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THE USAGE OF SOCIAL MEDIA IN DESTINATION MARKETING: A RESEARCH ON CITTASLOW IN TURKEY

Samet Çevik¹

Abstract

Cittaslow movement as a local development model has become increasingly important all over the world since 1999. One of the important factor for the sustainability of this movement is communicated with both local residents and destination visitors accurately and conscious way about the principles and the benefits of Cittaslow philosophy and the unique features of the destination. At this point, social media is a key tool in destination marketing for Cittaslow destinations due to its features such as providing a competitive advantage, reaching a global audience, rapid dissemination of information, communicating with consumers. In this regard the study focuses the role of social media in destination marketing. The aim of the research is to determine how and at what level Cittaslow in Turkey use social media in destination marketing. In accordance with this purpose, content analysis technique was used and Facebook was chosen as social media channel. Among 11 Cittaslow in Turkey, 7 Cittaslow destinations (Gökçeada, Halfeti, Perşembe, Seferihisar, Şavşat, Vize, Yalvaç) that have an official municipality Facebook page were included to the research. This destinations' posts between January 2016 and June 2016 were analysed in terms of content, frequency and interactivity by utilising the categories Hays et al. (2013) created in their study. The findings of this study show that, Seferihisar Municipality uses social media more effectively in terms of content and post frequency but they also reveal that interactivity which is one of the most important features of social media is not adequately heeded by all Cittaslow destinations in Turkey.

Key words: Destination Marketing, Social Media, Facebook, Cittaslow, Turkey

INTRODUCTION

Social media which is identified the modus operandi of the 21st century (Lange-Faria and Elliot, 2012: 193) plays a significant role in the information search and social media channels influence travel decisions. It is important for destinations to have an active official social media pages in their destination marketing exercises.

In the literature of destination marketing, there are many studies related to usage of social media both consumers' and suppliers' perspectives. Leung et al. (2013) found that, tourism and hospitality research on social media generally paid more attention to suppliers' application of social media. Supplier-related studies concentrated closely on promotion, management and research functions. In the literature any study could not be found about social media usage among Cittaslow destinations although Cittaslow movement's increasing popularity. By focusing on social media usage in destination

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marketing exercises, this study was conducted on the basis of Cittaslow destinations and aimed to fill this gap in the literature.

In the study, firstly the usage of social media in destination marketing was mentioned and then the information about the Cittaslow movement was presented. It was mentioned about the aim and the philosophy of the Cittaslow movement which started in Italy in 1999 and spread rapidly overtime and the criteria that must be fulfilled in order to participate in this network. Cittaslow movement is now represented in 30 countries and one of these countries, Turkey, has 11 Cittaslow as of 2016. In the study, by analyzing the official municipal Facebook pages of these Cittaslow destinations with a quantitative approach, it was tried to explore at what level Cittaslow destinations use social media.

SOCIAL MEDIA AND DESTINATION MARKETING

Social media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user generated content (Kaplan and Haenlein, 2010: 61). Social media encompasses social networking sites (Facebook, MySpace), creativity works sharing sites (Youtube, Instagram, Flickr), business networking sites (LinkedIn), user sponsored blogs, company sponsored websites/blogs and chat rooms, collaborative websites (Wikipedia), virtual worlds (Second Life), commerce communities (eBay, Amazon.com) and numerous social media outlets like this (Mangold and Faulds, 2009). New social media types are emerging day by day and social media usage is steadily increasing. According to the “Digital in 2016” report broadcasted by “We are Social” on January 2016, approximately one third of the world population uses social media and compared to the previous year, the number of social media users worldwide increased %10. Facebook continues to dominate the global social platform rankings with more than 1.5 billion active accounts. The data about Turkey show that %58 of total population (46.3 million) is active internet user and compared to the previous year, the number of internet users increased %10. According to the report, %53 of total population (42 million) is active social media user and compared to the previous year, the number of social media users increased %5. Facebook is the most widely used social media channel also in Turkey with %32 (<http://wearesocial.com/uk/special-reports/digital-in-2016>).

Social media has become an important tool for marketing activities. Yoo and Gretzel (2010) identified several areas that distinguishes social media marketing from traditional marketing. These areas are; customer relations (feedback from customers, online customer service, virtual communities, real-time communication), product (value-added info on products via pictures, video etc., product customization, co-creation with consumers), price (flexible pricing, online payment), promotion (online promotions, customized promotion messages, customer participation), place (real time ordering and processing, online distribution of products), research (real time info, email

alerts, free data, immediate reaction, multiple formats), performance measurement (conversations, continuous, consumer sentiment). Kaplan and Haenlein (2010) provide a set of recommendations to firms about social media for marketing activities in their study. These recommendations are into two sections: five points about using media and five points about being social. One of the five points about social media is choosing carefully the social media application according to target group. The next decision is about to join an existing social media application or launch its own social network. The third point is about aligning all social media activities with each other if the firm uses different types of applications. Another important point is integration of social media and traditional media. Finally the fifth point is accessing applications by all employees of the firm. Five points about being social are being active, being interesting, being humble, being unprofessional and being honest.

Social media has also become important for destination marketing activities. Xiang and Gretzel (2010) revealed that social media constitutes a substantial part of the online tourism domain and play an important role within the context of trip planning using a search engine. Consumers benefit by receiving what they perceive as more authentic information based on the experience of other travellers and can design their trips to reflect more closely what they are looking for by interacting with both experienced travellers and residents of a destination. On the other hand, destination marketing organizations can collaborate and streamline their information, adding value for consumers, while building their brand through direct interaction with the consumer and immediate response to consumers (Lange-Faria and Eliot, 2012: 204).

There are many studies in the literature about social media usage in destination marketing activities and social media strategies adopted by destinations. In one of these studies; Stankov, Lazić and Dragicevic (2010) found that half of NTOs in Europe do not have an official presence on Facebook. Likewise, Mariani et al. (2016) tried to explore how Italian DMOs strategically employ Facebook to promote and market their destinations and Yaylı et. al (2011) carried out a study in order to explore how European DMOs use Twitter for marketing purposes. In another study, Hays et al. (2013) searched out the usage of social media among the DMOs of the top 10 most visited countries. One important finding revealed from the study is social media is not still an effective marketing tool for many DMOs. In a similar way, Yang and Wang (2015) explored ten DMOs' marketing strategies and outcomes in the social media channels in China. They found that among three kinds of social media channels (micro-blogs, social networking sites and mobile social applications) micro-blogs are the preferred social media marketing tool for most DMOs. Alizadeh and Isa (2015) researched social media usage of 193 countries' National Tourism Organizations (NTOs). They revealed that many NTOs are not aware of potential and opportunities offered by social media. Another important result of their study is the determination of Facebook as the top social media application used by NTOs.

Although there are many studies about social media usage in destination marketing on a national and international basis, any study could not be found related to Cittaslow destinations' social media usage.

CITTASLOW MOVEMENT

The Cittaslow movement was born in 1999 as a local development model. The movement's philosophy is looking for the best of the knowledge of the past and enjoying it thanks to the best possibilities of the present and of the future. The motto of Cittaslow is 'International network of cities where living is good' (<http://www.cittaslow.org/content/philosophy>). The aim of the Cittaslow movement is to help towns threatened by depopulation to raise the quality of life for the inhabitants and to create more visitor friendly destinations. Its main focus is on cultural heritage, to preserve and develop architecture and other traditional elements in destinations (Nilsson et al., 2011: 375). It emphasises the concept of good living in terms of quality of the local environment and gastronomic resources and the use of new technologies for collective well-being (Miele, 2008: 137). Promoting local distinctiveness and a sense of place is almost as important to the movement as the enjoyment of local gastronomic resources. Candidate cities must be committed not only to supporting traditional local arts and crafts but also to supporting modern industries whose products lend distinctiveness and identity to the region (Knox, 2005: 6).

For a city to become a Cittaslow member, the population must number less than 50.000 and comply with a list of criteria set by the association (Heitmann et al., 2011). These criteria were updated from 1999 to the present day. For example; as Heitmann et. al mentioned in their study, in 2006 there were 55 criteria in 6 main headings. This number increased to 59 in the following years. New criteria have been added for being Cittaslow membership in the Cittaslow International Regulation published on June 21, 2014. Totally 72 criteria are laid out under seven headings. These headings are (<http://www.cittaslow.org/content/how-become>):

- **Energy and Environmental Policies (12 criteria):** Parks and green areas, renewable energy, transport, recycling etc.
- **Infrastructure Policies (9 criteria):** Alternative mobility, cycle paths, street furniture etc.
- **Quality of Urban Life Policies (17 criteria):** Requalification and reuse of marginal areas, cable network city etc.
- **Agricultural, Touristic and Artisan Policies (10 criteria):** Prohibiting the use of GMO in agriculture, increasing the value of working techniques and traditional crafts etc.
- **Policies for Hospitality, Awareness and Training (10 criteria):** Good welcome, increasing awareness of operators and traders etc.
- **Social Cohesion (11 criteria):** Integration of disabled people, poverty, minorities discriminated etc.

- **Partnerships (3 criteria):** Collaboration with other organizations promoting natural and traditional food etc.

There are no criterion directly related to social media in the criteria but it is emphasized that integrating technologies and particularly internet is very important for Cittaslow movement. Social media offers a number of advantages for Cittaslow destinations. First of all, social media is an effective way to communicate with local residents about Cittaslow movement's philosophy and principles. Thus, the pride feelings of local residents about their city and level of awareness related to core values of the city increase. Social media can make destination more attractive. Unique local features that make up the identity of the destination can be introduced appealingly to potential visitors via social media. Thanks to the interactivity feature of social media, both local residents and visitors can come together under Cittaslow umbrella.

There are 222 Cittaslow in 30 countries all over the world. In Turkey, there are 11 Cittaslow. Seferihisar achieved the first Cittaslow certification in 2009 and Seferihisar describes itself as the capital of Cittaslow in Turkey. In 2011, four more cities – Akyaka, Yenipazar, Gökçeada and Taraklı - achieved the Cittaslow certification. In 2012, the number of Cittaslow in Turkey reached 8 with Yalvaç, Vize and Perşembe. In the following year Halfeti, in 2015 Şavşat and finally Uzundere joined the Cittaslow network.

METHODOLOGY

In this section, information on research aim, research method, research population, data gathering and analysis is presented.

Aim of the Research

The aim of the research is to determine how and at what level Cittaslow in Turkey use social media in destination marketing. For this purpose, the study seeks to answer these following questions:

- How often do Cittaslow destinations in Turkey post on their social media pages?
- What is the level of interaction with their followers?
- What are the contents of their posts?

Research Method

The research is exploratory – it focuses to reveal how Cittaslow destinations in Turkey use social media for destination marketing. To reveal this content analysis was used in the study. Content analysis is a research technique for the objective, systematic and quantitative description of the manifest content of communication (Berelson, 1952: 8 as cited in Neuendorf, 2002: 10). The study makes a quantitative expression about the

usage of social media by Cittaslow destinations. Facebook was chosen as a social media channel in the study, because as mentioned in previous chapters, it is the most preferred social media channel both in the world and in Turkey.

Research Population

The research population is 11 Cittaslow in Turkey. Cittaslow Akyaka and Cittaslow Taraklı have no an official Facebook page. Cittaslow Yenipazar has an official page but it is not active. The last post was on January 2014. Cittaslow Uzundere has a Facebook account as a person page, not an official page. So, 7 Cittaslow in Turkey (Gökçeada, Halfeti, Perşembe, Seferihisar, Şavşat, Vize and Yalvaç) were included to the research.

Data Gathering and Analysis

7 Cittaslow destinations' Facebook posts between 1 January 2016 and 30 June 2016 were analysed. These official Facebook pages' links and their number of followers as of 30 June 2016 can be seen from Table 1.

Table 1. Official Facebook Links and Number of Followers

| | Official Facebook Links | Followers |
|--------------------|---|------------------|
| Gökçeada | (https://www.facebook.com/Gökçeada-Belediyesi-1407361359572908/) | 2811 |
| Halfeti | https://www.facebook.com/halfetibelediyesi | 4987 |
| Perşembe | https://www.facebook.com/sakinpersembe52 | 2486 |
| Seferihisar | https://www.facebook.com/shisarbel | 8135 |
| Şavşat | https://www.facebook.com/savsatbelediye/ | 3375 |
| Vize | https://www.facebook.com/VizeBelediyesi | 5577 |
| Yalvaç | https://www.facebook.com/belediyeyalvac | 4526 |

The analyzes were carried out in July and August 2016 in terms of post frequency, interactivity and content based on the categories Hays et al. (2013) created in their study. These categories can be seen from Table 2.

Table 2. The Categories for Content Analysis

| INTERACTIVITY | |
|--|--|
| Are there likes, comments and shares? | Is the post customer service related? |
| ➤ How many likes? | ➤ Is it responding to criticism? |
| ➤ How many comments and replies? | ➤ Is it responding to a compliment? |
| | ➤ Is it thanking customers/travellers? |

| | |
|--|--|
| <ul style="list-style-type: none"> ➤ How many shares? | <ul style="list-style-type: none"> ➤ Is it requesting feedback from customers/travellers? ➤ Is it responding to an enquiry? |
| <p>Is the post contest related?</p> <ul style="list-style-type: none"> ➤ Is it asking a trivia question? ➤ Is it providing the answer to a trivia question? ➤ Is it reminding users of an on-going contest? ➤ Is it announcing winners of a trivia question or contest? | <p>Does the post request user-generated content?</p> <ul style="list-style-type: none"> ➤ Is it requesting photos? ➤ Is it requesting videos? Is it requesting audio? |
| <p>CONTENT</p> | |
| <p>Does the post include additional content?</p> <ul style="list-style-type: none"> ➤ Does it include a link to a website? ➤ Does it include a photo? ➤ Does it include a video? | <p>Is the post promotion related?</p> <ul style="list-style-type: none"> ➤ Is it promoting a touristic event? ➤ Is it promoting a destination? ➤ Is it promoting another website? ➤ Is it promoting the destination’s official website? ➤ Is it promoting an attraction of the destination? ➤ Is it promoting a local food? ➤ Is it promoting another social media channel of the destination? |
| <p>Does the post provide information?</p> <ul style="list-style-type: none"> ➤ Does it provide factual information? (e.g. dates or location of an event, announcements) ➤ Does it provide opinion or review? (e.g. the best places to visit) ➤ Does it provide information about the municipality’s services or newsworthy visits, meetings or activities? (e.g. infrastructure works, visits of the Mayor, opening ceremonies etc.) | <p>Does the post include Cittaslow content?</p> <ul style="list-style-type: none"> ➤ Do the photos include Cittaslow logo? ➤ Does the post include ‘Cittaslow’ expression? (e.g. Good morning to everyone from Cittaslow Seferihisar?) ➤ Does the post directly related to Cittaslow movement? |
| <p>General – the post does not fit any particular categories (e.g. Happy weeks, blessings or wishes, special day celebration messages etc.)</p> | <p>Has the information in the post or the post been posted previously?</p> <ul style="list-style-type: none"> ➤ The information or the post has been posted previously by the page itself. ➤ The information or the post has been posted previously by another page or user. |

Adapted from Hays et al. (2013)

RESEARCH FINDINGS

Findings of the research are presented under three headings: *Post Frequency*, *Interactivity* and *Content*.

Post Frequency Findings

Table 3 shows total number of posts and average number of daily posts. Seferihisar has more posts and it is the only Cittaslow that exceeds daily 1 post.

Table 3. Average Number of Daily Posts and Total Number of Posts

| | Jan. | Feb. | Mar. | Apr. | May | June | TOTAL | |
|-------------|------|------|------|------|-----|------|------------------------------|--------------------------------|
| | | | | | | | Total Number of Posts | Average Number of Posts |
| Gökçeada | 18 | 21 | 18 | 29 | 25 | 28 | 139 | 0,76 |
| Halfeti | 7 | 15 | 14 | 8 | 8 | 28 | 80 | 0,43 |
| Perşembe | 12 | 9 | 4 | 13 | 3 | 0 | 41 | 0,22 |
| Seferihisar | 22 | 11 | 27 | 47 | 48 | 43 | 198 | 1,08 |
| Şavşat | 27 | 11 | 17 | 25 | 25 | 25 | 130 | 0,71 |
| Vize | 7 | 9 | 42 | 22 | 35 | 29 | 144 | 0,79 |
| Yalvaç | 10 | 11 | 26 | 32 | 32 | 31 | 142 | 0,78 |

Interactivity Findings

Interactivity means a post that directly asks a question, requests feedback or input from the followers (Hays et al., 2013). The findings show that none of 7 Cittaslow destinations' posts are related to customer service or a contest and none of them are requested user generated contents. "Likes", "Comments" and "Shares" are also a way of customer interaction. Table 4 shows degree of consumer interaction with "likes". Except Perşembe, all the posts of other destinations have likes at least one. According to average number of "likes", it can be said that Vize, Seferihisar and Yalvaç are more interactive.

Table 4. Degree of Consumer Interaction with "Likes"

| | Total Number of Posts | % of posts "Liked" | Total Number of "Likes" | Average Number of "Likes" per post |
|-------------|------------------------------|---------------------------|--------------------------------|---|
| Gökçeada | 139 | 100 | 9030 | 64,96 |
| Halfeti | 80 | 100 | 5735 | 71,68 |
| Perşembe | 41 | 95,12 | 255 | 6,21 |
| Seferihisar | 198 | 100 | 17845 | 90,12 |

| | | | | |
|--------|-----|-----|-------|-------|
| Şavşat | 130 | 100 | 8452 | 65,01 |
| Vize | 144 | 100 | 13644 | 94,75 |
| Yalvaç | 142 | 100 | 12369 | 87,10 |

Total number of comments and shares can be seen from Table 5. Seferihisar and Yalvaç have more comments and Seferihisar and Vize have more shares.

Table 5. Degree of Consumer Interaction with "Comments" and "Shares"

| | Total Number of Posts Commented | Total Number of Comments | Total Number of Posts Shared | Total Number of Shares |
|-------------|--|---------------------------------|-------------------------------------|-------------------------------|
| Gökçeada | 46 | 98 | 61 | 237 |
| Halfeti | 35 | 80 | 51 | 363 |
| Perşembe | 10 | 24 | 8 | 13 |
| Seferihisar | 100 | 453 | 170 | 5454 |
| Şavşat | 54 | 132 | 84 | 1491 |
| Vize | 51 | 134 | 114 | 3223 |
| Yalvaç | 69 | 354 | 113 | 1514 |

Followers may criticise or ask questions about the events or services of destination by commenting the posts. Replying the comments for an official page is vital for interact the customers. In the study findings revealed that Seferihisar replied %6,84 of 453 comments, Şavşat replied %2,27 of 132 comments, Halfeti replied %1,25 of 80 comments. They also revealed that other destinations did not reply any comment.

Content Findings

The Content heading was evaluated based on the following categories: *Additional content, information content, promotion content, Cittaslow content, general content and originality.*

Figure 1 shows whether the posts have additional content - photo, web site link or video. All destinations' posts have photos in high quantity. The posts of Şavşat have more web site links. But all destinations have a very low rate in terms of video content.

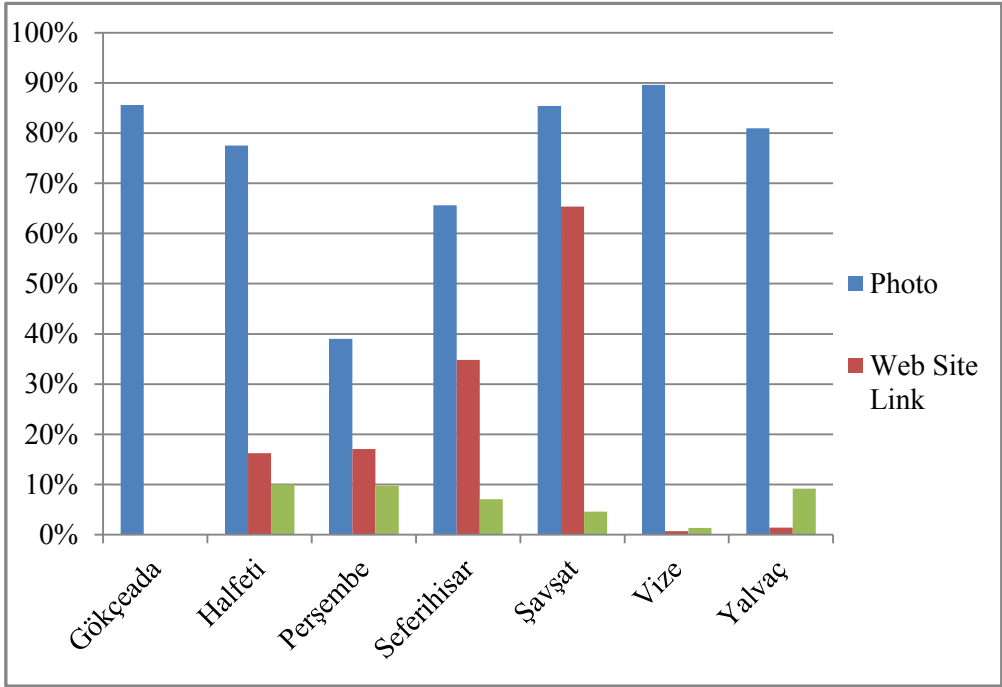


Figure 1. Additional Content

Promotion content includes promoting a touristic event, the destination, another website, the destination's official website, an attraction of the destination, a local food and another social media channel of the destination.

Cittaslow Seferihisar has 24 posts (%12,12) related to promotion content. 7 of these posts are about promoting an attraction, 5 of these are about promoting a touristic event, 5 of these are about promoting the destination, 4 of these are about promoting another website, 2 of these are promoting the official website and 1 post is about promoting a local food. Cittaslow Şavşat has 14 posts (%10,76) related to promotion content. 8 of these posts are about promoting the destination, 3 of these are promoting a touristic event, 2 of these are promoting an attraction and 1 post is about promoting another social media channel. Cittaslow Perşembe has 11 posts (%26,82) related to promotion content. 8 of 11 posts are related to another social media channel (Mayor's official Facebook page). Cittaslow Halfeti has 4 posts (% 5), Cittaslow Yalvaç has 4 posts (%2,81), Cittaslow Vize has 2 posts (%1,38) and Cittaslow Gökçeada has 1 post (%0,71) related to promotion content.

Information content includes providing factual information, information about services or activities of the municipality and opinion or review. Figure 2 shows the findings of information content. Majority of posts of all destinations provide information about services or activities of the municipality.

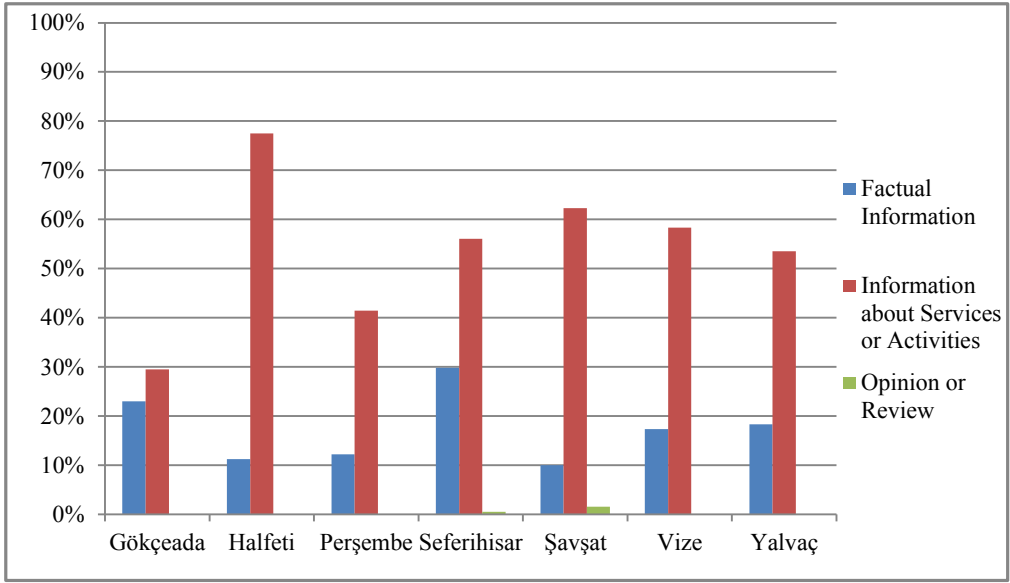


Figure 2. Information Content

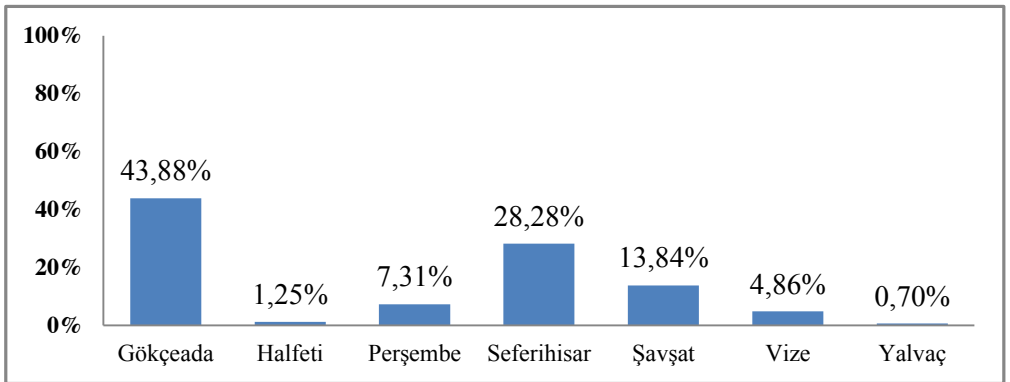


Figure 3. Cittaslow Content

Cittaslow content is about whether the posts have Cittaslow logo and Cittaslow expression or whether the posts are directly related to Cittaslow movement. The findings show that Cittaslow Gökçeada and Cittaslow Seferihisar have more posts related to Cittaslow content. It was revealed that other destinations didn't use very much the Cittaslow label in their posts. The results can be seen more clearly from Figure 3. General content includes posts that does not fit any other category. For example; good morning, happy weeks or special day celebration messages. As can be seen in Figure 4, Cittaslow Gökçeada has more posts related to general content.

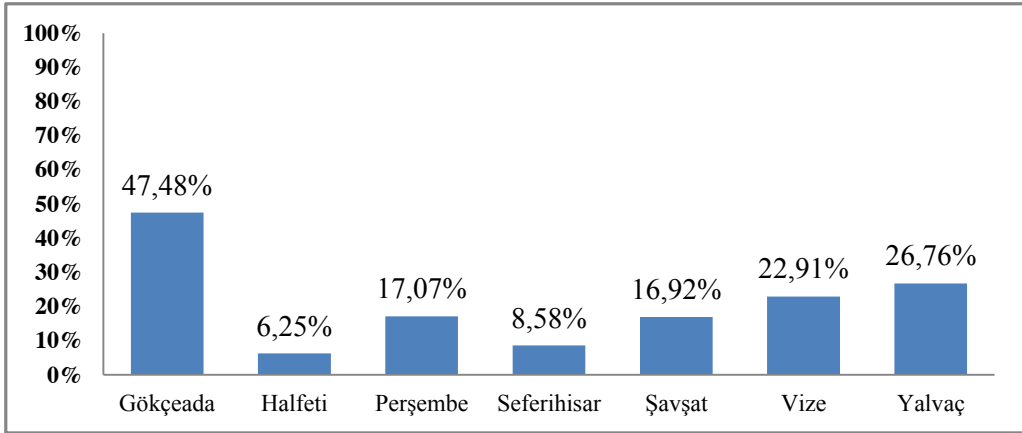


Figure 4. General Content

"Originality" is about whether the post was shared previously. Originality levels of posts are very high in Cittaslow Halfeti, Cittaslow Seferihisar, Cittaslow Şavşat and Cittaslow Vize. Table 6 shows the originality levels of posts.

Table 6. Originality Levels of Posts

| | Posted previously by the page itself | Posted previously by another page | Original | |
|--------------------|--------------------------------------|-----------------------------------|-----------|--------|
| Gökçeada | 35 posts | 2 posts | 102 posts | %73,88 |
| Halfeti | - | 2 posts | 78 posts | %97,50 |
| Perşembe | 4 posts | 5 posts | 22 posts | %53,65 |
| Seferihisar | 8 posts | 11 posts | 189 posts | %95,45 |
| Şavşat | 3 posts | 1 post | 126 posts | %96,92 |
| Vize | 4 posts | 2 posts | 138 posts | %95,83 |
| Yalvaç | 4 posts | 13 posts | 125 posts | %88,02 |

CONCLUSION

This study contributes to the literature in terms of providing concrete data on social media usage of Cittaslow destinations. There is not much research in the literature on the use of Internet and social media on the basis of Cittaslow movement. But social media is important for Cittaslow destinations in the efforts of destination marketing by using Cittaslow label. The results of this study show that, similar to the study of Hays et al. (2013), social media is not yet an effective tool for Cittaslow in Turkey.

Among 7 Cittaslow destinations, Cittaslow Seferihisar has the highest post frequency percentage. Except Perşembe and Halfeti, other destinations have average post frequency level. The findings of study show that all destinations ignore the power of social media called "interactivity". The feature of interactivity differentiate destination marketing from traditional methods and a destination which interacts its customers via

social media gains competitive advantage. Interacting customers – whether local residents or visitors – by replying their questions or criticisms and solving their problems, asking them questions about the destination or creating winning competitions on a small scale will increase their commitment to the destinations. All Cittaslow destinations have an additional content - especially photos - in many of their posts but it could be better to post more destination and Cittaslow oriented videos. Promotion and Cittaslow contents are quite poor for most of the destinations. In terms of promotion content, it can be said that Seferihisar and Şavşat share different types of posts but it is not sufficient as quantity. It was revealed that Cittaslow label is not emphasized by many Cittaslow destinations in destination marketing.

Similar to the result of the study of Alizadeh and Isa (2015), Cittaslow destinations are still not aware of potential and opportunities offered by social media and for those with social media presence, there is a great room for improvement in strategic use of social media. Cittaslow destinations should understand the power of social media and should make arrangements in their destination marketing strategies to use this power. They can work with social media experts or buy a professional social media consultancy service. It could be better to have a Facebook page with the name of "Cittaslow" as a government organisation page as well as official municipal page. There are Cittaslow Şavşat, Cittaslow Vize, Cittaslow Uzundere and Cittaslow Perşembe pages as government organisation pages like that but they are not active as municipal pages. By using social media pages as efficiently as possible, Cittaslow destinations should clarify the principles and benefits of Cittaslow movement to local residents and should promote their awareness in the eyes of potential visitors.

LIMITATIONS AND FUTURE STUDIES

This study was conducted to explore the level of social media usage of Cittaslow destinations and does not present findings on social media strategies of these destinations. In future studies, qualitative researches can be carried out to explore viewpoint to social media and social media strategies of these destinations. Moreover, comparative studies can be conducted related to social media usage of Cittaslow destinations of different countries.

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BURNOUT LEVEL OF TOURIST GUIDES: AN EMPIRICAL STUDY

Yalçın Arslantürk¹
M. Tuna Üner²

Abstract

Burnout syndrome affects the employee performance and therefore service quality of a company. Especially, when it comes to tourism-related labour, in this case tour guides, pivotal interface in tourism industry, it is of great importance to examine the extent of burnout in an occupation which not only depends on physical strength but intellectual as well.

Although the subject of burnout has well been documented and examined in other occupations, to date, there has been no single study into the burnout level and the concept of burnout with specific reference to tour guides. On the other hand, since the issue of Law on Tourist Guide Occupation in 2012, tour guides, recognized by TUREB (Union of Tourist Guides' Chamber) have become an obligatory part of package tours. This stipulates that tourist guides have to be licenced subsequent to training programs and packaged tours have to be attended by licenced tourist guides. This study was conducted to determine the burnout level of tourist guides. Following a comprehensive examination of the literature on burnout syndrome and tour guiding, this paper goes on with the method part. As data collection instrument, Copenhagen Burnout Inventory has been employed in this study. The number of the participants is 248 licenced tourist guides registered in Ankara Tourist Guides' Chamber. The data gathered were analysed through statistical software packages and the results indicated that emotional exhaustion, depersonalization and personal accomplishment in terms of sub-dimensions were found to have lower levels of burnout. In addition, rather than the personality factors, the burnout level was found out to be affected by work-related factors. Hence, it is suggested that organizational and job-related measures should be taken in order to decrease the level of burnout in tourist guides.

