source. Tourism and recreation activities have significant effects on regional economies (Atayand Özaydın, 1996).

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Usta (1997) defined tourism to be a social science studying and evaluating scientifically all the events and relationships resulting from travels and temporary accommodations out of permanent living area by employing sciences like economy, management, finance, accounting, policy, law, architecture, ecology, demography, psychology.

UNWTO sees tourism to be a travel in free time left behind working period and dependent services and relationships it causes like accommodation, eating – drinking, transportation and entertainment (Middleton 1998).Tourism was defined by United Nations Environment Program (UNEP) in 1963 to be all the events and relationships resulting from the travels and temporary and not income generating accommodations for at least 24 hours (Tolungüç, 1999).

According to Tunçand Sevin (2001), tourism as a concept is defined to be all the events and relationships caused by changes in location and accommodation of people as consumers with cultural, sportive, curiosity, health,work, adventure and religious aims.
Niray (2002) defined tourism similarly with the definition of UNEP but stated that a certain definition outlining tourism is not possible because of its complexity and multi-aspect and conflicting interactions with other activities.

Gossling (2002) reported that most of the developing countries focused on tourism to create economicactivity diversity and additional sources. Tourism is the fastest growing and among the largest sectors in the world. It is fed primarily by natural, cultural and historical source values.Rapidly growing and having economical weight, tourism takes place in national policies and today ecological environments can be evaluated for this aim and ecology and economy are directed in its scope(Bulut, 2006).Tan (2013) suggested that in tourism people running away from monotone urban life show interests in in the areas conserving natural, cultural and visual values. Visitors wish to know societies bearing different cultural values and therefore the locations achieving to conserve their natural and cultural values are preferred more.

Types of Tourism

Mill and Morrison (1985) classified tourism into categories convenient with the aims in different types and attractive elements for tourism are connected to be climate, culture, history, ethnical features and accessibility.Gunn (1988) evaluated different parameters to classify tourism and stated that attractive elements can determine the types of accommodation. Such classification includes tour route attractions andlong term accommodationattractions.

Sustainable tourism

According to Gülez (1988), development of tourism cannot be against natural protection. Tourism and nature are two contrast concepts which have to agree. Without protecting nature tourism activities cannot be performed sustainably therefore soft tourism should be introduced where these two contrast concepts complete each other.

Human population increases too fast to use existing natural and cultural sources sustainably. Today natural, cultural and visual sources are under threat due to their unplanned use for tourism and recreation. Sustainability in tourism is the evaluation of sources used for touristic aims in sustainability understanding (Mikaeili-Tabrizi, 1996).

Nepal (2000) stated that UNWTO defined sustainable tourism to be a tourism form which improves quality of life in hosting country, offers high service quality experience for visitors and increases environmental quality of the areas. Sustainable tourism understanding evaluates the sources in a complementary way and considers planning and management together.

According to Kalem (2001), sustainable tourism, defined to be a tourism understanding which requires protection and development of possibilities for future while meeting today's needs in the areas hosting tourists, aims to perform touristic activities in convenience with natural and cultural environment and not to sacrifice local values for the development of tourism but to benefit from them.
It is essential in sustainable tourism to protect and use natural, cultural and visual sources. In the evaluation and use of such sources, an absolute balance must be constituted between economicand ecologic concepts. Use by protecting principle plays important role in the foundation of this balance (Erdoğan 2003).

Having placed on world agenda with 1992 Rio Conference, "sustainable development" concept needs to be applied in all sectors.Sustainable development is the continuation of economic development without harming environmental values and thus sustainable tourismmay be the increase of tourism capacity and the quality of tourism products without negatively affecting natural and human resources feeding the sector (Uçkunand Türkay, 2004).

Relationship between tourism and environment

Atayand Özaydın (1996) stated that base of tourism is environment. Environment is the combination of natural, cultural and visual sources. Natural sources refer to water reserves like seas, rivers and lake, areas with protection status, forests and coppice forests, natural wonders and interesting formations. Cultural sources include monumental structures belonging to past and today's civilisations, civil architecture examples, historical urban tissues, archaeological sites, past and living cultures and folklores (Bulut, 2006).

There are three different conceptual relationships between a tourism type based on nature and natural sources nature protection which are conflict, coexistence and symbiosis (Pekcan 2002).Environment supplies the source obligatory for tourism and is basically divided into two definitions which are natural environment to formation of which human beings do not have any contribution and artificial environment human beings formed using natural environment sources. Tourism can affect both types of environment (Erdoğan, 2003).

Degree of the contribution of tourism to national economy shows the development of tourism in a country. Any kind of expense made in tourism sector can create a movement in economy and affect national economies in various forms. As economic importance of tourism grows its social and environmental effects also increase. Research shows environmental protection is required in the development of tourism (Külekçi, 2012).

Relationship between tourismand landscape planning

Kuntay (2004) stated that unfavourable effects of tourism on natural and culturalvalues should be reduced to minimum. For the sustainability of tourismnatural and culturalresources should be protected and improved by making landscape planning decisions.As stated by Christopher (1979), in making protection –use decisions, each site/landscape must be given character using their own events and sustaining their background.

Use – protection strategies should be developed before landscape/physical plans. Today plans are seen to be the arrangement of uses in a given area, however, in order to catch the agenda in consistently developing world, detailed perspective and strategies to realise decisions should be developed by collecting data about the area.

Usluand Kiper (2005) reported that in tourismculturaldifferences and local identities are attractive for tourists and as local products they are presented to them. In this respect, protection of unique natural and cultural landscape elements and their identity in an area is an important step to develop sustainable tourism in the mentioned area. For this aim protection of urban or rural tourism potentials requires the protection and improvement of unique values like plant tissue, architectural characteristics etc. which are convenient to unique landscape values.

Relationship between tourismand recreation

According to Altan (1984), recreation is composed of re and create meaning creating again. As a term, it refers to free time activities regaining or refreshing someone physically or psychologically. In general it is defined to be an extensive action including various activities such as relaxing, entertainment, evaluation of free time and walking around.

Edginton and Ford (1985) stated that in modern meaning, recreation is a social institution, collection of information and a professional study field independent from work, meeting important needs of people and full and happiness inspiring living tool. From this perspective, recreation can be defined to be activities people do voluntarily in their free time and are satisfied individually.

Most important aspect of recreation activities is that participants of theseactivates adopt them as recreation activities consciously and thus, the advantage of such an approach is to know which activity is performed where, when and how long (Sağcan, 1986).

According to Karaküçük (1995), recreation is a set of voluntary, willing, individual or group activities performed by humans to protect, regain or survive physical and psychological well-being affected badly under heavy working load, routine life style and unfavourable environmental effects or to entertain in independent and inbound leisure time without working to provide individual satisfaction and out of the time for obligatory needs.

Gündüz (1998) evaluated various activities under the headline of recreation performed to refresh the body and psychology torn in daily life. Recreationis thought in many times to be a kind of occupation or pure entertainment showing differences from the habits of daily life. There are several definitions in addition to general definitions of recreation(Özel, 2004).

According to Koçand Şahin (1999), recreation is all the activities performed in spare times willingly to refresh humans depending on the social, economic and cultural conditions and opportunities. As human gets away from nature and lives in urbanized cultural areas their instinct directs them to relax and refresh.

Karaküçük (1999) classified recreation based on its functions and other various criteria. Whatever the aims and desire for recreation an individual has, there is always a suitable recreation type for her/him. When considered the variety of human needs and desires and recreation types meeting them, then itcan be stated that no certain grouping is possible for the classification of recreation.

Topuzlu (1989) defined main resource of the relationships between tourismand recreation to be leisure time when they are both performed. Even though there are many different expressions about the definitions of the relationships between these two concepts, some may be given to outline the general frame.

According to Bayer (1992), recreation and tourism are the concepts to complete each other and be evaluated together. Scientific works on recreational activities have been introduced in literature for the last 50 or 60 years, but recreational tourism planning is a more recent concept.

According to Gürdal (1997), basis of all planned and completed worksaimed with recreation and tourismis use and protection of natural and culturalsource values. Tourism and recreation are two concepts which can be developed in one other's outlines and use the same source values on the basis. The important thing to be realised in this respect is to research how to develop recreational possibilities and use them for tourism in settlements with natural and cultural potentials without deteriorating natural development process.

Özkan (2002) stated that tourismand recreation ingeneral increase human quality of life.In expanding urban areas due to increasing human population serious environmental problems began to be seen. Such developments also increased the needs of today's people for recreation and people desire to get away from the environments having negative impacts on their life is short periods and prefer to go to natural or semi-natural landscapes (rural areas).

CONCLUSION

In several related studies one of the largest and industrial forces, tourism can again be related to the development in many studies. Tourism is a very effective tool to promote countries undertaking roles to show their natural, cultural, historical, archaeological and folkloric values.

Tourism is the basic indicator of civilisation and social welfare. In order to make tourism sustainable existing natural and cultural values should be protected and transferred to generation next. Classification and types of tourism show diversity and many researchers tried to classify tourism types by considering its different aspects. Since tourism activities are performed in living environment, a strict relationship is present between them. Tourism can affect environment both positively and negatively and tourism activities may both harm or improve environment depending on their violence.

When evaluating the relationship between tourism and landscape planning, tourism needs to protect and improve natural and cultural sources for its sustainabilityand to do this, decisions in landscape planning should be efficient.Tourismand recreation were introduced for similar reasons but have different aspects and became similar concepts supporting each other, developing in one other's border and using the same source values. Both of them are performed in rural and urban areas and use and sustain natural and cultural source values.

It is suggested as a conclusion that there is a strong relationship between tourism and environment, landscape and recreation, such a relationship positively or negatively interacts, all natural and cultural source values should be protected and transferred to generation next in order to achieve the sustainability of tourism, environment and landscape and efficiency of the decisions in landscape plans is important.

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THE DEVELOPMENT OF SPORTS, RECREATION AND ADVENTURE TOURISM IN TOURIST-GEOGRAPHICAL REGIONS OF BOSNIA AND HERZEGOVINA

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Abstract: Sports, recreation and adventure tourism are activities that relax tourists and put them away from everyday stress situations, and it all takes place through swimming, hiking, relaxing in nature, altitude residence, paragliding, rock climbing, rafting, cycling tours, golf, tennis, aqua aerobics, volleyball, skiing, etc. Natural and anthropogenic tourist potentials which exist in the BiH tourism and geographic regions are suitable for the development of these specific forms of tourism. Sports events are unavoidable side effects in the development of these forms of tourism. Entertainment - recreational tourist regional offer, in a broader sense, includes an offer that is used to meet all other needs of tourists, participants and organizers of such events. Moreover, sports, recreation and adventure programs, which are implemented as an integral part of tourism offer of the tourist-geographical regions, are certainly renting and using various sports facilities and equipment, schools of various sports skills, sports games, tournaments and contests followed by sports-entertainment attractions, which certainly lead to job creation and employment of professional staff and young population structure. It is necessary to ensure available public space for a part of these activities, then equipped sports and recreational fields or recreational sports equipment and halls for other activities, which also makes room for employment in BiH regions in which it is wanted to develop these specific forms of tourism.
The aim of this study is to determine the possibilities for development of sports, recreation and adventure tourism in BiH tourist-geographical regions followed by their diversity and classification with respect to which natural-geographical tourist attractions will be developed. The priorities and problems of their tourist valorisation will be determined, as well as the way they are promoted among both foreign and domestic tourists. In this study, noticable are the following tourist-geographical methods: analysis, synthesis, causal methods, classification, tourist valorization, field research and mapping methods.

Key words: sports tourism, entertainment, recreation, potentials

INTRODUCTION

The modern tourist understanding of each tourist is globalism and using every free moment for finding new contents, release of adrenaline and new experiences. This changes the previous stationary mass tourism where tourists were offered the sea, sun and sand. In this respect, there are alternative types of tourism which cease to be mass, where tourists as individuals or small groups aspire to and take place in the intact nature where they can be engaged in sports activities and spend their long-awaited vacation in a dynamic way.

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The subject of this paper are opportunities for development of sports and recreation and adventure tourism in terms of the existing tourism supply and demand in the world and consequently in the national environment. In many societies, the higher reaches of personal mobility remain the exclusive domain of the privileged (Hall, 2004). Similarly, participation in many sport and recreational pursuits is rigidly defined by social class, race and gender (Gibson, 2005).

To develop sports and recreation and adventure tourism as efficiently as possible in an area, it is necessary that these areas have the following factors: intact natural environment, customer service, organized transport, facilities and sites, organized entertainment, accommodation of different categories, hereditary involvement in sports, built superstructure and a good organizer of these specific forms of tourism. These forms of tourism can be of different levels, namely: international, national, regional or local character, which depends on their organization and marketing. Sport and tourism are the mass social and economic phenomena which are in many ways interlinked. This relationship is reflected through: factors of tourism and sports, functions that generate tourism and sport, as well as their economic effects. Although sport in tourism occurs in various forms, a dominant role in modern tourism has "sport for all", which in our terminology can be identified with sports recreation. Sports recreation with numerous attractions is the main lever of active holidays in tourism industry. New tendencies in the development of tourism show that changes in tourism trends are replacing traditional motives of holiday with the motives and content of active holidays. As adventure sport and sports recreation are the key motives and content of active holidays, their development affects the content and quality of active holidays in tourism. The aim of this paper is to show the possibilities of development and improvement of the quality of sports and recreation and adventure tourism, as well as tourism in general in the tourist-geographical regions of Bosnia and Herzegovina (BH).

Sports and recreation and adventure tourism are all those forms of active or passive involvement in sports activities on an individual or organized basis in commercial or non-commercial purposes, which cause travel outside the usual places of residence, and it is a form of tourism trends in which sport is the main motivation for travel (Kesar, 2011). Moreover, sports and recreation and adventure tourism can be defined as "tourism in which sport is the main motive for travel and accommodation for tourists in a tourist destination" (Bartoluci, 2003). Sport and tourism are complex and dynamic phenomena that have in recent decades beenengaged in an expanding interplay of mutual interests at a range of spatial and temporal scales. Sport is constantly in a state of change, subject to socio-economic forces, innovation and experimentation (Higham & Hinch, 2009).

These specific forms of tourism are activities that relax tourists and move them away from everyday stress situations, and it is realised through swimming, hiking, relaxing in nature, visiting high-altitude area, diving with special equipment, paragliding, rock climbing, rafting, cycling tours, golf, tennis, aquaerobic, volleyball, skiing, skating, etc. For sports and recreational, and adventure tourism activities, certain preconditions are necessary, such as the following tourist potentials: natural, anthropogenic, financial, information, knowledge, etc.

Adventure tourism distinguishes itself from normal tourism on five counts. Firstly, there is a degree of readiness or preparedness on the part of the individual. This involves certifications, trip planning and the organising of skilled personnel to undertake the adventure. Secondly, adventure tourism is more expensive because of the costs surrounding the training and renting or buying of equipment. The third distinction is that adventure tourism requires planning when entering remote areas that are not usually visited by the average tourist. Fourthly, an adventure activity, such as skiing on a mountain or surfing on the beach, depends on seasonal weather cycles. Fifthly, the professional adventure tour suppliers are required to employ experienced and certified adventure guides (Swartbrooke, et al., 2003).

According to Cashmore (2002), most people think of adventure as an adrenaline rush and that the followers thereof are driven by a death wish. According to Standeven (1999), adventure activities indicate a "quest for excitement" and they provide an opportunity to produce pleasurable forms of tension and excitement, which offer an important counterbalance to the routines of daily life in modern society. Whiles interacting with the environment, participants engage in hiking, rafting, kayaking, mountain biking and many more. There is a growing trend towards adventure-orientated holiday behaviour in people seeking a more intensive recreational experience (George, 2004; Hudson, 2003).

SPORTS, RECREATION AND ADVENTURE TOURISM WITHIN NATURAL TOURIST POTENTIALS IN TOURIST-GEOGRAPHICAL REGIONS OF BOSNIA AND HERZEGOVINA

Bosnia and Herzegovina has valuable tourism potentials and sports facilities. First of all, there is a rich cultural and historical heritage, natural attractions, especially mountains and favourable climate, as well as the proximity to major European generating center, which in general contributed to the recognition of Bosnia and Herzegovina as a tourist destination. All natural and geographical areas where tourists can engage in sports, recreational and adventure activities belong to the sporting potentials in tourism. The following table 1 will show natural tourist potentials and forms of sports and recreational activities that can be performed on them.

Table 1: Natural tourism potentials and forms of sports, recreation and adventure tourism

Natural tourism potentials	Forms of sports, recreation and adventure tourism
Mountains	hunting, mountain biking, hiking, skiing, boarding, paragliding, mountaineeiring etc.
Sea	Swimming, sailing, surfing, fishing, diving
Lakes	rowing, swimming, fishing
Rivers	fishing, rafting, swimming, kayaking
Forest	orienteering etc.

Source: compiled by authors

The development of sports and recreational tourism in Bosnia and Herzegovina started on the basis of health tourism based on particularly favourable healing natural potentials of thermal and mineral springs. The tradition of spa tourism is more than 130 years old and it started in the areas of climate and health centers primarily to protect and improve health, rehabilitation, and treatment with the help of natural factors. The Romans opened most of the spas in the area of Bosnia and Herzegovina.

Table 2: Sports, recreation and adventure tourism on natural tourist potentials in tourist-geographical regions of Bosnia and Herzegovina

Tourist-geographical region	Natural Tourism Potentials	
	Sports and recreational tourism	Adventure tourism
Sarajevo	Igman, Bjelašnica, Trebević, Great alley, Vilsonovo alley, Dariva, Crnoriječka plateau, Well of Bosna	Treskavica, Bjelašnica, Visočica, Crnoriječka plateau, canyon Miljacke
Mostar	Vran, Raduša, Prenj, Velež, Čvrsnica, Neretva, Trebižat, Bregava,	Canyon of Neretva, Diva Grabovica, canyon of Rakitnica,
Banja Luka	Kozara, Vlašić, Čemernica, Lisina, Motajica, Uzlomac, Vrbas, Sana, Balkana	canyon Tijesno, Zvečajska glen, glen of Crna rijeka, Kozara, Vlašić etc.
Bihać	Grmeč, Plješevica, Lanište, Klekovica, Una, Sana	Una, Sana, Plješevica
Tuzla	Konjuh, Majevica, Ozren, Javornik	Konjuh
Podrinje	Jahorina, Zelengora, Sutjeska, Javor, Drina, Ćehotina	Jahorina, Zelengora, Volujak, Drina
Posavina	Drina, Sava	Drina, Sava
Doboj	Ozren, Trebava, Motajica, Zvijezda	
East Herzegovina	Bregava, Trebišnjica, Hutovo blato, lakes: Alagovac, Bilećko, Klinje	Zelengora, Volujak, Maglić
South West Bosnia	Šator, Dinara, Kamešnica, Vran, Livanjsko i Kupreško polje	Šator, Kamešnica, Vran, Livanjsko i Kupreško polje
Maritime	Neum-Klek bay	Neum-Klek bay
West Herzegovina	Čvrsnica, Čabulja, Trebižat, Nature Park Blidinje	Čvrsnica, Čabulja
Travnik	Vranica, Bitovnja, Raduša, Rostovo, Vlašić	Vranica, Bitovnja, Raduša, Rostovo, Vlašić

Source: Bidžan, 2011

As we can see from Table 2, Bosnia and Herzegovina as well as its tourist-geographical regions are rich in natural tourism potentials, both geomorphological and hydrographic where various forms of sports and recreation and adventure tourism can be developed. Generally, Bosnian tourism lacks proper functioning tourist development of space in the immediate and wider environment of tourism and catering facilities, which must be resolved quickly if one seriously wants to start the development of these forms of tourism.

Further, we should note that an average altitude of Bosnia and Herzegovina is about 693 m. More than 4/5 (85.8%) of the territory of our country has an altitude over 200 m. The highest peak is Maglić, 2386 m, and more than 30 peaks have an altitude of more than 1,700 m.

So that, thanks to these natural resources, the tourism on Bosnian and Herzegovinian mountains can include a wide array of activities for tourists of various sporting preferences from hikers and climbers to speleologists, but they all have in common a love of nature and spending time in the fresh air. The tradition of hiking, mountain climbing and skiing in our region exists over a hundred years, as evidenced by numerous documents and objects. The expansion of sports and recreational tourism started after the XIV Winter Olympic Games in Sarajevo, in 1984. Mountains Bjelašnica, Igman, Jahorina and Trebević were ready for Alpine and Nordic skiing as well as ski jumps and bobsled. We will give a description of tourist activities on the two most important Bosnian and Herzegovinian mountains: Igman and Bjelašnica.

On Igman, on Veliko polje (Big Field), there is a 30 km long track for Nordic cross-country skiing and biathlon, while on Malo polje (Small field), there are ramps of 90 and 70 m which were destroyed in the war, but the Sarajevo Canton Government is planning to renew them soon. Igman and Bjelašnica together form the ski complex which is a unique space, even in the world scale. Namely, it is said that there does not exist a combination of sharp slopes for alpine ski disciplines and wide expanses like here, and only a few kilometers away the tracks for those who enjoy cross-country skiing. Moreover, for visitors in summer, Veliko polje offers two football fields, a universal sports court for basketball, handball and volleyball, as well as four tennis courts, then tracks for walking and biking, special courts for grilling with wooden benches and tables. Moreover, on Malo polje there is a universal football and volleyball court. As for accommodation, this mountain has 105 beds, which is not enough if one wants to seriously develop tourism (http: // www. zoi84.ba/stranica/ski-centar, www.bhtourism.ba/Turist_br26. pdf).

In addition to Igman, Bjelašnica is an extremely popular tourist destination for hiking and skiing. The main zone has a few facilities from the time of the Winter Olympic Games, including hotels and ski resorts. Besides the classic Alpine ski disciplines, paragliding, for which conditions are excellent, has been becoming increasingly popular in recent years. Bjelašnica has 8,345 m of ski trails for all alpine disciplines. The quality of the tracks is still current. As the paths are illuminated, night skiing is also possible on them. During the summer season, the following is available to tourists: hiking, mountain bikeing, party organizing, eco-fairs, playing tennis in a completely natural setting, organizing mini football, volleyball and other tournaments, as well as many other services. For nature lovers, there can also be organized excursions to Bjelašnica with the possibility of riding the cable car up to the top of Bjelašnica, and touring of the surrounding villages.

In 2015 in the winter ski season which lasted 112 days, according to the organizers of slopes, Igman and Bjelašnica were visited by a record number of 300,000 visitorsž; in addition to domestic tourists, most tourists came from Croatia, Montenegro, Serbia, Germany, Austria and Slovenia. Experts say that for the tourism trends best suited are mountains of medium height, and it is beneficial that they affect almost one quarter (24.3%) of the BH space. We particularly refer to the convenience for winter sports which, as a rule, provides subalpine relief. Northwestern and northeastern slopes of the mountains of altitudes above 1,000 or 1,100 m, as well as the southwestern and southeastern slopes above altitudes of 1,400 and 1,500 m have a large number of days with the required thickness of snow cover for winter-sports tourism.

The mountains of Bosnia and Herzegovina are among its most attractive natural tourism potentials[1], and this is especially true for the mountains in Sarajevo, Travnik and southwestern Bosnia region. They have miles of ski trails for all alpine disciplines where the difference in altitude from the top to the finish goes even over 1,000 m on some of the mountains. Staying on Bosnian-Herzegovinian mountains is interesting at any time of year, especially in winter due to the outstanding sports and recreational conditions. Vast pastures covered with snow are excellent facilities for skiing and sledding in the winter, and in summer it is just a feast for the eyes to all visitors, which provides a range of opportunities for some sports, such as mountain biking, paragliding, hiking, climbing, indoor soccer, and the like. Further, it must be noted that the tourist-geographical position of the mountains compared to densely populated and economically developed areas, especially cities, is very important, and the following example shows it. Namely, the increase in tourist - recreational role of the mountains (Bjelašnica, Igman and Jahorina) near Sarajevo strongly contributes to their good position in relation to the Sarajevo-Zenica basin, the most densely populated and economically most developed basin of Bosnia and Herzegovina. Moreover, a favorable tourist and geographical position in relation to urban areas have Vlašić (Travnik, Zenica, Jajce), Čajuša and Stožer (Kupres, Bugojno, Jajce and Split), Ravno Rostovo (Bugojno and Novi Travnik), Lisina (Mrkonjić Grad, Šipovo, Jajce), Kozara (Prijedor, Banja Luka, Bosanski Novi), etc.

In recent years, accommodation capacities and infrastructure have been built on many mountains of Bosnia and Herzegovina, as well as tourist facilities for many sports,

[1] This refers to the largest number of mountains in the country, while a smaller number on their entire surface is arid, barren, and it reduces their tourist attraction (eg. some mountains in Herzegovina).

particularly those related to snow, tourist propaganda is increased and the like, which should contribute to an increase in tourist traffic in the mountainous areas of the country. Among natural tourism resources, very attractive are both gorges and canyons of the following rivers: the Drina, Vrbas, Una and Neretva rivers and their tributaries, and they are among the better known and larger geomorphological tourism potentials of this kind in Bosnia and Herzegovina. Important Bosnian-Herzegovinian roads lead along these tourism potentials which increases the possibility of its tourist valorization, especially the increase of the opportunities for adventure tourism.

In addition to geomorphological tourism potentials for the development of sports and recreation and adventure tourism, an important role is played by hydrographic tourist potentials. Small but significant coast of Bosnia and Herzegovina, as a part of the Mediterranean and European and world tourist value together with thermo-mineral springs, among which were created spa tourist spots, and lakes, some rivers and tourist attractive waterfalls and river springs, make major hydrographic motives of Bosnia and Herzegovina.

An integral part of tourist attractions of hydrographic motives of Bosnia and Herzegovina are their aesthetic and rare elements, as well as the enrichment of the landscape. Our country has a very short coastline, then lakes that do not have a large surface area, and with the exception of the Sava River, other short rivers that are partially have fast flow and variable flow during a year. These rivers have a specific significance for tourism development. Here, first of all, it is refered to rafting on the Drina, Neretva, Una and Vrbas.