Key words: occupational burnout, tourist guide, Copenhagen Burnout Inventory

INTRODUCTION

Tourism has been one of the most lucrative and largest sectors across the world for the last six years. Despite the economic crises, international arrivals are on the increase and reached from 25m to 278m, 528m and 1087m, 1133m and 1184m in 1950, 1980, 1995, 2013, 2014 and 2015 from respectively (United Nations World Tourism Organization [UNWTO], 2016). Parallel to this increase, the number of tourism employees are going up as well. Since tourism is a sector with high labour content, the quality of tourism product is two folds; that is, goods offered and service quality, which is totally dependent on the employee and customer interaction. According to Weiermair and Bieger (2005) "The quality of the tourism product is therefore not only dependent on

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the quality of the natural resources tourists ask for, but on the quality of the people working in the tourism industry” (p.40). This being the case, tourist guides are an indispensable part of the tourism system and they perform tourism-related labour where interaction becomes very evident and reaches to the top. Therefore, the perceived quality of tourist guides by customers has a lot to do with the character of guide and customer interaction. Despite the fact that travels in ancient times could not be regarded as a part of leisure, tour guides have existed since then. Travels in ancient times were a part of need or obligation to survive and in this sense first travels set out to labour, find food or to migrate due to harsh climate conditions. For this reason, the word “travel” stems from the French word “travailler”, which means “to work, to labour” (Pond, 1993). The main function of guides was “path finding” in ancient times (Cohen, 1985). Since the emerge of mass travel in 19th century, the roles of guides ranged from “path finder” to “educator” and “cultural representative” (Holloway, 1981; Cohen, 1985; Pond, 1993; Black and Weiler, 2005).

TOURIST GUIDING

Tourist guides hold a special place in tourism systems, especially in Turkey. Considering the travel agencies, they are an indispensable feature of the supply-side stipulated by “Law on Tourist Guide Occupation numbered 6326” and since then the National Union of Tourist Guides’ Chamber (TUREB) has the control over tour guiding profession across the country. In short, the law mandates that packaged tours have to be accompanied by licenced tourist guides. Owing to this, the special and mandatory positions of tourist guides are underlined once again. Tourist guides are service providers for visitors (Pond, 1993). They act as an interface. They are the front-line people to such an extent that they are very effective on the general success of the services with reference to satisfaction (Ap and Wong, 2001, p.521). Irrespective of the slight differences in content, World Federation of Tourist Guide Associations (WFTGA) makes the most comprehensive and internationally-adopted definition; “[a tourist guide is] a person who guides visitors in the language of their choice and interprets the cultural and natural heritage of an area which person normally possesses an area-specific qualification usually issued and/or recognised by the appropriate authority” (WFTGA, 2014).

Although tourist guides and tour guiding are of great contributors to tourism services, compared to other field in tourism, empirical research into tour guiding is relatively lower in number. Rather than an academic focus of study, “the tour guiding profession has been the “Cinderella” of the tourism industry: attractive, useful, but often neglected” (Mak, et al, 2011). On the other hand, it will not be wrong to hold that the number of academic studies into tour/tourist guiding is relatively lower in number and these studies are combined with marketing and management aspects of tour guiding (e.g. Batman, 2003; Tosun and Temizkan, 2004; Demirkol and Ekmekçi, 2005; Ahıpaşaoğlu, 2001; Yarcan, 2007; Yazıcıoğlu et al., 2008; Korkmaz et al., 2010; Çetin

and Kızılırmak, 2012; Kaya and Özhan, 2012; Kozak and Yetgin, 2013; Köroğlu, 2013; Güzel et al. 2013; Tetik, 2015).

According to the data of June 2016, the number of registered tourist guides at TUREB is 9746 (TUREB, 2016). To date, there has been no study into the burnout syndrome among tourist guides. Owing to the indispensable position of tourist guides in tourism system of Turkey, it is of great benefit that the effect of burnout syndrome among tourist guides should be examined. In this context, the outcome of this study is thought to contribute to the literature of tourist guiding with special emphasis on Turkish tourism system and Turkish tourist guides. This makes up one of the motivations of this paper and as such this study sets out to perform an empirical study in order to determine the burnout level of tourist guides.

Burnout Syndrome

The term burnout entered in the literature of psychosocial studies in the 1980s by Freudenberg (1983) and Maslach (1982). Having independently studied on the concept of burnout, they examined the responses of voluntary-workers who worked with the citizens with lower social status. Late 1970s were the years in which, unlike the industrial workers, little focus was given to those interacting in human services such as nurses and teachers. Nowadays, the term burnout is not merely well recognized in psychosocial research but a well-known and popular word among human service workers in a number of countries as well (Kristensen et al., 2005).

Burnout syndrome can be defined as a form of unproductive reactions that individuals reveal when faced with stressors and/or demands of the workplace (Shirom, 1989). According to Maslach (1982), job burnout consisted of three dimensions; emotional exhaustion described as lack of energy, depersonalization described as detachment from co-workers and the organization, and decreased personal accomplishment defined as negative self-evaluations and low self-confidence (Pines & Maslach, 1980). The main effect of burnout is usually considered as emotional exhaustion which may give rise to the sentiment that an individual is not efficient in his position in the organization any longer (Shirom, 2003). When an individual undergoes emotional exhaustion, cynicism emerges as an expected result and this leads an individual to a self-protective mode and to a distance from colleagues (Maslach & Leiter, 1997). Therefore, in order to prevent and/or minimize the effects of burnout, organizations should be prepared to focus on offering “an environment with a sustainable workload, rewards and recognition for good work, and a sense of community among employer and employees... [in this way] people will find meaning and value in their work” (Angerer, 2003, p. 105).

The Copenhagen Burnout Inventory (CBI)

The Copenhagen Burnout Inventory (CBI) is a research instrument that is made up of three dimensions; personal burnout, work-related burnout, and client-related burnout.

CBI was evolved through a five year longitudinal research called the Project on Burnout, Motivation, and Job Satisfaction (PUMA) in Denmark on 1,914 human service workers in order to examine the prevalence, distribution, causes, and consequences of burnout. For example, questions of personal burnout on the CBI are; (a) How often do you feel tired? (b) How often are you physically exhausted? (c) How often are you emotionally exhausted? (d) How often do you think: "I can't take it anymore"? (e) How often do you feel worn out? and (f) How often do you feel weak and susceptible to illness? (Kristensen et al., 2005).

Why CBI?

The Maslach Burnout Inventory (MBI) has a monopoly power in empirical studies on burnout and is implemented nearly 90% of the papers related to burnout (Schaufeli and Enzmann;1998, p. 71). However, Kristensen et al. (2005) developed a new burnout inventory claiming that theirs outdoes MBI in several aspects. To start with; the scales of CBI differentiated well among occupational groups and statistical analyses showed very high reliability and validity for CBI. Besides, CBI has been used in many countries and translations into eight languages are available free of charge. As a criticism to MBI, Kristensen et al. (2005) postulate that measuring burnout syndrome by MBI is restricted to specific parts of labour and client relations; that is to say, MBI might not be implemented in all aspects of employment contexts. Secondly, they claim that MBI does not necessarily measure the nature of burnout concept as perceived. Then, some of the items used by MBI may lead to some argumentative responses, thus causing respondents' bias. Finally, MBI is protected by copyrights and is available only under commercialized contexts, unlike CBI (Kristensen et al. ,2005). Considering these aforementioned facts, this study employs a more comprehensive and relatively contemporary Copenhagen Burnout Inventory.

METHOD

The study is of descriptive nature. Descriptive research is used to describe characteristics of a population or phenomenon being studied. It does answer questions about how/when/why the characteristics occurred. Rather it addresses the "what" question (Kurtuluş, 1996). This paper uses questionnaire forms; the mostly-employed technique of data collection in descriptive studies due to low cost, time allocation for respondent to answer based on their pace and provision of anonymity (Muijs, 2004). As a data collection tool, questionnaires are considered suitable instruments to measure variables with multiple choices, not-easily observable variables and when the presence of the researcher could affect the responses of the participants (Nardi, 2003).

Convenience sampling was determined in sampling the population. In a 5-point Likert scale ranging from 5 (definitely agree) to 1 (definitely not agree), 400 questionnaire forms were delivered to Ankara Tourist Guides' Chamber, operating under the

authority of TUREB. However, due to such reasons as erroneous coding, half-coding and low presence of tourist guides in high-seasons, only 248 forms were deemed appropriate to be analyzed through the Statistical Program for the Social Sciences (SPSS) software. Confidence level was taken as % 95 or $p < 0.05$, which is accepted as level of confidence used in social sciences (Black, 1999; Vogt, 2007).

The Model of the Study

Figure 1 shows the variables used within the scope of the study. According to the model, the variables under consideration are gender, duration of employment, age and nationality of the tourist guided along with the dimensions of CBI, which are personal burnout, work-related burnout and client-related burnout.

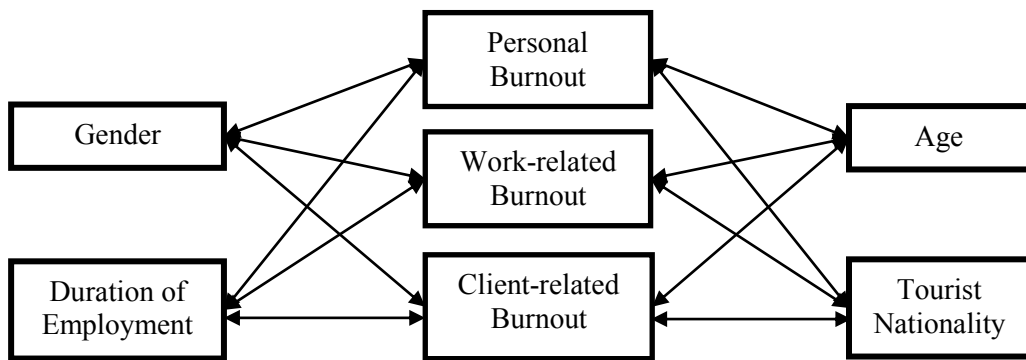


Fig. 1. Model of the Study

The Objective and Hypotheses

There has been no study into burnout level of tourist guides to date in the literature review. This study sets out to examine the burnout level of tourist guides in terms of different variables. The variables under consideration are age, gender, duration of employment and finally nationality of tourists guided. More specifically, whether there are statistically significant differences is sought after among the variable under consideration and the dimensions of CBI. It is deemed significant to examine the burnout level and differences by the variables under consideration in that there will be suggestions based on the findings and the problems detected.

High turnover rate in service sector, intense face-to-face interaction, flexible work hours, workload may lead to burnout syndrome (Kristensen et al.,2005). Within this perspective, since the profession of tourist guiding entails the comprehensive management and implementation of the package tour marketed by travel agencies, problems that might be encountered during the delivery of tour will have to be handled by tourist guides and this intense workload and face-to-face interaction could bring

about a notion of burnout syndrome among tourist guides. In order to serve the purpose of the study, the following hypotheses have been postulated.

H1: There is a statistically significant difference between the burnout level of tourist guides and gender.

H1a: There is a statistically significant difference between the personal burnout level of tourist guides and gender.

H1b: There is a statistically significant difference between the work-related burnout level of tourist guides and gender.

H1c: There is a statistically significant difference between the client-related burnout level of tourist guides and gender.

As for the nationality of the groups guided;

H2: There is a statistically significant difference between the burnout level of tourist guides and the nationality of the groups guided.

H2a: There is a statistically significant difference between the personal burnout level of tourist guides and the nationality of the groups guided.

H2b: There is a statistically significant difference between the work-related burnout level of tourist guides and the nationality of the groups guided.

H2c: There is a statistically significant difference between the client-related burnout level of tourist guides and the nationality of the groups guided.

As for age;

H3: There is a statistically significant difference between the burnout level of tourist guides and age.

H3a: There is a statistically significant difference between the personal burnout level of tourist guides and age.

H3b: There is a statistically significant difference between the work-related burnout level of tourist guides and age.

H3c: There is a statistically significant difference between the client-related burnout level of tourist guides and age.

As for the nationality of the duration of employment;

H4: There is a statistically significant difference between the burnout level of tourist guides and duration of employment.

H4a: There is a statistically significant difference between the personal burnout level of tourist guides and duration of employment.

H4b: There is a statistically significant difference between the work-related burnout level of tourist guides and duration of employment.

H4c: There is a statistically significant difference between the client-related burnout level of tourist guides and duration of employment.

Reliability Analysis

Reliability analysis performs the function of measuring the internal consistency of the items used in a scale as well as the correlation between the items (Gökçe, 1992). The

reliability of the scale used in this paper has been determined using Cronbach's Alpha (α). The criteria used in the evaluation of the reliability analysis are that the scale is not reliable if the coefficient is between $0.00 \leq \alpha < 0.40$, low level of reliability if $0.40 \leq \alpha < 0.60$, and moderate level of reliability if $0.60 \leq \alpha < 0.80$ and finally high level of reliability if $0.80 \leq \alpha < 1.00$ (Özdamar, 2002). Given this, Table 1 reports the findings of reliability analysis and it is seen that the coefficient, on the whole, is 0.847, which indicates high level of reliability.

Table 1. Internal Reliability Coefficients (α) of CBI

| Dimensions | Number of Items | α |
|-------------------|------------------------|----------------------------|
| Personal | 6 | 0.848 |
| Work-related | 7 | 0.845 |
| Client-related | 6 | 0.848 |
| Total | 19 | 0.847 |

FINDINGS

Table 2 reports some of the demographic information used in this study. Only the variables used with respect to the objective of the paper have been covered in Table 1. Given this, the majority of the participants hold a university degree with 61.69% and 70.6 % of the participants are male. On the other hand, in terms of the groups guided, the majority of the participants (77.02 %) guide foreign groups. When the variable "duration of employment" is taken into consideration, those with 0-4 and 20+ years of experience are the ones with the highest majority, 26.21 % and 26.21 %, respectively. Considering the age variable, the majority of the participants are within the age ranges of 25-34, with a rate of 41.94%.

Table 2. Demographics of the Participants

| | | n | % | | | n | % |
|------------------|----------------|----------|----------|-------------------------------|-------|----------|----------|
| Education | High School | 20 | 8.06 | Duration of Employment | 0-4 | 65 | 26.21 |
| | Pre-Bachelor's | | | | 5-9 | 56 | 22.58 |
| | Bachelor's | 33 | 13.31 | | 10-14 | 31 | 12.5 |
| | Bachelor's | 153 | 61.69 | | 15-19 | 31 | 12.5 |
| | Master's | 34 | 13.71 | | 20 + | 65 | 26.21 |
| | PhD | 8 | 3.23 | | Total | 248 | 100 |
| | Total | 248 | 100 | | | | |
| Gender | | n | % | Age | | n | % |
| | Male | 175 | 70.6 | | 20-24 | 7 | 2.82 |
| | Female | 73 | 29.4 | | 25-29 | 52 | 20.97 |
| | Total | 248 | 100 | | 30-34 | 52 | 20.97 |

| | | | | 35-39 | 26 | 10.48 |
|-------------------------------|---------|----------|----------|-------|-----|-------|
| | | n | % | 40-44 | 41 | 16.53 |
| Nationality of Tourist | Turkish | 42 | 16.94 | 45-49 | 27 | 10.89 |
| | Foreign | 191 | 77.02 | 50-54 | 21 | 8.47 |
| | Equal | 15 | 6.05 | 55 + | 22 | 8.87 |
| | Total | 248 | 100 | Total | 248 | 100 |

Table 3 presents some of the basic statistics such as number of items, averages of the items for each dimensions and the standard deviation. According to Table 3, the average burnout level of the respondents (tourist guides) averages 2.43 out of 5 – since the scale is a 5-point Likert scale. This shows that tourist guides who took part in the study are moderately affected by burnout syndrome. Talking specifically about the dimensions, the average of work-related burnout is lightly higher than the average of the other two dimensions.

Table 3. Basic Descriptive Statistics on CBI

| Dimensions | Number of Items | \bar{X} | s.d. |
|-------------------|------------------------|-----------------------------|-------------|
| Personal | 6 | 2.35 | 0.802 |
| Work-related | 7 | 2.56 | 0.91 |
| Client-related | 6 | 2.38 | 0.88 |
| Total | 19 | 2.43 | 0.864 |

Tests of Hypotheses

In this part of the study, the results of *t* test are presented. The variables under consideration as shown in Figure 1 are age, gender, duration of employment, and nationality of the groups guided. In the *t* test performed, if the significance level (p) is lower than (α) = 0.05; that is to say; $p < 0.05$, H1 hypothesis is supported, otherwise, rejected. In other words, it is concluded that there is no statistically significant difference between the scores of the variables under consideration.

Table 4 indicates the results of *t* test means and standard deviation by gender. According to the *t* test results, there is only a statistically significant difference between the personal burnout of tourist guides and gender ($p < 0.01$). Specifically, average burnout level of female tourist guides (2.598) is higher than that of male tourist guides (2.252) and this difference is statistically significant. On the other hand, no statistically significant difference has been found out in other dimensions of the CBI.

Table 4. Results of *t* test, Means and Standard Deviation by Gender

| | Gender | n | \bar{X} | s.d. | t | p |
|-----------------|---------------|----------|-----------------------------|-------------|----------|----------|
| Personal | Male | 175 | 2.2524 | 0.765 | 3.149 | 0.002** |
| | Female | 73 | 2.5982 | 0.83971 | | |

| | | | | | | |
|-----------------------|--------|-----|--------|---------|-------|-------|
| Work-related | Male | 175 | 2.5208 | 0.88515 | 1.11 | 0.268 |
| | Female | 73 | 2.6614 | 0.96466 | | |
| Client-related | Male | 175 | 2.3752 | 0.88831 | 0.142 | 0.887 |
| | Female | 73 | 2.3927 | 0.86619 | | |

** p < 0.01

Table 5 reports results of one-way variance (ANOVA) for the dimensions of CBI by tourist nationality. In the dimension of “work-related” burnout, the means of “Turkish”, “Foreign” and “Equal” groups are 2.836, 2.473 and 2.923, respectively and there is a statistically significant difference by tourist nationality (p< 0.05). As a result of Tamhane’s T2 post-hoc test, this difference stems from all the “Turkish”, “Foreign” and “Equal” groups considered.

On the other hand, In the dimension of “client-related” burnout, the means of “Turkish”, “Foreign” and “Equal” groups are 2.718, 2.279 and 2.722, respectively and there is a statistically significant difference by tourist nationality (p< 0.001). As a result of Tamhane’s T2 post-hoc test, this difference is among all the “Turkish”, “Foreign” and “Equal” groups considered.

Table 5. Results of One-Way Variance (ANOVA) for the Dimensions of CBI by Tourist Nationality

| | Tourist Nationality | n | \bar{X} | sd | F | p | Tamhane’s T2 |
|-----------------------|----------------------------|----------|-----------------------------|-----------|----------|----------|---------------------|
| Personal | Turkish | 42 | 2.4325 | 0.81986 | 0.897 | 0.409 | |
| | Foreign | 191 | 2.3202 | 0.80367 | | | |
| | Equal | 15 | 2.5667 | 0.73138 | | | |
| | Total | 248 | 2.3542 | 0.80212 | | | |
| Work-related | Turkish | 42 | 2.8367 | 0.98246 | 4.109 | 0.018* | 2 |
| | Foreign | 191 | 2.4734 | 0.87716 | | | 1-3 |
| | Equal | 15 | 2.9238 | 0.92403 | | | 2 |
| | Total | 248 | 2.5622 | 0.90957 | | | |
| Client-related | Turkish | 42 | 2.7183 | 0.90053 | 5.696 | 0.004** | 2 |
| | Foreign | 191 | 2.2792 | 0.8349 | | | 1-3 |
| | Equal | 15 | 2.7222 | 1.10674 | | | 2 |
| | Total | 248 | 2.3804 | 0.88015 | | | |

* p < 0.05

** p < 0.01

1: Personal 2: Work-related 3: Client-related

Table 6 reports results of one-way variance (ANOVA) for the dimensions of CBI by age. Only in the dimension of “work-related”, there is a difference. Average (3.016) burnout level of those with 35-39 years of age is higher than those (2.299) with 30 – 34 years of age and this difference is statistically significant. Tamhane’s T2 post-hoc test

suggests that except for the 35-39 years and 30-34 years, the differences are not statistically significant. As for the other dimensions of CBI, there has been no statistically significant difference found.

Table 6. Results of One-Way Variance (ANOVA) for the Dimensions of CBI by Age

| | Age | n | \bar{X} | Sd | F | p | Tamhane's T2 | |
|-----------------------|-------|-----|-----------|---------|-------|-------|--------------|---|
| Personal | 20-24 | 7 | 1.9762 | 0.522 | 142 | 0.198 | | |
| | 25-29 | 52 | 2.2853 | 0.77427 | | | | |
| | 30-34 | 52 | 2.3045 | 0.74953 | | | | |
| | 35-39 | 26 | 2.7436 | 0.80585 | | | | |
| | 40-44 | 41 | 2.248 | 0.7756 | | | | |
| | 45-49 | 27 | 2.3086 | 0.80424 | | | | |
| | 50-54 | 21 | 2.4921 | 1.00066 | | | | |
| | 55 + | 22 | 2.4167 | 0.83373 | | | | |
| | Total | 248 | 2.3542 | 0.80212 | | | | |
| Work-related | 20-24 | 7 | 2.8367 | 0.67727 | 2.145 | 0.04* | | |
| | 25-29 | 52 | 2.5165 | 0.84783 | | | | |
| | 30-34 | 52 | 2.2995 | 0.82588 | | | | 4 |
| | 35-39 | 26 | 3.0165 | 1.02645 | | | | 3 |
| | 40-44 | 41 | 2.5226 | 0.92395 | | | | |
| | 45-49 | 27 | 2.5556 | 1.04027 | | | | |
| | 50-54 | 21 | 2.8776 | 1.00538 | | | | |
| | 55 + | 22 | 2.4481 | 0.66466 | | | | |
| | Total | 248 | 2.5622 | 0.90957 | | | | |
| Client-related | 20-24 | 7 | 3.0714 | 0.3582 | 3.094 | 0.44 | | |
| | 25-29 | 52 | 2.4327 | 0.89859 | | | | |
| | 30-34 | 52 | 2.4071 | 0.83131 | | | | |
| | 35-39 | 26 | 2.6218 | 0.9917 | | | | |
| | 40-44 | 41 | 2.0163 | 0.73862 | | | | |
| | 45-49 | 27 | 2.3333 | 1.05409 | | | | |
| | 50-54 | 21 | 2.7619 | 0.86694 | | | | |
| | 55 + | 22 | 2.0606 | 0.61624 | | | | |
| | Total | 248 | 2.3804 | 0.88015 | | | | |

* p < 0,05 1: 20-24 2:25-29 3:30-34 4:35-39 5: 40-44 6: 45-49 7: 50-54 8:55+

Table 7 reports results of one-way variance (ANOVA) for the dimensions of CBI by age. The results of ANOVA (one-way variance), considering the personal, work-related and client-related dimensions of CBI, there is no statistically significant difference.

Table 7. Results of One-Way Variance (ANOVA) for the Dimensions of CBI by Duration of Employment

| | Duration | n | \bar{X} | sd | F | p | Tamhane's T2 |
|-----------------------|----------|-----|-----------|---------|-------|-------|--------------|
| Personal | 0-4 | 60 | 2.375 | 0.73173 | 1.379 | 0.242 | |
| | 5-9 | 61 | 2.3907 | 0.81813 | | | |
| | 10-14 | 26 | 2.5897 | 0.89223 | | | |
| | 15-19 | 35 | 2.4 | 0.83646 | | | |
| | 20 + | 66 | 2.1843 | 0.78399 | | | |
| | Total | 248 | 2.3542 | 0.80212 | | | |
| Work-related | 0-4 | 60 | 2.5738 | 0.76796 | 0.177 | 0.976 | |
| | 5-9 | 61 | 2.6019 | 0.95942 | | | |
| | 10-14 | 26 | 2.5165 | 1.00292 | | | |
| | 15-19 | 35 | 2.6041 | 0.88883 | | | |
| | 20 + | 66 | 2.5108 | 0.97603 | | | |
| | Total | 248 | 2.5622 | 0.90957 | | | |
| Client-related | 0-4 | 60 | 2.4861 | 0.81436 | 1.193 | 0.314 | |
| | 5-9 | 61 | 2.5219 | 0.83913 | | | |
| | 10-14 | 26 | 2.2372 | 0.7545 | | | |
| | 15-19 | 35 | 2.281 | 1.0047 | | | |
| | 20 + | 66 | 2.2626 | 0.94238 | | | |
| | Total | 248 | 2.3804 | 0.88015 | | | |

CONCLUSION AND DISCUSSION

Burnout syndrome comes out as a result of the interaction between individual and work setting. Behind the interaction as the reasons that lead to burnout might be categorized as those related to individual features, work settings, and the job related ones, as specified in the CPI. Such demographic specifications as age, gender, duration of employment are closely linked to the individual variables in the burnout syndrome. Hence as in this study some demographic variables have been taken into account.

Besides, as for the work setting, as is well known and documented in the related literature, the intense interaction between the customers and the tourism employees, in this case tourists guides, leads the way to burnout somewhat in a swift manner and different from the other sectors with lesser degree of interaction. Take from the aspect of tourist guiding, it is not unjust to hold that the number of studies into tour guiding is scant. Considering the interface functions of tourist guides and their stipulated-by-law position in package tours, tourist guides make up an important portion in tourism work flow.

This study set out to examine the burnout levels of tourist guides. The variables under consideration were, in short, gender, age, experience and nationality of the groups guided. The results of the analyses conducted suggest that the burnout level of tourist guides averages around 2.5 out of 5. Hence, it is not wrong to put forward that tourist guides are affected by burnout syndrome in a considerable manner. The results of the hypotheses test show that there is only a statistically significant difference between the personal burnout of tourist guides and gender. H1a hypothesis that there is a statistically significant difference between the personal burnout level of tourist guides and gender is supported ($p < 0.01$). Considering the nationality of the groups guided, H2b hypothesis that there is a statistically significant difference between the work-related burnout level of tourist guides and the nationality of the groups guided ($p < 0.05$) and H2c hypothesis that there is a statistically significant difference between the client-related burnout level of tourist guides and the nationality of the groups guided ($p < 0.01$) are supported only in the “work-related” and “client-related” dimensions of CBI. Besides, with regard to age variable, H3b hypothesis that there is a statistically significant difference between the work-related burnout level of tourist guides and age is supported ($p < 0.05$). On the other hand, as for the variable of “duration of employment”, no statistically significant relationship has been found.

The results suggest that the burnout level of tourist guides is lower than expected. This can be put down to two main facts. First, in Turkey, tourist guiding is usually regarded a part of second employment. Although there is no statistically verified data on this, it is not unjust to claim a number of registered tour guides in Turkey have a main job and perform tour guiding as a second job. For this reason, tour guiding is regarded as a supplementary income. Secondly, according to the official fees announced by TUREB, a daily tour ranges from around \$ 100 to € 100 and considering the fact that the minimum wage per month stipulated by law is around \$ 400, tour guiding can be regarded as a source of reasonable income, which is a motivation for tourist guides. These two reasons could be influential in explaining the low level of burnout syndrome among registered tourist guides in Turkey. For the future research, it is highly suggested that the number of the respondents should be increased and new variables should be put into use such as whether tourist guiding is the primary or secondary employment.

IMPLICATIONS

It is of great significance that the notion of burnout should be handles in a holistic approach. In other words, the probable reasons along the probable outcomes should be dealt with specific attention in order to keep the wheels of an organization going in not only efficient but also effective manner. The very first thing that managers bear in mind is that burnout is not a syndrome likely to appear just in one day. Hence, the symptoms of the syndrome might be detected beforehand especially for the experienced tour guides, as the result of this study also suggests. Besides, since tourist guiding is very much dependent on physical strength, the performance of guides could be easily

affected and the overall satisfaction of the tour participants. In order to decrease the impacts of burnout, individuals and organizations should be knowledgeable about the concept of burnout, the symptoms of it. On condition that this happens, the influence of burnout could be held at the minimum before it undermines the efficient running of the whole organization.

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THE MOTIVATIONS TO PARTICIPATING TREKKING ACTIVITIES: ADANA CASE

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Abstract

The aim of this study is to determine the profile of the trekking participants and their motivation for participating to trekking activities, which is a kind of nature- based and adventure tourism. Questionnaire technique has been utilized as the data gathering method and for this purpose „Recreation Experience Preference Scale“, has been used in this study. The sample consists of 324 individuals participated to the trekking within nature- based activities associations in Adana, Turkey. Descriptive statistic methods are used for evaluations and representation of data. As a result of this study we found that majority of the participants are male (% 53,7), between 35-44 years old (% 30,6), married (% 51,2), graduated from university (% 64,8) , have been attending for 1-5 years (%41,7), participate to trekkings 3 or 4 times a year (%41,7), and usually prefer to joint the activities with friends (% 60,8). The results of survey also show that the first ten reasons to motivate the individuals to participate to trekking are; “physical rest, slow down mentally, tranquility,escape role overloads, escape daily routine, escape crowds, exercise-physical fitness, independence, privacy and nostalgia”.

Key words: Trekking, nature-based tourism, tourist motivation

INTRODUCTION

Among the alternatives of the tourism industry nicknamed as the chimneyless industry in the 21st century, especially natural tourism have gained momentum in recent years. Many tourism activities are done within the scope of nature tourism. One of them is trekking. Trekking is the combination of hiking and walking activity in nature, rural and undeveloped area and also known as the act of making a long journey across difficult country on foot, usually for pleasure. Why make people a long and difficult journey in nature on foot? What motivates people to participating in those activities? The aim of this study is to determine the profile of the trekking participants and their reasons for participating to trekking activities.

Although the characteristics and motivations of tourist more widely understood, there is less empirical research into the motivations of trekking participants and very little market information on their characteristics, preferences and motivations. This paper will help to understand trekking participants and will make new contributions to the literature on them. By understanding the motives of trekking participants, activity operators can better tailor their offerings to particular tourist needs and can specifically

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benefit from these issues with regards to market segmentation, product development, service quality evaluation and image development.

LITERATURE REVIEW

People's motivation to behave is an interesting issue to explore, especially in understanding leisure motivation. Motivation is a state of need or condition that drives an individual toward certain types of action that are seen as likely to bring satisfaction (Mountinho, 2000). Motivation is the driving force which compels an individual to take action (Schiffman & Kanuk, 2004). This implies that motivation moves a person to do something (Ryan & Deci, 2000). Travel motivation relates to why people travel (Hsu & Huang, 2008). Tourist motivation, therefore, can be defined as "the global integrating network of biological and cultural forces which gives value and direction to travel choices, behaviour and experience" (Pearce, Morrison & Rutledge, 1998).

Motivations for travel cover a broad range of human behavior and human experiences. A list of travel motivations might include: relaxation, excitement, social interaction with friends, adventure, family interaction, status, physical challenges and escape from routine or stress (Esichaikul, 2012). McIntosh and Goeldner (1986) identified four motivators of travel; physical motivators, cultural motivators, interpersonal motivators, and, status and prestige motivators. By analyzing motivation in tourism we can determine several types of motivations, based on which forms of tourism were developed. Physical motivations derived in tourism recreation, sport, health, cultural motivations derived in cultural tourism, spiritual motivations derived in religious tourism, pilgrimage etc.

Work activity and other routines associated with the life style of modern society, have given rise to increasing demand for different forms of tourism such as nature-based tourism. Public concern for nature, ecology and the environment in general has created growing interest in those forms of tourism in which there is greater interaction with natural spaces (Karmakar, 2011). According to Eagles and Cascagnette (1995), nature tourists are individuals who travel with the intent of observing, experiencing and learning about nature. The purposes of nature tourists' visits seem to be enjoying, admiring and studying the natural environment and appreciating the cultural values of the areas (Subbiah and Kannan, 2012). Nature-based tourism implies different concepts such as adventure tourism. Adventure tourism is concerned, these activities can be said to involve physical and social risks, the search for intense, new experiences and social interaction, thoughts and feelings, an escape from personal situations and routines (Villalobos-Céspedes et al., 2012).

Trekking is one of the fastest growing activities under nature tourism especially under adventure tourism. Trekking as a recreative activity is mainly done in outdoor, in natural areas and protected areas. Trekking is practiced in difficult terrain and climate, requiring specialized equipment, clothing and food, implying connotations of risk, jeopardy, and wilderness (Weber, 2001; Buckley, 2006). Trekking refers to travel by

foot through remote destinations that are, in most cases, inaccessible and unknown to the visitor. It is often associated only with mountains, but it must be emphasized that one may distinguish eight types of trekking, these are: mountain, desert, tropical, glacial, polar, river, swamps and volcanic trekking (Różycki & Dryglas, 2014). Trekking is the combination of hiking and walking activity in nature, rural and undeveloped area and also known as the act of making a long journey across difficult country on foot, usually for pleasure. Why make people a long and difficult journey in nature on foot? What motivates people to participating in those activities?

There are different reasons or motivation factors to participating in trekking activities. Trekking is as an outdoor activity, several related studies help understanding of trekking participants' reasons (Driver, 1983; Pintrich, 2000, Ibrahim & Cordes, 2002; Ardahan & Mert, 2013). According to Driver's (1983) study, the reasons for participating ; a) need for achievement/ stimulation b) autonomy/leadership (c) enjoy risk taking, d) use equipment, e) to be together with own family f) to be with similar people g) to meet new people h) learning new things and nature i) enjoy nature k) to be more creativity, l) nostalgia, m) physical fitness, n) physical rest, o) escape personal-social pressures p) escape physical pressure q) social security, r) escape family, s) teaching-leading others t) risk reduction and to (u) fell better temperature.

In another study which conducted on Turkish people by Ardahan (2011), the reasons for that were founded as; (a) physical and mental fitness, (b) physical and mental rehabilitation, (c) to improve oneself and to learn new skills, (d) tempting things in nature, (e) to be a fighter and to revolt, (f) to have new social relations and (g) to make new friends, (h) to observe people, (i) to improve social status and take social power, (j) recognition and to be recognized, (k) to nonnock and get out of boredom, and (l) to meet a celebrity in this activity.

METHODOLOGY

In the study, scanning model has been preferred to identify the motivations to participating trekking activities. Questionnaire technique has been utilized as the data gathering method. The questionnaire consisted of 2 sections. The first part of the survey contained questions relating to demographic characteristic of participants. In the second section of the questionnaire included reason for participating trekking activity. For this purpose „Recreation Experience Preference Scale“ by Driver (1983) , has been used in this study. A five-point Likert scale was used and the range covers (1: definitely disagree, 5: definitely agree).

An electronic questionnaire form developed to gather data suitable for the purpose of this study was sent to members of natur-based activities associations in Adana between 10th March, 2016-1st July, 2016. Through word of mouth people were encouraged to visit the website and respond to the questionnaire. The sample consists of 324 individuals participated to the trekking within nature- based activities associations in

Adana, Turkey. After the data is collected and made ready for the analysis, a variety of simple statistical methods was used in a way that allows descriptive analysis to be carried out. In the data evaluation phase the following statistical definitions were used:- frequency (f), percentage (%), mean (M) and standard deviation (Ss).

FINDINGS

The demographic characteristics of 324 trekking participants are presented in Table 1. According to the result, 53,7% respondents were males and 46,3% were females (see Table 1). When we look at the age group of the participants, 30,6% of them belong to the category 35 to 44 years old, closely followed by 25 to 34 years old (28,7%), 15 to 24 (21,6%), 45 to 54 and +55 get 19,1% both.

Table 1. Demographic characteristics of Participants (n=324)

| Gender of Participants | <i>Frequency</i> | <i>Percent</i> |
|--|------------------|----------------|
| Female | 150 | 46,3 |
| Male | 174 | 53,7 |
| Age Group of Participants | <i>Frequency</i> | <i>Percent</i> |
| 15-24 | 70 | 21,6 |
| 25-34 | 93 | 28,7 |
| 35-44 | 99 | 30,6 |
| 45-54 | 48 | 14,8 |
| 55 and over | 14 | 4,3 |
| Marital status of Participants | <i>Frequency</i> | <i>Percent</i> |
| Married | 166 | 51,2 |
| Single | 158 | 48,8 |
| Education Level of Participants | <i>Frequency</i> | <i>Percent</i> |
| Secondary school and its under | 17 | 5,2 |
| High school | 44 | 13,6 |
| Undergraduate | 142 | 43,8 |
| Bachelor | 103 | 31,8 |
| Master or Doctoral Degree | 18 | 5,6 |
| Trekking Experience of Participants | <i>Frequency</i> | <i>Percent</i> |
| < 1year | 98 | 30,2 |
| 1-5 years | 135 | 41,7 |
| 6-10 years | 59 | 18,2 |
| > 11 years | 32 | 9,9 |
| Frequency of Participation | <i>Frequency</i> | <i>Percent</i> |
| once a year | 87 | 26,9 |
| 3 or 4 times a year | 135 | 41,7 |
| once a month | 54 | 16,7 |
| 3 or 4 times a month | 48 | 14,8 |
| Participating with | <i>Frequency</i> | <i>Percent</i> |
| Alone | 42 | 13,0 |
| with family members | 85 | 26,2 |
| with friends | 197 | 60,8 |

Regarding the marital status, it appears that the respondents are quite spread, almost equally. 51,2% of them are married and 48,8% are single. It is seen that % 43,8 of the participants had an undergraduate education, % 31,8 of the participants had a bachelor degree, % 13,6 of the participants had a high school education, % 5,6 of the participants had a master or doctoral degree and % 2,2 of the participants had a secondary school and its under education.

Furthermore, 41.8% of participants have 1 to 5 years trekking experience, followed by less than 1 year 30,2%, by 6-10 years 18,2%, and by over 11 years 9,9%, respectively. 41,7% of individuals participate to trekkings 3 or 4 times a year, 26,9% once a year, 16,7% once a month and 14,8% of them 3 or 4 times a month. A total of 60,8% of the respondents participate to trekkings with friends, 26,2% with their families and 13% alone. The values of means and standard deviations for each item in the study's questionnaire are presented in Table 2.

Table 2. Descriptive Statistics Associated with reasons to motivate the individuals to participate to trekking

| Descriptive Statistics | | |
|---|-------|-----------|
| | Mean | Std. Dev. |
| To relax physically | 4,636 | 0,6868 |
| To have your mind move at a slower pace | 4,589 | 0,72059 |
| To experience tranquility | 4,583 | 0,73554 |
| To have a change from your daily routine | 4,574 | 0,72381 |
| To avoid everyday responsibilities for awhile | 4,574 | 0,76134 |
| To be away from crowds of people | 4,537 | 0,76404 |
| To keep physically fit | 4,486 | 0,78726 |
| To feel your independence | 4,482 | 0,77677 |
| To be alone | 4,482 | 0,80033 |
| To think about good times you've had in the past | 4,458 | 0,80954 |
| To experience excitement | 4,241 | 0,93309 |
| To be with respectful people | 4,176 | 0,99063 |
| To learn more about things [here/there]. | 4,157 | 0,98435 |
| To develop your skills and abilities | 4,13 | 1,03881 |
| To test your endurance | 4,083 | 1,048 |
| To meet other people in the area | 4,075 | 0,95114 |
| To learn more about nature | 3,907 | 1,09491 |
| To be creative | 3,889 | 0,94754 |
| To be with [others/people] who enjoy the same things you do | 3,889 | 1,04984 |
| To tell others about the trip | 3,851 | 1,06277 |
| To test your abilities | 3,833 | 1,0946 |
| To think about your personal values | 3,722 | 1,02749 |

| | | |
|--|-------|---------|
| To develop a sense of self-pride | 3,667 | 1,13214 |
| To get to know the lay of the land | 3,491 | 1,16046 |
| To be with friends | 3,477 | 1,17518 |
| To do something with your family | 3,232 | 1,20067 |
| To view the scenic beauty | 3,176 | 1,13073 |
| To be away from the family for awhile | 2,944 | 1,17112 |
| To show others you can do it | 2,811 | 1,21991 |
| To enjoy the smells and sounds of nature | 2,75 | 1,21236 |

„To relax physically“ was the highest mean (3.68; SD: 0, 6868) indicating its importance from the point of view of the sample individuals while To enjoy the smells and sounds of nature“ was the least mean (2,75, SD: 1.212) indicating less importance upon the sample individuals. The further findings of the research reveal that „to relax physically“ (*M: 4,636*), „to have your mind move at a slower pace“ (*M:4,589*), „to experience tranquility“ (*M:4,583*), „to have a change from your daily routine“ (*M:4,574*) „to avoid everyday responsibilities for awhile“ (*M:4,574*), „to be away from crowds of people“ (*M:4,537*), „to keep physically fit“ (*M:4,486*), „to feel your independence“ (*M:4,482*), „to be alone“ (*M: 4,482*), „to think about good times you’ve had in the past“ (*M:4,458*), „to experience excitement“ (*4,241*), „to be with respectful people“ (*M:4,176*), „to learn more about things there]“ (*M:4,157*), „to develop your skills and abilities“ (*M: 4,13*), „to test your endurance“ (*M: 4,083*), „to meet other people in the area“ (*M:4,075*), „to learn more about nature“ (*M:3,907*), „to be creative“ (*M: 3,889*), „to be with [others/people] who enjoy the same things you do“ (*M: 3,889*), „to tell others about the trip“ (*M: 3,851*), „to test your abilities“ (*M: 3,833*), „to think about your personal values“ (*M:3,722*), „to develop a sense of self-pride“ (*M:3,667*), „to get to know the lay of the land“ (*M:3,491*), „to be with friends“ (*M: 3,477*), „to do something with your family“ (*M: 3,232*), „to view the scenic beauty“ (*M: 3,176*), „to be away from the family for awhile“ (*M:2,944*) and „to show others you can do it“ (*M:2,811*), respectively.

CONSULTATION

Studying tourist motivation has always been an important factor for tourism management. The ways of expressing and the changes that develop in time in tourist motivations directly influence tourism demand and supply. Understanding specific tourist’s motivations can help understanding the needs, goals and preference of the tourists and help planning better products and services more efficient in marketing communication and managing visitor attractions.

In this study is aimed to to determine the profile of the trekking participants -in another words, trekking tourist- and their motivation for participating to trekking activities This study in which the exploratory analysis of the data has been given shows some facts

about the characteristics of trekking participants. The findings of this study indicate that majority of the participants are male (% 53,7), between 35-44 years old (% 30,6), married (% 51,2), graduated from university (% 64,8), have been attending for 1-5 years (%41,7), participate to activities 3-4 times a year (%41,7) and usually prefer to joint the activities with friends (% 60,8). The results of survey also show that the first ten reasons to motivate the individuals to participate to trekking are; “physical rest, slow down mentally, tranquility, escape role overloads, escape daily routine, escape crowds, exercise-physical fitness, independence, privacy and nostalgia”.

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ANALYSIS OF OPINIONS AND ATTITUDES OF LOCAL COMMUNITIES AND TOURISTS ON THE QUALITY OF TOURISM SUPPLY AT THE VRANICA MOUNTAIN

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Abstract

Bosnia and Herzegovina was a symbol of winter tourism in the former Yugoslavia, and it still has a significant tourism potential due to its rich natural and cultural heritage, advantageous of geographical position and proximity to the emissive tourist markets. Mountain Vranica is a popular tourist destination that provides many opportunities for the development of various forms of tourism throughout the whole year. Vranica includes central parts of Bosnia and Herzegovina and belongs to the area of the Central Dinarides, as a part of so called Vranica rayon. The variety and attractiveness of the geological structure, relief, hydrological phenomena, flora and fauna, as well as the attractiveness of the landscape, are the primary factors for the development of tourism in this area. However, despite the significant tourism potential, tourism is insufficiently recognized in this area. The aim of this paper is to determine the characteristics of tourism trends, the impact of tourism development on the local community, as well as differences in the perception of tourist motives of Vranica by the local community and tourists. The research is based on an analysis of the results of direct surveys conducted during 2016 at multiple locations on Vranica, on a sample of 210 tourists and residents (106 local residents and 104 tourists). The survey included respondents older than 18 years and statistical analysis was conducted in SPSS. Its results can be used for better identification of visitors' profile, and as a starting point in conception of tourist supply of higher quality in the future, with greater integration of local communities and residents' opinion in the process of tourism planning of this area.

Key words: Vranica, tourism supply, tourists, local communities, tourism development.

INTRODUCTION

Tourism as a phenomenon is usually perceived as a tool for an economic development of the local community. This is especially visible through various factors which may

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improve quality of life in local communities, such as employment and investments opportunities, tax revenues, building of accommodation service and restaurants, development of festivals, and outdoor recreation opportunities (Kandampully 2000; Andereck et al. 2005; Kiriakidou and Gore 2005). However, it can also lead to negative effects on quality of life in local communities, such as cost of living, parking problems, increase on traffic, increase of crime and changes in hosts' lifestyle (McCool and Martin 1994; Brunt and Courtney 1999; Tosun 2002).

Since the 1970s, attitudes and perceptions of local communities toward the impact of tourism are broadly analyzed by managers of the tourism industry, spatial and tourism planners, policy makers and academicians (Young 1973; Doxey 1975; Perdue et al. 1987; Lankford 1994; Jurowski et al. 1997; Andereck and Vogt 2000; Andereck et al. 2005). There is no doubt that residents' perceptions and attitudes toward any local tourism development policy should also be analyzed and thoroughly studied (Aguiló and Roselló 2005; Ritchie and Inkari 2006). This is the only way for understanding the reasons why the residents would support or not the tourism activity and furthermore to decrease negative impacts of tourism development (Vargas-Sanchez et al., 2011).

Considering the fact that tourism relies upon the goodwill of the local community, their support is essential for its development, successful operation, and sustainability of the tourism activity in the long term (Ap 1992; Garrod and Fyall 1998; Sheldon and Abenoja 2001; Aguiló and Roselló 2005; Vargas-Sánchez et al. 2011). In fact, the sense of residents' community attachment not only influences residents' perceptions of the impacts of tourism (Sheldon and Var 1984; Um and Crompton 1987; McCool and Martin 1994), but also the relationship between the local community and tourists. Therefore, if residents' attitudes are sympathetic towards the tourism impact, they will probably support increased local tourism development and they will be more hospitable with tourists. According to that, it is important to recognize that tourists are more attracted by destinations with friendly and hospitable residents (Fallon and Schofield 2006). In this context, the local community must be involved in the process of tourism planning and its development in order to obtain long-term development of the destination. Accordingly, the primary aim of tourism planners should be to gain a thorough knowledge of the characteristics of the destination which residents want to preserve and protect. The reason is that the understanding of residents' attitudes towards the impacts of tourism implies the knowledge of relations between residents and their community (Brehm et al. 2004). So far, not many studies were conducted with the aim to analyze the relationship between residents' community attachment and socio-demographic characteristics and perceptions of impacts, benefits and support for tourism development (Lee et al. 2010A). One of these studies was conducted by (Lee et al. 2010B), who analyzed how residents' perceptions affect the level of residents' benefits and consequently their support to tourism development in two different gambling communities.

Teye et al. (2002) emphasize relationship between tourists and local residents, importance of tourism development for the local community, the area's level of tourism

development, for how long residents have been living in the community and the distance between the place where they live and the tourist center.

The aim of this paper is to determine the impact of tourism development on the local community, as well as differences in the perception of tourist motives by the local community and tourists. The purpose of this paper is to determine and assess how residents' perception towards the tourism development is affected by residents' perception of tourism impacts on economic, environmental and socio-cultural aspects.

One of the objectives of this paper is to evaluate tourists' attitudes towards Vranica mountain tourist destination, i.e. to evaluate the level of tourists' satisfaction with tourism attractions, activities and services. Also important objective is to analyze connection between travel motivational factors and tourists' satisfaction levels. This paper aims to assess tourists' attitude towards tourism development on Vranica mountain, which should assist in understanding strong and weak points of the existing tourism supply.

The dataset comes from a survey on residents' attitudes and perceptions towards tourism development in Vranica, mountain located in the Central Bosnia. The research is based on an analysis of the results of direct surveys of tourists and residents on the mountain Vranica on a sample of 210 respondents during 2016. To reach our aims we conducted a descriptive analysis of the data in order to estimate the determinants of the residents' attitudes toward tourism policy.

LITERATURE REVIEW

Tourism impact

As mentioned before, academics start discussion and research about community reactions to the local development of tourism since the 1970s, precisely with the papers of Young (1973) and Doxey (1975). Several studies displayed the fact that tourism impacts on the destination are economic, environmental, and socio-cultural (among others Long et al. 1990; Andereck and Vogt 2000; Andereck et al. 2005; Dietrich and Garcia-Buades 2008; Ogorelc 2009; Vargas-Sánchez et al. 2009; Deery et al. 2011; Ozturk, Ozer and Caliskan 2015). An extensive review of the recent research studies related to tourism impacts on the destination are found in the work of Easterling (2004) and, more recently, in Deery et al. (2011). The literature review suggests that each tourism impact category includes positive and negative effects and, sometimes, local communities' perceptions are contradictory.

As the most positive side effect of tourism development recognized by the local community is economic development, which includes an increase of the employment (Balaguer and Cantavella, 2002; Samimi et al., 2011; Zaei and Zaei, 2013), local economy development, increased investments and economic diversification (Liu and Var 1986; Dietrich and Garcia-Buades 2008; Vargas-Sánchez et al. 2009), additional

income, improved local and state tax revenues and increased quality of life in general (Haralambopoulos and Pizam 1996; Huh and Vogt 2008). On the other hand, local community seems to perceive an increase in the cost of living, for example in prices of goods and services, and an unequal distribution of the economic benefits as the biggest negative impact of tourism development (Liu and Var 1986; Haralambopoulos and Pizam 1996; Andereck and Vogt 2000; Andriotis 2005).

An environment is a central theme in tourism related papers since the 1980s and it continues to be an attractive topic in a time when the global policy is aimed at geocological problems, such as pollution, depletion of natural resources and deforestation. The potential of tourism activities in achieving the objectives of environmental preservation and conservation have been widely studied (Baysan, 2001; Budeanu, 2007; Schneider, 2007; Ramdas and Mohamed 2014). A study by Liu and Var (1986) demonstrates that about half of the interviewed residents are in favor with tourism because it is a tool to obtain more parks and recreation areas, to improve the quality of roads and public facilities, and it does not contribute to ecological decline (Pedrana, 2013). Doswell (1997) suggests that tourism is a phenomenon which stimulates environmental conservation and improvement. On the other hand, some studies suggest that tourism causes traffic and pedestrian congestion, parking problems, disturbance and destruction of biodiversity, air and water pollution (McCool and Martin 1994; Brunt and Courtney 1999; Jurowski and Gursoy 2004; Andereck et al. 2005; Jago et al. 2006; Frauman and Banks 2011). Therefore, a number of studies regarding sustainable tourism development have been made with an aim to analyze the combination of environmental conservation, local people's livelihood and economic benefits of tourism (Ogorelc 2009).

Other studies suggest that tourism impacts also have various socio-cultural effects. Dogan (1989), for example, suggests that tourism causes changes in habits, daily routines, social lives, beliefs, and values, while Haralambopoulos and Pizam (1996), Andereck et al. (2005), Dietrich and Garcia-Buades (2008) claim that an uncontrolled tourism development causes modification of traditional cultures, an increase in crime and in costs of accommodation. Inadequate tourism development can lead to increased stress of the members of local community and have a negative impact on destinations' socio-cultural (Brunt and Courtney, 1999; Jovičić, 2011) and physical-geographical characteristics. Perdue et al. (1991) in particular focused on the geographic relocation of residents due to the increase in second home owners. Meanwhile, some authors claim that tourism can also produce some positive socio-cultural effects, such as an increase in the community services, recreational and cultural facilities, cultural events and cultural exchanges (Liu and Var 1986; Perdue et al. 1991; McCool and Martin 1994; Gilbert and Clark 1997; Brunt and Courtney 1999; Jovičić, 2011; Sari, 2012). Finally, the academic literature (among others Goodwin, 2006) focused also on the role which tourism plays in terms of social and cultural preservation, revitalization of ethnic culture, and promotion of domestic products, arts and crafts with an increasing concern about the ethical behavior of both, local communities and tourists.

Determinants of residents' perception of tourism impact

Due to rapid tourism development at the global level since the 1980s, local communities are no longer a homogenous group in terms of their perception of tourism impacts. Their heterogeneity is visually shown through the profit generated by tourism - those residents who gain more benefits than costs from tourism view its impacts positively, others view them negatively.

An academic literature has identified a number of different variables influencing residents' perceptions of tourism impacts (Andereck et al., 2005). For example, spatial and tourism planners are interested in knowing which are these variables at the specific location and they are especially focused on recognizing which of them are of the biggest importance on that particular destination. This is all analyzed in order to gain residents' support to actual and future local tourism development policies.

Most of the variables suggested by the academic literature are linked to the socio-demographic and economic profile of the residents, such as age, gender, and level of income (Dogan, 1989; Haley et al. 2005; Sharma and Dyer, 2009), or to their attachment and relationship to the community and connection with tourists.

Some studies have also examined the role of the community attachment value (Andereck et al. 2005; Woosnam et al., 2009; Ryan and Gu, 2010), aiming to describe the residents' relationship to the local area. The community attachment is defined as the "extent and pattern of social participation and integration into community life, and sentiment or affect toward the community" (McCool and Martin 1994). This attachment was measured in a variety of ways, such as the place of birth and raise, and/or length of living in the community (Sheldon and Var 1984; Um and Crompton 1987; Lankford and Howard 1994; Jurowski et al.1997; McGehee and Andereck 2004). However, the relationship between community attachment and tourism impacts is in a way controversial, as some studies suggest that the longer an individual resides in a community, the more negative is the attitude towards tourism development (Um and Crompton 1987; Lankford and Howard 1994). On the other side there are authors emphasizing that this relation can't be confirmed in every situation (McCool and Martin 1994; Gursoy et al. 2002; McGehee and Andereck 2004; Andereck et al. 2005).

On the other hand, some authors disagree with these statements and conclude that residents being economically dependent on tourism find more negative association with tourism manifesting this in a strong negative attitude (Williams and Lawson 2001; Teye et al., 2002). On the same argument, we can observe that residents' perception of tourism impacts is influenced by the possibility of having an economic gain (Haralambopoulos and Pizam 1996; Gilbert and Clark 1997; Brunt and Courtney 1999; Teye et al. 2002; McGehee and Andereck 2004). Andereck et al. (2007) suggest that the more residents have knowledge about tourism and have intensive contact with tourists, the more they have a positive perception of the benefits gained through tourism. Contrariwise, Lankford and Howard (1994) did not find any significant relation between community members' attitudes and the degree of the contact with tourists.

Tourist attitude, motivation and satisfaction

A review of the published literature on tourist motivation and attitudes highlights the existence of a broad spectrum of characteristics and personal attitudes toward tourism. Different researchers provided various “attitude” definitions and some of them are meaningful for this research: “an attitude is a trend, pro or con, to an environmental element, which becomes a positive or negative value” (Bogardus, cited in Albu and Nicolau, 2010). Attitude can also be defined as a “sustainable organization of beliefs towards an object or a situation that predisposes an individual to respond in a preferential manner.” (Albu and Nicolau, 2010).

According to Jafari (2001) tourists’ perceptions and attitudes are significant for tourism development which influence local community and their economy, cultures and environments as well as their intention to revisit the destination. Tourists attitude is important for tourism destinations because more positive attitude from tourists towards destination can lead to tourist satisfaction.

Tourists attitude toward the environment in destination can be defined as a measure of how people would like to experience the landscape according to their personal preferences for cultural, social, and environmental aspects. (Kaltenborn et al., 2011).

Understanding tourist motivations is crucial for tourism development in particular destination. For example, Timothy and Boyd (2003) indicated that people visit heritage places to enhance learning, satisfy curiosity, grow spiritually, relax and get away from daily routine. Tourism researchers define tourist satisfaction as the results of the comparison between “a tourist’s experience at the destination visited and the expectations about the destination” (Sukiman et al., 2013).

Number of reasons such as tourist attractions, provided services, tourist infrastructure, local cuisine, hospitality of local community, security, cleanliness, environment and accessibility can make tourists satisfied with their journey (Handzuh, 1995; cited in Salleh et al., 2013).

Literature (Nash et al. 2006; Xia et al. 2009) on tourism satisfaction reveals that accommodations are important for both competitiveness of the destination and the tourist satisfaction itself. Presence and quality of tourist signs is often an underestimate attribute within tourism satisfaction, but for the purpose of this research we decide to include this element, since it can produce dissatisfaction. Value for money is commonly considered “one consistent satisfaction attribute” (Yu and Goulden, 2006). Hospitality of local community is one of the principal destination attributes that leads to tourist satisfaction (Jenkins, 1999; Kozak, 2001; Yoon and Uysal, 2005).

In service sector, satisfaction is related to how much a consumer likes or dislikes a service or product after experiencing it (Frey and Daly, 1989; cited in Sukiman et al., 2013). Tourist satisfaction is very important for tourism destinations because it affects the selection of destination and more important decision to revisit.

GEOGRAPHICAL POSITION OF VRANICA TOURIST DESTINATION

Mountain area of Vranica is located in the central part of Bosnia and Herzegovina. According to Katzer's research, group Vranica (Fig. 1) is the central Palaeozoic core, with total or partial development of Carbon, Silurian and Devonian geological formations in which, in addition to Vranica belong: Bitovnja, Pogrelica, Zec-planina, Dobruška i Krušička mountain. In geomorphological terms, Vranica belongs to the zone of central Dinarides, with strong fluvial erosion, fluvial- accumulative landforms and colluvial relief forms. In the administrative and political terms Vranica mountain area encompasses parts of several municipalities in Central Bosnia Canton, including: Fojnica, Travnik and Gornji Vakuf. Vranica formed a complex surface water springs, which is orographically divided into the basin of river Bosna and Vrbas.

Of surface flows best known is Jezernica, river that flows out of Prokoško Lake and from which arises river Fojnička that ends in Visoko as a left tributary of Bosnia. From hydrographic objects should be mentioned Prokoško Lake, which is located on the southeast side of Vranica, at an altitude of 1636 meters the under highest peak Nadkrstac, and is among the highest mountain Lakes in Bosnia and Herzegovina. Pedogeographical position is determined by the presence of different types of soil within hydromorphic section of the river valleys, and automorphic soils, brown acid and podzolic in the mountainous area. In these physical-geographical conditions in the lowest altitudes forest communities of hornbeam and oak, sometimes with spruce to 1000 m above sea level are found. Above this zone, dominates beech-fir forest, followed by a degraded beech forests and dwarf pine. In this high-altitude area a large

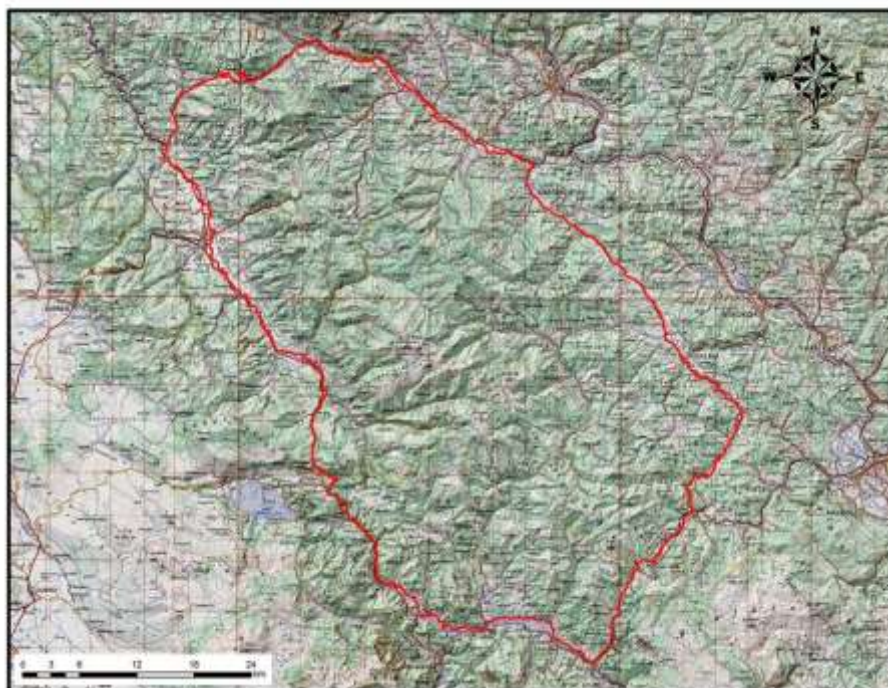


Fig.1. Geographical location of group Vranica

number of endemic plant species is defined, such as mountain rose (*Rhododendron hirsutum*) or Vranica rockbell (*Edraianthus niveus*). This area is also a habitat for various species of wildlife such as bears, wolves, foxes, rabbits, grouse and others. Mountain Vranica and Prokoško Lake were perceived in terms of its natural value from the year 1954, when endemic species Triton was discovered. The Lake and its surroundings have been declared Regional Nature Park and become zones of strict protection in 1982. Within the CARDS program of development of the Emerald Network in South Eastern Europe, Prokoško Lake with Vranica is planned as one of the sites. During the year 2005 decision to protect Prokoško Lake through the legal category of natural monuments (III category according to IUCN), was made and established the borders of the area, protection zone, protection measures, activities in the protected area, the use of natural assets, etc.

TOURIST ATTRACTIONS

Evaluation of Vranica tourism attractiveness is based on attractive geocomplexes and geocomponents that form the basis for the development of tourism. In geological terms, mountain Vranica is a unique place that abounds in a variety of rock types. Since it belongs to the largest silicate complex in Bosnia and Herzegovina, Vranica is attractive for scientists and researchers, but also for potential tourists. Based on the analysis of geological potential of this area, it was determined that the mountain Vranica can develop and affirm as a geological park, which would have a scientific-educational, but also a tourism function. Characteristic rock formations, crystals and minerals can be used in the education of tourists and visitors, but also used as a basis for the development of activities such as finding and extracting minerals and crystals on the ground, cleaning and storage of them etc.

Vranica has many attractive mountain ranges that are worth visiting. Characteristic terrain, diverse relief, sharp peaks and ridges and deep rivers and streams valleys is good basis for the development of sports and recreational tourism. This whole region is marked with old cattle and caravan routes that lead through Vranica, Zec-mountain, Bitovnja, Kalina and others. Vranica provides many opportunities for hiking. Some of the most attractive mountain routes are:

- Vranica, Prokoško jezero – Rosinj (5 peaks of Vranica total length 12.2 km
- Rise to Nadkrstac from Radovina total length 6.7 km
- Rise to Ločika peak, second highest Vranica peak
- Fojnica – Matorac – Poljana total length 11.3 km

The main problem is lack of the necessary tourism infrastructure, marked trails, which is the main prerequisite for the development of serious hiking activity. Among the peaks suitable for recreational hiking and mountain biking are especially attractive climbs to the highest peak Nadkrstac and Ločika, Matorac and Vran-kamen. As an important element of the geomorphological features is cave Krupljanka which has great

aesthetic value, due to the attractiveness of the cave channels and ornaments of great beauty but also scientific value. In this cave system springs the river Kruščica, at about 700 meters depth. The most important hydrographic elements of the mountain area of Vranica that has tourism potential are rapids and waterfalls, the source of the Vrbas, Jezernica and Dragača, Prokoško Lake etc. River Dragača (Fojnička) and Vrbas can be valorized through complementary sports and recreational tourism activities such as fishing. Many springs and wells effect on raising the attractiveness of other hydrographic motives. In the tourist evaluation of the motives, their yield, purity of water, environment and natural preservation of the environment are important. Hydrologic elements have recreation (fishing, kayaking, canoeing, etc.), aesthetic value, and as such may be integral parts of the tourism supply. The most important tourist attraction of Vranica mountain area is certainly Prokoško Lake (Fig.2.) which is usually the main motive for visiting this mountain. Prokoško Lake has great aesthetic value; belongs to the oldest geological core of the Bosnian Dinarides and is the habitat of the Alpine Triton, which is a relict and endemic species.