Our little coastline located in the Gulf of Neum-Klek, which belongs to the coastal tourist-geographical region, has an area of 8 km^2, width 1 - 1.3 kilometers, and length of 6.2 km (Čehajić, J., 1987). Coasts and coastallines in tourism are undoubtedly the most complex and most stable tourist potentials, and coastal tourism in our country is of great importance. The duration of the swimming season after considering all the parameters that affect it in Neum, is limited by the average daily temperature of sea water above 18^0C. When the average daily air temperature and sea water above 18^0C are taken as limiting values of the beginning and end of the bathing season, it can safely be argued that the bathing season is not limited to the summer period. Hydroclimatic opportunities in Neum represent the potential for the development of bathing tourism even during the spring or autumn season. Date of the tourist season in Neum is on May 19, after which, on average, there are not daily temperatures of the sea water below 18^0C. The end of the tourist season is determined by October 10, after which there is the expected emergence of an average daily temperature below 18^0C, and therefore the swimming season lasts for 144 days, or almost five months. Thanks to all these specific attractive hydroclimatic complexes of warm sea coast and the sea, in this area it is possible to develop the following types of sports and recreational and adventure forms of tourism: bathing and recreation, cruising, surfing, sport fishing, diving and the like. However, the dominant form of tourism in Neum was presented almost entirely by bathing tourism, with a day trips or longer stay of tourists in a hotel or private accommodation, oriented to narrow terraces, which are defined by the beaches beneath the town of Neum.

Out of hydrografic tourism potentials, we need to mention the lakes. Being natural or artificial, they have the emphasized recreational properties of attractiveness. As such, they are the basis for the development of bathing, fishing, stationary, excursion, youth, sports and manifestation tourism. Their role is higher in domestic than in foreign tourist trends. It is known that a real tourist attraction are only not devastated lakes. Natural lakes of Bosnia and Herzegovina, and within that mostly mountain, as most artificial water accumulations have uncontaminated water. These lakes are suitable for swimming and other sports recreation activities on the water.

High water temperatures and good insolation of some lakes in BH provide favorable conditions for bathing and swimming. Thus, for instance, in the Mostar tourist-geographical region on Boračko Lake, the water temperature at the surface is 18 - 22^{0}C for 3 - 4 months (sometimes reaches up to 28^{0}C), which makes it equated with the largest and most attractive tourist lakes in Macedonia, and in the Travnik tourist-geographical region on Veliko jezero (Big Lake) on the river Pliva, in August, the warmest month, it is 17,9^{0}C although, often in very hot summer days it reaches 20^{0}C. These lakes also have the optimum depth for swimming, as the average depth of Veliko jezero is 18.3 m and Boračko Lake is 10.3 m, while the maximum depth in Veliko jezero is 36.2 m, and in Boračko Lake is 13.8 m. Certainly, it need to be pointed out that Bosnia and Herzegovina is rich in rivers. Our rivers are of a large and multifaceted significance. Tourist attraction of the rivers of Bosnia and Herzegovina is based on their convenience for recreation through swimming, water sports, fishing and more. To the group of the rivers of independent tourism potentials in our country we need to include the Drina with Sutjeska, Una with Unac and Sana, Vrbas and Pliva with Janje and the Neretva, which are very suitable for adventure tours like rafting, kayaking and so on.

The mountain river Neretva, which is located in the Mostar tourist-geographical region, in the upper part of its water stream, in the canyon upstream from Konjic, provides a unique experience for adrenaline-filled rafters. Track length for rafting on the Neretva from Glavatičevo to Konjic is about 23 km and takes about 5 hours with the beautiful canyon and waterfalls, which can be seen on the descent. Part of the flow from Glavatičevo to Bjelimići is a kind of an air spa which is very well visited throughout the year. The opening of the fishing season on the Neretva River is in April and it closes in November of the current year. As it is rich in fish, it is quite visited by anglers from all over Bosnia and Herzegovina. In the lower part of the rafting route in the village Džajići 4 km from Konjic, there is a beach that is visited during the summer season. While sailing on the Neretva rafters can enjoy the beauty of the Mali and Veliki Canyon with unspoiled nature and scenes that are not visible from the road, as well as in four adrenaline rapids which are arranged so that each subsequent is more extreme than the previous one. Skippers who run the boats are trained professionals and will certainly take the crew from start to finish. Twenty odd agencies do rafting on the Neretva. For those looking for more adrenaline, the right time for rafting are April and May with high water levels of the Neretva.

Especially attractive tourist product of the Podrinje tourist and geographical region is rafting[1] down the Drina. Holiday packages can be of one or more days with the possibility of rest and recreation next to the river. From Ustikolina to Goražde tourists will enjoy the hidden beauty, unspoiled nature and an unforgettable adventure. This river and its tributaries: Prača, Kolina, Kosovska river are abundant in a variety of fish species and are a real pleasure for fishermen. The Drina river with its cold, clear and greenish water is suitable for sports and recreation and adventure tourism (swimming, rafting, white water rafting or fishing). On the banks of the Drina River there are pedestrian zones, city beaches, as well as volleyball and football on the sand in larger cities. On the river itself or on the coast, numerous events are held such as Zvornik regattas and “Zvorničko ljeto“- Zvornik (Zvornik summer), then Drina - Prača rafting and ¨Internacionalni festival prijateljstva¨- Goražde (international festival of friendship), Drina Regatta and jumps from the Višegrad bridge - Višegrad, etc. Hydroelectric power plants Višegrad, Peručac and Zvornik halted to some extent the strength of the Drina River, turning it into usable energy for people, but at the same time creating beautiful artificial lakes, suitable for sports and recreation and adventure tourism.

In the Bihać tourism geographical region, the Una river by many is the most beautiful river in the whole country, dear to heart of all communities which formed, in the course of history, along 207 km of its flow. The Una is to Krajina what the Neretva is to Herzegovina - life, and the life force of the Una is respected throughout the history of this tourist and geographical region. Štrbački buk and the Veliki kanjon (Grand canyon), the most beautiful parts of the river, can be detected only by kayak, canoe or raft. The first big waterfall of its river flow is near Martin Brod, a village located on the bottom of the canyon, where the Unac river flows into the Una. In this very part, the Una is the most breathtaking because tuff created a multitude of channels, rapids and islands, as well as several major waterfalls of which the greatest height is approximately 55 meters. Those natural waterfalls represent a unique value which for decades successfully attracts lovers of natural beauty to the Una, but also fishermen and artists which are seeking for the inspiration for their works in the Una.

Traditionally, the Una Regatta (international tourist kayak race) is held at Martin Brod, which was interrupted at the beginning of the nineties, but after the war it has been re-established again. Martin Brod is known throughout Europe for its rafting, sport favored by restless water of the river Una that is full of rapids, so that each year it attracts a large

[1] Raft is the unusual vessel built of wooden logs capacity of about 15 people, lasts one day, with the possibility of fishing from the raft and enjoying the gastronomic offer of local specialties.

number of athletes throughout Europe. International Tourist Una regatta lasts for seven days and usually takes place in July. The regatta's route is as follows: “Kulen Vakuf“ camp in the municipality of Bihać - Štrbački buk - Bihać - Ostrožac the Uni / Cazin - Bosanska Krupa - Novi Grad - Hrvatska Kostajnica (the Republic of Croatia). This river is ideal for the development of sports and recreation and adventure tourism.

Moreover, another river worth mentioning is the Vrbas River which flows through two tourist-geographical regions: Travnik and Banja Luka. The main left tributaries of the Vrbas are the Pliva, Crna rijeka (Black River) and Krupa, and the main right tributaries are the Bistrica and Ugar which are in addition to thier main rivers suitable for the development of some forms of sports and recreational tourism. On it each year is held ¨Ljeto na Vrbasu¨ (summer on the Vrbas) in Banja Luka where the main activities are races of dayak and kayak racing boats, diving from the town bridge, rafting regatta, swimming across the river Vrbas, beach volleyball, football, basketball, sports fishermen competition, parachute jumping, promotion activities of sports clubs and others.

This traditional event is held in the second half of July with an aim of promoting and protecting the river Vrbas, and enriching the tourist offer of the town. The central events are taking place on the beach “Zelena“ below the walls of the fortress Kastel. The event each year gathers a large number of artists, athletes, entertainers and other Banja Luka associations and individuals whose activities on the Vrbas and its banks prepare a rich cultural, entertaining and sports program. The event every year attracts an increasing number of participants, visitors and media that in this way point to the importance of the Vrbas River for the city of Banja Luka and its citizens and beyond. This river is ideal for the development of sports and recreation and adventure tourism,too.

As for the biogeographical tourism potential, it certainly contributes to the development of various sports and recreational and adventure forms of tourism, such as hunting, fishing, photo safaris, sports manifestations etc, and thus they must be adequately valorized. Biogeographical tourism potentials can be independent and complementary. They are more pronounced as complementary tourist potentials while complementing the attractiveness of other natural and anthropogenic tourist potentials. For instance, forest areas rich in wildlife, meadows, fish-rich waters and so enrich the tourist offer of the observed regions. Among independent biogeographical tourist potentials are protected natural areas, and among them the most attractive national parks: Sutjeska, Kozara, Una which enable operation of various forms of sports and recreation and adventure tourism without compromising the parks. Besides, nature and hunting reserves are important for the tourist movements, as well as larger areas of forest near densely populated cities, which enable recreation for the local population (Fig.1.).

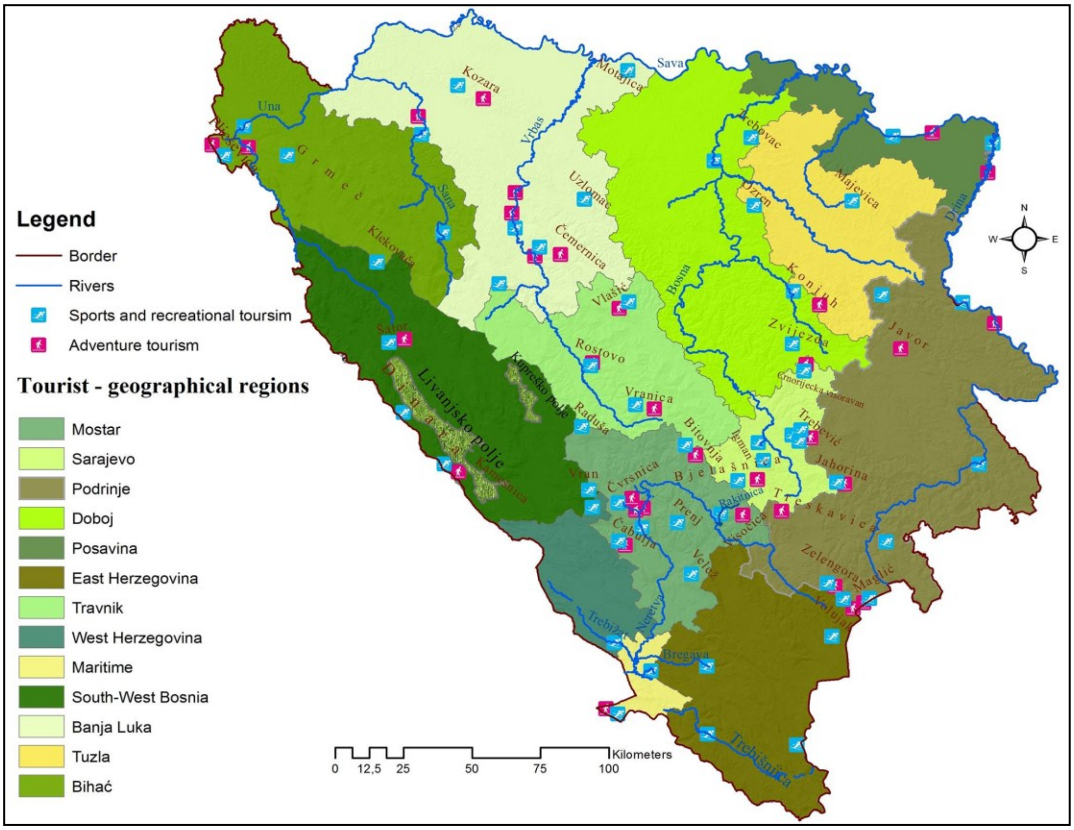

Fig.1. Sports, recreational and adventure tourism in tourist-geographical regions of Bosnia and Herzegovina

The diverse habitats throughout the country made up of lowland, mountain, karst, wetlands areas along rivers and lakes and plateau regions and rich flora and fauna are excellent preconditions for the development of tourism. The rich habitats are inhabited by various types of wildlife for hunting, that are attractive, big as well as small game, such as: deer, fallow deer, roe deer, chamois, ibex, mouflon, wild boar, bear, wolf, wood grouse (western capercaillie), stone marten or white breasted marten, European pine marten, hare, hazel grouse, pheasant, rock partridge, grey partridge, quail, woodcock, wild geese, wild duck, fox, wild cat, badger ...

The tradition of hunting tourism in the territory of Bosnia and Herzegovina exists from the Austro-Hungarian rule, only to take on unsustainable trends and directions in the last 50 years of the last century. Hunting associations, especially separate hunting areas and revirs should be concerned with the organization of hunting and hunting-tourist offer of Bosnia and Herzegovina. The best hunting tourism offer are in the hunting grounds of the following areas: Travnik, Podrinje, east Herzegovinia, Posavina, Bihać and Banja Luka tourist and geographical regions (Bugojno, Zavidovići, Romania, Bijele Vode, Zelengora, etc.).

In addition to hunting, Bosnia and Herzegovina has ideal conditions for the development of fishing tourism. Mountain rivers are especially interesting to the lovers of this sport and are characterized by exceptionally pure, transparent water whose temperature is even in the summer period only a few degrees above zero. They are inhabited by the rarest fish species such as grayling, brown trout and Danube salmon, but in the lower parts of these waters common nase, common carp, Danube roach, common barbel which in these areas reach a much larger extent. Type of fishing that specifically binds to these rivers is *Fly Fishing*. Bosnia and Herzegovina has one of the best revirs in the Balkans and beyond for the implementation of this sport fishing. On this revirs, there are conducted various competitions from clubs to state as well as European and international. Fishing techniques of fly fishing give a special charm and it is made of a special principle which true anglers respect, and it says “catch, kiss and return to the water“ and of course do not forget to take a photo. In general, that relationship of fishermen and fish leaves behind the priceless charm and culture of sport in that as many fishermen as possible feel the power and magic of fishing and fly fishing; on the other hand fish stocks remain at a high level that represents a great wealth for sports fishermen. Among the most important revirs in Bosnia and Herzegovina are revirs on the rivers Ribnik, Pliva, Sanica, Una, Unac, Klokot, Sana, Krušnica, Neretva, Uloga, Doljanka, Šuica, Lašva, Dragać, Bregava, Fojnica, and so on.

Anthropogenic tourist resources that are essential for sports and recreation and adventure tourism include purpose-built facilities for professional or amateur sport, and these are: stadiums, arenas, sports - recreational centers, racetracks, tennis courts, outdoor sports grounds, training grounds for exercise, running tracks, and so on. In addition to the rich natural and anthropogenic tourist potentials for the development of these two specific forms of tourism, there should in line with them be organized a number of events which would constantly upgrade them every year. Moreover, for the implementation of sports and recreational tourism there should exist appropriate sports equipment and playgrounds, which would be rented and thus new jobs would be created, which would improve more balanced regional development of Bosnia and Herzegovina. We will mention only some of the sports and recreational programs that should be carried out as an integral part of the tourism offer of a tourist and geographical region, namely: rental of various sports facilities, use of sports facilities and equipment, school of various sports skills, sports games, tournaments and various competitions, sports and entertainment attractions (Bartoluci, 2003).

Integral part of tourism are also sport and recreational programs and events. Due to their diversity and specificity, experts who may well create, organize, and implement such programs must be professionally trained (educated). In doing so, emphasized is the role of sports animators as holders of sports animation programs, since their role is not just about knowledge of sports activities but also all other animation activities and communication with the guests, the requirements placed upon them are quite high. In addition to the specific knowledge and skills of tourism and sports and recreational programs, they must possess certain psychological and physical characteristics, talent and sense of contact with the guest, and a certain level of sports education.

CONCLUSION

Active holiday is a synonym of tourist rest, and it includes sports facilities including a number of activities in attractive natural surroundings. In this context, exploring the needs of a modern man lacking physical activity and contact with nature, who lives too fast - stressfully, we come to the conclusion that tourism should achieve a number of objectives that will eventually lead to the recovery and satisfaction. Sports recreation play a dominant role in meeting the needs for movement and proper activity, which is now imperative for a quality vacation. Therefore, it is not unusual for sport and tourism to experience an expansion because of the increasing interest, but also the needs of the increasing number of tourists.

The development of sports and recreation and adventure tourism in Bosnia and Herzegovina would contribute to the economic development of our country through the following factors: new jobs, improvement of infrastructure and suprastructure, increase of consumption, an opportunity to improve the image, cultural exchange and others. Bosnia and Herzegovina has exceptional comparative advantages for the development of different forms of sports and recreation in tourism. This is supported by the trends of modern tourist demand, especially from Western European countries gravitating toward us.

However, for the future of sports and recreation and adventure tourism, it is necessary to innovate obsolete tourist-sports offer by new facilities and content to the modern requirements of the tourist demand. The quality of sports and recreation offer need to be innovated through numerous sports and recreation and adventure programs, which can be successfully programmed and implemented by experts of sports and recreation. Previous experiences in Bosnia and Herzegovina, even in some receptive tourist countries, show that investment in these forms of tourism are the quality and profitable investment.

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SUSTAINABLE DEVELOPMENT AND GREENING THE ECONOMY IN TRANSITION COUNTRIES IN SE EUROPE: A CASE STUDY OF BOSNIA AND HERZEGOVINA

Melika Arifhodzic[1]

Abstract: In order to become members of EU, countries in transition in SE Europe have been under pressure of introducing measures and laws relating to environmental protection. The urge is getting higher as the natural resources and biodiversities, which are amongst the highest in level in the continent, are under constant threat due to improper use or unplanned exploitation. Considering the still existing traces left from the legacy of centrally planned economy and political systems, the paper will question how some models of sustainable development in Europe are applicable in these countries. Through various shifts of social, economic and political indicators the paper will analyze their influences in relation to implementation of sustainable development policy as well as activities in connection to green economy introduction. An intensive approach will be employed in case of Bosnia and Herzegovina and the results of various studies and cases from the practice will prove that all these mentioned factors play a key role in planning of sustainable development. The conclusion is that an approach that takes into consideration all named factors, integrating research-based and practice-based knowledge should be proposed for these countries.

Key words: Environmental protection, Sustainable Development, Transition, Green Economy, SE Europe, Bosnia and Herzegovina.

1. INTRODUCTION

The pressure of the EU to the countries in transition to make environmental law and policies harmonization to European laws is getting stronger. This balance is posed as obligatory for these countries if they want to become EU members. This is a very demanding task for them: besides a burdening transition process from centrally planned economy to free market, the adoption of the entire EU Environmental *Acquis* also requires extensive changes to the existing institutional and legal framework. In recent times, concept of green economy has become an inseparable part in many EU strategic documents and plans. Green economy has become an answer to environmental concerns as it uses efficiently natural and ecosystem resources and services; it is socially inclusive, energy efficient and significantly reduces risk to the environment. In this paper we will try to generally evaluate the appropriateness of the green economy introduction in the countries in transition in SE Europe, particularly in Bosnia and Herzegovina. We will briefly overview to which extent differences in political and economic background, ethnic issues and influencing legacy from the previous system affect the prospects of greening the economy of the countries.

In Bosnia and Herzegovina, after the Dayton peace Agreement some progress has been made in terms of legal framework in environmental policies but a broader and systematic "green" transition is lacking (FBiH Report). The negative traces from the past still burdens the reforms, making the process of transition as well as adopting the Environmental *Acquis* slow in general. However, after years of the stagnation of SAA agreement, Bosnia was given the boost to the process of accession to EU which could be used to start using pre-

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accession funds and help the country to make the needed institutional reforms. In the paper we will in particular discuss potentials of the country to green its economy and whether the introduction of the principles of green economy at this stage could smooth the process of transition achieving positive results for the overall economy.

2. TOWARD SUSTAINABLE DEVELOPMENT AND GREEN ECONOMY IN THE SEE TRANSITION COUNTRIES

The transition process, although assisted by EU and many other international organizations, in most of the South Eastern European countries has not produced results in the expected time framework. Although the former Yugoslavian countries with so called 'mixed' economy system extent economic liberalization, political decentralization and permitted private ownership, poised with better prediction to make a successful transition to the market economy (Susan Woodward), this did not happen, except for Slovenia and to certain extent Croatia, which became the EU member in 2013.

The countries had common characteristics in their social and political background: they had for several decades socialistic and communist regimes on power as one party system and centrally planned economy. On the other hand, they featured substantial differences in terms of internal political organization, matters of public and private ownership, foreign policy affairs, etc. Also, with regard to geostrategic alliances, they did not choose the same path. While these different circumstances made each country to choose its own course in converting their systems into democratic and market economy societies, the process has been immensely burdensome for all: Serbia, FYR Macedonia, Bosnia and Herzegovina, Montenegro, Kosovo and Albania have all been undergoing a slow economic development, suffering from the high unemployment rate, low investment activities, unstable and inefficient institutions, weak private sector and infrastructure, insufficient investment in research work and an education system that will meet the market demands, etc.

In recent times, green economy has become an answer to environmental concerns and a driving policy of many developed countries in the world as it uses efficiently natural and ecosystem resources and services; it is socially inclusive, caring for marginalized such as women and poor, energy efficient significantly reducing risk to the environment, it creates new investments and consequently more jobs. Another definition talks about green economy as "the one that results in improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities" (UNEP 2010). Or even simpler: green economy can be thought of as one which is **low carbon, resource efficient** and **socially inclusive**. The concept features prominently in a range of medium and long-term strategies and programs, including the 7th Environment Action Program, the Europe 2020 Strategy, UNEP, EU Framework Program for Research and Innovation (Horizon 2020)' policies and programs in areas such as transport and energy, etc.

The high level of economic growth in many developed countries has been accomplished by utilization of technologies and traditional principles of development that heavily rely on natural resources thus causing misbalance in environment. In that sense it could be said that the more economy of a country is developed the greater is the urge for natural resources whose overuse causes environmental degradation. In many developed countries, the transition to high levels of economic and technical development has been achieved by adopting production and consumption patterns that heavily misbalances the environment. Conversely, countries which live within the limits of the planet have not (yet) managed to reach the level of the high development.

For example, a country's energy consumption is strongly related to its level of economic development as in the case of SEE countries, mainly because SEE countries are less economically developed. These countries spend two to three times less energy per capita than EU countries, he higher a country's gross domestic product (GDP) the greater its energy needs. At the same time, to produce $1 of GDP they require more energy relative to non-SEE EU countries. The Figure 1 shows that the countries of SEE are far less efficient than other countries in the continent. This inefficient use will require a strong focus on efficiency plans and programs and uptake of the most sustainable technologies and practices.

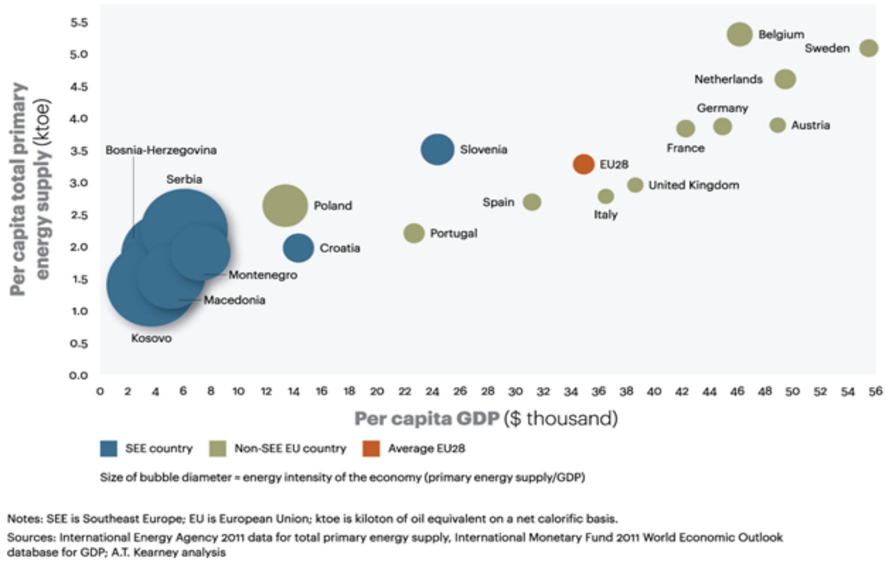

Fig. 1. Energy efficiency in SEE

The need of urgent development of the countries in transition poses a threat to the natural resources as the development in general is heavily leaned on their exploitation. It is obvious that there is an urging need for a new economic model that would be both sustainable and at the same time allows the economic and employment growth. In this context, the principles of green economy for the sustainable development comes as an only solution, taking into consideration the constant growth of human population, needs for the economic and technology development, and at the same time clean and healthy environment for the whole planet and future generations. The lack of sustainable development leads to inefficient economic development and to growing waste of resources and energy, on one hand, while, on the other hand, it entails huge costs with regard to pollution, harming human health and exhausting resources. It also creates a growing societal gap and increases the proportion of the poor and socially excluded.

Additionally, overused resources of highly developed countries direct them to rely to the resource of those less developed to meet their consumption demands. The urge for sustainable development of these countries in transition is therefore of mutual interest and requires a joint action as stated in the Agenda 21, the Rio Declaration on Environment and Development for: "the fulfillment of basic needs, improved living standards for all, better protected and managed ecosystems and a safer, more prosperous future. No nation can achieve this on its own; but together we can – in a global partnership for sustainable development".