Fig.2. Prokoško Lake

Vranica is a mountain that is characterized by great wealth and diversity of the plant world, which provides a variety of conditions for tourism development. In terms of tourism development, forest vegetation is significant and has the advantage over the grassy ecosystems. There are three basic forms of a vegetation influence to human: recreational, aesthetic and ecological. Recreational characteristics, primarily forests increase the overall recreational value of the natural environment, and the presence of vegetation in the areas of recreation is necessary. The second impact of vegetation on tourism results from its aesthetic value. Aesthetic elements of vegetation attractiveness are related to the shape and color of plant life. Mountain Vranica is famous for its various medicinal herbs, forrest berries - cranberries, wild raspberries, blackberries and

wild strawberries, where cranberries have leading position. The forests and meadows are rich with fungi such as boletus, oyster mushroom etc.

Aesthetic properties of vegetation are connected to the landscape properties and rare relict and endemic species. As one of the most attractive species is certainly Vranica rockbell, which can be found below the peaks Krstaca. Vranica is the habitat of Alpine rose, mountain endemic plant that grows only in high mountain areas.

As a tourism destination, Vranica is widely recognized for its natural heritage and it is one of three pilot areas in Bosnia and Herzegovina, which have been selected for the EU network of protected areas project "Natura 2000". Mountain landscapes in Bosnia and Herzegovina have been the areas of intense cattle breeding since ever. Our mountains like Vranica are especially suitable for breeding of very productive sheeps. There are even today numerous herds of sheep called "pramenka" grazing on Vlašić, Vranica, Bjelašnica, Zelengora etc., whilst on other mountains graze herds of bosnian cows and horses. Mountain landscape of Vranica is also recognizable in their summer huts, so called "katuni". Next to this kind of settlements, usually built at higher altitudes (1.640 m Vranica, 1.700 m Maglić), occur special ecosystem (alpine dock, good king Henry, false helleborine, nettle).

OBJECTIVES AND RESEARCH METHODOLOGY

The purpose of this research is to provide scientific contributions to the study of tourism supply evaluation of mountain areas in Bosnia and Herzegovina. The following objectives of the research on Vranica are defined:

- Identification of tourism supply on mountain Vranica
- Analysis of tourist mobility characteristics
- Analysis of tourists attitudes and opinions on the tourism supply
- Residents' perceptions towards tourism impacts
- Analysis of the attractiveness of tourist attraction rating by the local community and tourists

Methodological approach has been consisting of theoretical and empirical relevant scientific literature collection, collecting and processing data from various sources and documentation, field research with direct survey and observations of tourism spatial implications and environmental aspects.

The degree of tourists' loyalty to a destination is reflected in their intentions to revisit the destination and in their recommendations to others, therefore this paper investigates the main elements that can influence tourist satisfaction and positive word-of-mouth. In order to study the link between destination attributes and tourist satisfaction, study collects data via questionnaire, to understand how mountain Vranica's attributes and services affect the tourist satisfaction, which allows identifying tourism supply current strengths and weaknesses. A face-to-face questionnaire was administrated to a sample of tourists and resident families, excluded second homeowners, in the area of Prokosi.

Data collection was conducted in July and August 2016 at multiple locations on Vranica, on a sample of 210 tourists and residents (106 local residents and 104 tourists). The survey included respondents older than 18 years and statistical analysis was conducted in SPSS. The questionnaire for tourists and local residents were divided into two parts: the first part contains same socio-demographic and economic characteristics of the respondent as well as country of origin for tourists and marital status for residents.

Second part of the local's questionnaire contains 11 questions regarding the residents' opinion on tourism development; tourist's questionnaire contains 12 questions regarding their motives and means of arrival, opinion on tourist materials and available online information etc. Both residents and locals answered a question about attractiveness of tourist motives on Vranica using Likert scale 1-5. Tourist's questionnaire has one more question regarding the elements of tourism supply.

RESULTS OF THE STUDY

Of the total number of 210 respondents (106 local residents and 104 tourists), 65% of locals and 68% of tourists were male. The age of local respondents varies from 19 to 77 and tourists from 21 to 65 years old. The research included tourists' country of residence, length of stay and mean of transport to the destination. International tourists from more than 12 different countries were represented. The largest proportion of participants (37.5%) were tourists from The Middle East (Kuwait, Jordan and Saudi Arabia). It is important to emphasize, that this study does not include day visitors to the area nor visitors passing through. Domestic tourists accounted for the second largest (30.8%), while the rest were from neighboring countries and Europe. Countries with the largest numbers of international tourists were Austria (5.8%), Czech Republic (4.8%), The Netherlands (3.8%), Slovenia (3.8%) and Germany (2.9%). Approximately 43% of tourists are college-graduated. The biggest proportion of locals (59%) said that they finished high school and 31% primary school. The analysis also reveals that the largest proportion (72%) of the tourists confirmed that they are employed, whereas largest share of locals are engaged in farming (24%), cattle breeding (25%) and forestry (21%). Recently, as the results have shown, tourist function is gradually replacing silvicultural and agricultural activities in the area (18% local respondents are employed in tourism sector). Due to their attractiveness, Vranica as many mountains in our country became a popular tourism destination especially among tourists from the Middle East. The Middle East is world's fastest-growing outbound travel with a 9% increase in outbound trips in 2015. These are among the findings in the ITB World Travel Trends Report 2015/16, which is produced by tourism consultancy IPK International on behalf of ITB Berlin, the world's leading travel trade show.

Besides Saudi Arabia, the United Arab Emirates (UAE), Qatar, Kuwait are the most attractive outbound market in the region and are characterized by high spending and long trips. Moreover, they tend to go on long trips, with an average trip lasting 10 and

more nights. Research showed significant proportion of high-earners from the Middle East (about 35%) under the age of 40 (averaging 36 years old). On Vranica, tourist from the Middle East stayed more than 6 days and spent between 50 and 100 EUR per day. Guests from the Middle East are a different type of tourist with priorities on nature and beautiful landscapes. A special emphasis is placed on satisfying religious needs and to respond to their customs and traditions, which makes Bosnia and Herzegovina suitable tourist destination for them. The analysis also reveals that the largest proportion (72.1%) of tourists is employed with monthly income more than 1200 EUR (25%). Second largest share (19.2%) reported that they monthly income is between 800 and 1000 EUR. Car was the dominating means of transportation to Vranica. Almost half of the questioned tourists (48%) used the own car, and about 52% came by organized transportation. Almost all tourists who came by organized transportation used services of travel agencies (46 %). About 35% of the respondents visited this area for the first time, and as many as 28% made their second visit and 14% their third visit. In the survey, the respondents were to indicate how likely are they re-visiting this destination. Approximately 52% stated that they will visit Vranica again and 25% will maybe come again. As already indicated, Vranica is widely known for its natural heritage and beautiful landscape. It was not surprising that 85% of the respondents consider that landscape differentiates Vranica from other tourist destinations. Personal recommendation was the most important source of information for nearly 43% of tourists, while 37% chose internet. Generally, in Europe, personal recommendations rule when it comes to getting travel tips. Internet has risen to be the second biggest source of trip planning, while more traditional sources such as travel agencies and traditional media (TV, radio, newspapers, and magazines) are losing out. Almost 95% of respondents stayed in private accommodation.

Apart from the private accommodation and mountain huts, there is no other accommodation in the area of Prokoško Lake on Vranica (hotels, youth hostels and camps etc.). Hotels are located in the area of Poljana and Fratarske Staje. There is no official statistics for mountain Vranica. According to the officials of Fojnica Municipality, it is estimated that over 50.000 tourists visit area of Poljana and Fratarske Staje and nearly 20.000 visited area of Prokoško Lake. Lack of tourism promotional materials is a huge problem in this destination. All respondents said that they didn't get a brochure or a travel guide about this destination. Without promotional material, destination fails to reach its target groups, which reflects on the number of tourists. Nearly 40% of tourists would like to get more information about the environment and 30% wants information on sightseeing tours and local gastronomy. According to the survey data, the most important motive when deciding to visit the area were rest and relaxation (42.5%) and beauty of nature and landscape (35.5%). Only 6% of the respondents stated fun and new experience as a motive of their visit. The questionnaire contained one question that required the respondents to rate attractiveness of 11 tourist attractions. (Table 1) They could also add other attraction. Most popular tourist attraction with highest rate was Prokoško Lake (mean = 4.49; st. Deviation =.776).

Locals rated Prokoško Lake slightly different (mean = 3.73; st. Deviation = 1.303), because they are not satisfied with its preservation and cleanliness. This indicates that tourism development is concentrated in the area of Prokoško Lake and shows that tourists were not familiar with most of tourist attractions on Vranica. Large number of tourists in one place causes many ecological problems and pressures on the environment. Natural processes of soil erosion and illegal building on the southwest shore of the Lake present serious ecological threat. In order to protect Prokoško Lake, but at the same time develop tourism it is necessary to promote other tourist attractions like Mountaneers Days, organize sightseeing tours to Ždrimacki and Kozice waterfall etc. Most popular tourist attractions among local residents are mountain peaks Rosinj, Ločika and Krstac (mean = 4.72; st. Deviation = .785), while 76% of tourists is not familiar with them. Also, Kozice waterfall (mean = 4.60; st. Deviation = .832), and endemic species Triton (mean = 4.10; st. deviation = 1.353), are well known and highly rated among locals, but almost tourists don't know anything about them. (83% of respondents are not familiar with Kozice waterfall and 69% with Triton). Results have shown that traditional cattle breeding is not part of tourism supply i.e. is not presented to the tourists, since 66% is not familiar with it. Herds of sheep "pramenka" and summer huts, so called "katuni" are attractive according to 56% of local residents. Festival Mountaneers Days is also not well presented to the tourists. According to this study, almost 60% of the tourists don't know about it, but it is important to emphasize that more than 37% who heard about it is very satisfied with it. Clearly, it is necessary to promote this festival, since festival are increasingly being used as instruments for promoting tourism and boosting the local economy.

Table 1. Tourist and residents satisfaction with tourist attractions

| Tourist attraction | Tourists | | Local residents | |
|----------------------------------|----------|----------------|-----------------|----------------|
| | Mean | Std. Deviation | Mean | Std. Deviation |
| Prokosko lake | 4.49 | .776 | 3.73 | 1.303 |
| Peaks: Rosinj, Locika and Krstac | 5.67 | .645 | 4.72 | .785 |
| Climate | 4.66 | .533 | 4.50 | .841 |
| Zdrimacki waterfall | 5.82 | .650 | 4.65 | .587 |
| Kozice waterfall | 5.63 | .976 | 4.60 | .832 |
| Krupljanka cave | 6.00 | .000 | 4.83 | .408 |
| Fratarske Staje – Poljana | 5.92 | .411 | 4.18 | 1.021 |
| Triton – endemic speices | 5.50 | .881 | 4.10 | 1.353 |
| Traditional cattle breeding | 5.35 | 1.050 | 3.72 | 1.391 |
| Festival Mountaneers Days | 5.41 | .820 | 4.23 | 1.017 |
| Landscape | 4.89 | .538 | 4.52 | .789 |

During the survey, tourists were asked to rate 17 different elements of tourism supply on mountain Vranica, which affect tourist satisfaction, in order to identify the current strengths and weaknesses of the tourism supply (Table 2). Among the satisfying factors, we can pinpoint kindness of local population and their complaisance, as well as the preservation of the environment. Finally, we can list knowledge of foreign languages of employees in tourism, souvenirs, traffic availability, sports facilities and offer of excursions as dissatisfying factors.

One of the core elements of sustainable tourism is that the tourism industry takes into account the views and aspirations of the local community. Both residents and tourists were asked to what extent local community exploits full potential for tourism development of Vranica. Answers were similar (tourists - mean value 2.27; residents - mean value 2.56;) and both sides think that Vranica has much more to offer. When local community is involved in the direction of tourism development it is more likely to become an active partner and take a particular stake in the development of the destination. Research results show that almost 26% of residents consider that they should take part in decision of the direction and scale of tourism development.

Table 2. Tourist satisfaction with the elements of the tourism supply of the destination

| Elements of tourism supply | Mean | Std. Deviation |
|--|-------------|-----------------------|
| Kindness of local population | 4.37 | .745 |
| Kindness of employees in tourism | 3.35 | 1.330 |
| Complaisance | 3.74 | 1.088 |
| Knowledge of foreign languages of employees in tourism | 1.46 | .925 |
| Traffic availability | 1.67 | .918 |
| Information prior to arrival in the destination | 2.59 | 1.040 |
| Tourist signs in the area | 2.40 | .989 |
| Souvenirs | 1.70 | .882 |
| Pathways | 3.57 | 1.220 |
| Preservation of the environment | 3.76 | 1.072 |
| Facilities for children | 2.43 | 1.546 |
| Accommodation facilities | 3.88 | 1.228 |
| Sports facilities | 1.98 | 1.158 |
| Possibility for adventure tourism | 3.62 | 1.078 |
| Offer of excursions | 1.84 | 1.066 |
| Value for money | 3.56 | 1.166 |
| Overall rating of tourist destination offer | 3.61 | .924 |

While the economic benefits of tourism are increasingly appreciated by local communities, excessive numbers of visitors may disrupt the local environment. Environmental aspects of tourism in destination are not entirely satisfying according to

39% of local residents. Also, 37% of residents consider that they should be taken into account when it comes to activities for environment conservation.

Only 15% of local residents are thinking about moving out. However, this fact doesn't mean that they are satisfied with the situation in their community. Almost all respondents spent their whole life on Vranica. Among them 37% are older than 50, so moving out and change of occupation is not an option.

More active tourism development should be development strategy for this area according to 84% of the respondents, although only 15% considers financial investment in tourism. Little interest in financial investment is connected to their low income and age (82% of the respondents have monthly income less than 400 EUR). In general, local respondents recognize the positive economic benefits of tourism (mean value 4.50). In particular, respondents do not agree on saying that tourism attracts more investments and spending to Vranica (mean value 2.24). However they also do not believe that tourism causes an increase in life standard (mean value 2.54), mainly because, they also partially agree with the idea that tourism benefits only small groups. Respondents agree on the fact that tourism causes more positive than negative environmental impacts (mean value 4.25). In general, residents do not perceive that tourism provides an incentive for the conservation of natural resources (mean value 1.97), although traffic congestion, noise, and pollution are not caused due to tourism development (mean value 1.90). With respect to the socio-cultural aspects of the tourism impacts, we can note that local residents, consider the experience of meeting tourists from all over the world, and from abroad, a valuable happening ("Meeting tourist is a valuable experience", mean value 4.16). Local resident, on average does not perceive tourist's presence to cause a decrease in quality of life ("Tourism causes a lower quality of life", mean value 1.64) and tourism to cause an increase in crime problems ("Tourism causes security and crime problems", mean value 1.90). What is important to note is that the locals are more in agreement with the fact that the contact with tourists is a positive experience and, therefore, they also believe that it is an opportunity to enhance tourist's interest in local culture.

CONCLUSION

This paper analyzes the effects of Vranica mountain destination attributes on the generation of tourist satisfaction as well as residents perception towards tourism impacts. From this research, it comes out that tourist satisfaction depends on a complex process where the role of each actor is fundamental. In order to collect data, a face-to-face questionnaire was administrated to total number of 210 respondents (106 local residents and 104 tourists) in the area of Prokosi. Data collection was conducted in July and August 2016. It is important to emphasize, that this study did not include day visitors to the area nor visitors passing through. Vranica is widely known for its natural heritage and beautiful landscape, so it was not surprising that Vranica as many

mountains in our country became a popular tourist destination especially among tourists from the Middle East.

Personal recommendation was the most important source of information for nearly 43% of tourists and almost 95% of respondents stayed in private accommodation. Results showed that the most popular tourist attraction with highest rate was Prokoško Lake (mean = 4.49; st. Deviation = .776). Locals rated Prokoško Lake slightly different (mean = 3.73; st. Deviation = 1.303), because they are not satisfied with its preservation and cleanliness. Most popular tourist attractions among local residents are mountain peaks Rosinj, Ločika and Krstac (mean = 4.72; st. deviation = .785), while 76% of tourists is not familiar with them. Results have shown that traditional cattle breeding, Festival Mountaineers Days are not part of tourist offer i.e. are not presented to the tourists. Herds of sheep “pramenka” and summer huts, so called “katuni“ are attractive according to 56% of local residents.

According to this study, almost 60% of the tourists doesn't know about Festival Mountaineers Days, but it is important to emphasize that more than 37% who heard about it is very satisfied with it. During the survey, tourists were asked to rate 17 different elements of tourist offer on mountain Vranica. Among the satisfying factors were kindness of local population and their complaisance, as well as the preservation of the environment. Most dissatisfying factors were knowledge of foreign languages of employees in tourism, souvenirs, traffic availability, sports facilities and offer of excursions.

Findings show that tourists visiting Vranica are not completely satisfied, supporting that Vranica still has not a clear destination image. In the case of mountain tourist destinations with similar features as Vranica, it can be concluded that tourism policies would be supported by the community only if they have a positive perceptions regarding environmental, economic, and socio-cultural impacts. Residents receiving direct economic benefit from tourism and perceiving positive socio-economic impacts are more willing to support tourism development during all year round.

This paper is limited in some regards. Only residents and summer tourists were included in this study, but it would be interesting to study second homeowners and winter tourists attitudes and perceptions on tourism development. Future research should focus on extending this research by conducting surveys on residents and tourists of other mountain tourism destination in Bosnia and Herzegovina. In this way, it would be possible to identify whether differences and similarities exist between mountain tourism destination of the whole country in order to create unique development strategy.

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THE RELATIONSHIP BETWEEN PSYCHOLOGICAL CONTRACTS AND ORGANIZATIONAL COMMITMENT: A CASE STUDY IN THE HOSPITALITY INDUSTRY

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Abstract

Tourism industry in Turkey has been increasing rapidly since the 2000s, especially in hospitality. It has been argued that the development of the industry depends largely on employees' behavior. To understand how employees feel in terms of organizational behavior, it is necessary to refer and examine term of organizational commitment. Psychological contract reflects the belief system of employees to mutual responsibility and obligation between individuals and organizations. There are obvious links between the nature of the psychological contract and the individual's commitments to the organization. This study aims to measure the relationship between psychological contracts and organizational commitment in hospitality establishments. Through this aim, the hypothesis of the study is given below. There is a significant relationship between psychological contracts and organizational commitment in establishments. The data was collected from 375 employees of 10 establishments in Ankara in Turkey. But 340 observations were just used to analyze because of technical problems. Questionnaires consist of 3 parts. The first part has some descriptive information about characteristics of participants. In the second part, there are "psychological contracts questionnaire" for 21 different items. In the last part, there are "organizational commitment questionnaire" for 15 different items. The results of the analyses suggest that there is a negative relationship between psychological contract and organizational commitment. Perception level of psychological contract of the employees with bachelor degree is more positive than the high school degree and lower degrees. Perception level of organizational commitment of the employees with bachelor degree graduate is more positive than the high school degree and the lower degrees. It is remarkable that the employees who work at the food & beverage department have most negative perception about psychological contracts and organizational commitment.

Key words: psychological contract, organizational commitment, hospitality industry

INTRODUCTION

One of the most significant resources in achieving the organizational objectives is human resource. The extent of the organizational accomplishment through human resources rests with the administrative implementations. Administrative implementations in shaping the behavior and the attitudes of the individuals in an organization form the base for the disciplines of organizational behavior and human

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resources management. These implementations range from motivation, satisfaction, commitment, trust and justice to stress, mobbing, burnout, and perceived violation of psychological contract.

There are a variety of definitions and classifications as to the concept of psychological contract, the independent variable of this study. Psychological contract sets the mutual expectations, belief and unwritten obligations between employees and employers. In this manner, psychological contract organizes the underlying forces in the mutual relationship with an organization and outlines the practical aspects of the job to be performed in a practical manner. The contract, in short, is based on the mutual expectations of both parties. (Rousseau, 1989; Morrison and Robinson, 1997). Psychological contract can be described as an unwritten contract signifying mutual expectations between an organization and individuals (Kotler, 1973).

Psychological contract reflects the belief system of employees to mutual responsibility and obligation between individuals and organizations (Zhou, Plaisent, Zheng, Bernard, 2014). There are obvious links between the nature of the psychological contract and the individual's commitments to the organization. Those with contracts that are predominantly transactional in nature are unlikely to have high levels of organizational commitment (Jose, 2008).

Rather than a formal contract, a psychological contract forms as a result of perceptions through job-related interactions. (Petersitzke, 2009; Büyükyılmaz and Çakmak, 2015). The studies in the related literature suggest that in the event that the conditions of psychological contract are not met, the breach of psychological perception occurs. The violation of the psychological contract is of significant influence on the attitude and behavior of individuals, even though it is not a formal written contract (Turnley and Feldman, 1999) and changes in psychological perception hint some drastic changes in attitudes and behavior (McDonald and Makin, 2000; Dikili and Bayraktaroğlu, 2013). Organizational commitment, the dependent variable of the study, is described as the adoption of the values and the objectives of a given organization and attempts to increase the extent of the adoption of the values and the objectives and the desire to stay at the organization (Porter, Steers, Mowday and Boulian 1974).

Organizational commitment is a psychological belonging and opens to path for individual to perform more dedicated effort and work (Koç, 2009). Besides, there is empirical evidence that the concepts of pride and respect are related to commitment notion (Boezeman and Ellemers, 2007). Organizational commitment proves a sense of stability and belonging for individuals and this is a positive factor that increases the stressful working conditions (Namasivayam and Zhao, 2007).

The common point of the myriad of studies into organizational commitment is that it is a construct that leads to attitudes and behavior that give rise to positive results for both the organization and employees (Koç, 2009).

In the formation or increase of the perception of organizational commitment, the mutual trust and the sense of justice is a determining factor. In the creation of the mutual trust and the perception of justice as well as the formal and written mutual contract, the

unwritten and the informal mutual contract, i.e. psychological contract, is of central place. Hence, it could be held that in the event of the violation of psychological contract, the perception of organizational commitment can sustain an injury.

Human labor is of key significance in hospitality industry, where employee and client interaction is indispensable. Justice and trust determines the perception of psychological contract. Psychological contract is a latent power in employees' performance. Hence, unwritten promises have great influence that cannot be measured conveniently. In the related literature, although there have been some studies into the relation between psychological contract and organizational commitment, the evidence whether there is a relationship is weak in terms of contributing to the managerial practices. This in mind, this study sets out to examine the relation between psychological contract and organizational commitment and add to the existing literature.

This study aims to measure the relationship between psychological contracts and organizational commitment in hospitality establishments. Thus, the hypothesis of the study is given below:

H1: There is a significant relationship between psychological contracts and organizational commitment in establishments.

METHOD

The population of the study is comprised of 5 star hotels operating in Ankara. In order to test the hypothesis of the study, sampling was used. The questionnaire form consists of three parts. In the first part, there are demographical items. The second part covers 5-item the perceived violation of psychological contract developed by Robinson and Morrison. In the third part, the 15-itemscale of organizational commitment developed by Mowday' Steers and Porter. In order to test the reliability Cronbach's Alpha was used. The reliability coefficients for the items of perceived violation of psychological contract and organizational commitment are 0.77 and 0.92' respectively. The questionnaire form was distributed to 500 hotel employees based on the principle of voluntary participation upon the consent of the managers of hotels. The final number of the questionnaires used in data analysis is 340. On the other hand, in order to test the correlation between the perceived violation of psychological contract and organizational contract, simple regression analysis has been performed.

FINDINGS

Table 1. Demographics

| Age | Frequency | Percent |
|-------|-----------|---------|
| 18-25 | 46 | 13,5 |
| 26-30 | 69 | 20,3 |
| 31-35 | 115 | 33,8 |

| | | |
|----------------------------|------------------|----------------|
| 36-40 | 70 | 20,6 |
| 41 and + | 40 | 11,8 |
| Total | 340 | 100,0 |
| Gender | Frequency | Percent |
| Female | 155 | 45,6 |
| Male | 185 | 54,4 |
| Total | 340 | 100,0 |
| Years of Experience | Frequency | Percent |
| Less than 1 year | 21 | 6,2 |
| 2-5 | 78 | 22,9 |
| 6-10 | 74 | 21,8 |
| 11-15 | 97 | 28,5 |
| 16 and + | 70 | 20,6 |
| Total | 340 | 100,0 |
| Education Level | Frequency | Percent |
| Primary | 8 | 2,4 |
| Secondary | 78 | 22,9 |
| Pre-bachelor's | 57 | 16,8 |
| Bachelor's | 197 | 57,9 |
| Total | 340 | 100,0 |
| Department | Frequency | Percent |
| Housekeeping | 51 | 15,0 |
| Front Office | 82 | 24,1 |
| Food and Beverage | 118 | 34,7 |
| Accounting and Purchasing | 60 | 17,6 |
| Human Resources | 29 | 8,5 |
| Total | 340 | 100,0 |

Table 1 reports the demographics of the participants in the study. The majority of the participants are between 31-35 (33,8 %), male (54,4%) and with 11-15 (28,5 %) years of experience, with a Bachelor's degree (57,9%) and employed at food and beverage department (34,7 %).

Table 2. Relationship Between Perceived Violation of Psychological Contracts and Organizational Commitment

| Perceived Violation of Psychological Contract | Organizational Commitment | | | |
|--|----------------------------------|-------------|--------------|----------------------|
| | N | p | r | r² |
| | 340 | ,005 | -,152 | ,023 |

Table 2 reports the correlation between the perceived violation of psychological contract and organizational commitment. It is seen that there is a negative correlation ($r: -,152$) between the constructs under consideration ($p < 0,05$). As the perceived violation of psychological contract increases, the level of organizational commitment decreases (or vice versa), which indicates that the hypothesis of the study is supported.

Table 3. Relationship Between Perceived Violation of Psychological Contracts and Organizational Commitment by Age

| Perceived Violation of Psychological Contract | Organizational Commitment | | | | |
|---|---------------------------|-----------|-------------|--------------|----------------|
| | Age | N | p | r | r ² |
| | 18-25 | 46 | ,448 | -,115 | ,013 |
| | 26-30 | 69 | ,036 | -,253 | ,064 |
| | 31-35 | 115 | ,978 | ,003 | ,000 |
| | 36-40 | 70 | ,900 | -,015 | ,000 |
| | 41 and + | 40 | ,021 | -,364 | ,133 |

Table 3 indicates the correlation matrix between the constructs (perceived violation of psychological contract and organizational commitment) by age. There is a negative correlation between the constructs under consideration in 26 – 30 age group and 41 + ($p < 0,05$).

Table 4. Relationship Between Perceived Violation of Psychological Contracts and Organizational Commitment by Gender

| Perceived Violation of Psychological Contract | Organizational Commitment | | | | |
|---|---------------------------|------------|-------------|--------------|----------------|
| | Gender | N | p | r | r ² |
| | Female | 155 | ,001 | -,264 | ,070 |
| | Male | 185 | ,433 | -,058 | ,003 |

Table 4 indicates the correlation matrix between the constructs by gender. There is a negative correlation between the constructs under consideration in female employees ($p < 0,05$).

Table 5. Relationship Between Perceived Violation of Psychological Contracts and Organizational Commitment by Years of Experience

| Perceived Violation of Psychological Contracts | Organizational Commitment | | | | |
|--|---------------------------|-----------|-------------|--------------|----------------|
| | Total Working Period | N | p | r | r ² |
| | Less than 1 year | 21 | ,880 | ,039 | ,001 |
| | 2-5 | 78 | ,121 | -,177 | ,031 |
| | 6-10 | 74 | ,398 | ,100 | ,010 |
| | 11-15 | 97 | ,030 | -,220 | ,049 |

| | | | | |
|----------|----|------|-------|------|
| 16 and + | 70 | ,020 | -,277 | ,077 |
|----------|----|------|-------|------|

Table 5 indicates the correlation matrix between the constructs by experience. There is a negative correlation between the constructs under consideration in those with 11-15 years of experience and 16 years and above ($p < 0,05$).

Table 6. Relationship Between Perceived Violation of Psychological Contracts and Organizational Commitment by Education

| Perceived Violation of Psychological Contract | Organizational Commitment | | | | |
|---|---------------------------|-----|------|-------|----------------|
| | Education | N | p | r | r ² |
| | Primary | 8 | ,653 | ,190 | ,036 |
| | Secondary | 78 | ,850 | -,022 | ,000 |
| | Pre-Bachelor's | 57 | ,001 | -,435 | ,189 |
| | Bachelor's | 197 | ,065 | -,132 | ,017 |

Table 6 indicates the correlation matrix between the constructs by education. There is a negative correlation between the constructs under consideration in those with pre-bachelor's degree ($p < 0,05$).

Table 7. Relationship Between Perceived Violation of Psychological Contracts and Organizational Commitment by Department

| Perceived Violation of Psychological Contract | Organizational Commitment | | | | |
|---|---------------------------|-----|------|-------|----------------|
| | Department | N | p | r | r ² |
| | Housekeeping | 51 | ,150 | -,205 | ,042 |
| | Front Office | 82 | ,830 | ,024 | ,001 |
| | Food and Beverage | 118 | ,019 | -,215 | ,046 |
| | Accounting and Purchasing | 60 | ,007 | -,344 | ,118 |
| | Human Resources | 29 | ,049 | -,355 | ,126 |

Table 7 indicates the correlation matrix between the constructs by department. There is a negative correlation between the constructs under consideration in those employed at the departments of food and beverage department, accounting and purchasing and human resources ($p < 0,05$).

CONCLUSION AND DISCUSSION

There are studies underlining the relationship between psychological contract and organizational commitment. In a similar way, this study also sets out to find whether there is relationship between the perceived violation of psychological contract and organizational commitment. Considering the results obtained, it is observed that there is

a negative correlation between the constructs used in the study. In other words, the perceived violation of psychological contract of hotel employees affects organizational commitment in a negative way.

On the other hand, in terms of the demographic variables, there are relations and differences between the two constructs. Especially in terms of age, it can be concluded that although there is a negative correlation at some certain age groups, this is not applicable to all age groups. Hence, it cannot be shown as evidence that age groups are important variable in terms of the perceived violation of psychological contract

As regards the gender variable, there is significant relationship in females. In other words, there is a negative relationship between the perceived violation of psychosocial contract and organizational commitment. This could be interpreted as a negative effect of perceived violation of psychological contract on organizational commitment. In sum, unwritten mutual promises are a determining factor for females and managers should take this into consideration.

In terms of the duration of employment, there are some significant findings for 11-15 and 16 + years of experience. As the duration of employment increases the perceived violation of psychological contract increases too and the effect on organizational commitment becomes important too. This being the case, in terms of the managerial implications, this should be taken into consideration.

Considering the education variable, there is a significant relationship between the constructs in those holding pre-bachelor's degree. This being the since there is significant relationship only in pre-bachelor's degree, it can be said that education is not a significant variable in the relation between perceived violation of psychological contract and organizational commitment.

As for the variable of department, only in food and beverage, accounting and human resources departments there are significant relationships between the constructs. No significant relationship has been found in the other two front office and housekeeping departments. Hence, department factor makes it difficult to make an overall interpretation considering the department factor.

To sum up, a negative relationship has been found out between the perceived violation of psychological contract and organizational commitment. That is to say, as the perceived violation increases commitment decreases and the vice versa. However, we did not have any statistical findings covering all the aspects of demographic variables.

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MEMORIAL TOURISM IN CROATIA? A CASE STUDY OF VUKOVAR: ATTITUDES OF LOCAL POPULATION

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Abstract

Croatian tourism supply is mainly based on Sun&Sea tourism on the attractive coast and islands. However, in recent years there has been increased competition and the tourists' demands that have contributed to development of alternative forms of tourism, also in continental part of Croatia. The city of Vukovar, as the battlefield of one of the largest battles in Europe after the World War II, after its peaceful reintegration in the Croatian territory (1997), became the Croatian national memorial place. Even though tourism is not among the leading economy branches in Vukovar, due to its recent past, memorial tourism based on memorial sites from the Croatian Homeland War (1991-1995) could be developed. Memorial tourism is a form of cultural tourism with a supply based on memorial sites - places of important events, in this case the places of suffering and tragedies.

As main research objectives can be pointed out: a) the analysis of the characteristics of tourist flow and accommodation facilities in Vukovar after the end of the Croatian Homeland War and its reintegration into the Croatian territory and b) analysis of the Vukovar local population' attitudes on the possibilities of the development of memorial tourism based on heritage from the Croatian Homeland War. The local population attitudes were detected by a direct questionnaire survey at several locations in the center of Vukovar. In addition to descriptive statistics, statistical analyses were conducted to determine the differences in the respondents' attitudes (the dependent variable) with regard to gender, average age, level of education and nationality (independent variables). Total of eight statistically significant differences were found using standard statistical methods in SPSS program: chi-square test and t-test.

Key words: heritage, Croatian Homeland War, memorial tourism, dark tourism, memorial site, tourism development, Vukovar, Croatia

INTRODUCTION

Memorial tourism is rather new form of cultural tourism which entails visiting memorial sites, museums, sites of suffering and death, as well as monuments of important events with the goal of promoting the significance of events those places were dedicated to. Memorial tourism has a special effect on tourists and is based on emotions, shock and compassion. It has an educational purpose and upholds the importance of morality that is of great relevance in the modern world.

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The term “dark tourism” is going to be used in this paper to refer to a form of memorial tourism related to death and tragedy that has the goal of provoking an emotional reaction and shock in the visitor, unlike its classic form that deals with solely depicting and interpreting events. Apart from “dark tourism”, this form of tourism appears under different names in various literature, for example: “morbid tourism”, “black tourism”, “grief tourism”, “tragedy tourism”, “war tourism” (because dark tourism sites are frequently connected with war), “genocide tourism” or “extreme thanatourism” (Tang, 2014). It is important to point out that dark tourism is not based on death itself, but on certain forms of death and suffering which leave a strong impression on tourists.

The creators of the memorial and dark tourism theory are Lennon and Foley (1999). They published a series of papers related to this phenomenon, which in turn gave incentive to other authors to do the same. The great contribution in this area was made by Sharpley (2009). Other important papers were published by Knudsen (2011), Bavidge (2012), Chang (2014) and Korstanje (2015). The development of the idea to motivate people to partake in such events was given by Dunkley et al. (2011).

Dark tourism in its present form emerged in the mid 20th century as a result of the increase in supply and demand in the tourism market (Bavidge, 2012). Its most important settings are related to war, suffering and death. Aesthetically speaking, those sites are usually not pleasant, however as monuments to living memories in a touristic sense they are very attractive, for example – Auschwitz (Poland), Gallipoli peninsula (Turkey), Normandy (France), the Italian Front from World War I in Kobarid (Slovenia; Klemenčič and Koderman, 2005) or Hiroshima (Japan). On the other hand, its setting can be an institution that gives the visitor an experience of being in the war affected area, even though it is miles away.

Experts agree that special care should be practiced when dealing with dark tourism sites and its interpretations to avoid provoking unwanted reactions in tourists (Stone, 2012). The proof of its growing popularity lies in the fact that, apart from being a form of tourism, it is becoming a tool of promotion, which is evident in extremely popular internet sites, such as *thecabinet.com*, which provide lists of the most popular dark tourism sites across the world and has many followers (Sharpley, 2009).

After Croatia declared independence from Yugoslavia in 1991, a Serbian offensive together with Yugoslav army with the goal of creating Great Serbia ensued. Large parts of Croatia were occupied and subsequently devastated, resulting in high casualty count. One of the greatest symbols of Croatian resistance and defense was the City of Vukovar, which eventually fell into enemy’s hands on November 18th 1991 after 87 days of siege. More than 2,000 Croatian soldiers and civilians lost their lives, many prisoners were subsequently killed, the Croatian population was expelled from the city, and the city suffered enormous destruction (Croatian Encyclopaedia Online, 2016).

In the defensive Croatian War of Independence that lasted from 1991 to 1995, known in Croatia as the Croatian Homeland War, Croatia regained control of most of its occupied territories. The Danube area, in which the City of Vukovar is located, was peacefully reintegrated in Croatian territory in 1997. Those events marked the end of the War in

Croatia which in turn raised the question of managing the rich heritage brought on by the Croatian Homeland War that Croats value as an important part of their national identity. There have been a negligible number of papers in Croatia published on the topic of placing the Croatian Homeland War heritage in the tourism market. For example, Opačić (2006) discusses the Croatian Homeland War from a tourism-geographical aspect and claims it is the basis of memorial tourism in Vukovar and Croatia. There have been few papers published on the topic of tourism in Vukovar and its surrounding areas, and they are mainly focused on descriptions of memorial tourism sites, which have lately been regarded as an opportunity to develop Vukovar's tourism, even though the potential supply has not been fully developed. Not even the "Tourism development strategy of Vukovar-Srijem County 2015-2020" deals with the topic in greater depth.

After its reintegration to Croatia in 1997, the City of Vukovar became a national memorial site as the setting of one of the largest battles in Europe after World War II. To Croats, Vukovar is a symbol of statehood, resistance, pain, suffering, compassion, courage and interpersonal solidarity. With adequate identification, interpretation and evaluation, Vukovar could touristically validate the memorial sites related to the events from the Croatian Homeland War and become a memorial tourism destination of international significance. The tourism supply of Vukovar and other parts of continental Croatia could be enriched with new memorial tourism products, contributing to a more balanced spatial development of tourism in Croatia.

RESEARCH SCOPE AND METHODOLOGY

The purpose of the research is to provide scientific contribution to the study of memorial tourism' developmental possibilities in Vukovar based on memorial sites from the Croatian Homeland War. Main research objectives are following:

- the analysis of the characteristics of tourist flow and accommodation facilities in Vukovar after the end of the Croatian Homeland War and its reintegration into the Croatian territory. The documents that are taken into account are the official statistics for the period 2000-2015 with particular emphasis on the year 2015.
- the analysis of the Vukovar local population' attitudes on the possibilities of the development of memorial tourism based on heritage from the Croatian Homeland War. The study is based on the hypothesis that Vukovar has a large, so far unexplored, potential for memorial tourism development whose possibilities are recognized by the locals. They are based on the premises that Vukovar was a heroic city in the defense of Croatia during the Croatian Homeland War, but also as the battlefield of one of the largest battles in Europe after the World War II.

The local population' attitudes in Vukovar on the possibilities of the memorial tourism development based on the Croatian Homeland War heritage were detected by a direct questionnaire survey in the period 2nd – 5th September 2015 at several locations in the center of Vukovar. The population of respondents consisted of adult residents of

Vukovar. Convenience sampling covered a total of 81 respondents and survey questions were related to: socio-demographic characteristics (Table 1), the views of respondents on the current state of tourism in Vukovar and attitudes on (potential) tourism attractiveness of memorial sites from the Croatian Homeland War, as well as possibilities for memorial tourism development in the future and the willingness for respondents' personal involvement in memorial tourism development.

Table 1. Socio-demographic characteristics of the respondents

| SAMPLE CHARACTERISTICS | | TOTAL (N=81) |
|-------------------------------|-----------------------------|------------------|
| Gender (%) | Male | 56.8 |
| | Female | 43.2 |
| Average age | | 39.1 (SD=13.652) |
| Level of education (%) | Primary school | 3.7 |
| | High school | 56.8 |
| | College | 23.5 |
| | University and higher (PhD) | 16.0 |
| Nationality (%) | Croats | 70.4 |
| | Serbs | 21.0 |
| | Others | 8.6 |

It is evident that in the total sample of 81 respondents men are more represented than women, the average respondents age is slightly lower than 40, that more than half of respondents have secondary-level education and that in the ethnic structure Croats prevail with more than two-thirds ahead Serbs and others (Ruthenians, Ukrainians, Albanians, Macedonians, Slovaks). Topic of the research is very sensitive and that's why convenience sampling was used, which means that sample is not representative of total population in Vukovar (N=26,468 according to 2011 Census). The number of respondents in subsamples is adequate for conducting proposed analyses. This research is a sort of a pilot-study with intention to get an idea how research topic and questionnaire function in this local context., which opens perspectives for further, broader research. Regardless the fact that sample is not representative, research results demonstrate some clear differences in local population attitudes.

In addition to descriptive statistics (mean and frequency responses), statistical analyses were conducted in SPSS program to determine the difference in the respondents' attitudes (the dependent variable) with regard to gender, average age, level of education and nationality (independent variable) using standard statistical methods: the chi-square test and t-test.

TOURISM IN VUKOVAR

The tourist flow in Vukovar is relatively small when compared to the country's coastal area, or even to Vukovar-Srijem County itself. According to the data for 2014, out of

93,702 nights spent in Vukovar-Srijem County, Vukovar amounted to only 11,913 which are 12.7%. Ever since 2000 the number of tourist arrivals has been fluctuating, and a notable increase has been recorded in 2006. According to The City of Vukovar Tourist Board Data (2016), the tourist flow reached its peak between 2007 and 2010. Due to the economic crisis in Croatia, the tourist flow stagnated between 2011 and 2012, after which it showed a significant increase in the number of nights spent in 2013, only to be reduced again in 2014. In the following 2015, the number of tourist arrivals and nights have more than doubled, and in the first five months of 2016, there have been more tourist arrivals than in entire 2014 (Fig. 1). Due to the law of small numbers, the conclusions based on the interpretation of official tourist flow statistics for Vukovar are to be taken with a grain of salt because they greatly depend on the availability of limited accommodation capacities in the city.

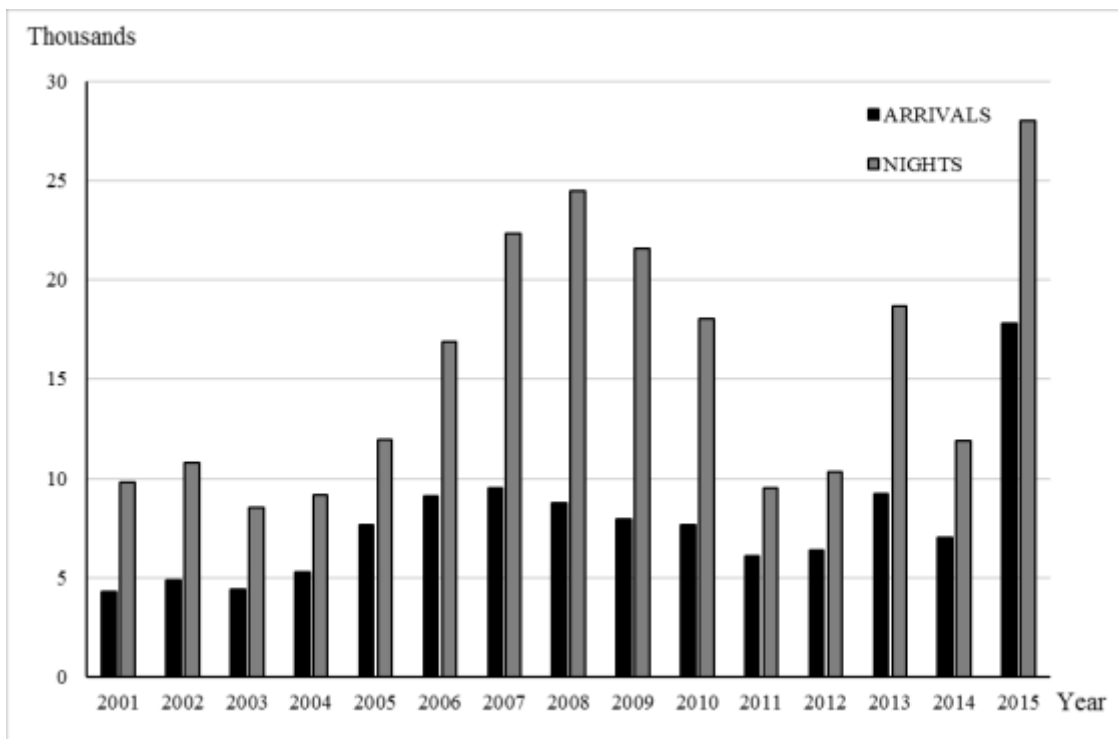


Fig. 1. Tourist arrivals and nights spent in the City of Vukovar in the period from 2000 to 2015

Source: Croatian Bureau of Statistics, 2016

The tourist arrivals structure is dominated by domestic tourists, and the increase in the number of tourists in 2015 and 2016 is the result of Croatian Government act making a two-day visit to Vukovar compulsory to elementary school students on their final year as a part of the Homeland War education (Table 2).

Table 2. Tourist arrivals in Vukovar from 2013 to 2016

| TOURIST ARRIVALS | 2013 | 2014 | 2015 | 2016 (January- May) |
|--------------------------|-------------|-------------|-------------|------------------------------------|
| Foreign tourists | 3,552 | 2,594 | 3,293 | 1,262 |
| Domestic tourists | 5,665 | 4,423 | 14,518 | 7,882 |
| TOTAL | 9,217 | 7,017 | 17,811 | 9,144 |

Source: Croatian Bureau of Statistics, 2016

The largest groups among foreign tourists in Vukovar are those from Germany and Italy, followed by tourists from neighboring countries - Serbia, Slovenia and Bosnia and Herzegovina. Tourists from the UK achieved also significant number of nights in 2015. The number of beds available in Vukovar is not great but still manages to satisfy the demand with the exception of the period when the Vukovar Film Festival is being held and on November 18th, the anniversary of the fall of Vukovar. There is only one hotel in Vukovar – “Hotel Lav” - situated in the city center on the Danube bank. It is a four star hotel and a congress center, with the capacity of 100 guests. According to The Vukovar Tourist Board data for July 2016, there are 17 lodgings available aside from the hotel - 3 hostels and 14 apartments and rooms for rent. All lodgings can simultaneously host 570 tourists (The City of Vukovar Tourist Board Data, 2016). Even though the accommodation capacity is very small and insufficient for stronger tourism development, it has to be pointed out that it is increasing. There are 7 new lodgings and number of beds is increased by about 130, compared to 2013 (The City of Vukovar Tourist Board Data, 2016). The statistics for 2014 have not been taken into account because the hotel “Borovo” with a high guest capacity functioned as a shelter for people who lost their homes in the flood that affected Eastern Croatia. The biggest deficiency in the city's accommodation capacity is the unused potential of the hotel “Dunav”, the biggest lodging facility in the city in the period before the Croatian Homeland War, which ceased working after the War. The current state of the tourism supply, investments and the management of the memorial sites is not on the level which would turn tourism into one of the key economic branches in the city. There is a series of problems that stand in the way of tourism development - a meager engagement of The City of Vukovar Tourist Board, the focus of the local government on other economy branches, and the lack of cooperation between local population which should serve as a bottom-up trigger. The city's cultural supply is growing in quality every year, however management, marketing and creativity of the managers are not on the level they should be. Memorial tourism needs to be the main, but not the only form of tourism in Vukovar. The fact is that the Battle of Vukovar, as one of the largest battles in Europe after World War II, could attract many visitors with proper presentation and interpretation, but not keep them in the city for a longer period. Prolongation of tourists' stay could be achieved by developing other forms of tourism the city could offer, such as classic culture tourism, rural tourism, gastro tourism, wine tourism and

sports tourism. Vučedol Culture Museum plays an important role in the city's tourism supply as a contemporary museum on a multilayer archaeological site which was populated from the Neolithic age to the Middle Ages.

There is a huge potential for developing memorial tourism based on the Croatian Homeland War sites. It is important to point out the “Memorial Vukovar” project (also named “Vukovar Nocturno” project) as the starting point of validating the memorial tourism sites. “Memorial Vukovar” is a joint name for a number of sites and museums dedicated to the Croatian Homeland War, its victims and The Battle of Vukovar. This project serves as a reminder and a warning of the suffering war entails, and as a monument to victims of hate and inhumanity. It encompasses seven memorial sites in Vukovar: Place of Remembrance – The Vukovar Hospital¹, The Memorial Home “Ovčara”, Ovčara Mass Grave, The Memorial Cemetery of the Victims of the Croatian Homeland War², The Memorial Center of the Croatian Homeland War³, The Memorial Center of Croatian Defenders - Trpinjska Street and The Central Cross on the mouth of the Vuka river⁴.

These seven landmarks have been touristically arranged to familiarize the visitors with the events dating back to 1991. There are more potentially appealing memorial sites in the city and its surrounding area, but they are yet to be included in the Project. Of the aforementioned sights, the most visited in 2014 were The Memorial Center of Croatian Defenders - the sight of heavy resistance to tank attacks, and “Ovčara” - the sight of mass torture and execution of Vukovar's prisoners (City of Vukovar Tourist Board, 2016).

The visits to those sites mainly comprise of school excursions and the annual procession on the anniversary of the fall of Vukovar on November 18th. That period is characterized by a slight increase in visitor count, but during the rest of the year (with the exception of the Vukovar Film Festival) Vukovar is a city with few tourists on Croatia's periphery. The city's cultural supply such as cultural institutions, objects and manifestations is very well developed, but without proper marketing it cannot attract foreign tourists to choose Vukovar as a targeted destination.

¹ Part of hospital which was bombed on daily basis, full of injured civilians and soldiers, today converted into museum

² Memorial cemetery at the location of a mass grave from Croatian Homeland War

³ Former military barrack converted into museum

⁴ Cross set up on the mouth of the Vuka river in honor of the victims of the Croatian Homeland War

LOCAL POPULATION ATTITUDES ON THE POSSIBILITY OF MEMORIAL TOURISM DEVELOPMENT IN VUKOVAR

Descriptive statistics analysis results

Half (50.6%) of respondents mostly or completely agree with the statement that tourism in Vukovar is an important economic branch today, and even 81.5% of respondents believe that tourism can be an important factor in the future economic development of Vukovar. Questioned to name the three forms of tourism that should be developed in Vukovar, most respondents pointed out: memorial tourism, followed by cultural tourism, rural tourism, recreational tourism, summer holiday river tourism and cruising tourism. However, most respondents (35.8%) don't have any positive or negative attitude regarding the statement that the memorial tourism is the most appropriate tourism form in the future development of tourism in the city. However, more respondents estimate that this form of tourism would be most appropriate in the further development of tourism supply (27.2% of respondents completely agrees with the previous statement, and 24.7% generally agrees).

Only 12.3% believe that memorial tourism is not and should not be the mainstay of the tourism supply, mostly because of the negative connotations that association on any war has on certain number of tourists. The latter group of respondents pointed out that the city has other tourism attractions and that they would fall into the background if stronger tourism valorization of Croatian Homeland War memorial sites would take place. It could also negatively contribute to the tourism image of Vukovar and consequently on overall tourism development.

Descriptive statistics is showing that Croats as well as ethnic minorities in Vukovar, do not share the same view with the Serbs in terms of the perspective on the memorial tourism development based on heritage from the Croatian Homeland War.

The same conclusion follows from the answer to the question in which respondents named three locations in Vukovar, which they consider to have the greatest tourism attractiveness. Although the majority of respondents rank memorial sites from the War (The Memorial Home "Ovčara" together with Ovčara Mass Grave, The Water Tower, The Memorial Cemetery of the Victims of the Croatian Homeland War, The Vukovar Hospital, The Central Cross at the mouth of Vuka river) among the most attractive locations in the city (alongside with the archaeological site Vučedol, City Museum, Ada - the Danube island, Forest park Adica, Castle Eltz, the baroque city center), respondents of Serbian ethnic minority as a tourism attraction didn't highlight any War memorial site. The exception is only The Water Tower, which could not be classified among the sites whose tourism attractiveness stems solely from the War due to its prewar recreational function (including panoramic restaurant on the top floor).

The respondents rated from 1 (lowest tourism attractiveness) to 5 (highest tourism attractiveness) tourism attractiveness of memorial sites from the War involved in "Memorial Vukovar" project (Fig. 2).

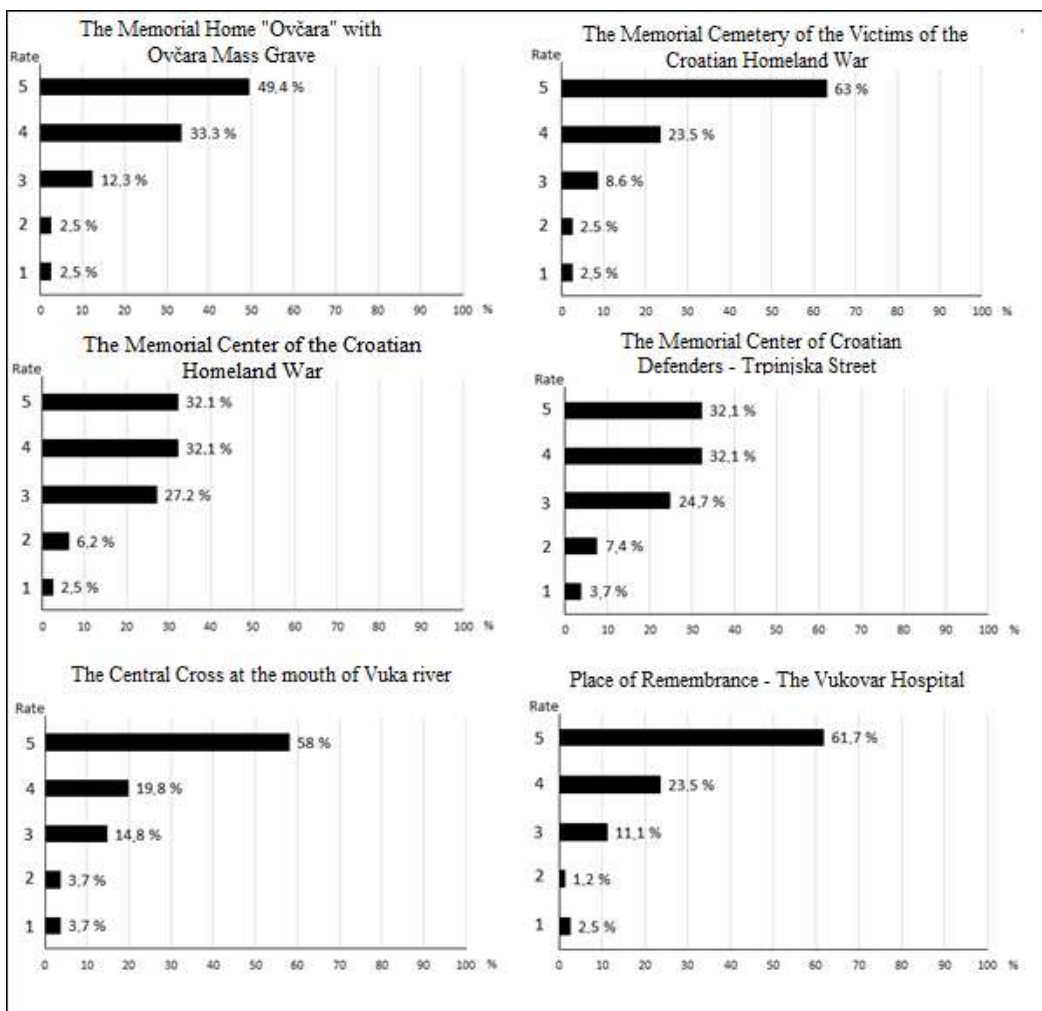


Fig. 2. Evaluation of tourism attractiveness of the memorial sites involved in “Memorial Vukovar” project

Tourism attractiveness of all these memorial sites was highly rated by most respondents. The highest rating received The Memorial Cemetery of the Victims of the Croatian Homeland War, followed by The Vukovar Hospital and The Central Cross. Among other potentially attractive memorial sites, which are not included in “Memorial Vukovar” project, most respondents recognized “Borovo Commerce” – civic shelter during the siege of the city, which served as an auxiliary hospital and later after its occupation became a place of civil suffering, hangar “Velepromet”, which served as a concentration camp similar to Ovčara, The Water Tower, a symbol of the defense of the city, and “Corn Path” or “Path of Salvation” - the shortest way for Croatian soldiers who came to defend the city.

As the biggest obstacle for tourism development in Vukovar respondents name political disputes (even 48.1%). The lack of cooperation among local population is considered to

be an obstacle by 21.0% of respondents, while 14.8% of them as an obstacle highlight lack of accommodation facilities. Only 1.2% of respondents believe that the biggest obstacle in the Vukovar tourism development is lack of cultural supply. Other obstacles mentioned by the respondents were: non-cooperation of the Vukovar Tourist Board and the local government, the disconnection of certain tourist sites with lack of specific tourism itineraries, the ineffectiveness of the Tourist Board, the mentality of the population, youth leaving the city and corruption.

The majority of respondents (55.6%) believe that the lack of accommodation facilities in the city could be most successfully solved with the renewal of the hotel "Dunav". Other possible solutions respondents have chosen in the following proportions: giving incentives to locals for opening private accommodation facilities (19.8%), construction of special accommodation facilities for students from all over Croatia (13.6%). None of the respondents hasn't chose the answer that the current lack of accommodation facilities in the city could be best solved by building another hotel with (too) high categorization and modeled on the existing hotel "Lav".

This confirms the awareness of the local community in terms of positioning Vukovar as a weekend destination in which convention hotels with four or five stars cannot be carriers of accommodation supply.

Among the major shortcomings in the development of the memorial tourism respondents identified: disconnection among institutions (Museum - Tourist Board – local government) (29.6%) and poor marketing (28.4%) which is governed by the Tourist Board, museums and local tourist agencies. Tourism inequipment, including lack of road signs, tourist guides and facilities available in English and German is identified as a limitation by 16.0% of respondents, while bad management of some sites as the biggest drawback is emphasized by 14.8%. Other disadvantages that respondents reported were: a relatively large distance between the memorial tourism sites, but also their inappropriate working hours and passive mentality of the population.

The local public is quite divided regarding the main target group for which the tourism product of memorial tourism based on the Croatian Homeland War should be primarily intended. An equal number of respondents (45.7%) considers that it should be offered and accordingly interpreted for younger tourists (children, students), as well as for all visitors (not only tourists) of mature age. Only 6.2% of respondents consider that the main interest group for the memorial tourism supply in Vukovar should be elderly tourists.

Most respondents believe that the interpretation and presentation of memorial sites from the War should be primarily customized for foreign tourists (69.1%). Just over a quarter of respondents (28.4%) believes that tourist facilities should be adjust for the interest of Croatian tourists, while 2.5% of respondents consider that interpretation and presentation should equally be focused on the interest of local and foreign tourists. The prevailing attitude is that there is a potential market value of the memorial tourism product, and in the future it should be intended mainly to foreign tourists. This is

additionally supported by previously presented attitude that memorial tourism has a key role in future tourism development of Vukovar.

As the most responsible stakeholders for the improvement of tourism supply of Vukovar as a destination, respondents primarily recognize: local government (35.8%), followed by the Tourist Board of Vukovar (33.3%), Vukovar-Srijem County (13.6%), local travel agencies (6.2%), while only 4.9% of respondents pointed out the local population. This result confirms that general support of the local community for stronger tourism development exists, but it has a passive character.

The latter is somewhat confirmed by the respondents answers on a scale of 1 (minimum value) to 5 (the highest value) assessing their readiness to engage personally in the future memorial tourism development in the city. Most respondents are ready to personally engage (grade 5 and grade 4 on the scale – 54.3% of respondents), and they are followed by those who are moderately motivated to actively participate in the future development of the memorial tourism (score from 3 to 27.2% of respondents).

However, this support seems to be only declaratively pronounced because the opinion “I alone cannot do anything” prevails, which is a major problem in the development of the memorial tourism and other forms of tourism. Many respondents articulated a clear attitudes regarding further tourism development in the city, expressed by numerous ideas, but still demonstrate clearly passive behavior in terms of personal involvement.

The last question of the questionnaire gave an opportunity for respondents to think on their self-involvement in tourism development in Vukovar through ideas or specific activities.

Among the most common suggestions were: organization of more festivals and events, arrangement of places for young people and children, restoration of The Water Tower, renovation of the hotel “Dunav”, the rearrangement of the river Vuka old riverbed in the promenade, promotion of recreational sport and sports competitions, greater valorization of the Danube and everything that the river provides, and youth involvement in various projects, e.g. through volunteering.

Many respondents pointed out that Vukovar should be more intensively promoted through social networks, that fishing and recreational tourism should be enhanced and facilities at the bathing place Ada should be improved. It would be important to link small craftsmen in creating tourism supply, to prolong cruiser tourists stay in Vukovar and offer them what they are currently looking for outside of the city (a rural tourism, mostly local wine and cuisine), arrange passenger harbor for cruisers.

It is interesting that there was no a single answer to this question associated with the memorial tourism development, which supports the conclusion that, although the local population is aware of its potential, yet still is not seen as a contemporary tourism product, and that this form of tourism in Vukovar is still in its beginnings.

The differences in perception with regard to gender, average age, level of education and nationality

Total of eight statistically significant differences in local respondents' attitudes were found using standard statistical methods in SPSS program: chi-square test and t-test. Differences were found regarding gender (three statistically significant differences), the average age (one statistically significant difference) and nationality (four statistically significant differences). The only independent variable according to which there were no statistically significant differences in the respondents' attitudes was level of education. The level of agreement with the statement that tourism is an important branch of the economy in Vukovar was questioned using Likert-type scale where the score 1 indicated the lowest level of agreement, and the score 5 the highest. Statistically significant differences with the statement were found with regard to gender using t-test ($t = -2.995$; $df = 79$; $p = 0.004$). Women ($M = 3.83$; $SD = 1.071$), in fact, have more positive attitude, than men ($M = 3.02$; $SD = 1.291$), which can be explained by the fact that tourism is an economic activity in which men and women are equally employed, unlike some other activities (e.g. agriculture or industry) in which men are typically employed in larger numbers. Therefore women usually perceive importance of the tourism in the economic structure even higher than it is in reality, especially in areas, like Vukovar, where tourism is not developed to a greater extent.

Chi-square test revealed significant differences between respondents according to gender in the answer on three forms of tourism that should be developed in Vukovar ($X^2 = 6.289$; $df = 1$; $p = 0.012$). Of all respondents who have named memorial tourism among the three most important forms of tourism in future tourism supply, almost three quarters were men (72.2%), while the share of women was 27.8%. On the other hand, of those who favor other forms of tourism, 55.6% are women and 44.4% men. These differences according to gender in supporting the memorial or other forms of tourism can be explained by the fact that men were more actively engaged in the defense of the city during the War and personal emotional attitude towards the memorial sites could be stronger than for women. The War is in general an event with which men, due to more active participation and personal experience, identify themselves more than women, and consequently attach greater value towards memorial sites and heritage.

Chi-square test revealed significant differences between respondents according to gender on the answer about the biggest obstacle to tourism development in Vukovar ($X^2 = 7.738$; $df = 2$; $p = 0.021$). Men emphasized more often the lack of cooperation among local population (76.5% men and 23.5% women chose this answer), while women emphasized more often lack of accommodation facilities as the biggest obstacle (75.0% women and 25.0% men chose this answer). The findings could be explained by the fact that men are more concerned with political and social relations, especially in post-conflict environments. Using the t-test, differences in opinion for whom interpretation and presentation of memorial sites should be primarily adjusted, were found with regard to the respondents' average age ($t = 2.640$; $df = 77$; $p = 0.010$). Respondents who think

that it should be more oriented towards locals and visitors, and not just tourists, are in average older ($M = 45.43$; $SD = 13.760$), while respondents who believe that it should be more oriented to foreign tourists are in average younger ($M = 36.79$; $SD = 13.013$). From the above differences in attitude with regard to age it could be concluded that the older residents of Vukovar recognize memorial sites from the War primarily as an important part of national as well as personal heritage, and only afterwards as a (potential) tourism attraction. On the other hand, younger respondents also acknowledge the heritage value that should be preserved and, but more as a tourism attraction. The differences in attitude can be explained by deeper feelings towards these localities within an elderly population that actively participated in the Croatian Homeland War. In addition, today's era of consumerism and the commodification of a large number of available goods in the market products is more accepted within younger generation and this is not surprising having in mind adverse economic prospects for young people in Vukovar. Chi-square test revealed significant differences between Croats and Serbs in the answer regarding three forms of tourism that should be developed in Vukovar ($X^2 = 15.911$; $df = 1$, $p = 0.000$). All respondents who mentioned memorial tourism among the three most important forms of future tourism supply were Croats (100.0%). Of those who prefer other forms of tourism, 60.5% were Croats (since their ratio in total sample was higher), and 39.5% of Serbs. Statistically significant differences between Croatian and Serbian respondents were found in the agreement with the statement associated with the memorial tourism, and in assessing their readiness to cooperate in the development of the memorial tourism in Vukovar using t-test (Table 3). The degree of agreement was tested using a Likert-type scale where the score 1 indicated the lowest level, and 5 the highest level of agreement. This statement was: "Memorial tourism is the most appropriate form of tourism for tourism development of Vukovar", and a question that referred to the willingness for cooperation was "In what extent you are willing to cooperate in the development of the memorial tourism?"