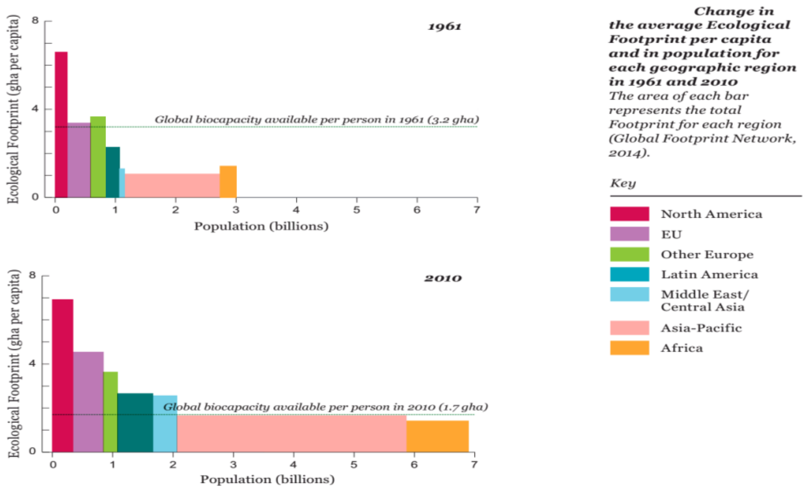

Fig. 2 Ecological Footprint per Capita

The challenge SE European countries will face is to advance economic prosperity and human development significantly, to come close to the EU standard without expanding its footprint to the same levels as EU countries (see the Figure 2). Until now, the lower level of Ecological footprint of countries in transition was not yielded as a result of any mid-term or short-term planning or strategic visions of the governments, but due to the different economic and politic circumstances. However, the prospects of growing economy in future pose a threat to resources and this urges for sustainable development strategies. Experiences of the countries with advanced or finalized stage of transition may be used as lessons or replication models to the countries in the process. Some, due to the complex institutional and ethnic structures such as Bosnia and Herzegovina, demand a specific tailor-made approach. Owing to its institutional complexity coupled with ethnic disagreements dating from the recent past, the process, even when it comes to the Environmental *Acquis*, calls for a particular strategy.

2.1 Environmental *Acquis* in Bosnia and Herzegovina

As stated in the Progress Report for Bosnia and Herzegovina (EC, 2014), the country is at a very early stage in aligning with the EU climate and Environmental *Acquis* and administrative capacity in these sectors remains weak. According to the BiH Constitution, the state level was not mentioned as the one authorized for environment, which automatically places environmental issues under the jurisdiction of the two entities, Federation of BiH and Republika Srpska. This makes environmental administration and regulatory control systems in many cases duplicate one another and very complex. In 2002-2004, a very important step forward was done toward harmonizing with the EU Environmental *Acquis*, under the leadership of EU (CARDS Program), when a set of environmental laws was adopted for each entity: that of environmental protection and environment protection fund, air, water protection and waste management. From that time, some bylaws and legal improvements to the legal frameworks for waste management, air, and water and energy have been done by entities. Although an Inter-Entity Environmental Body was established with certain coordination authorization, in reality not much has been done in environmental legislation at the state level: even though the adoption of the Law on Environmental Protection is one of the immediate priorities and requirements assumed in the processes of EU accession, the country has failed to adopt it. Besides, there is continuing lack of a national strategy for sustainable development. Instead, ethnic based interests continued to occupy the priority in the BiH policy agenda and this striving affected environmental sector in both entities.

However, this year (2015) for Bosnia and Herzegovina was marked with efforts to activate BiH's Stabilization and Association Agreement (SAA), after years of stagnation[1]. Upon the initiative which was made by Germany and the UK, a step forward was made to assist Bosnia and Herzegovina to overcome current social and economic problems, although the violation has not been cleared from the Constitution due to ethnic tensions. In a renewed and tailored-made approach, Bosnia and Herzegovina commits to implement various socio-economic, legislative and public institution reforms. One of the policy areas for cooperation referred to in Title VIII of SAA is the environment in which is stated: "The Parties shall develop and strengthen their cooperation in the environmental field with the vital task of halting further degradation and start improving the environmental situation with the aim of sustainable development. Cooperation could also centre on the development of strategies to significantly reduce local, regional and trans-boundary air and water pollution, including waste and chemicals, to establish a system for efficient, clean, sustainable and renewable production and consumption of energy, and to execute environmental impact assessment and strategic environmental assessment". (SAA, Article 108).

In the following chapter we will make a general overview of the country's potentials to green its economy and question whether the introduction of the principles of green economy at this stage could bring positive results to the overall economy.

3. NEEDS AND PROSPECTS OF GREENING THE ECONOMY IN BOSNIA AND HERZEGOVINA

In this paper we only made a general overview of some prospects and needs for green economy introduction in Bosnia and Herzegovina, including CO2 pollution decrease, resource efficiency, renewable energy. The following paragraphs for sure do not exhaust the potentials and chances for green economizing the country's resources. Also, the lack of coherent and consistent environmental data and analysis remains a serious impediment for a thorough analysis. For this purpose, we have compiled data from different reports and studies, and the following are the findings of the World Bank, IEA, UNECE, ENERDATA, SNC (Second National Communication) applying different methodologies.

3.1 Carbon dioxide

One of the main principles of green economy is decrease of carbon dioxide emission. In Bosnia and Herzegovina, the level of carbon dioxide before the last war amounted to 24.9 mil. t. Although the recent figures are not even close to these, they show continuous increase: emissions in 2005 were 3.6 per cent higher than in the previous year and 15.0 per cent higher than in 2000. In 2007, the International Energy Agency (IEA) estimated total

[1] SAA has been signed in 2008, ratified in 2010, and entered into force in 2015. The agreement had to be frozen before it could enter into force because in 2009 Bosnia was found in violation of the European Convention on Human Rights in the famous *Sejdic and Finci* ECtHR case.

CO_2 emissions at 16.3 Mt, broken down as follows: energy sector (52 percent), construction and agriculture (16 percent), transport 14 percent), industry (13 percent), and residential (5 percent). Emissions have tripled since 1995, and increased by 21% between 2000 and 2004 as energy consumption increase due to an increased energy demand that emerged with renewed economic growth. At the same time, the percentage on coal dependency is same to the one from 1990, which amounts between 60 to 65 percent of TPES (Total Primary Energy Supply) with the total share of all fossil fuels reaching over 94% in 2009. The country's reliance on domestic coal has remained almost unchanged since 1990 (between 60 to 65 percent of TPES). Coal accounts for 75 percent of emissions, followed by oil products (21 percent) and natural gas (4percent). As a result BiH's carbon intensity is one of the highest in the Western Balkans.
Although the greenhouse gas emissions in Bosnia and Herzegovina are estimated to grow by almost 30 per cent between 2005 and 2030 (UNECE 2011) until now there is no strategic switch or plan to lower-carbon fuels.
A challenge in coming years is presented in the outdated coal-fired power plants in order to reduce adverse environmental impact. Improvements can be made in transmission/distribution process (21% loss in 2008), and increase of efficiency of thermo plant, as 22% is significantly low (Enerdata).

3.2 Renewable Energy

Having in mind that the main source of CO_2 is the energy production sector, the increase of renewable energy sources would significantly affect the total CO_2 emissions. BiH has great potentials in renewable energy, at the moment using mainly hydropower potential.
There is a signifiant potential of solar energy application on the BiH territory. The technical potential totals 685 PJ, which is 6.2 times higher than the total primary energy needs in the energy balance of BiH.
Wind power has one of the most significant energy potentials in Bosnia and Herzegovina. Several studies that have been done for Podvelezje area, showed that economic potential of wind energy could reach 600 MW of electrical power by 2020.
Based on the research results from INC, it is estimated that the economic hydropower potential of major waterways in BiH is around 18,000 GWh/year and for small streams is 3,500 GWh/year. Only 40% of the total economic potential is currently realized.
Bosnia and Herzegovina continues to operate without a national renewable energy action plan, as required by the Energy Community Treaty. Significant hindrance to full renewable energy sector development lies in limited incentives for renewable energy projects in both entities, openness to private sector investment and market regulation.

3.3 Resource/Energy Efficiency

In terms of resource efficiency, which is one of the crucial aspects of green economy principles, in Bosnia and Herzegovina both public and private sector organizations and companies inefficiently use their resources and energy, as a consequence having high cost for energy and at the same time causing environmental degradation. Lack of a systematic approach to energy efficiency enhancement is evident as well as insufficient utilization energy management.
High levels of losses in the process of energy transformation are estimated at about 50 percent of TPES. Inefficient conversion of primary energy (particularly in power

generation) is due largely to outdated equipment and technologies due to lack of maintenance and spare parts, and the slow replacement of obsolete units, and to the limited share of combined heat and power (CHP) in the energy mix. Energy end-use is inefficient: public buildings are generally poorly insulated and the estimated potential for energy savings ranges between 30 percent and 35 percent, thus indicating a huge potential for reducing the burden of energy expenses in both public and private sectors. In addition, since the gas distribution network is not fully connected, the majority of the heating requirement of the households is fulfilled by the inefficient use of electricity.
Improving EE would also yield positive economic value through increased employment, more competitive economies, and eventually increased power exports. However, primarily, a financing support mechanism for EE investments should be established. Obstacle to improving energy efficiency in BiH is the lack of a clear regulatory and policy framework, although the both entity governments have recognized the importance of the issue, and efforts have been made to develop an appropriate legal framework.

4 CONCLUSION

Green economy is low-carbon, resource efficient, and socially inclusive. In a green economy, growth in income and employment are driven by public and private investments that reduce carbon emissions and pollution, enhance energy and resource efficiency, and prevent the loss of biodiversity and ecosystem services. At the same time, by introducing green projects it increases chances for employment. This concept, taking into consideration natural resources of the most SEE countries and their expected growth, features as the best possible reconciliation pattern for economic growth and environmental and resource protection. Bosnia and Herzegovina, in the light of economic, social and political transition process is in a specific position among the countries in the region. The country suffers obstacles to the development and integration mainly due to an inefficient political system which is the result of the Dayton Peace Agreement. This extremely complex institutional architecture of the country remains inefficient and is misused (Commission Staff Working Document, 2010), and presents the main impediment for BiH not only for Environmental *Acquis*, but for its progress in general.
At the same time the urge for development is growing and new prospects have been opened with the new approach of EU and the country's commitment. In the paper we overviewed main points for turn to green economy. It is clear that the green economy can become an answer to both environmental and economic growth concerns and driving policy of the country as it uses efficiently natural and ecosystem resources and services and it is socially inclusive. The following are just main and urgent points to be applied in order to green the country: a)Establishment of State Agency for Environment and adoption of the Law on Environment on state level; b)Support to reconstruction or replacement of existing thermo plant capacities; c) Establishing an EE framework for increase of energy efficiency in public and private sector; d) Adopt a National Renewable Energy Plan; e) Official policy of renewable energy promotion and energy efficiency; f) Wide promotion of sustainable development importance; g) Stregthening legal and institutional framework (incentives) for renewable energy use; h) Greening' the public procurement
The system of the green economy cannot be copied from the developed countries, due to factors that origin from different historical backgrounds. It should be systematically and strategically introduced and EU should facilitate the system of introduction. One of the ways to induce the green economy is through 'greening' the public procurement. In

addition, taxing environmentally damaging activities can raise revenues and establish environmental discipline.
For Bosnia and Herzegovina, the new boost toward the candidateship might open a new path toward the economy recovery as it offers concrete support to the reforms, primarily through the access of the funds. This moment could be used to start intensively "green" the market, products and establish a systematic and strategic protection of the environment that will open the way to finalize the Environmental *Acquis*.

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VERNACULAR REGIONS AS A DETERMINANT FOR DEVELOPMENT OF CREATIVE TOURISM IN BOSNIA AND HERZEGOVINA

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Abstract: Creative tourism is an escape from unvaried offer and mass cultural tourism. It is based on direct encounters between "tourists" and "locals" with exchange of authentic experiences. This fact indicates its relationship and reliance on specificity which is manifested by separation of the vernacular region. Creative tourism was recognized as a selective form of tourism twenty years ago, but in this area it has just begun.
An important role for a good plan of tourism developing in certain tourist destination, especially for the problem of seasonality, plays the valorisation of the cultural and historic heritage. Since the intangible heritage is the base of creative tourism, the customs, beliefs, games, gastronomy, embroidery, dance, crafts and other skills are the key elements of modern tourism demand.
There is no mass tourism or selective tourism offer in Bosnia and Herzegovina. Creative tourism could be developed and based on the distinctive vernacular regions. Separating the vernacular regions is an important issue which will be discussed about by the authors in this paper at the level of only recognition, by using the survey method. Based on the results, this paper will present the determinants and potentials for the development of creative tourism. Problem on the way of development is the need of recognizing that potential by the local community, making a strategic plan, but also building the awareness of local people about the potential and possibilities of valorisation of the same in terms of tourism offer. It is necessary to educate the local population for the purpose of this type of tourism.