Table 3. The level of agreement with the statement associated with the memorial tourism and rating personal willingness to cooperate in the memorial tourism development in Vukovar

| THE LEVEL OF AGREEMENT WITH THE STATEMENT/RATING PERSONAL WILLINGNESS TO COOPERATE | CROATS | | SERBS | | T-TEST |
|--|--------|-------|-------|-------|-----------------------------------|
| | M | SD | M | SD | |
| Memorial tourism is the most appropriate form of tourism for tourism development of Vukovar. | 3.89 | 0.939 | 2.59 | 1.228 | t = 4.680 df = 72 p = 0.000 |
| In what extent you are willing to cooperate in the development of the memorial tourism? | 3.93 | 1.223 | 2.41 | 1.278 | t = 4.448 df = 72 p = 0.000 |

Using the t-test, differences with regard to nationality were identified in choosing three locations in Vukovar considered to have a tourism attractiveness ($t = 2.734$; $df = 72$; $p = 0.008$). The question was open-ended, and respondents could indicate any of three locations in the city that are attractive for the tourists. So, among the three mentioned localities, it was possible to name a maximum of three and a minimum of zero memorial sites from the War. While Croats on average mentioned more than one memorial sites ($M = 1.16$; $SD = 0.882$), Serbs recognized twice less memorial sites as attractive for tourists ($M = 0.53$; $SD = 0.624$). In the previous descriptive results interpretation it was already pointed out that The Water Tower is the only site that could be partially counted as the memorial site and that is also for Serbian respondents touristically attractive.

Statistically significant differences in the attitudes among Croatian and Serbian respondents regarding importance and prospects of memorial tourism development based on heritage from the War in Vukovar clearly indicate different perceptions of memorial sites from the War, as it is the case with perception of War in general. Although the life of Croats and Serbs in Vukovar today is much more connected and more peaceful compared to tensions ten or fifteen years ago, different views of the War and its legacy still exists, which is not surprising considering that the members of these two nations were on the opposing sides in the War. While such differences may be a challenge in a stronger development of the memorial tourism in Vukovar, they could be overcome if the memorial tourism stimulates stronger growth of other forms of tourism. This goal is pronounced by city residents, regardless of nationality (e.g. cultural tourism, rural tourism, sports recreational tourism, summer holiday river tourism, and cruising tourism), and this could contribute to positioning Vukovar as a unique international tourism destination.

CONCLUSION

The pre-war tourism development in Vukovar was based on the prehistoric archaeological site Vučedol, Baroque cultural heritage and sports activities alongside the Danube. The visitors to these tourism attractions were mostly domestic tourists and local population. Industry and strong agriculture were the basis of Vukovar's economy, resulting in no need to develop tourism as one of its key branches. Following heavy destruction during the Croatian Homeland War and post-war reconstruction, the city has faced numerous social and economic issues, which are becoming an increasingly visible push factor, especially among younger population. As one solution (but not the only one), for to the revitalization of the city, the stronger tourism development is imposed, especially the memorial tourism. Numerous places of War sufferings, i.e. memorial sites in the city and surrounding area should have a first-class role in the tourism development. These places hold the indispensable potential to develop memorial tourism in Vukovar, which would differentiate its tourist supply from other destinations in Croatia. Based on the study, it can be concluded that the current

situation in tourism in the city is modest, especially in terms of accommodation. On the other hand, the attractions to develop memorial and other forms of tourism are not lacking, and the cultural supply is richer year after year. Over the past few years there is a noticeable increase in tourist flow, especially among domestic tourists which is the result of the Croatian Ministry of Science, Education and Sports act making an excursion to Vukovar compulsory for elementary school students on their final year as a part of education on the Croatian Homeland War. Visit usually takes place within two days arrangement.

Research results have shown that local population sees great potential in tourism as a tool for future economic development of Vukovar. Thus, the majority of the population, with the exception of the Serbian minority, stresses the primary importance of the memorial tourism based on memorial sites from the War as the most attractive tourist product, particularly for foreign tourists. This supports the thesis that local population, especially of younger age, realizes the importance of branding Vukovar as a memorial tourism destination not only for domestic, but for foreign tourists as well. The tourism products of other forms of tourism, such as cultural tourism, rural tourism, sports tourism, summer holiday river tourism or cruising tourism, are perceived as a supplement by the locals.

Among the other attractions, the greatest potential to attract foreign tourists shows contemporary designed Vučedol Culture Museum (opened in 2015) at the famous archaeological site and it could be linked with the memorial tourism supply. Research has shown that local population sees political disagreements, the lack of cooperation among governing institutions and a passive mentality as the main obstacles to the city's tourism development. In the past years, a project of reconstruction of The Water Tower called "Water Tower - symbol of Croatian unity" started, aiming to renovate one of the symbols of the city's defense and whose implementation will enrich the tourism supply. The memorial sites need to be thematically connected in a "route of memorial heritage", (for example by bicycle trails) and branded as a unique tourism product. Aside from the attractions themselves, investments in marketing and better cooperation with foreign tourist agencies, especially the ones offering Danube cruises, are needed to successfully turn Vukovar into a memorial tourism destination.

This would give a touristic value to the city's favorable geographic position on the Danube river as the seventh Pan-European traffic corridor. It can be concluded that successful development of the memorial tourism in Croatia based on the Croatian Homeland War heritage requires objective identification, evaluation, interpretation and finally tourism valorization of memorial sites. In this process, an objective approach is required in order to emphasize, apart from unquestionable historic and emotional value for Croats, their tourist potential to attract foreign tourists.

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CONSUMERS' POSITIVE AND NEGATIVE REVIEWS TOWARDS LOCAL FOOD EXPERIENCES: THE CASE OF RESTAURANTS IN GAZIANTEP CITY ON TRIPADVISOR.COM

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Abstract

Local flavor managements are the essential components of vacation and destinations. Most of the tourists taste local food and beverages that presents local culture during their vacations and tell these experiences to the people around them. At this point, one of the efficient ways for transferring these food and beverage experiences is the social media. Today, through social media which reaches to an important number of users, many individuals share their gastronomy experiences with their friends and others and form references with their positive or negative comments. Within this study, by using this important sharing world that internet provides as a starting point, the users' social media comments on food and beverage managements in Gaziantep, the city which is included in UNESCO Creative Cities Network from Turkey, was aimed to be searched. Under this scope, 1462 comments belong to the top 7 food and beverage managements in Gaziantep, on interactive forums of TripAdvisor which is an important travelling web-site were analyzed. According to the results, managements' food and beverage qualities and service qualities got the most positive comments whereas most negative comments were done on atmospheres and prices within these managements.

Key words: Local Flavor, Food and beverage managements, TripAdvisor, Gaziantep

INTRODUCTION

Food concept is both an important part of social life and an important metaphor within psychological, social and symbolic parts. Many individuals spend huge amounts of money for experiencing different flavors on their vacations. Besides, eating contains a symbolic meaning other than just being nutrition. In fact, some dishes symbolize excellence and being based on pleasure whereas some of them symbolize a culture and belongings to that culture according to the customers (Bessière, 1998: 23; Şengül and Türkay, 2015:2). In short, eating can be a tool for learning new cultures, socializing and

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also resting the mind other than just being a tool for fulfilling basic needs (Kodaş and Dikici, 2012: 52).

On the other hand, today individuals start to deal with what they are eating and drinking more than ever and this became a newsworthy factor for social media (Kesici, 2015: 33). Because of that reason, food concept, which became way more than a physiological need and became an important component of culture, might be an attraction reason for a specific area where it is served, or might be a travelling reason only itself (Erkol and Zengin, 2015: 600). Food and geography and the places where these dishes are served become an important tool for experiencing the life. Thus, while food concept and places where this food is served is becoming a consumption tool for popular culture, consumption periods' effects on individuals become the symbol for pleasure (Silsüpür, 2016). Hence, it becomes inevitable that eating experiences are shared by consumers, which contains a large part of social life.

In our era, in which thoughts and opinions of individuals changes continuously (Taylan and Arıkan, 2008) consumers want to be consciously or unconsciously visible on all platforms by sharing their social life experiences like eating or drinking (Eraslan , Uludağ, 2013). By this instinct, many people want to share their eating experiences on social media and transfer these experiences to the large masses by their comments. If the social media is thought as the most effective and most common platform for today's sharing world (Vural Akıncı and Bat, 2010), effects and realities of the comments shared on these platforms are increasing. From this point on, in this study, comments about local flavors that are served in food and beverage restaurants of Gaziantep, the city which was registered as UNESCO Creative Cities Network Gastronomy City, on social media were analyzed. By doing this, information that food and beverage managements of the city and local municipalities and non-governmental organizations that are responsible for UNESCO membership, can benefit from were released.

LITERATURE REVIEW

Local Flavor

Food and culture are two concepts that complete each other. Food concept presents a cultural communication area and has become a sign for local culture in time (Tellström, Gustafsson and Mossberg, 2006). While this feature turns local flavors into an attraction point for customers, it also helps protecting the culture which is supported by flavors, and transferring to the next generations (Kızılırmak, Albayrak and Küçükali, 2014). On the other hand, the dishes that present local culture against the cultures that start to be same, might be a satisfaction tool for customers and a distinguishing tool for places (Zengin, Uyar and Erkol, 2014; Zağralı and Akbaba, 2015). However, preparing local flavors and presenting them according to their own rituals requires a risky and hard process (Aslan, Güneren and Çoban, 2014). So, changing a customary flavor

within the scope of tradition and developing it without changing its texture is an important parameter for a culture to survive (Ekici, 2008).

Gaziantep Cuisine Culture

Gaziantep is a significant example of the richest cuisine cultures within Turkey and the variety of ingredients that are used in dishes reflect its properousness of its' strong cuisine culture (Özlü, 2006). Gaziantep cuisine has a great variety of agricultural products, such as grains, legumes, vegetables, fruits, Gaziantep pistachio, dozens of different local herbs and spices that enable to create more than 400 unique dishes and 291 species of them have already been registered (Gastroantep, 2016). Also, cuisine culture became a symbol and an important component for customs and rituals that can survive today in Gaziantep (Sabbağ, 2015). That is, with this feature Gaziantep became one of the 17 members of UNESCO Creative Cities Network's Gastronomy Cities around the world, and the first from Turkey (UNESCO, 2015).

With the influence of variety of religions, climate, geography and civilizations and all sorts of living modes, Gaziantep today is promoted as the "Capital of Tastes" (Ertaş and Karadağ, 2013; Dailysabah.com, 2016). Particularly, the effects of Arab diets with spice and hot pepper are quite obvious on the South-Eastern cuisine culture (Özlü, 2006; Karadağ, 2009). Another significant mixer of the Turkish cuisine culture was Ottoman Empire because of its 600 years regnal duration and the number of countries under its control (Gaziantepmutfagi, 2016). Moreover, Mediterranean climate and fertile soils are the main reasons to provide numerous amounts of agricultural products for yummy cuisine of Gaziantep (Gastroantep, 2016). Besides, diversity in agricultural products, cooking techniques and consuming techniques are the known secrets of the Gaziantep's thousands of years food culture (Ertaş and Gezmen Karadağ, 2013; Gaziantep mutfagi, 2016).

The Importance of Social Media in terms of Customers' Restaurant Experiences

For today's societies acts of eating-drinking means not only fulfilling physical needs but also experiencing differences and re-exploring the local culture (Cömert and Özata, 2016). While this situation reflects on tourism too, today, alternative chances rather than sea-sand and sun are used and new experiences are searched like chasing the local flavors (Serçeoğlu, Boztoprak and Tırak, 2016: 95). In this context, social media became an important catalytic for before mentioned eating-drinking habits to become widespread. With a similar point or view, social media is an important factor for each management that serves under the scope of tourism. So, the tourists' sharing positive or negative experiences with large masses in a short time can be both an opportunity and a risk factor or for tourism managements (Sü Eröz and Doğdubay, 2012: 134).

Social media which is the most effective platform in terms of communication process for individuals (Özaslan and Uygur, 2014), is also an important information field for

exploring customer behaviors. Today, thousands of individuals share their comments on foods or photos on foods that they prepare, eat or see on social media. They can do this both on their individual social media accounts or platforms that are opened specifically for food sharing (Eryılmaz and Şengül 2016). Social media sharings contains huge importance for food and beverage managements like many other managements. Customers compare services and products that they experiences on any level of their consumption with their needs. If whole performance is above their expectation they can show over satisfaction, if it is equal with their expectations they show satisfaction if it is under their expectations then they show low satisfaction and (Oliver, 1980; Baker and Crompton, 2000) so complaining occurs (Kolodinsky and Aleong, 1990). In this terms, social media presents many positive (positive WOM, loyalty) or negative (negative WOM, quit) opportunities for food and beverage managements by shaping the potential customers' expectations. Former studies showed that, customers give great importance on atmosphere, service quality, food-beverage quality and price and shape their future behaviors and their eating experience satisfaction according to these qualifications. (Sulek and Hensley, 2004). So, it is obvious that positive or negative social media comments on the criteria that are important for customers might shape the consuming behaviors for eating experiences.

Literature Review on Consumer Expectations from Restaurants

There are many studies on factors that lead to customer complaining on services and the restaurant qualities that are important for them. These studies seem to focus on fast food restoranlar, local restaurants, casual restaurants, ethnic restairants, fine - dinign / upscale restaurants' customers. From this point of view , the factors that are most important within a restaurant for customers according to those studies are summarised on Table 1.

Table 1. Important factors for Customers in a Restaurant

| Author | Key Factors |
|-------------------------|---|
| Elder, vd. (1999) | Cleanliness, flavor, atmosphere, price |
| Law, To and Goh (2008) | Personnel attitude, hygiene, service speed, price, food and beverage quality, atmosphere, service presentation. |
| Lee, et al. (2012) | Clean kitchen, hygiene of baking and heating tools, freshness and ingredients of the food, investigation and bathroom cleanliness |
| Namkung and Jang (2007) | Flavor and presentation of the food. |
| Heung and Hu (2012) | Attraction of the restaurant, comfortable image and inner design |
| Korkmaz, (2005) | Cleanliness, healthy products, quality, fast service and |

| | |
|---------------------------------|--|
| | satisfying food |
| Tayfun ve Tokmak (2007). | Appropriate flavor, on time service, placement to work-house and accessibility |
| Yazıcıoğlu, Işın and Koç (2013) | Freshness, flavor, heating of food, product variety on menus, price worthy |
| Şahin, Çakıcı and Güler (2014) | Food security, hygiene |

Factors that lead to customer complaints in terms of restoran managements is an other issue that was studied within literature. In the study of Su and Bowen(2000) most common problems that customers face with within a la carte restourants are listed as ‘ slow and insufficient service’, ‘ not baking enough’, ‘not worth that money’ and ‘ rude service’ . Similarly Liu and Jang (2009) stated that the most two important factor that are need to be developed within Chinese restourants for customers are ‘hygiene and polite-tidy personnel’. In Kitapçı’s study (2008), 57,4 % of the customers are found to complain about insufficient customer-personnel relation, slow service and insufficient service and restourant cleanliness. Zhang et al. (2010) concluded that food, service and atmosphere are the important factors within the study where they investigated online comments to retourants. Within the study of Albayrak (2013) attitude and behavior of the personnel, hygiene of personnel and flavor of food and beverages are the leading issues that are complained about most by customers. Şahin, Çakıcı and Güler (2014) listed the reasons that customers make complaints about a la carte restourants as restourant atmosphere and personnel service . Dalgıç, Güler and Birdir (2016) who explored the negative customer comments on local fast food restourant experiences in Mersin and Hatay customers wrote on Tripadvisor.com internet portal found that most negative comments have been left on food and service; most important sub-problems are flavor, personnel attitude, originality of food and fair prices. Arsezen Otamış (2015) within their study where they investigate customer comments on beverage and food restourants in Fethiye which are registered to Tripadvisor, found out that positive factors are on service quality and food quality; whereas negative factors are price and atmosphere. Similarly Lei and Law (2015) investigated positive and negative comments on a la carte restourants in Macau through Tripadvisor.com and the factor that got most negative comments was found as price.

PURPOSE AND METHOD OF THE STUDY

Purpose of the study is to investigate social media comments about food and beverage managements in Gaziantep, the city which was included in creative city web from Turkey, and make offers to applicators. Within the scope of study, social media comments through managements are analyzed with descriptive analysis process that is suggested by Walcott, Strauss and Corbin and has four stage; forming a descriptive

analysis frame, analyzing data according to the themes, describing the results and commenting on the results (Yıldırım and Şimşek, 2011). In order customer comments to code right and gather under the right themes as suggested by descriptive analysis, former studies were investigated. In terms of coding word decisions; 15 words (code) within Su and Bowen’s (2001) study that were used mostly for the problems and 25 expressions for customer complaints (codes) from Albayrak’s (2013) study were used as a base. Written complaints which have those codes later classified into four main themes as stated within studies of Liu and Jang (2009) and Lei and Law (2015). By doing this complaint reasons are tried to be found.

Population of the research consists of the comments on food and beverage managements in Gaziantep from an important online-travelling web site, TripAdvisor. Although there are many web sites for customer complaints, TripAdvisor was chosen because of being internationally known, having huge numbers of active users , expertness on tourism industry, user friendly basis and giving feedback to users (Dalgıç, Güler and Birdir, 2016). Because of having huge numbers of food managements, sampling method was used. Three levels were done between 28.03.2016-15.04.2016 for data totals. Within the first level according to comment numbers, food and beverage managements that are in top 10 were used, within the second level 3 managements that serve one type of food and beverage were not included in the study. On the third level Turkish comments were included to analysis. As a result, a total of 1462 comments about 7 managements were included.

RESULTS

Data were analyzed within four different themes (food, service, atmosphere, and price) and two main headings positive/negative. Each theme has their own themes and these sub themes are mentioned according to their frequencies (n) and percentages (%). As a result of the content analysis most comments were found on the theme “food”, whereas the least comments were found on “price” . The theme that got most positive comments was “food” whereas the theme that got most negative comments was “price” (See. Table 2).

Table 2. Customer Reviews on Gaziantep Restaurants Registered to TripAdvisor

| Category | Positive | | Negative | | Total* |
|------------|------------|----------------|------------|----------------|--------|
| | Number (n) | Percentage (%) | Number (n) | Percentage (%) | |
| Food | 1138 | 83 | 237 | 17 | 1375 |
| Service | 440 | 71 | 177 | 29 | 617 |
| Atmosphere | 235 | 56 | 182 | 44 | 417 |
| Price | 164 | 46 | 193 | 54 | 357 |

*The reason why the number of the reviews on food experience factors (2766) different from the number of total reviews investigated (1462) is each review usually involves more than one positive or negative comment.

Results on Food Theme

80,3 % of the comments on food theme were positive, whereas 19,7 % of them were negative. Positive comments includes these themes; good flavor, very good flavor, local flavor, rich menu, satisfying, well presentation and a sub theme; qualified food. Negative comments include these themes; average flavor, small portion, fabrication, less local flavor, flavorless and a sub theme; disappointment. Positive and negative results about food theme are summarized in Table 3.

Table 3. Descriptive Statistics about Food Theme

| Positive | %80,3 | | Negative | 19,7 % | |
|-------------------|----------|----------|-------------------|----------|----------|
| Sub Themes | n | % | Sub Themes | n | % |
| With Flavor | 244 | 36,9 % | Average Flavor | 99 | 61,2 % |
| Very Flavor | 226 | 34,2 % | Small Portion | 17 | 10,5 % |
| Local flavor | 59 | 8,9 % | Fabrication | 12 | 7,5 % |
| Rich Menu | 43 | 6,5 % | Less Local Flavor | 12 | 7,4 % |
| Satisfying | 36 | 5,5 % | Flavorless | 11 | 6,7 % |
| Well Presented | 33 | 4,9 % | Disappointment | 11 | 6,7 % |
| Qualified Food | 20 | 3,1 % | Total | 162 | 100 % |
| Total | 661 | 100 % | | | |

Mostly used positive sub themes are having flavor (successful, really good...) and having rich flavor (diet enemy, flavor feast, splendid) .These sub themes contain large part of the positive reviews. Local flavor is one of the important sub themes. One example of the comments for sub flavor themes is given below.

...I have never taste such flavors before. Appetizers are wonderful I feel like crazy which ever I taste (User 297)

One example of the comments for sub local flavor theme is given below.

...a place which presents traditional flavors rather than newly discovered flavors successfully... (User 593)

Mostly used negative sub theme is average flavor (ordinary, lame, below the standards, not remembered) and contains more than half of the negative sub themes. Examples of user comments for average flavor sub theme are given below.

...you can eat this qualified or more qualified food in anywhere... (User 857)

...flavors are good but not make you say wow... (User 365)

Other important sub themes are fabrication and less local food sub themes. Examples of user comments for these themes are given below.

...This place where Gaziantep Cuisine must be seen serves Russian Salad and Paçanga pastry as appetizers which has nothing to do with Gaziantep Cuisine... (User 380)

Results on Service Theme

73, 8 % of the sub themes for service theme were found positive whereas 26, 2 % of them were found negative. Positive reviews include these sub themes; fast service, tidy personnel, concerned personnel, cheerful personnel, good service, plenty of treats and hospitable. Negative reviews include these sub themes: bad service, careless personnel, slow service, dirty personnel and less treats. Results for service theme are summarized in Table 4.

Table 4. Descriptive Statistics for Service Theme

| Positive | 73,8 % | | Negative | 26,2 % | |
|---------------------|----------|----------|--------------------|----------|----------|
| Sub Themes | n | % | Sub Themes | n | % |
| Fast Service | 101 | 29,9 % | Bad Service | 38 | 31,7 % |
| Tidy Personnel | 61 | 17,9 % | Careless Personnel | 38 | 31,7 % |
| Concerned Personnel | 53 | 15,8 % | Slow Service | 18 | 15 % |
| Cheerful Personnel | 37 | 10,9 % | Dirty Personnel | 16 | 13,3 % |
| Good Service | 33 | 9,7 % | Less Treats | 10 | 8,3 % |
| Plenty of Treats | 27 | 7,9 % | Total | 120 | 100 % |
| Hospitable | 27 | 7,9 % | | | |
| Total | 339 | 100 % | | | |

Mostly used positive sub themes are fast service, tidy personnel and caring personnel. Positive sub themes on service theme are mostly about personnel. Examples of comments on personnel sub theme are given below.

...Personnel lead you well and make you try each flavor... (User 85)

...A restaurant whose personnel make you feel special with their behaviors, efforts and hustle... (User 116)

...I have never seen personnel that much sincere and helpful before. They were here to help even how to drink ayran to how to eat baklava and made it without disturbing our eating pleasure... (User 674)

Mostly used negative themes are bad service and careless personnel. Some examples of comments for negative sub themes are given below.

...Yuvalama soup is good but with its terrible service, place and personnel flavor fall behind... (User 89)

... Even though food and appetizer quality is really good, service is bad... (User 171)
 ... Personnel is always running, I do not know if number of personnel is less, however orders are not listened, if you can catch a waiter of course... (User 488)
 ... Waiters did everything for us to leave as quickly as possible... (User 846)

Results on Atmosphere Theme

%51 % of the mostly used sub themes for atmosphere theme was found positive whereas 49 % were negative. Positive reviews include authentic, peaceful, beautiful, luxurious, different and natural sub themes. Negative reviews include crowded (very), noisy, hovel, disturbing, dirty, like a dining hall and average sub themes. Results on Atmosphere theme are summarized in Table 5.

Table 5. Descriptive Statistics about Atmosphere Theme

| Positive | 51 % | | Negative | 49 % | |
|-------------------|----------|----------|-------------------|----------|----------|
| Sub Themes | n | % | Sub Themes | n | % |
| Authentic | 59 | 30,1 % | Crowded (very) | 91 | 48,4 % |
| Clean | 58 | 29,5 % | Noisy | 27 | 14,4 % |
| Peaceful | 32 | 16,3 % | Hovel | 27 | 14,4 % |
| Beautiful | 25 | 12,7 % | Disturbing | 17 | 9,0 % |
| Luxurious | 10 | 5,3 % | Dirty | 17 | 9,0 % |
| Different | 8 | 4,0 % | Dining Hall Like | 7 | 3,7 % |
| Natural | 4 | 2,0 % | Average | 2 | 1,1 % |
| Total | 196 | 100 % | Total | 188 | 100 % |

Mostly used positive themes are authentic and clean sub themes. Examples of user comments for positive sub themes are given below.

...It was very crowded, we had to wait a lot however it was worth it... (User 26)
 ... Later we drank ayran from local copper cups it was really authentic... (User 746)
 ...Place was really beautiful. Even though you do not drink or eat something place might have an effect on you... (User 164)
 ...However does it worth waiting and that noise? Yes!... (User 839)

Mostly used negative themes are crowded and noisy sub themes. Examples of user comments for negative sub themes are given below.

...First of all it was really crowded and noisy. It is impossible of eat tastefully at a place like this... (User 501)
 ...The only problem was the crowd. Crowd and fork, knife noises can be disturbing sometimes... (User 703)

Results on Price Theme

40, 7 % of the mostly used sub themes related to price theme were found positive whereas 59, 3 % of them were found negative .Positive reviews consist of appropriate and average sub themes. Negative reviews consist of high, little bit expensive and high for Gaziantep sub themes. Results on price theme are summarized on Table 6.

Table 6. Descriptive Statistics for Price Theme

| Positive | 40,7 % | | Negative | 59,3 % | |
|-------------------|----------|----------|------------------------|----------|----------|
| Sub Themes | n | % | Sub Themes | n | % |
| Appropriate | 83 | 76,8 % | High | 128 | 81,5 % |
| Average | 25 | 23,2 % | A little bit Expensive | 19 | 12,1 % |
| Total | 108 | 100 % | High for Gaziantep | 10 | 6,3 % |
| | | | Total | 157 | 100 % |

Mostly used positive sub theme was appropriate whereas mostly used negative sub theme was high. Related to this, some users stated the prices are high for Gaziantep. Even though Users generally commented that prices were high, they though it was worth to the service and food. Examples of positive and negative comments for price theme are given below.

...Eat more qualified food with fewer prices... (User 8)

... You can find cheaper and more flavored kinds of the food that you eat here within cities, in

average local managements... (User 167)

...Prices seem high but it is worth it... (User 12)

RESULTS AND EVALUATION

As it is seen, under the scope of tourism eating - drinking behavior means both an attraction element and presenting the local cultures especially for the managements which give that service. So, reviews of the visitors who had eating-drinking experience within these managements, on social media might be a key presentation or information base for other people. From this point of view, top 7 local food-beverage managements in Gaziantep that got highest number of comments on TripAdvisor web site were investigated and 1462 Turkish comments were analyzed. Results, findings through literature and applicators can be summarized as follows.

Theoretical Implications

As a result of the descriptive analysis, most of the comments are related to ‘food’ theme whereas least of the comments are related to ‘price’ theme. What is more ‘food and service’ got the highest number of positive comments whereas ‘atmosphere and price’ got the highest number of negative comments. These findings show similarity with the findings of Su and Bowen’s (2000) study which stated that the commonly faced problems for customers within a la carte restaurants are ‘being not worth to the price’ with the findings of Liu and Jang (2009) which stated that one of the factors that needs to be developed within Chinese restaurants is ‘hygiene’, of Kitapçı (2008) which stated that the factor 57,4 % of the customers complaint about is ‘not being hygienic’, of Albayrak’s (2013) study which stated that ‘personal hygiene of the personnel’ is complained by customers mostly, of Şahin, Çakıcı and Güler's (2014) research which stated that one of the basic factors for a la carte restaurants to get customer complaints is ‘atmosphere of the restaurant’, of Dalgıç, Güler and Birdir’s (2016) study, which revealed that one of the mostly complained factor by customers is ‘unfair prices’ , of Arseven Otamış’s (2015) study which stated that factors that are found mostly positive are ‘service and food quality’ whereas mostly negative are ‘price and atmosphere’ , of Lei ve Law’s (2015) study in which it is mentioned that price is the most negatively perceived factor in restaurants by customers, of Zorlu, Çeken and Kara’s (2013) study on thermal managements which stated that top one complaining reason for restaurant services by customers is ‘problems related with atmosphere’, of Özasan and Uygur’s (2014) study where most commonly faced problems by customers are listed as ‘unfair prices’, ‘dirty sinks and bathrooms’ and ‘dirty environment’ within literature. Basic difference with the studies mentioned before and present study is that dissatisfaction about service quality and food quality through local restaurants are not as high as former studies. Even though dissatisfaction from service quality is higher than food quality, total negative reviews on these two factors nearly equal to the dissatisfaction from service atmosphere and lower than the dissatisfaction from prices.

Practical Implications

Present study which evaluates positive and negative local flavor experiences of consumers includes lots of results and suggestions that local restaurants primarily the ones in Gaziantep and in other cities and also ethnical restaurant managements can benefit from. According to this when customers’ comment on food concept investigated carefully, delicious (36, 9 %) or very delicious (34, 2 %) perspectives are the leadings one within positive comments. However, related to this theme leading negative comments include that 61.2 % of the customers thought flavor of the dishes were ordinary. Even though it is a small ratio 10.5% of the customers stated that they found portions small. On this point, managements need to be more careful about food that they claim local, use original ingredients, be careful about quality and originality of the

ingredients and need to have bigger portions in order to make their customers satisfied and leave positive comments about themselves, which in turn they can benefit from.

When customers' comments about service theme are evaluated, 73.8% of the reviews are found positive whereas 26, 2% of them are found negative. At this point while it can be said that customers are generally satisfied by the services done by local food and beverage managements in Gaziantep, it is really remarkable that hospitality is the least used word for positive comments (7.9%). Quality of the service communication between personnel and customer is an important hint for service quality perception by customers (Groth and Grandey, 2012). Generally, basic evaluation, done by customers for a management is a result of evaluation done within the time period that is spend in management and to all its elements (Shamdasani and Balakrishnan, 2000). Because of that reason, it is important for managements to have an effective service relation with the customers (del Rio-Lanza, Casielles and Diaz-Martin, 2009). Local restaurants in Gaziantep are suggested to make customers' perception on hospitality stronger in order to have positive behavioral tendencies for future.

When atmosphere theme which is another theme customers' comments are classified under, factors related to this theme are found to get 51% of positive comments whereas 49% of negative comments. The word authentic was mostly used within positive point of views (30.1%) whereas the word crowded (much) was mostly used for negative reviews with 48, 4 % ratio. In relation to these it can be thought customers found places authentic in accordance with the local cuisine whereas the definition crowded for these places is seem as an important problem. At that point it is suggested that restaurants need to take necessary action for lowering the crowd perception.

Expensiveness perceptions on local flavors by customers become prominent as the last but not the least factor. 59, 3 % of the customers left negative comments about price policies of the managements, within 81, 5% of these comments high prices were mentioned. At this point it must be mentioned that price is highly manipulative (contradictive) and subjective criteria for evaluating eating experience. However, managements need to provide qualified service which makes customer to think the perceived service performance was worth to monetary and non-monetary expenses and the thing they get was fair.

LIMITATIONS AND SUGGESTION FOR FURTHER STUDIES

Similar to all other studies, present study was done with some limitations. First limitation is having customer comments only related to Gaziantep, second one is having customer comments only on restaurants that serve local food, third one is having these comments only from TripAdvisor website, fourth one is having only Turkish comments and the last one is limiting the comments to the themes which were mentioned within the method section of the study, and not including comments on other themes. These limitations might create lots of new study topics for the researchers who want to study on similar topics. Considering the importance and originality for literature a research

design which (a) compares positive and negative comments of customers and managements on service, (b) compares positive and negative customer comments on services for different restaurant types, (c) compares customer reviews on service quality of restaurant managements in cities which have similar gastronomic features, (d) compares local and foreigner customer reviews on restaurant quality evaluations, (e) evaluates customer comments for Turkey's cuisine culture and service quality on foreigner customer commenting portals and gastronomy forums for management reviews, (f) evaluates themes like customer complaint types, future behavioral tendencies, positive and negative reactions rather than mostly used service, food, atmosphere and price themes and (g) evaluates relations between variables by using qualitative analysis programs might be beneficial.

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WINE TOURISM AND AN EXAMINATION ON WINE TOURISTS' PREFERENCES AT KULA DESTINATION

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Abstract

This study aims to determine overall profile characteristics of wine tourists who are visiting Kula destination and reveal their points of views on wine tourism. Findings of the study indicate that wine tourists generally are well educated, have high income and belong to middle or higher age groups. Other findings reveal that wine tourists are willing to travel long distances in order to have a wine tourism experience and they have plenty of leisure time besides not having monetary issues. On the other hand wine tourists' interest in wines generally show a long term relationship and travels towards wine tourism are quite preferred touristic activities by wine tourists. Furthermore, wine tourists are found out have a sophisticated palate. Results of the study support previous studies of the national and international literature. Attitudes and profile characteristics of wine tourists who are visiting Kula destination show similar properties which are towards different wine destinations. Finally, it is found out those wine tourists who are visiting Kula have little knowledge on the destination prior to their travel and they were expecting inferior supply elements regarding wine tourism at Kula destination before their visit. However their perceptions towards Kula changed in a positive manner after their experience.

Key words: Wine tourism, wine tourists, Vineyards, Kula destination

INTRODUCTION

Tourism is an indispensable element for today's globalized economies. Specifically mass tourism is an essential contributor in terms of economic and social impacts. However the destruction seen in destinations caused by mass tourism in years led to a quest for alternative and sustainable tourism types. Among the touristic activities of individuals in search for medical or cultural events, wine tourism has become a more preferred activity with each passing year. Wine tourism, in general, is touristic activities that has a main motivation of individuals to experience wines and travel. In the past, travels with a main motivation of wine were relatively low however nowadays, a rise in interest in wines and travel, increased leisure times, increased incomes and vineyards becoming more popular led to people travel more aware of the destination they travel to (Yüncü, 2010:30). This study aims to examine the concept of wine tourism as well as to determine overall profile characteristics of wine tourists who are visiting Kula destination and reveal their points of views on wine tourism.

WINE TOURISM AND WINE TOURISTS

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Wine tourism may be described as a tourism activity emerging from travels of individuals or groups to vineyards, wineries and wine festivals, destinations with wine themes in order to develop their interest in wines (İlhan, 2009:258). Wine tourism is an approach that excels in the context of alternative tourism and special interest tourism all over the world today. Rise in income levels of individuals and parallel to that their tastes allows wine tourism to develop throughout the world. Napa Valley which is located in California, United States has become one of the most visited places, thanks to its wines.

The only reason for this high demand for Napa Valley which houses more than 200 vineyards, is wine and supportive touristic products presented with wine. Toscana region in Italy, Chile, South Africa and Australia are among the major destinations for wine tourism (Orcan, 2008:24). In Turkey, cities like Bozcaada, Cappadocia, Elazığ and Diyarbakır have great potential in terms of wine tourism destinations. Wine tourists who are the fundamental element of wine tourism are individuals who are well educated, have high disposable incomes, seeking different levels of service, recreation and leisure and travel to destinations which present wine as the primary attraction (Yıldız, 2009:82). From a different perspective wine tourists may be described as individuals who are motivated mainly to experience wines and travel in order to reach this goal and attend to different wine activities in the places they travel to. It is quite difficult to propose a single description on who the wine tourists are and their characteristics. It is possible to say that with regard to the related literature classification of wine tourists is mostly based on socio-economical and demographical features. However there are other psychological factors that may be used in describing who the wine tourist is. Factors like: individuals' motivations in participating wine tourism, life styles, overall interests, income levels and personality traits may be used to better understand the wine tourists' overall profiles (Galloway et al., 2008; Gronau and Kaufmann, 2009). However, it is also possible to say that individuals who have similar demographical characteristics may present very different wine tourism behaviors because of their different lifestyles (Bruwer, 2002).

Different studies trying to extract overall profiles of wine tourists have already been conducted by Mitchell, Hall and McIntosh (2000), Charters and Ali-Knight (2002), Hall and Mitchell (2008) in different periods however the most recent and agreed discrimination has been made by Pratt, (2014) which categorizes wine tourists into four segments; wine lovers, individuals with interest in wine, wine enthusiasts and individuals indifferent to wine.

WINERIES AND WINE TOURISM REGIONS

While wine tourists are the primary elements for wine tourists, wineries as well as wine regions are supportive elements. Wineries are important businesses that may create a primary travel motivation for wine tourists. Sales from cellars show both the reality of winery life and reflect an original feature.

The location of wineries are important because they let visitors feel and connect to the place, to observe and examine the production places and process of wine. A well and neatly designed vineyard pushes the visitors towards buying local souvenirs, view wines from other regions of the world and taste different kinds of wine before buying them (Sharples, 2000: 30; Sezer,2006:35).

Wine was born around approximately BC 4000 in the Central Anatolia-Georgia-Armenia triangle then spread to whole Mediterranean basin followed by Europe, reached its peak in France and then spread to the whole world. The world's most prestigious drinks today is produced in North and South America outside of Europe, in Australia, in Africa and Asia and is getting richer with each passing year (Sezer, 2006:55). In particular, countries like Australia and New Zealand are making progress every year, increasing their vineyards and wine production.

SCIENTIFIC STUDIES PERFORMED IN DIFFERENT REGIONS ON WINE TOURISM

High demand towards wine tourism resulted in an emergence of studies in related literature. When bound by geographical characteristics related studies may be seen in, Australia (Macionis, 1997; Dowling & Carlsen, 1999), Canada (Hackett, 1998; Telfer, 2001; Williams and Kelly, 2001), Chili (Sharples, 2002), France (Thevenin, 1996; Frochot, 2000) Hungary (Szivas, 1999), Italy (Pavan, 1994) New Zealand (Beverland, 1998; Johnson, 1998; Mitchell and Hall, 2003), Spain (Gilbert, 1992), South African Republic (Preston-Whyte, 2000; Bruwer, 2003), United States (Peters, 1997; Skinner, 2000), Great Britain (Howley& van Westering, 2000), Romania (Adrian, 2014), Greece (Alebaki and Iakovidou,2011) and in Turkey (Sezer, 2006; Yıldız,2009; Yüncü,2010; Akdağ and Yağcı,2015).

METHODOLOGY

This study is based on a qualitative research methodology which accepts wine tourism as an alternative type of tourism and examines wine tourists on a destination basis.

The main purpose of qualitative studies is to present in depth descriptions to readers and to understand and interpret the ideas of the main actors of the study. (Yıldırım ve Şimşek, 2013). Interview technique was used as the data gathering tool for this study which was designed as a qualitative research.

Interview technique was applied to wine tourists through semi-structured interview form. The reason for choosing the aforementioned approach is to let individuals to contribute with their own ideas other than the questions that were asked to them.

Study Population and Sample

Study population consisted of wine tourists in Turkey. Difficulties in reaching the whole population in terms of both time and money resulted in choosing sampling method. With this in mind, only wine tourists who have visited Kula and consumed wine, encountered a wine tourism experience and would be able to convey their ideas were included in the sample. The sample consisted of 47 wine tourists who have met this criteria.

Data Gathering Tool and Analysis Method

In order to collect healthy data for a qualitative study, interview technique which would provide best results was chosen. The interview form which contained five open ended, semi structured questions was derived from studies of Charters and Ali-Knight (2002), Carmichael (2005), Getz and Brown (2006), Dawson et al., (2011), Prat (2011), Pratt (2014), Guzman et al. (2014), Akdağ (2015). Table 1 contains the questions prepared for participants.

Table:1. Key Questions of the semi-structured interview

| |
|--|
| 1.Can you describe your interest in Wine world. How long have you been interested in wines and winery? |
| 2. In what category could you describe yourself as a wine tourist? |
| 3.Has wine tourism been a primary motivation for your travels in recent years? |
| 4. Has wine tourism been a secondary motivation for your travels in recent years? |
| 5.What was the effect of your visit to Kula vineyards on your hedonistic emotions? |

Data for the study was gathered between September 1st 2014 and September 1st 2015 through face to face interviews with wine tourists after their touristic experiences. The participants were asked key questions regarding their overall familiarity to wine world (Q1), their opinions on to what type of tourist category they belong to (Q2), motivational role of wine in touristic travels (Q3 and Q4) and finally the effects of their visit to Kula destination on their hedonistic emotions (Q5).

FINDINGS AND EVALUATION

Findings on the Demographic Characteristics of Participants

Frequency analysis of demographical characteristics of local tourists including their gender, age, marital status and education are described in this section and results are presented in Table 2.

Table:2. Demographical Characteristics of Individuals Who Took Part in the Study

| Variable | No(N) | Variable | No (N) |
|------------------------------|--------------|-----------------------------|---------------|
| Gender (n=47) | | Residency (n=47) | |
| Women | 21 | İstanbul | 11 |
| Men | 26 | İzmir | 21 |
| Age Group(n=47) | | Manisa | 8 |
| 29 and below | 5 | Ankara | 5 |
| Between 30-39 | 14 | Antalya | 2 |
| Between 40-49 | 19 | Monthly Income(n=47) | |
| 50 and above | 9 | 2.000 TL and below | 0 |
| Marital Status (n=47) | | 2001-4001 TL | 2 |
| Married | 38 | 4001-6000TL | 8 |
| Single | 9 | 6001 and above | 37 |
| Education(n=47) | | Occupation (n=47) | |
| Elementary | 4 | Self Employed | 11 |
| High School | 8 | Government Official | 6 |
| College | 20 | Retired | 2 |
| Master | 11 | Manager | 8 |
| PhD | 4 | Business Owner | 20 |

Analysis of the gender characteristics of wine tourists participating in the study indicates a balanced distribution. While 21 of the participant wine tourists are women the remaining 26 were men. The majority of wine tourists who have visited Kula are married. The educational levels of wine tourists which in turn contribute to their intellectual levels are college or above. In terms of residency, Izmir, because of its proximity to Kula destination has been the major source of wine tourists. An analysis of monthly income levels of participants revealed that their average income levels are greater than of Turkey average. Finally in terms of profession it can be seen that the majority of the participants are business owners.

Wine tourists' level of interest towards the wine world

In order to identify the relationship of wine tourists that visit Kula destination with wine and their level of interest towards wine tourism, the following questions were asked primarily: What is your level of interest towards wine tourism? For how many years you are interested in wine? Once the answers given to these questions were analyzed it was found out that wine tourists are generally interested in wine for long years and that they follow wine world at an international scale. The detailed analysis of answers pointed out that the participant, coded KST19, and expressed his /her level of interest by stating the following words: *“Wine has always been a passion for me since my childhood. Since we have our own vineyards and our amateur winery, I am in the wine*

world for almost 40 years.” The participant, code KST40, summarized his interest towards the wine world by saying that, *“I could learn the related features and basic concepts related to wine due to my wife’s passion for wine after we got married. It is not possible for me to say that I was competent in this subject before, but for the last 12 years I am interested in the subject in depth.”* The wine tourist code KST24 suggested that he/she is new in the wine world but is closely interested in the subject, by stating the following words: *“I have been following the wine world for the last 3 years. After I got retired I had the chance to spare time for myself and my hobbies and during this period, wine activities have substantially attracted my attention.”* KST28 explained his/her personal development on subjects of wine by saying that *“I am interested in the subject for many years profoundly. My recommendation is a bedside book called Wine Grapes. It is a fundamental work that taught me the wine world and supplied me with information on wine.”* KST7 stated his/her interest on the subject and the economic dimensions of this interest by telling that, *“My interest in the wine world goes back too far in the past and I guess it will continue for the rest of my life time. Regarding wine, I shop frequently and collect aged wine as investment.”* While KST35 combined his/her occupation with his presence in the wine world by saying the following words, *“I am a food engineer, that’s why on one side wine had been my focus of interest and on the other side my research area, therefore in the last 5 years I am present in the wine world,”* KST1 coded wine tourist summarized his/her specialty by saying *“I have a goof command of the subject up to the point that I could write an article. I am in the wine world almost for 20 years and I consider myself as a mentor of this subject.”*

SELF-CLASSIFICATION OF INDIVIDUALS ACCORDING TO THE WINE TOURISTS CATEGORY

The second question prepared for the wine tourists visiting Kula is related to the wine tourist profiles defined in the literature. In this scope, primarily the classification on wine tourists is verbally explained to the wine tourists, then they were asked to state to which type of wine tourists they felt closer; thus, they were asked, within which category of wine tourists do you define yourself with? Once the answers given to this question are investigated, it was possible to observe that wine tourists predominantly are knowledgeable about wine, fond of wine and in profile consists of individuals who are interested in wine. Wine tourist, KST22, while defining himself/herself as keen on wine, explained his/her profile as *“I am in the learning process when wine is considered and I participate in such activities as long as I find the time.”* Wine tourist, KST47, defined himself/herself as the casual wine tourist saying that *“My friends asked me to join them while coming to these vineyards, my main purpose is to have a nice day. I am a wine tourist, but my priority is not wine.”* KST14 said *“Wine is not a special interest or hobby for me, it is a life style. Thus, I am a wine lover.”* While wine tourist KST30 stated *“I usually participate in the wine tourism activities with my friends. We have an elementary group which likes to be interested in wine and we come*

together frequently to experience wine,” KST29 mentioned his/her interest on wine with the words, “I am knowledgeable on all phases on the production and consumption of wine and visiting wine cellars becomes a huge pleasure for me.” Wine tourist, KST8, summarized his/her sensitivity on wine by saying, “Wine is such a meaningful drink all by itself, yet when there is the harmony between food and wine it creates an artistic effect.” KST43 emphasized his/her attention in the phases of wine buying with these words: “It really gives me a great pleasure to taste and buy wine from the wineries at the destinations I visit. Because buying wine from the spots where production takes place removes my concerns about the originality of the wine.” While KST16 stated, “I try to join trainings related to wine frequently. Because wine gains meaning as you learn,” KST11 defined his/her personal profile by saying, “I am experienced on wine. Previously, I have visited both domestic and international wineries. Therefore, I am an individual who is highly invested in wine.” As KST45 summarizes his curiosity on wine by saying, “I like to follow publications on wine and I want to improve myself as much as I find the chance,” KST4 defined himself/herself as a wine enthusiast within the wine tourist profile by stating, “I am not fully built up in the subject of wine, yet my friend circle are really experts and I join to the activities with them, as I find the opportunity.” KST9 claimed that he is beyond the profiles with the words, “I travelled to Napa Valley in the United States, and even to Chinati in Italy. I have an intense belonging to wine further than any categories.” While KST 44 said, “I am a second level ranking, interested in wine tourist, because I want to improve myself on wine and I frequently make trips due to this reason,” and finally wine tourist, coded KST46, summarized his/her profile definition as “I am a wine instructor. Wine is both my occupation and my hobby. Therefore, I can define myself as a wine lover.”

Wine as a primary motivation factor for travel

The third fundamental question of the study focuses on the place of wine based travel actions on the lives of individuals and wine tourism as a primary travel factor. In this regard, the third question of the study is asked in the following form: “Has wine tourism been considered as a first priority travel motivation in the recent years?” As the responses to this question are investigated; wine tourist KST46 said “I often make trips with the purpose of wine tasting, since I define myself as a wine tourist. Due to this purpose, I visited most wine regions of Turkey,” and KST10 mentioned wine tourism activities he conducted consistently by saying, “Wine becomes a first priority travel motivation factor for me at least once a year.” KST15 informed about his/her participation to the organizations that take place about wine tourism with the following words: “The wine community that I am a member of definitely presents participation to vine harvest activities. Thus, I definitely present participation to vine harvest festivals every year.” KST20 summarized the intellectual background provided by the travels he made by saying, “Maybe not every year, but as my financial situation allows, I take travels to vineyards from time to time. Wine tourism activities are educative as much as

they are relaxing.” KST26 presented information about the travels he/she made despite the intensity of life situations by stating, *“Although it is very hard for me to spare time for wine tourism activities, I can participate in them by choosing places that are close to Izmir.”* KST31 explained his/her passion on the subject by saying, *“I have conducted several international trips, including France and Italy. Experiencing wine is totally worth these distances.”* KST33 mentioned their regular travels in scope of wine tourism with the words, *“My partner and I always loved to pursue different routes. Therefore, a new wine destination each year becomes a new excitement for us.”* KST37 explained his/her approach by saying, *“Wine constantly becomes a travel activity for me. For example, I am getting prepared for a wine travel that would be held in Rioja, Ribera del Duero and Rueda regions in Spain. Here (Kula) is quite beautiful yet it is a destination that viticulture is practiced in more of an amateur level. Yet in Europe, there are more professional tours.”* Finally, KST38 shared his/her level of sensitivity on wine by saying, *“Wine is definitely my first priority motivation factor. I joined Italy tour last year and while planning my travel route, I designed it centering on Tuscany. What could it mean to visit Italy without visiting Tuscany?”*

Wine tourism as a secondary motivation factor for travel

The fourth question of the study is asked with the purpose to reveal the effect of the individuals' wine passion on their travels. With respect to this purpose, the question was formulated as: *“Has wine tourism been considered as a second priority travel motivation in the recent years?”* According to the analysis of the responses to this question it was found out that even during the cultural or relaxing travels made by the individuals, the organizations related to wine are followed and wine related activities are participated as they could find the opportunity. In the responses given to the question, KST3 informed about the travel he/she made by saying, *“I made a trip to the United States of America in the extent of a cultural tour five years ago. It was a pleasant experience for me and while I was going over the routes that were were going to follow, I found out that Food & Wine Classics in Aspen activity would be held on the 28th of that month in the city of Aspen. Hereby, I both had my vacation and found the opportunity to join to a valuable festival on wine and food.”* KST13 mentioned that he/she followed organizations related to wine during normal touristic activities by saying, *“Every time I decide on a vacation destination I examine the potential wine activities or organization that could take place at the destination. Therefore, for me wine is an experience that could find a place for itself in each of my travels.”* KST18 gave a detailed answer to the question with the words, *“I always seek different alternatives except the sea, sand, sun trio in my vacations, hence it is highly pleasant to taste wine in the regions I travel to. For instance, I was on Avsa Island this summer, so that I could find the chance to experience regional wines that I had no clue of on this occasion.”* KST17 stated that it could be combined with alternative touristic activities by saying, *“One of my personal hobbies is hunting and I travel frequently on this*

occasion. During our hunting tour in the Eastern Europe, particularly in Bulgaria I tasted wines that are made of Chardonnay and Merlot grapes. Hence I could create an opportunity for myself through which I could experience both hunting and wine.” While KST27 said, “I went to Florence with a small group of people to experience gastronomy and even gourmet, but even before the journey started I focused on selecting the wines that I could try next with the food,” KST32 defined his/her personal views and the possibilities at hand by saying, “I am still young and the budget I spare for wine is minimalistic in parallel to my age. Yet even in the travels I make as a backpacker, local food experience and local wines are of utmost importance to me.” Finally, KST39 expressed the importance of viticulture, wine tourism and related activities on an individual level, with the words: “Wine sometimes becomes primary and sometimes the secondary travel factor for me. In addition, I definitely want to examine the local drinks, and if exists local wines, and want to visit the vineyards that the grapes for these wines are cultivated.”

Kula as a wine destination and the level of satisfaction of the visitors

Fifth and the last question of the study is formulated to reveal the wine tourism experience that the wine tourists obtain and the contribution of visiting Kula destination on their hedonistic emotions. The final question was designed as, “What is the contribution of visiting Kula vineyards to your hedonistic emotions?” Once the responses to this question are scrutinized, wine tourist KST2 summarized his/her views on Kula and the travel with the words, “Kula is an obscure touristic destination, in this sense it is the exact place I am looking for. It was quite a calm and peaceful experience in personal scope. I was highly satisfied with the wine tourism activity I participated in Kula.” KST5 expressed his/her happiness by saying, “The travel I made to the vineyards of Kula was one of the best things I did for myself for such a long time. Because on this occasion I tasted wines such as Cabernet Sauvignon, Nerello Cappuccio, Cabernet Franc, those I wanted to taste but could not find the opportunity for such a long time.” KST12 expressed a general satisfaction about the destination by stating, “Both the accommodation and the wines were wonderful in Kula, but the splendor of the food increases the interest towards the wine. Especially, different wine tastings held with different food becomes memorable.” KST21 exhibited a different viewpoint by saying, “I was not very much interested in the environment during my Kula trip. Strolling around the vineyards, winetasting in open air along with cheese plates were highly pleasurable activities. Especially the diligence and attention of the personnel even in removing the cork was the most meticulous behavior I have seen for such a long time.” KST23 summarized personal view with these words: “I found the chance to find the wines from rare grapes, my personal favorites such as Nerello Mascalese, Petit, which are scarcely found or when found do not provide the desired maturity everywhere.” KST25 declared that he/she left the destination with great satisfaction by saying, “I discovered a totally new activity in Kula. Indeed, I have

not seen a place that compliments wine and food together for a long time. Next September, we are planning a stay-visit here with a larger, crowded group of people.” KST34 gave explicit information of his/her experience by saying, *“I only made an internet search before coming to here (Kula) and actually came with a very undecided mind. I had a low level of expectation and I was pessimistic. Yet, I had the chance to experience a lot of different alternatives in Kula, such as “entertainment”, “relaxation”, “spending the day outdoors” and “buying wine”, those a wine tourist would seek.”* Wine tourist KST36 emphasized the diversity of wine in the region with the words, *“I am actually a gourmet and I like to taste different wines along with the food. Sturdy wines with full tastes here gave me an excellent food experience, especially with the heavy red meat dishes, which I like very much. Being able to find kinds of wine that can be consumed with every food distinguishes this destination from its equivalents.”* While KST41 summarized his/her experience saying, *“I visited Kula during the vine harvest festivals. I experienced a very rich and full vacation beyond my expectations. Both the visual qualities of the environment and the taste of the wine were memorable,”* KST42 summarized his/her wine experience with the following words: *“The last time I was impressed this much was at the wine tasting I participated at River Rhone in France. It is both a hidden geography and a place of wine varieties that should surely be experienced by the wine lovers. Kula really became the only wine destination that could surprise me for such long years.”*

RESULTS AND DISCUSSION

Nowadays, in all the world, wine tourists participate both the domestic and the international tourism movements and the tourists that desire a wine related experience conduct different travels with respect to their economic power. Turkey is highly attractive for wine tourists due to its wine production, consumption and the historical features related to viticulture in providing alternative experience opportunities.

Today, in many different regions of Turkey, wine grapes are cultivated in the vineyards and investments towards wine tourism are implemented. Especially in the recent years, destinations such as Bozcaada, Gökçeada, Tekirdağ, Şarköy, Mürefte, Kırklareli, Edirne, Çanakkale (Trachea Vineyard Route), Cappadocia are known as the regions that are highly promising and that present development as wine regions. In this scope, Kula is one of the destinations that present a breakthrough in subject of wine and that the wine tourists focused their attention to.

This study was intended to investigate the general profile characteristics of the wine tourists and their attitude towards the wine tourism in Kula destination, which is visited by more people in the last years in terms of wine tourism and is located in the western Turkey. Determining the general profile characteristics of the wine tourists that visit Kula destination and identifying their motivation factors related to wine tourism are among the sub-objectives of this study. The results obtained in this study with qualitative research design indicates that wine tourists are generally middle age or

higher, highly educated, and are individuals from high income group. The abovementioned findings are in a supportive nature to the findings of the previously conducted studies in literature by Prat, (2011), Pratt (2014), Dawson et. al, (2011), Guzman et. al (2014) and Akdağ (2015). Wine tourists exhibit profile characteristics as people who do not consider kilometers or materiality for having a wine experience, and as people with high pleasures.

As the level of wine world is investigated for wine tourists, it was found in the scope of this study that there is predominantly a rooted background and a supreme interest towards wine. According to the wine tourists participated in this study, wine tourism has a great influence on their choice of travel, both as a first priority and as a secondary motivation factor. Among the findings of the study, it was found that the wine tourism activities of the wine tourists, is not only a focus of travel at the local scale, but also international travels are commonly conducted.

As the classification of the wine tourists are made with respect to the wine tourist profile characteristics proposed by Pratt (2014), it is possible to observe that the individuals mainly define themselves as interested in wine or wine lovers. Very few of the individuals who define themselves as the wine tourists associate themselves as the “keen” or “uninterested” wine tourist profile.

The predominant approach indicates the presence of individual characteristics that afford to spend money on wine that is interested and intellectually equipped individuals in terms of wine subject. As the responses of the wine tourists on Kula destination and the hedonistic effects of the wine tourism experience are scrutinized, it is possible to observe that prior to the wine tourism experience, the wine tourists had low expectations on Kula and the destination seems to inhabit a perception that it would not be able to fulfil the expectations. Due to the behavior of the wine tourists after the experience, it is reached to the conclusion that there is a service and product quality that is above and beyond expectations, and that the individuals found the factors such as meat, cheese etc. as supportive products very satisfactory.

On the other hand, the presence of accommodation options that contribute to the experience of vineyards and wine tourism directly affects the satisfaction of the wine tourists.

As the presented findings are evaluated in general, the findings of this study are supportive in terms of the scientific studies that are conducted in international scale. Wine tourists who visit the Kula destination are individuals that are knowledgeable in wine, interested in wine, eager in spending money, have good financial situation, have a high level of education and are in the middle age or higher level group.

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CROSS BORDER COOPERATION BETWEEN BOSNIA AND HERZEGOVINA AND SERBIA IN THE CASE OF TOURISM DEVELOPMENT IN MUNICIPALITIES OF MIDDLE PODRINJE

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Abstract: It is widely recognized today that tourism with all of its impacts penetrates in every segment of social and economic development of many modern countries. Tourism has emphasized direct, indirect and multiplicative effects on economic development. That is the reason for increasingly high attention to him in a recent years, especially in the aspect of its contribution to comprehensible regional and national development. This paper object is the cross border cooperation between Bosnia and Herzegovina and Serbia in the case of tourism development in the municipal areas of Višegrad, Srebrenica, Bratunac and Zvornik on the Bosnian side of the border, and municipalities of Bajina Bašta, Ljubovija and Mali Zvornik on the eastern bank of Drina River (Serbian side). River Drina has central location in Western Balkans, hydrographically belonging to the drainage basins of Sava and Danube rivers. Its drainage basin connects areas of Eastern Bosnia and Western Serbia. The aim of this paper is tourism resources analysis and their delimitation between two countries. For the purpose of tourism resources delimitation, tourism-geographical and economic concepts are examined and used for determination of dominant motives. Guidelines for more effective coordination in the multiple mutual issues in the context of tourism development at the level of cross border cooperation, establishment of tourism destinations of mutual interests, as well as achievement of more effective comprehensible economic development of both countries are given in this paper.

Keywords: tourism resources, tourism development, cross border cooperation.

INTRODUCTION

Considering integration processes in the South East Europe, European Union expansion, as well as aspirations of all countries in this region for its membership, cross border cooperation between Bosnia and Herzegovina with its neighbors represents very important factor of its political orientation. It is very understandable, because of its geocentral position within the region of Western Balkans. Among different contexts,

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this ascertainment can be also applied to environmental issues. Environmental concerns are connected with ecological processes preservation, protection of cross border ecoregions and more effective control over mutual natural resources, that can effect development of tourism economy in the areas of local communities in the cross border regions. Research of these tourism resources in the one such region of Middle Podrinje within this paper demanded before the start the spatial definition, i.e. its delimitation on the both sides of the border. Motives and goals of this research are generally focused on the improvement of tourism development coordination on the levels of cross border cooperation, establishment of interest connections between tourism destinations, whole set of various developmental issues, and achieving higher efficacy of comprehensive economic development.

RESEARCH METHODOLOGY

This paper is based on theoretical and practical research of tourism development potentials in the towns close to Drina River within the region of Middle Podrinje, possibility of its valorization in tourism economy and cross border cooperation between Bosnia and Herzegovina and Serbia.

Methodology of this paper has demanded cabinet and field research. Tourism boards in the region have provided crucial help in the process of data collection. Beside spatial identification, fieldwork has included also a interviews with the representatives of tourism boards that are responsible for tourism resources promotion and development. For the purpose of cabinet research, adequate literature, planning documents, maps and statistical data are used, and analyzed through the geographical methods. This analysis is complemented with the data from strategic documents, which contains guidelines for economic development of this region.

BASIC GEOGRAPHICAL CHARACTERISTICS OF PODRINJE

Drina River is formed by the confluence of two other rivers – Piva and Tara, on the border between Bosnia and Herzegovina and Montenegro in the place called Šćepan Polje at the altitude of 433 meters. It has a meridional south – north direction, with the length of 346 kilometers, forming the natural border between Bosnia and Herzegovina and Serbia in the middle and lower part of its flow. Drina is the main river in eastern part of Bosnia and Herzegovina, as well as western part of Serbia. It is also the longest tributary of Sava River, to which it brings 11,7 billion of cubic meters of water annually.¹ It is also worth of mentioning that Drina is fast and impetuous river. Rapidness and large amount of water boost process of its self-purification, so it can be classified into rivers of the better quality. Drina River valley generally has many

¹ Marić, R. (2002): Geodiverzitet sliva rijeke Drine, Zbornik radova, Geografski fakultet, Univerzitet u Beogradu, Beograd, pp. 59 -70.

meanders that are placed between gravel and sand banks.¹ In the lower part of the flow, many river islands are formed – 27 of them are placed within the Zvornik Lake. On the other side, in upper regions, gorges and canyons can be found. Forests of ash, white willow, poplar and oak are densely distributed in these areas. Three hydropower plants are built on the Drina River, and because of that significant segments of its flow are turned into calm lake surface. The whole region of Drina River basin is called Podrinje, which can be divided into three sub-regions – Lower, Middle and Upper Podrinje.

Archeological findings indicate that the region of Middle Podrinje has been populated in a prehistoric period. Drina River has served as the central geographical object of Glasinac culture whose holders were the Autariatae tribes during the Bronze and Iron Age. These tribes were settled around the upper flow of Drina River, especially in the area of Piva and Tara confluence, including the surrounding valleys and highlands in northern Montenegro, southeastern Bosnia and western Serbia. Autariatae-Glasinac region on the territory of modern Bosnia stretched from Mount Romanija, across Glasinac plateau and Rogatica, through Drina River. East of Drina River in neighboring Serbia, this area was stretched across Mount Tara and Mount Zlatibor through Western Morava River, and through rivers Lim and Uvac in the south.² Importance of settlement and resources in the Drina River basin was specifically emphasized at the end of 2nd century A. D. in the network of Roman roads in the Balkans, which were connecting the Drina valley with the Pannonia and Adriatic coast. In the region of Argentaria, Romans were constructing mines and towns that were alike to those on Italian peninsula. At numerous sites along Drina River, labels of town Malvesiatum have been found – near Skelani, Rudo, Stari Brod, Požega and Užice.³

Byzantine emperor Constantine VII Porphyrogenitus in 10th century stated that northern territory of his empire has been stretched from Bosnian land on the west to Rascia on the east. Podrinje was its central part. Priest of Duklja mentioned this region under the name Land of Drina. Through all historic periods, towns in the Drina valley have had an enormous significance in the context of communication and trade, as well as local natural resources exploitation.