Key words: creative tourism, intangible heritage, vernacular region B&H, education

INTRODUCTION

Cultural tourism is considered as a form of tourism based on many fields of interest. It is represented by visiting institutions (museums, galleries, historical amenities, theaters, concert halls etc.), cultural heritage of a visited community and the lifestyle of domicile population (historical cities and neighborhoods, streets, monuments, costums, language, gastronomy). In that way tourists can be introduced to lifestyle, history, art, architecture and religion of people who live a different life than themselves. According to the dominant interest, cultural tourism can be classified into: religious, cultural, historical, urban, life-seeking and life-participating, ethnic, educational, museum, art, manifestation, congress and so on.
Cultural tourism is being supported by the EU, European Council and Unesco through many projects, organizations, cooperations and financing. This is because cultural tourism increases the interaction between different countries and helps in understanding the term 'multiculturality'. Europe has recognized that culture is a significant resource in tourism. In

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support of this fact come many examples of preservation of tangible and intangible cultural heritage and projects such as 'Roads of culture' and 'European cities of culture'.
Bosnia and Herzegovina is still in its initial phase of cultural tourism development. In order to interlace culture and tourism into cultural tourism there needs to be a planned strategical development. Domicile inhabitants laso have a significant role and should develop a collective awareness about the impact and significance of culture on tourism development. Only when culture is recognized as an important element of tourism in domicile surroundings, then it can become an object of interest for tourists.
The affirmation of culture inside governmental institutions, private sectors and media is the next step towards accomplishing newpartnerships giving support, creating inovative solutions, investing in the cultural sector and promoting the importance of culture to public. For further development of cultural tourism, intersectoral connection of culture and tourism is crucial in terms of collaboration between different sectors that are interested in improving and connecting cultural institutions with the holders of tourism.
The making and presenting of a tourism product based on cultural features as well as the care for preservation and protection of the above mentioned is the final goal of cultural tourism.There are three types of cultural tourism according to world literature: formal, functional and vernacular.
A vernacular cultural region is considered to be a certain space which a certain population is connected to and identifies itself with that space. This region, as well as the other two mentioned does not have clearly defined borders. It can be formed on physionomical , economical, political or historical basis.
Although it can consist of a nodus (central point), this region type is often not as organized as a functional region. Differently from formal cultural region, there is rarely a cultural homogenity in vernacular regions.
Vernacular region is closely connected with the area a man lives in. Man and space are to inseparable categories, which interact with one another. Over time, man has adapted to space or better said, space was adapted for human needs. In this connection of given space and needs a different way of life was born. One can consider vernacular region as different areas with its all-natural resources that affected the rich and varied expression of man, both in tangible and intangible terms.
Vernacular region is a region whose existence is based on the perception of its inhabitants. It is a product of spatial perception of inhabitants and a result of collective awareness of belonging to a given area.
Land differentiation of Bosnia and herzegovina according to the character of vernacular region is made on the principal of association to a particular place acting as a 'mental image' – a region that exists in people's minds.

The meaning of 'vernacular regionalization' and main characteristics

Vernacular regionalization is a process of identifying regional units of a certain spatial identity or collective experience of belonging to a certain area. Because it contains unique physical, geographical social-geographical and cultural determimants, space is the basis for the creation, design and maintenance of spatial identity. The term 'vernacular' comes from Latin origin nad is being used since the early 17th century meaning 'innate' or 'native'. Todays growing interest in authentic and genuine, traditions and customs may be understood as a reaction to the process of globalization and the sense of alienation.

Spatial identity is a term that indicates awareness and the feeling of belonging to a certain area. It is a result of specific historical-geographical events, natural-geographical conditions, economic terms and other factors. All of these factors affect on the existence of a specific sense of belonging to a given area with the population. Physical identity is a mindful cathegory presented by objective reality, giving names to villages, highlighting visual symbols and cultural heritage.

Characteristics

Vernacular region is a region whose existence is based on the perception of its inhabitants. It is a product of spatial perception of inhabitants and a result of collective awareness of belonging to a given area. This is a separate space entity based on cultural artifacts and antropogenic features that are interconnected and united that much so that each region gets an individual spatial character that differs from others. This is a type of a traditional (historical-geographical region) that objectively exists as a separate and identifiable area. These regions are presnet in the minds of people even in physical terms, despite numerous administrative-teritorial and general social-cultural changes.

Some regions fit into the existing political and administrative differentiation of the country. While some lost their spatial integrity and historical-geographical boundaries by integrating into new administrative frameworks. However, changes of regional system don't necesarilly lead to the destruction of existing regional conciousness because it can still continue to exist.

The subjected type of region is very complex. It is a result of long-term development of identity combined with teritoriality. Studies of complex traditional units/systems must include a wide range of criteria and elements such as language, religion, social status, tangible culture, political-geographical events, natural environment, transportation system and other. This regional conciousness is a form of homogenic sense of collective/group conciousness that arises from a homogenity of certain areas.Elements that make up the regional conciousness are: common way of life (ie. Divided existence that grows out of mutual human contact long enough), external expression or materialization (landscapes, type of construction...).

Vernacular region is closely connected with the area a man lives in. Man and space are to inseparable categories, which interact with one another. Over time, man has adapted to space or better said, space was adapted for human needs. In this connection of given space and needs a different way of life was born. One can consider vernacular region as different areas with its all-natural resources that affected the rich and varied expression of man, both in tangible and intangible terms.

Since Nature with no Man would be Space and only Space (Kojeve 1990:358), vernacular region becomes an authentic expression of a man in a certain area. All features different from Nature that give a unique personality to man's creative expression could be called 'vernacular'.

Vernacular regionalization of cultural tourism in Bosnia and Herzegovina

Vernacular cultural region is a mental image of a region that exists in the minds of people from the outside and from the experience of the authors of this paper and the results of the thesis by A. Hanjalić under the supervision of S. Musa the principle of vernacular region classification is defined as following:

1. Uniqueness
2. Association to homeland
3. Dominance of a certain national monument cathegory from a specific period

According to such regionalization Bosnia and Herzegovina is divided into eleven regions:

These are:

1. Podrinje – 'Region of old bridges between East and West' located in Goražde,
2. High Herzegovina - 'Region of the Olimpic games and woodcarving' located in Konjic,
3. Low Herzegovina – 'Region of Virgin of Međugorje, sun, wineyards and stone' located in Mostar
4. Tropolje – 'Region of fighters, delicious food and preserved tradition' located in Livno
5. Skopaljska land – 'Region of Otomans waqf and dedication' located in Gornji Vakuf
6. Central Bosnia – ' Medieval Bosnian kingdom' located in Travnik
7. Sarajevo – 'Capital city region' located in Sarajevo
8. Salt region – 'Region of pile dwelling and saltworks' located in Tuzla
9. Posavina – 'Region of ebony and cultural heritage' located in Brčko
10. Banjaluka –'Region of Zmijan embroidery and trapist cheese' located in Banja Luka
11. Bihać – 'Region of chestnut and old towns' located in Bihać

Fig. 1. Vernacular region of Bosnia and Herzegovina
Authors: S.Musa, A. Hanjalić, 2014.

The area of BiH is very interesting because of the particular natural-geographical conditions and specific historical-geographical circumstances which caused forming certain characteristics of the spatial identification. In the process of determining the vernacular region, historical and geographic processes and trends had great significance, which explained the emergence of vernacular region in the context of belonging to different territorial-administrative units. Due to the change of government and political currents, many cultural and ethnic changes occured, which have changed the names of geographic features. Since the names are reflecting the geographical perception of space and in meaning they carry a certain historical period, in the process of regionalization the names of the areas (ie. Toponyms) and the originf of the terms were analized.

Last stage of the process of defining the vernacular regions was population survey of 800 respondents. The survey covered a number of issues, among which the most important was to research what that refers to the sense of belonging to a certain vernacular region.

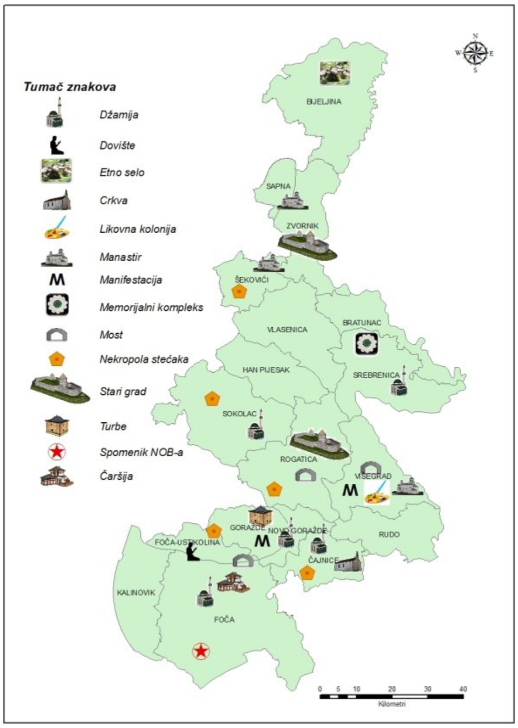
Analysis of spatial identification on the basis of a questionnaire

The names of vernacular region in this paper are derived from historical facts that are tied to the Middle Ages and early Ottoman period. Mentioning a particular region, a person already has some knowledge or association of space, or "mental image" of the cultural identity of its people, historical events or economic activities. All regions of Bosnia and Herzegovina have already been identified by a specific product, the traditional gastronomic specialty, historical event, person or cultural-historical inheritance. All of these elements of culture cointain history, culture and traditional way of life of this country that for centuries lived at the crossroads between East and West.

In order to complete the analysis of spatial identity and vernacular region survey was conducted on a sample of 800 respondents, whose age and education are different. Symbols of regions listed below chosen by respondents can be considered as authentic for the explored area and indicate its tradition and cultural heritage.

Podrinje is a symbol for:

1. Bridge in Višegrad, Ivo Andrić and book „Brigde over the Drina“ (23%)
2. River Drina and rafting (11%)
3. Spa tourism in Srebrenica – Crni Guber (8%)
4. Grain fields in Semberija (8%)
5. Horse farm Borike and bosnian mountain horse (8%)
6. Brigde over Žepa (6%)
7. Bijeljinas cabage (6%)
8. Plum rakia- šljivovica (5%)
9. Festival „Apple days“ in Goradže (4%)
10. Fruit-growing, arables and climate (4%)
11. Train Ćiro, narrow-gauge railroad Višegrad-Sarajevo (4%)
12. Fishing (4%)
13. Forests and canyons (2%)
14. Wool vests and socks (1%)
15. Cornel juice and apple jam (1%)
16. Mineral springs in Srebrenica and silver mines (1%)
17. Cheese torotan made in Janja (1%)
18. Plums, pears and apples (1%)
19. Peasant shoe (1%)
20. Cheese made in Čajniče, Tjentište and Sokolac (1%)



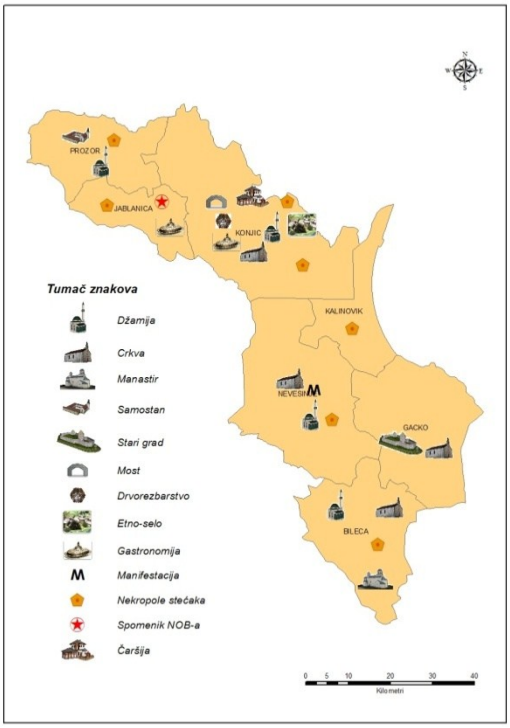


Fig.2. Podrinje
Source: Authors

Fig. 3. High Herzegovina
Source: Authors

High Herzegovina is symbol for:

1. Lamb roast (24%)
2. Rafting on Neretva (9%)
3. Honey made in Konjic (8%)
4. Granite in Jablanica and centenary tradition of carving (8%)
5. Tradition of wood carving in Konjic (7%)
6. Hercegovina prosciutto (6%)
7. Rama landscape (6%)
8. Fishing (5%)
9. Rakia (4%)
10. Hercegovina herdsman - štukor (4%)
11. Cheese made in Hercegovina (3%)
12. Titos secret underground city – bunker ARK (3%)
13. Seat events in Nevesinje (3%)
14. Nevesinje and Aleksa Šantić (2%)
15. Cheese presukača made in Gacko and Konjic (2%)
16. Gatačko cattle (2%)
17. Hercegovina peasant shoe (1%)
18. First fig in Bileća on the way to the sea (1%)
19. Traditional costume from Kalinovik (1%)
20. Necroplis in Konjic (1%)

Low Hercegovina is a symbol for:

1. Old brigde in Mostar (21%)
2. Virgin from Međugorje (14%)
3. The colorful landscape of stone and karst (8%)
4. Specific accent (8%)
5. Indigenous wine varieties (Žilavka and Blatina), wine roats and basements (7%)
6. Snakes and summer heat (6%)
7. Vegetables from Capljina (5%)
8. Mandarins, watermelons, figs, peaches, rosehips (pomegranate) and olives (4%)
9. Neretva River (5%)
10. Mostar and Trebinje cobbles (3%)
11. Arslanagića Bridge in Trebinje (3%)
12. Lindjo (3%)
13. Mostar cup and "Cherry Days" (3%)
14. Necropolis (2%)
15. Grape rakia - loza (2%)
16. Cheese torotan Trebinje (1%)
17. Sage and scream (1%)
18. Stolac (1%)
19. Herzegovinian tobacco - Ravnjak (1%)
20. Trout at Buna in Blagaj (1%)
21. Donkey (1%)

Tropolje is a symbol for:

1. Livno cheese (24%)
2. Mowing on Kupres (13%)
3. Plains and horses (10%)
4. Glamočko traditional dance (8%)
5. Potatoes from the arable karst fields (Kupres and Glamoč) (6%)
6. Kupres traditional costume (6%)
7. Rakia (6%)
8. Livno and Duvno gang (6%)
9. Humačka board and museum of the monastery (4%)
10. Snowy winter (3%)
11. Skiing on Kupres (3%)
12. Wool socks (3%)
13. Kupreško herbs (3%)
14. Necropolis (3%)
15. Hip jam (1%)
16. Kupreški peasant shoe (1%)

Fig. 4. Low Herzegovina
Source: Authors

Fig. 5. Tropolje
Source: Authors

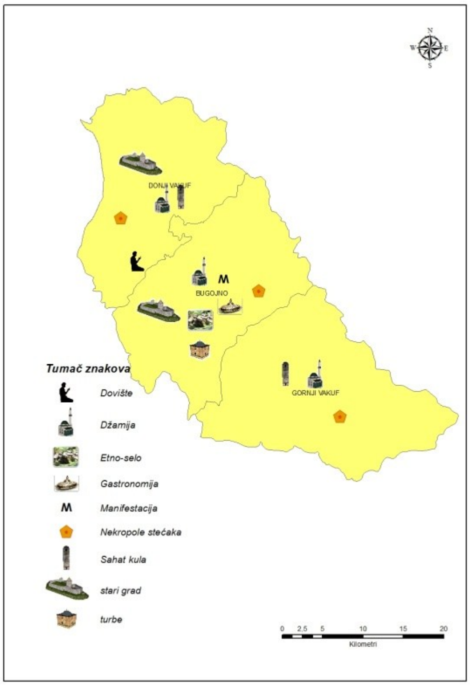


Fig. 6. Skopaljska land
Source: Authors

Skopaljska land is a symbol for:

1. Ajvatovica shrine (19%)
2. Woodland and hunting (16%)
3. Tito's villa (16%)
4. Story of the "stone wedding" (12%)
5. "Sicanje" (tattoos) (11%)
6. Vaqf of Mehmed Bey Stočanin (10%)
7. Rakia (9%)
8. Hasan Kjafi Pruščak (7%)
9. Sauerkraut

Central Bosnia is a symbol for:

1. Travnikćevapis and coffee on the Blue water (5%)
2. The cultural and historical heritage, old towns and forts (8%)
3. Visočko smoked meat (5%)
4. Water mills on the Piva Lake (4%)
5. Spa in Olovo and Fojnica (4%)
6. Kakanj Cement (3%)
7. The medieval kingdom and fight for the throne (3%)
8. Zenica steelworks (8%)
9. Medieval mines Kreševo, Vareš and Olovo (3%)
10. Mineral water springs (4%)
11. Zgoščanska tombstone (1%)
12. Vlasić cheese and Travnik cream (11%)
13. Bosnian dog Tornjak (2%)
14. Waterfall in Jajce (7%)
15. Tito's Museum in Jajce (5%)
16. Potatoes from Fojnica (1%)
17. Buckwheat with Crnoriječke plateau (4%)
18. Monasteries and monks (3%)
19. Thermal and mineral water springs (Tesanj, Maglaj) (6%)
20. Tanning in Visoko (6%)
21. Bosnian Lily and Kotromanics dynasty (7%)

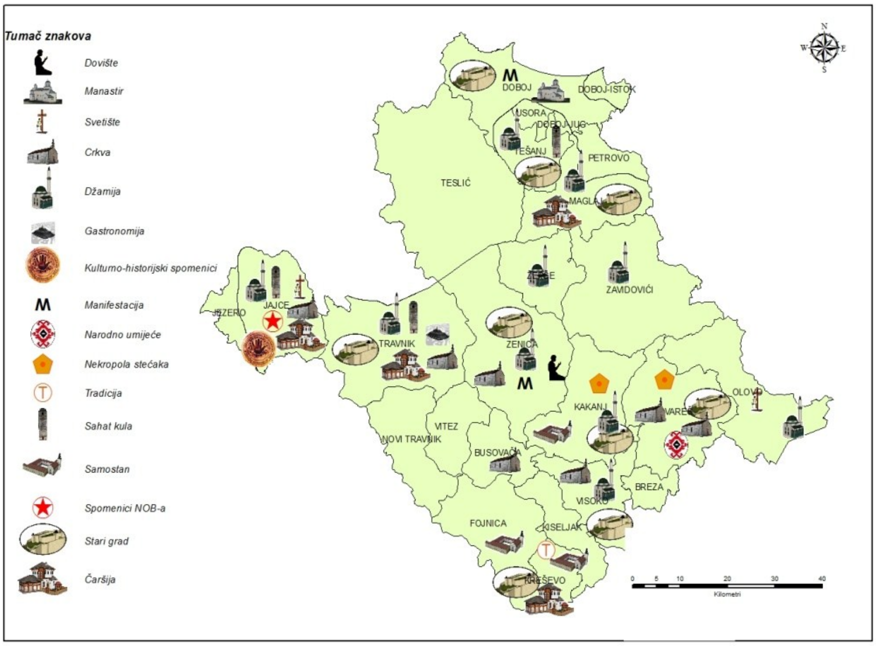


Fig. 7. Central Bosnia
Source: Authors

Sarajevo is a symbol for:

1. Kazandžiluk street (12%)
2. Mix of cultures and religions (8%)
3. Bosnian cuisine (10%)
4. Bosnian coffee and coffee pot Sarajevo (8%)
5. Adhan and bells (6%)
6. Ilidža and spa (4%)
7. Olympic mountains (7%)
8. Bosnia Spring (4%)
9. Pigeons (6%)
10. Flat bread (Muslims), maces and halls (the Jews), Christmas, and Easter bread (Catholics), Easter pretzels and česnica (Ortodox) (1%)
11. Sebilj in Bascarsija (5%)
12. The fountain near Gazi Husrev-Bey's Mosque (2%)
13. Potatoes from Romanija (1%)
14. Bosnian carpet (4%)
15. Haggadah (4%)
16. Ćevapi and burek (11%)
17. Sarajevo antentat (7%)
18. Crafts

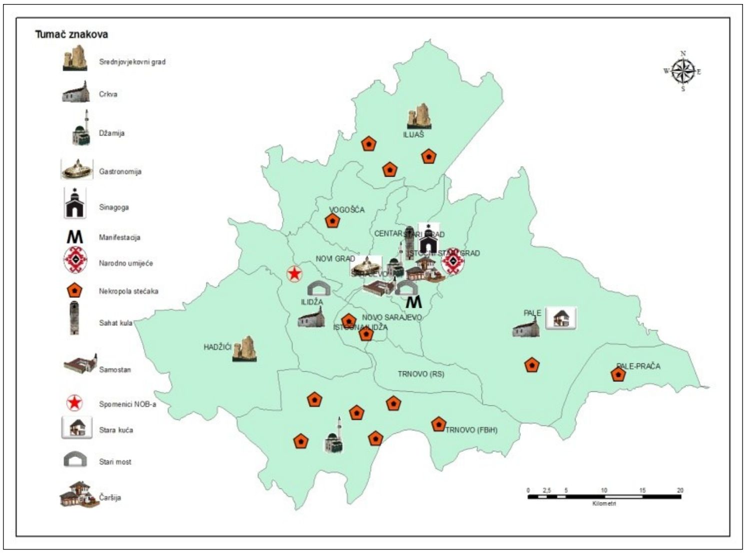


Fig. 8. Sarajevo
Source: Authors

Salt region is a symbol for:

1. Salt production and salt works (19%)
2. Salt Lake (13%)
3. Meša Selimović (9%)
4. The girls' cave (9%)
5. The story of the goat (6%)
6. Mines and factories (5%)
7. Gracanica's crochet - folk art (5%)
8. Meadow honey from the area of Majevica (5%)
9. Apple jam (4%)
10. Kladanj male water (4%)
11. Mine Banovići (4%)
12. Healing waters of Tuzla and Gracanica - Karanovac (4%)
13. Cheese (4%)
14. Kalenderovački cheese from the Motajica mountain (3%)
15. Kalesijan traditional dance and songs (3%)
    Source: Authors
16. Gracanica cheese (3%)

Posavina is a symbol for:

1. Lowland landscape (16%)
2. Gradačačka plum (9%)
3. Grain and corn fields (7%)
4. Willow, poplar and posavian acacia (7%)
5. Fish specialties (7%)
6. Oil refinery in Modriča (6%)
7. Jam apple (6%)
8. Agriculture (5%)
9. Plum rakia (5%)
10. The tower in Gradačac (5%)
11. Honey (5%)
12. Domaljevačka weaving - folk art (4%)
    Source: Authors
13. Slavonski Brod Refinery (4%)
14. Railway junction in Doboj (3%)
15. Production of furniture, baskets and decorative objects from the cane (3%)
16. Medical Spa: Gradačačka Ilidža and Srbac (2%)
17. Okra, sunflowers, peppers, tomatoes, eggplant and cabbage (2%)
18. Walnuts, pears and apples, jam (2%)
19. Fields melons (watermelon) (1%)
20. Mineral water in Srebrenik (1%)

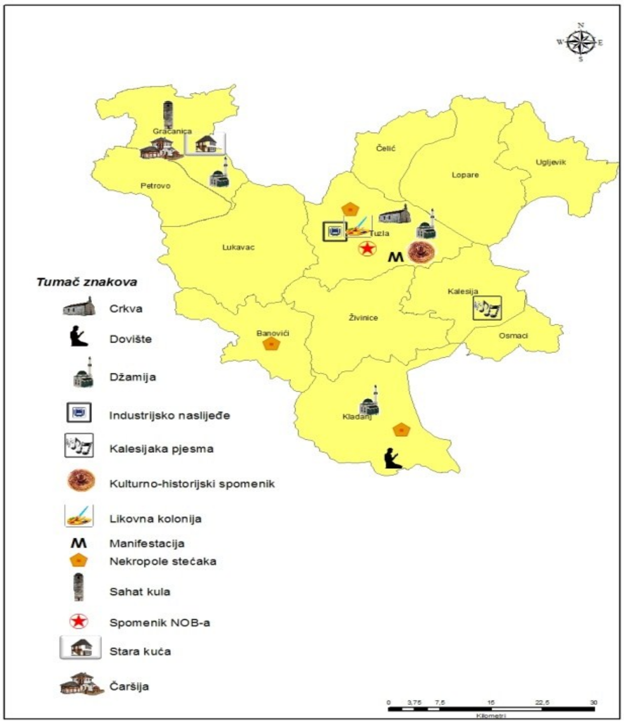


Fig. 9. Salt region
Source: Authors

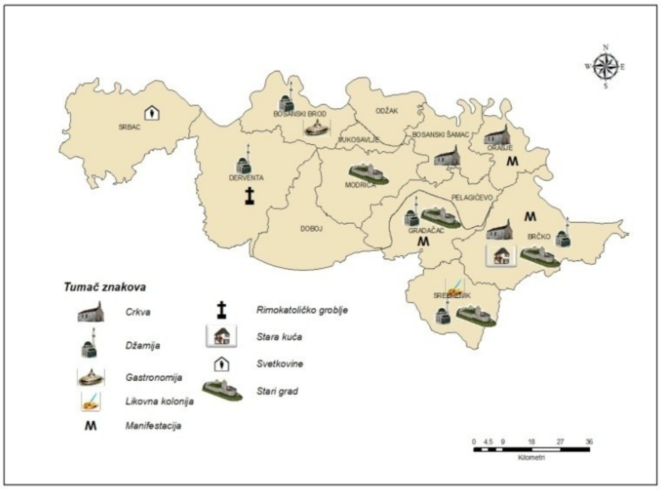


Fig. 10. Posavina
Source: Authors

Banja Luka region is a symbol for:

1. Banja Luka Kastel (13%)
2. Banja Luka ćevapi (13%)
3. Vrbas (12%)
4. Beer (10%)
5. The monument on Kozara (8%)
6. Trappist cheese (7%)
7. Chestnut honey from Kostajnica (7%)
8. Folk dances and handicrafts (6%)
9. Anniversary ZAVNOBiH session in Mrkonjic Grad (7%)
10. Thermal waters in the Dvorovi in Bijeljina (7%)
11. Zmijanje (6%)
12. Prijedorska holly - native apple varieties (4%)

Fig. 11. Banja Luka
Source: Authors

Bihać region is a symbol for: :

1. Temperamental people (11%)
2. Hospitality (10%)
3. Old towns and towers (9%)
4. Tito's cave in Drvar (8%)
5. Una Regatta (8%)
6. Krajiška potkriža (4%)
7. Krajiška spicy sausage (7%)
8. Advanced industrial production (6%)
9. River Una and Sana (6%)
10. The characteristic accent (5%)
11. Cheese basa made in Bihac (5%)
12. Chestnut forests (5%)
13. Grmečka bullfight (4%)
14. Honey (4%)
15. Gruel of wheat flour (4%)
16. Water mills to grind corn in Martin Brod (2%)
17. Podgrmeč cream (2%)

Fig. 12. Bihać
Source: Authors

Potential of vernacular region for creative tourism development

Very important role on the supplier side in creative tourism have traditional crafts and art. Every place worldwide has specific tradition and areas which have unique rituals, crafts, art or anything else which is material or non-material heritage. These specifics are a key resource for the development of creative tourism and key for attracting creative tourists to the certain destination.

Complete tourist infrastructure, resources for creative tourism and other types of tourism play an important role on the supply side. The demand in tourism, not only in the creative, is often limited by poor infrastructure, which is why they decide to go to other destinations. Therefore it is very important to the overall tourism development to give special attention to the basic tourism infrastructure.

Recent, the phenomen which appeared on the tourism market is creating an creative tourism product, but still many destination don't consider creative tourism as a special type of tourism. World and regional development programs can recognize creative areas so UNESCO has a program which refers to creative cities. UNESCO has a program for creative cities. Creative clusters that "feed on diversity and change and so thrive in busy, multi-cultural urban settings that have their own local distinctiveness but are also connected to the world" (UNESCO 2006)

Because of the complexity of the creation of creative tourism products and services, several approaches are taken by DMOs, tour operators and other organizations towards creative tourism development (Ohridska-Olson, 2010):

- Destination based: creative tourism product is destination dependent. Such approach is typical tourism to creative cities, creative landscapes, corridors, or programs of tour operators that use the resources in a place already in the program of tour to the destination not specifically designed for creative tourism.
- Activity based: the creative tourism product is geographically dispersed. These are creative tourism programs based on a concrete activity.

The creative tourism business model beside demand and suplly factor containes also tangible and intangible benefits. While tangible benefits from creative tourism can be measured accordingly with the OECD (OECD 2000) definition for tourism expenditure being "the expenditure made by, or on behalf of, the visitor before, during and after the trip and which expenditure is related to that trip and which trip is undertaken outside the usual environment of the visitor", the intangible benefits coming from creative tourism are much more difficult to measure.

The tangible benefits from creative tourism can be summarised as follows (Ohridska-Olson, 2010)::

• Cultural capital – increase of creative and cultural assets (tangible and intangible);

• Market expansion – growth of the geographical reach for cultural and creative industries through creative tourism;

• Innovation – increase of innovation programmes to include creative tourism for the benefits of the community;

• Cultural heritage preservation – cultural heritage is preserved mainly to serve as a renewable resource for creative tourism;

• Sustainability – one of the most important benefit from creative tourism due to it characteristics as a process of creation and renewable activity;

• Brand visibility – local arts and crafts brands are usually not very known and valorised through tourism. Creative tourism helps brand visibility and hence, increases the brand equity for small communities;
• Job creation – in addition to the traditional tourism jobs, creative tourism create employment for artists, craftsman and other professional groups;
• Exports – in addition to the normal tourism exports, creative tourism contributes with exports of the cultural and creative industries, otherwise not related with tourism exports
The intangible benefits from creative tourism are:
• Local identity and uniqueness – the focus on unique local arts and crafts and authenticity contribute to the emphasis on local identity;
• Social capital – by increasing social values that promote social cooperation to create and operate creative tourism products and services, the social increases dramatically thanks to creative tourism;
• Cultural values preservation – instead to destroy cultural values to "please" the visitor, the local communities learnt that preserving their local cultural values help develop creative tourism;
• Local cultural diversification – in order to compete successfully on the creative tourism marketplace, which is much more sensitive to uniqueness of the tourism offerings, communities are forced to emphasize and preserve their local cultural identity, pride of place and thus provide a clear diversification of the creative tourism resources;
The financial results for the destinations are the fifth element of the creative tourism's business model. Creative tourism contributes to the local economy by generation of incomes for the local population and revenues for the municipal budgets through taxation. Creative tourism contributes to the development of certain destination whether tangible or intangible benifits.

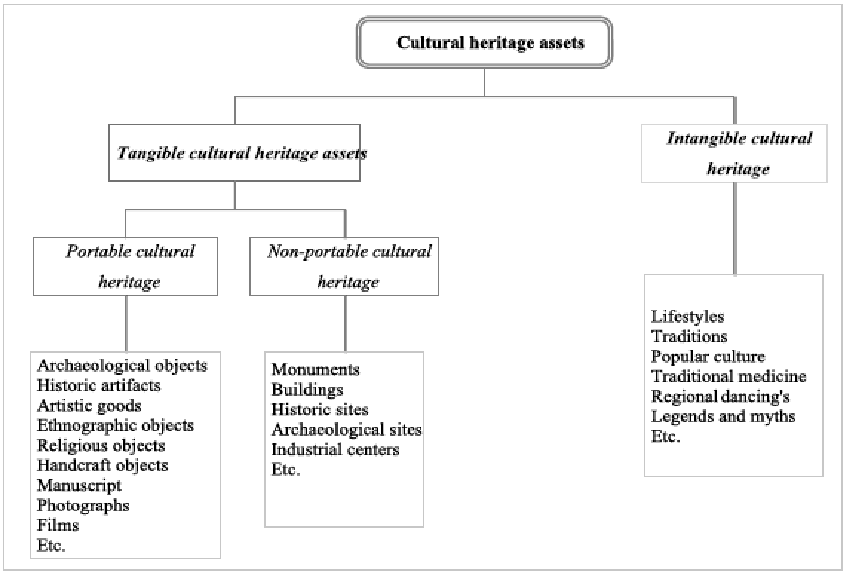


Fig. 13. Typology of cultural heritage assets
Source: Prats, 2007, Velasco Gonzales, 2009.

Creative tourism is percived very often as part of cultural tourism and therefore he does not attach too much attention, however creative tourism stands out as a special thematic tourism within the culture. The reason for this is that the key resources of the creative tourism part of the cultural identity of a people, communities and regions. So, the creative tourism business plan is different that traditional cultural tourism business model.

Tab. 1. Creative and traditional cultural tourism models

Creative tourism business model main characteristics	Traditional Cultural Tourism business model main characteristics
Resource Set: Based on local creative capital in constant development. Any artistic or creative process can be resource for creative tourism: knitting, crocheting, traditional dance etc.	Resource Set: based on existing cultural heritage resources with predetermined characteristics: buildings, events, monuments etc.
Target markets: small groups and individuals with creative interests	Target markets: large groups and individuals with general interests in culture
Benefits for the cultural heritage: nondestructive participation, visitors' responsibility, creation of new cultural heritage	Benefits for the cultural heritage: mass cultural tourism already represents a danger for many cultural heritage sites
Sustainability: very high, since creative tourism is based on a continuous process of creation	Sustainability: limited, since the resources for cultural tourism in many cases are not renewable

Source: Authors

So the difference between creative and cultural tourism is existing. Creative tourism business model clealry shows that any cultural tourism destination can profit from the creative tourism too. Even though the creative tourism is percieved as variety of cultural tourism, creative combines different kinds of tourism that creates a favorable basis for the development of various types of tourism so that they can connect creative and adventure tourism, cultural and creative tourism, archaeological and creative tourism, gourmet and creative tourism. Many tourist destination can improve their offer, gain more arrivals and profit with the creative tourism concept.

Regarding this charachteristic of the creative tourism in all 11 vernacular region of Bosnia and Herzegovina can be singled out several elements on which it is possible to form an offer for creative tourists, as follows:

1. Podrinje – weaving, knitting and creative workshops of new artistic techniques, festivals;

2. High Herzegovina - wood carvings, knitting, wool spinning, embroidery, cheese production;
3. Weak Herzegovina - making cheese škripavac, cheese torotana, blacksmiths, shoemakers, tanners, goldsmiths, copper carving, wickerwork (making baskets), making peasant shoes, making Bukara (containers for wine), wine, tobacco Herzegovina;
4. Tropolje - making Livanjski cheese, Bosnian (Livno) silver wire embroidery, blacksmiths, mowing, rakia , wool products, making carpets;
5. Skopaljska region – shrine areas, rakia, blacksmiths, craft perski
6. The Central Bosnia - ćevapi, smoked meat, cheese, buckwheat, medieval stories, spas, mines, folklore dancing, bullfighting
7. Sarajevo - coppersmiths, goldsmiths, making nanulas , tanners, making souvenirs, jewelers, Ilidža, festivals, creative workshops of new art trends, folk society, traditional cuisine, Sarajevo beer,
8. Salt region - Museum of salt, the saltworks , abandoned factories, mines, cheese, kalenderovački cheese, Kalesijan folk dance and songs
9. Posavina - grain fields, fish, agriculture, honey, weaving, wickerwork, spas,
10. Banjalučko krajište - Zmijanje embroidery, Trappist cheese, Banjalučko beer, honey, making dajak boats, wool producst;
11. Bihaćko krajište -Krajiška spicy sausage, cheese basa, cream, bullfight;

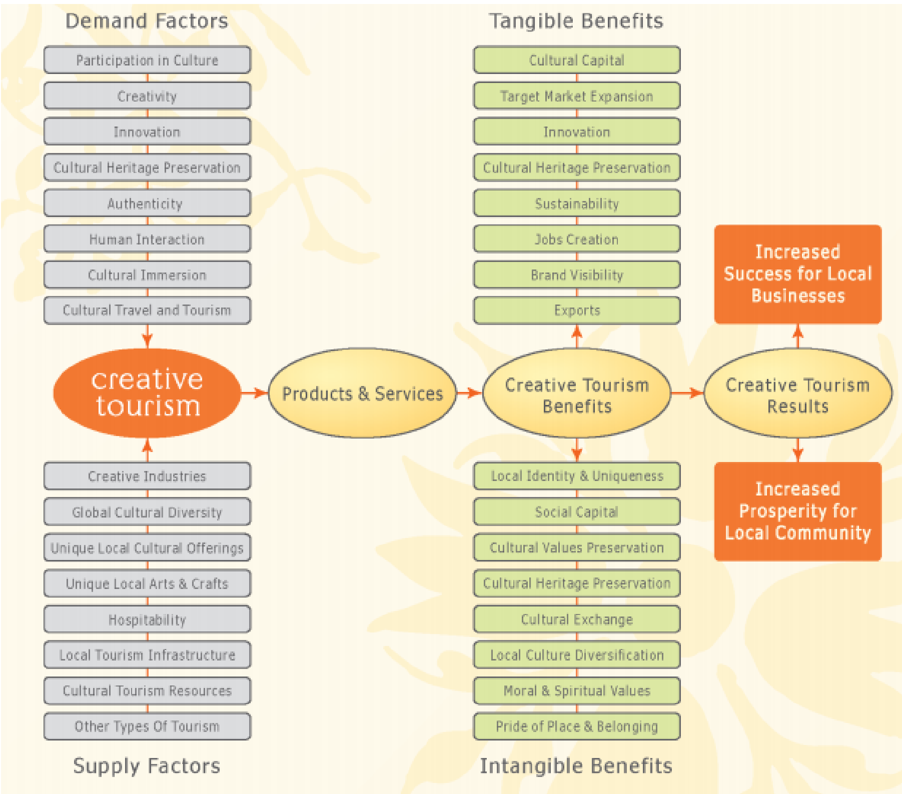


Fig. 14. Businnes model of creative tourism

In the Fig. 14. is shown cretive tourism business model. The model has 5 elements: demand factors, supply factors, tangible benefits, intangible benefits and the finance results at the end. Following this model the supply side needs to involve all its factors and resources to create a unique tourism offer for creative tourist who are looking for the possibility to participate in the local culture. Demand side, the creative tourist are looking for way to express their creativity or to increase the creativity. The creative tourism is holding few tangible and intangible benefits which are shown in the Fig 14.
All mentioned traditional crafts and other culture elements in vernacular regions of Bosnia and Herzegovina should be involved in such model which would result with increased success for local businesses but also would result with increased prosperity for local community.

CONCLUSION

Based on terrain experience, the collected data and information, analysis of tourism potential, performed survey and regionalization, it is concluded that Bosnia and Herzegovina has a significant potential to develop creative tourism based on its heritage.
The wealth of Bosnia and Herzegovina lies in the diversity of its peoples, different customs, religious and cultural influences. Interactions of people created a mosaic of cultures and traditions. To be make a creative tourism out of culture and tourism it is necessary to develop a planned development strategy.
Vernacular of the region of Bosnia and Herzegovina in this paper shaped by the principle of a sense of belonging and the first association of the homeland. Mentioning a particular region, a person already has some knowledge or association of space, or "mental image" of the cultural identity of its people, historical events or economic activities.
All regions of Bosnia and Herzegovina have already been identified by a specific food product, traditional gastronomic specialty, the particular historical event, famous personalities or cultural – historical heritage. These are the region which gave rise to the potential for the development of creative tourism.

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