MUNICIPALITIES OF THE MIDDLE PODRINJE

The Middle Podrinje region in the narrow sense comprises of seven municipalities. Four of them are located in Bosnia and Herzegovina – Višegrad, Srebrenica, Bratunac and Zvornik, while three of them belong to the Republic of Serbia – Bajina Bašta, Ljubovija and Mali Zvornik (Figure 1).

¹ COOR – Centar za okolišno održivi razvoj (2013): Studija o održivom korištenju i zaštiti prirodnih resursa u prekograničnom području Srbije i Bosne i Hercegovine, Općina Ljubovija. Katalogizacija u publikaciji Narodna biblioteka Srbije, Beograd.

² <http://documents.tips/documents/autarijati.html> (6th October 2016)

³ Loma S. (2009): Municipium Malve(n)sium u svjetlu epigrafskih spomenika, Zbornik radova, Srebrenica, pp. 193-211

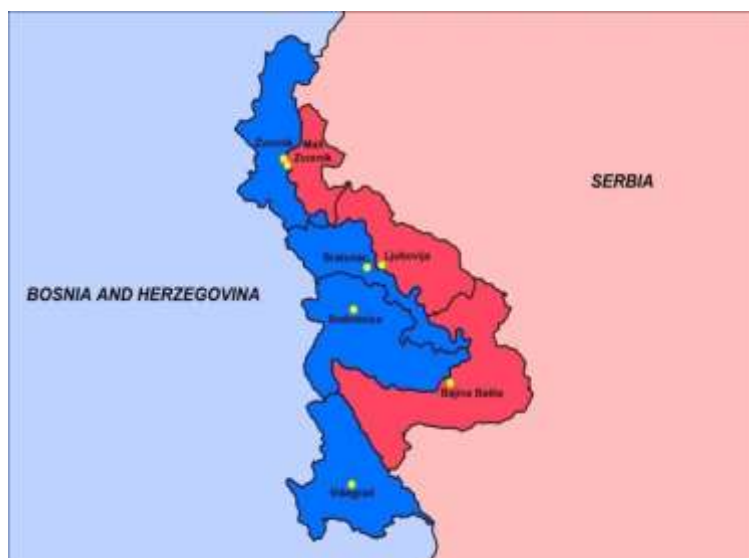


Fig. 1. Geographical position of towns and municipalities in Middle Podrinje
(Author: Boris Avdić)

Municipality of Višegrad is located in southeastern part of Bosnia on the banks of Drina River. It has area of 447 km², with a population of 10.688. Eastern boundary of municipality is at the same time national border of Bosnia and Herzegovina against Republic of Serbia, i. e. Municipality of Bajina Bašta, and City of Užice. On the south, Višegrad borders Rudo municipality, on the west Rogatica municipality, and on the north Srebrenica municipality. Višegrad has relatively good road connection with other cities in Bosnia and Herzegovina and Serbia.

That fact makes it an attractive transit tourism destination. Town of Višegrad is the administrative center of the municipality of the same name, and one of the most famous places in Eastern Bosnia, in the Podrinje region. It is located in the valley of Drina River, on the slopes of surrounding mountains, with the elevation of 1000 meters and more. Višegrad valley is one of the rare wider parts along the Drina River, which is usually followed with the narrow gorges and canyons. First mention of name Višegrad was in documents from the 13th century, for the settlement next to the fort of the same name. This forts remnants can be found on the hill above present-day town of Višegrad. During the 14th century, this territory was in position of the medieval nobleman Pavlović.

Ottomans have ruled this area from 15th century until 1878, when it was captured by Austro-Hungarian troops. In Kingdom of Yugoslavia, Višegrad was part of Drina Banovina. After World War II, Višegrad became one of numerous municipalities of the SR Bosnia and Herzegovina, within SFR Yugoslavia. According to Dayton Peace Agreement, which ended the last war, Višegrad belongs to the entity of Republika Srpska.

Municipality of Srebrenica is placed in the middle part of the Drina drainage basin. On 539 km² of its territory live 13.409 people, according to the 2013 census. Southern municipality boundary is formed by the Drina River, and it is a part of national boundary between Bosnia and Herzegovina and Serbia. Intranational boundaries mainly go to the north and west, with the municipalities of Branica, Milići, Rogatica and Višegrad. Srebrenica is connected by roads with Zvornik, Bijeljina, Tuzla and Sarajevo, as well as with Bajina Bašta on the other side of Drina River. During the ancient times, it was important mining and trade center between the Roman provinces of Pannonia and Dalmatia. In the written sources, Srebrenica is mentioned under the current name first time in 1353. It was second most important silver mine on the Balkans, after the Novo Brdo in Serbia. Customs and coin mint were located here.¹ Ottomans have ruled this area from 15th century until 1878, when it was captured by Austro-Hungarian troops. In the Kingdom of Yugoslavia, Srebrenica was part of Drina Banovina. After World War II, Srebrenica became one of numerous municipalities of the SR Bosnia and Herzegovina, within SFR Yugoslavia. According to Dayton Peace Agreement, which ended the last war, Srebrenica belongs to the entity of Republika Srpska.

Municipality of Bratunac covers the plain and hilly terrain on the Drina Rivers left bank. Extreme point of Bosnia and Herzegovina national territory to the east is located here. It has an area of 293 km² and population of 20.340, according to 2013 census. North and east boundary toward the Serbia is formed by Drina River. Bordering municipalities to the south and west are Srebrenica, Milići and Bratunac.

Srebrenica has road connections with Zvornik, Tuzla, Bijeljina and Sarajevo, as well as with Ljubovija on the other side of Drina River. In recorded documents, first mention of Bratunac is traced back to 1381, when it was a small settlement on the road between medieval Bosnia and Serbia. Bratunac received status of separate municipality in 1927. After the last war in Bosnia and Herzegovina, it completely went to the entity of Republika Srpska.

City (municipality) of Zvornik is another administrative unit in the eastern bordering region of Bosnia and Herzegovina. It has an area of 387 km², and the population of 58.856 (according to 2013 census). Eastern boundary is marked by the Drina River, and again, it is a part of international border between Bosnia and Herzegovina and Serbia. It also shares internal boundary with the municipalities of Bratunac, Milići, Vlasenica, Šekovići, Osmaci, Sapna, Ugljevik and Bijeljina. It is very well connected with Bijeljina, Tuzla and Sarajevo, as well as with neighboring Serbian town of Mali Zvornik, on the other side of Drina River. Its earliest record was in 1410. During the Ottoman period, it was important administrative center of the sanjak of the same name. Following periods, in Austro-Hungaria and Kingdom of Yugoslavia, Zvornik was figuring as developed economic center, especially in the sense of crafts and trade. In SFR Yugoslavia it became a separate municipality within Bosnia and Herzegovina. Currently, it is a part of Republika Srpska.

¹ According to Tourism Board of Srebrenica (2016).

Municipality of Bajina Bašta is part of the Zlatibor District in Republic of Serbia. It covers an area of 673 km², with the population of 26.022 (according to 2011 census). The biggest of western boundary toward Bosnia and Herzegovina is formed by the Drina River and Mount Zvijezda. Bordering municipalities in Serbia are: Ljubovija to the north, Kosjerić and Valjevo to the west, and Užice to the south. It is connected by Drina valley with Ljubovija, Loznica and other major centers in the north. Road connection with Bosnia and Herzegovina is dependant on the bridge next to village of Skelani. In the Roman period, Bajina Bašta firstly was part of the Illyria province, and than of Dalmatia province. This was important station on the road between Požega and Argentaria (Srebrenica). During the medieval times, it was a peripheral region of Rascia, but was also a stable part of Serbian state. After the Ottoman conquest of Serbia, this region became part of the nahiye of Soko, which was ceded to Zvornik Sanjak in 1480. In the following periods, Bajina Bašta has grew from a small rural settlement to a decent town. Status of municipality was given to Bajina Bašta in 1960.¹

Municipality of Ljubovija is placed in the western Serbia, and iadministratively it is a part of Mačva district. It is somewhat smaller municipality than average, with an area of 356 km² and population of 14.469 (according to 2011 census). Western border with Bosnia and Herzegovina is completely formed by the Drina River. It also borders municipalities of Mali Zvornik to the northwest, Krupanj and Osečina to the north, Valjevo to the east, and Bajina Bašta to the south. Its road connections are pre-determined by the Drina River valley. Across the bridge near Bratunac, it is connected with the territory of Bosnia and Herzegovina. During the Roman period, this area was part of the Dalmatia province, and the road between Argentaria and Singidunum was crossing through its. Romans have exploited local mines in Crnča. Through medieval times, Ljubovija was part of Byzantine Empire and Serbian state. Its current toponym was first recorded in 1319. Fortress of Soko and Crnča mines was very attractive to Ottomans too, so this area became part of its empire in 15th century. Ljubovija got the status of town in 19th century. Great flood in 1896 destroyed this settlement, and new one with the same name was constructed 3 kilometers upstream.

Municipality of Mali Zvornik is located in western part of Republic og Serbia. It has an area of only 184 km² with population of 12.482. This municipality is formed in 1955, and it is one of the youngest and smallest mnicipalities in Serbia. Western municipal boundary is at the same time national border with Bosnia and Herzegovina (on the Drina River). Neighboring municipalities as Loznica to the north, Krupanje to the east, and Ljubovija to the southeast. Municipality of Mali Zvornik has favourable geographical position. It is located on the main road between Belgrade and Bajina Bašta, principal transport communication in Western Serbia. It is connected with Bosnia and Herzegovina through bridges on the Drina River (Zvornik and Karakaj).

¹ <http://www.bbasta.org.rs/istorijat.html> (7th October 2016)

TOURISM RESOURCES IN MIDDLE PODRINJE

Drina River is the most significant tourism resource in the whole region of Podrinje. Some other potentials in Middle Podrinje are related to nature reserve in the Trešnjica Canyon, where colony of griffon vultures can be found. This is located in the territory of Municipality of Ljubovija. Attractive mountains such as Tara, Javor and Sušica should also be mentioned. Slopes of these mountains are habitat of Serbian spruce (*Picea omorika*). This area is a unique landscape, where many endemic plant and animal species can be found. High value of its geo- and biodiversity contributes to the great tourism potential of Middle Podrinje, which is still now sufficiently valorized by Serbia and particularly Bosnia and Herzegovina. Table 1 shows these and many other tourism resources of Middle Podrinje.

Table 1. Tourism resources in tourism offer of the region of Middle Podrinje

| Tourism resources in Bosnia and Herzegovina | Tourism resources in Serbia |
|--|--|
| <p>Višegrad <i>Natural tourism resources:</i> Drina River with reservoirs of Perućac and Višegrad, thermal spa Vilina Vlas, hunting grounds of Panos and Kamenica. <i>Historical objects:</i> Mehmed-pasha Sokolović bridge (built 1577) <i>Tourism infrastructure:</i> hotel, three motels, restaurants and cafe bars <i>Tourism offer:</i> tourist train on the route Višegrad – Mokra Gora, Andrićgrad.</p> | <p>Bajina Bašta <i>Natural tourism resources:</i> River Drina canyon, Perućac and Zaovine Lakes, Mount Tara. <i>Historical objects:</i> prehistoric archaeological sites, religious objects. <i>Tourism infrastructure:</i> seven hotels, restaurants and cafe bars. <i>Tourism offer:</i> picnicking, congress and sport tourism (Mount Tara), Drina regatta, Most Fest rock festival.</p> |
| <p>Srebrenica <i>Natural tourism resources:</i> Crni Guber spa, Drina River canyons and gorges, Perućac Reservoir, hunting ground of Sušica, Serbian spruce natural reserve. <i>Historical objects:</i> archaeological sites of Roman towns of Argentaria and Municipium Malvesiatium, medieval forts, religious objects, Potočari Memorial Center. <i>Tourism infrastructure:</i> boarding house, two motels, restaurants and cafe bars. <i>Tourism offer:</i> kayaking, fishing, hunting grounds, boating through Drina</p> | <p>Ljubovija <i>Natural tourism resources:</i> Drina River with low banks, Soko mountains, Special Nature Reserve Trešnjica River. <i>Historical objects:</i> medieval town of Soko. <i>Tourism infrastructure:</i> two hotels, two motels, restaurants and cafe bars. <i>Tourism offer:</i> National Park Tara, Vrhopolje ethno village, Drina regatta.</p> |

| | |
|---|--|
| canyon, Pančić regatta. | |
| <p>Bratunac <i>Natural tourism resources:</i> gravel banks suitable for fishing, hunting grounds of Glogova and Čauš. <i>Historical objects:</i> archeological sites and stećci tombstones. <i>Tourism infrastructure:</i> hotel, two motels, restaurants and cafe bars. <i>Tourism offer:</i> fishing on the localities of Bjelovac, Ljubovija Bridge and Plaža Raj, camping, picnicking.</p> | <p>Mali Zvornik <i>Natural tourism resources:</i> Zvornik Lake, Radalj Spa, Radalj Lake. <i>Historical objects:</i> achaeological localities, Roman forts, religious objects. <i>Tourism infrastructure:</i> two hotels, private accommodation, restaurants and cafe bars. <i>Tourism offer:</i> Radalj Spa, Radalj Lake.</p> |
| <p>Zvornik <i>Natural tourism resources:</i> Zvornik Lake, Vitinka mineral springs, viewpoint of Divič, Topole beach. <i>Historical objects:</i> remnants of Roman mines and the quarry. <i>Tourism infrastructure:</i> hotel, two motels, restaurants and cafe bars. <i>Tourism offer:</i> Topole beach and promenade, traditional Drina regatta Zvornik – Šepak Bridge.¹</p> | |

DELIMITATION OF TOURISM RESOURCES OF MIDDLE PODRINJE

Tourism development possibilities in aforementioned municipalities of Middle Podrinje are based on rich natural, cultural and historical heritage. From the aspect of tourism geography, existing natural resources in the Drina River valley are solid foundation for the creation of tourism product (Figure 2), which is reflected in formation of tourism offer. Hydroaccumulation reservoirs on Drina River have more than 1.800 sunshine hours per year (250 hours in July) and they belong in the group of tourism resources with highly emphasized recreation characteristics. In such order, they represent the basis for development of swimming, boating, fishing and sports tourism in this region.

¹ Source: Tourism board of Zvornik (8th October 2016)

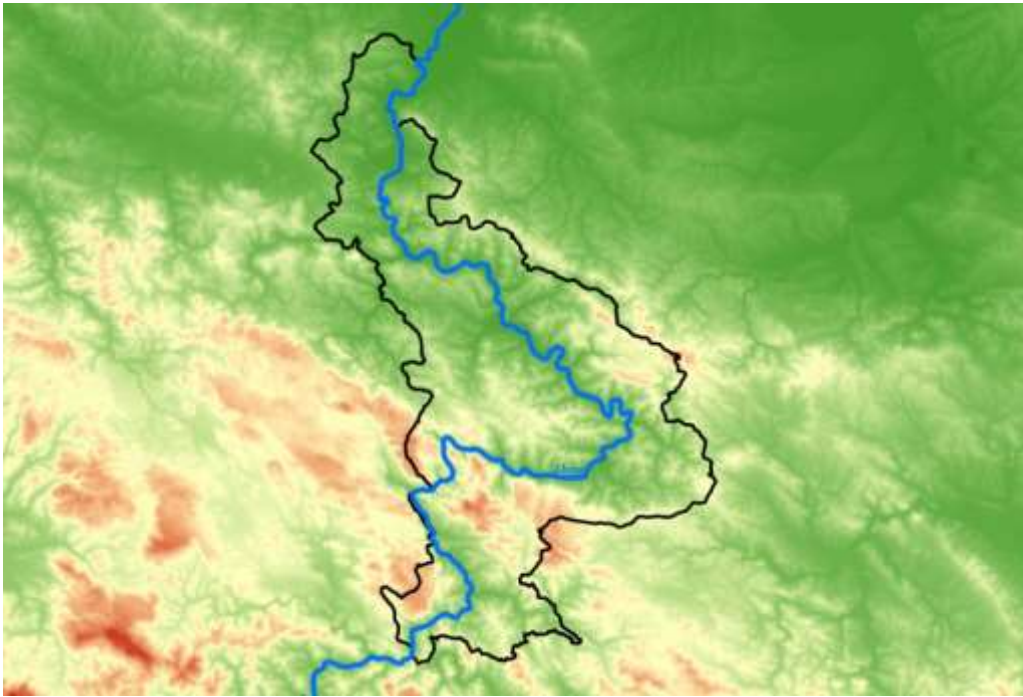


Fig. 2. Position of Drina River within the region of Middle Podrinje
(Author: Boris Avdić)

Tourism significance of reservoirs (lakes) on the Drina River is reflected in the possibilities for numerous types of recreation, such as sport fishing, swimming and various other competitions. Besides recreation and swimming tourism, these reservoirs are suitable for water sports like sailing, rowing, or regatta. Rafting on the Drina River has a long tradition. Back in the past, for this activity were used wooden logs, and it have had an economic significance.¹ As a memory on raftsmen, during summer rafting tourist routes down the Drina River are organized. One of the most effective way of promotion of the Drina River is manifestations that are called regatta. During the July and August, numerous vessels can be seen on the Drina River. Great interest is shown for these manifestations, as confirmed by the high number of participants.

In July, Bratunac regatta starts its slalom from bordering bridge in Skelani to Bratunac. In the beginning of August, Zvornik regatta starts form bordering bridge in Zvornik and goes downstream toward Bijeljina. Every year, there is more than 1000 participants in these activities.² In July, municipal tourism boards of Srebrenica and Bajina Bašta organize manifestation under the name Pančić Regatta, which represent tourist voyage down the Drina River through its gorge. Regattas are accompanied by various events and last for several days. During that time, depending on the manifestation organizers

¹ Hasić, J. (1892): Privreda srebreničkog kraja. Srebreničke novine, No. 7, p. 56.

² Tourism Organization of Republika Srpska (2008): Drinska regata. Zvornik.

participants enjoy various activities, such as camping on the river bank, socializing, fishing, swimming, bridge jumping, barbecue dinners and music festivals. (Table 2)

Table 2. Manifestations related to Drina River in the Middle Podrinje

| Manifestations in Bosnia and Herzegovina | Manifestations in Serbia |
|--|---|
| Višegrad Drinski Kotlić; Višegrad Regatta; Jumping from Višegrad bridge. | Bajina Bašta Drina Regatta; The Most Fest; Festival of Rakija, Honey, Herbs and Folklore. |
| Srebrenica Pančić Regatta. | Ljubovija Drina Regatta. |
| Bratunac Škobaljijada; Drina Slalom. | Mali Zvornik International Drina Regatta; Somovijada; Malodrinska Regatta. |
| Zvornik Zvornik Summer; Drina Regatta. | |

Drina gorge has special tourism value. Its length is 54 kilometers (from Višegrad to Bajina Bašta). The most attractive its segment is located between Mount Tara and Mount Sušica. Its depth reaches 1100 meters, while its bottom width is 100 meters. It has very steep and forested sides (Figure 3).

Drina River potential is a solid basis for creation of tourism offer in almost a year-long period. However, the focus is on the summer period between June and September (swimming, manifestations, water sports, sailing, fishing), and in extended sense on April, May and October (fishing competitions, gastronomy). Summer vacation usually lasts between 5 and 7 days, while camping vacation next to the river or lakes last between a week and 2 weeks. The most frequent motives are sunbathing and relaxation in natural environment, accompanied with gastronomy and natural or cultural attractions. Considering total achieved results on the field of tourism development in the municipalities of the Middle Podrinje, it is stated that, except in environmental protection, there are no sufficient investment (with the exception of Bajina Bašta) in creation of new tourism contents that would improve economic situation in this region. For tourism valorization of this Drina River sector, adequate vessels are required. Although emphasized interest for tourism activities on the Drina River exists, lack of tourism capacities, spatial adaptability and tourism presentation is evident.¹ As the fact

¹ Nezirović, S. (2006): Turizam kao faktor razvoja Srebrenice. PMF, Tuzla.

that level of tourism infrastructure is crucial element of tourism valorization of existing resources, lack of it cause negative impact on total tourism development. Investment in tourism contents, infrastructure, as well as revitalization and expansion of accommodation capacities would bring an increase of economic benefits.



Fig. 3. The most attractive segment of Drina gorge
(Photo: Senada Nezirović)

Tourism is an economic branch, whose development in organizational context is backed by an environment, from the lowest to the highest levels of management and authorities. In order to that, it can be said that there are realistic possibilities for the development of tourism in aforementioned municipalities, and that it is justified to invest in this economic sector. That is why focus in these bordering areas should be given to tourism as a principal economic activity. It is necessary to improve institutional framework for development of small and medium enterprises, than to promote cross border cooperation and market accessibility, and to re-establish cross border synergy between tourism organization that contribute to development of tourism in order to make a progression in the area of mutual cooperative initiatives. It is evident that there is a lack of more significant interaction between local population on the both sides of the Drina River in the field of strengthening of cultural and sport connections, as well as of mutual involvement in the activities of local interest. Introduction of local cultural heritage to tourists contributes to bringing people together. Besides economic benefits and reduction of unemployment, one of the principal reasons for tourism development of this area is process of progress in inter-ethnic relations in this war-torn region.

All aforementioned tourism activities require the cooperation between tourism boards in bordering regions on comprehensive promotion of tourism offer, which can be done through: Internet, TV shows, high-resolution videos, prospects and brochures in domestic and several languages, participation on regional and international fairs etc. These activities could increase the value of tourism destinations.

FINDINGS AND DISCUSSION

Starting with previously stated facts and the basic characteristics of tourism offer and demand, it can be concluded that tourism in this region did not receive satisfying status, and there are numerous serious deficiencies. Tourism development on the regional and national basis is directly related with developmental policies, structural plans, standards, institutional factors and other elements. Developmental measures, support programs, reduced taxes, stimulating financing measures, tourism and transport infrastructure and accommodation capacities are the factors required for successful tourism enterprising. In accordance with that, in the future period, there is a need for gathering of all representatives of local tourism boards and tourism business in order to promote cross border cooperation in the tourism area, and using of human, natural, cultural and economic resources.

For the continuation of tourism and general economic development, it is necessary to reduce relative isolation of the study area, as well as to build a stronger institutional network of human resources and capacities. Bosnia and Herzegovina, as well as neighboring Serbia, goes through final transitional reforms and faces the problems such as high rate of unemployment, insufficient stimulative environment and massive grey economy. On the basis of these statements, it is of crucial importance that the two countries analyze their current position, recognize the need for modeling their future and take strategic control of its key economic resources. Great potential of Drina River and insufficiently used possibilities for cross border cooperation should encourage ideas about projects that will contribute to the economic development in the wider area of Podrinje. That is particularly referred to a tourism, through establishment and development of partnership on local, regional and international level.

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UNESCO CREATIVE CITIES OF GASTRONOMY: A GLIMPSE ON UNESCO CREATIVE GASTRONOMY CITIES OF TURKEY AND SPAIN

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Celil Çakıcı

Abstract: The UNESCO Creative Cities Network (UCCN) was created in 2004 to promote cooperation with and among cities that have identified creativity as a strategic factor for sustainable urban development, social inclusion and cultural vibrancy. Today, UCCN is comprised of 116 cities from 54 countries worldwide, where the cities distinguish themselves within their seven creative fields including Crafts and Folk Art, Design, Film, Gastronomy, Literature, Media Arts and Music. This study aims to contribute the debate over the “world gastronomy cities” concept within the scope of The UNESCO Creative Cities Network. Study provides an overview on a fashion topic “gastronomy cities” on a basis of the destination and food branding strategies. Furthermore, UNESCO creative gastronomy cities of Turkey and Spain which compete in the international tourism market and have similar food culture deriving from Mediterranean cuisine have been investigated. As a result, Gaziantep (Turkey), Dénia and Burgos (Spain) were introduced in the scope of their gastronomic prosperousness and distinctiveness. Similarities and differences with regard to cities’ food culture were handled and proposals for were drawn to the reader’s attention.

Key words: UNESCO Creative Cities Network, Creative Gastronomy Cities, Food Branding, Turkey, Spain

INTRODUCTION

Cities have played crucial role in economic and social development since early civilizations; however, the holy word, ‘creative’ or ‘creativity’ emphasizing economic and social improvement has just started to be used widely in the early part of twenty-first century (Leng and Badarulzaman, 2014). The notion, creativity, has been subjected to most of the research fields ranging from economy, technology, social policies, and industrialization to city planning. Scientists generally define the creativity as a “novel combinations of old ideas” (Boden, 1996); however, there is a huge diversity in the use of the term. When it comes to define the term, ‘creativity’, product-oriented definition assert that “*creativity is the production of novel and useful ideas by an individual or small group of individuals working together*” (Amabile, 1998, p.126). “Creative or creativity” have become a part of city branding strategies in time as well. Brand is a

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name, term, sign, symbol, design or a combination of these elements aiming to identify the good and services of a seller (Kotler, Bowen and Makens, 2010) and differentiating them from its competitors through marketing mix decisions (Mudambi, Doyle and Yong, 1997). Products and services are offered to the consumer through the power of the distinctive brands (Kotler, Bowen and Makens, 2010). Branding is more related to creation of a product image or the promotion of product identity, though (Martinez, 2012). From this point of view, all the tangible and intangible goods and services, namely all distinctive products belonging to a city or a destination could be evaluated as branding agents. Khoo and Badarulzaman, (2014) suggest that city branding is a significant marketing strategy for the cities desiring to take its place in competing global economy. Authors keep on saying that the notion of “city branding” is associated with brand economy led by globalism which enforces everybody to “compete” in all aspects of people’s lives. Hence, cities need to improve creative branding strategies in order to get favorable position in the market. In this process, cities should carefully focus on brands that spotlight their distinct nature, features and intrinsic values (Khoo and Badarulzaman, 2014). By utilizing from branding strategies, not only cities but also regions or countries exhibit their culture and characteristics distinguishing them from others (Kostanski and Puzey, 2014). Relevant literature focused mostly on physical products and service; however, city branding proponents suggest that the intangible aspects are supposed to be evaluated in the same category since they provide priceless and novel experiences on behalf of city image (Leng and Badarulzaman, 2014). In this context, UNESCO’s promising and inclusionary program called “Creative Cities Network” serves successfully for the cities’ branding strategies (Khoo and Badarulzaman, 2014). UNESCO claims that the cities have potential to develop local and global collaboration as well as creating new tourism opportunities (Unesco, 2016a).



Fig. 1. Examples of branding cities and countries’ logos

Creative Cities Network is composed of seven thematic networks such as “Music, Crafts and Folk Art, Design, Film, Gastronomy, Literature and Media Arts” with the aim of promoting cities’ social, economic and cultural development (Popescu and Corboş, 2012; Leng and Badarulzaman, 2014; Kostanski and Puzey, 2014, Unesco 2016a; Unesco, 2016b). Although cities are often known for having a strong historic and cultural background, they have already lots of unknown or surprising potential to

show off. Accordingly, cities are expected to choose their themes according to their preference for a specific creative industry sector to which they devote their talent and energy (Unesco, 2016a). In line with the UNESCO's creative cities network, this paper introduces the gastronomic prosperousness and distinctiveness of the three European cities in Spain and Turkey which have the flagship of "Creative Gastronomy City". By doing so, both similarities and differences could be unrolled between the cities in terms of gastronomy culture and potential with the aim of creating new collaboration opportunities, public-private partnerships and synergies with global partners to promote creative food&beverage and tourism activities.

WHAT DOES 'CREATIVE CITY' MEAN?

In recent years, concepts such as 'creative cities' and 'creative industries' have obtained considerable popularity not only in academic and political fields but also in international institutional level (The European Commission, OECD, UNESCO and so on) (Costa, Magalhaes, Vasconcelos and Sugahara, 2008). UNESCO, one of the most leading and inclusive organization, has taken the concept of 'creativity' into consideration in numerous issues that they held, but in fact the initiative of 'Global Alliance for Cultural Diversity' was the first step of 'Creative Cities Network' project (Unesco, 2016a). UNESCO launched a network program called "Creative Cities Network" in October 2004 (Unesco, 2016b; Popescu and Corboş, 2012). The aim of this collective initiative is to *"strengthen cooperation with and among cities that have recognized creativity as a strategic factor of sustainable development in terms of economic, social, cultural and environmental"* (Unesco, 2016b). In other words, the aim of this platform is to exchange the know-how between cities to promote local economic and social development through creative industries (Popescu and Corboş, 2012).

By joining the network, cities are immensely expected to share experiences, best practices and knowledge; develop partnerships, pilot project initiatives, professional and artistic exchange programs and networks, studies, research and evaluations on the experience of the creative cities; enhance policies and measures for sustainable urban development and organizing activities to increase awareness of the network (Unesco, 2016b). Today, UCCN is composed of 116 cities from 54 countries worldwide. Table 1 provides some examples of the member cities in different themes.

What we should understand from a "creative city" is clearly expressed by the "Toronto Creative City Planning Framework" in this way (AuthentiCity, 2008, p.23); *"Creative cities have a strong sense of their identity, their uniqueness and their defining strengths. They have a clear sense of the strengths and attributes that make them unique on the world stage. And they are able to tell these stories in clear and compelling ways. A creative city demonstrates the characteristics essential to nurture human creativity. It is an open, networked and fluid society that welcomes new people and adjusts easily to new ideas and new immigrant groups; it celebrates diversity, enterprise and responsible risk-taking."*

Membership of the UNESCO Creative Cities Network is permanent and ongoing, as long as the cities wish to use this title by serving for the Networks' objectives (Kostanski and Puzey, 2014). *“Cities have to inform UNESCO on an annual basis of the progress made in the implementation of policies and activities. If, after two written reminders, a city does not submit this information or, if it appears that a city no longer fulfills its commitments, UNESCO may invite the city to leave the network”* (Unesco, 2016a). UNESCO Creative Cities Network provides very little financial aids, however it looks for a creation of public-private partnerships and the creative development of small-medium scales of businesses (Pratt, 2010). According to UNESCO, this initiative contributes to the economy, in consequence of development of small businesses. Small and creative businesses equipped with innovative talents are the prerequisite for the cities' willingness to be a part of this network in any themes (Leng and Badarulzaman, 2014).



Fig. 2. Examples of Creative City Logos

UNESCO CREATIVE GASTRONOMY CITIES NETWORK

Culinary, gastronomy, food or wine tourism, no matter how it is called; it is clear that travels with motivations for experiencing food&beverage have become a trend in many countries such as Italy, France, Thailand, Australia and Canada (Karim and Chi, 2010). In addition to travel triggering power, foods have a great potential to alter or improve the atmosphere of the cities, as well (Berg and Savon, 2015). Gastronomy keeps the communities sharing the common history composed of people, places and culture together (Khoo and Badarulzaman, 2014) and therefore it has the ability to provide much more than “what, where and when to eat”. In time, cities have started to apply for certifications for their food and beverage products that enable them to become gastronomy cities. Reasons for using foods and beverages in its branding efforts could be expressed as (1) ‘to support food industry, (2) to protect and foster place identity and (3) to change city image’ (Berg and Sevon, 2014). UNESCO, as an international institution, has been labelling the gastronomical excellence of the cities with the title of ‘City of Gastronomy’ since 2005. Cities are required to justify their application by using the criteria mentioned below or by submitting additional criteria of their own

(UNESCO, 2016a);

- *Well-developed gastronomy that is characteristic of the urban center and/or region;*
- *Vibrant gastronomy community with numerous traditional restaurants and/or chefs;*
- *Endogenous ingredients used in traditional cooking;*
- *Local know-how, traditional culinary practices and methods of cooking that have survived industrial/technological advancement;*
- *Traditional food markets and traditional food industry;*
- *Tradition of hosting gastronomic festivals, awards, contests and other broadly-targeted means of recognition;*
- *Respect for the environment and promotion of sustainable local products;*
- *Nurturing of public appreciation, promotion of nutrition in educational institutions and inclusion of biodiversity conservation programs in cooking schools curricula*

Table 1. Creative Gastronomy Cities

| City | Country | Member Since |
|----------------------------|----------------------------|---------------------|
| Popoyan | Colombia | 2005 |
| Chengdu | People’s Republic of China | 2010 |
| Östersund | Sweden | 2010 |
| Jeonju | South Korea | 2012 |
| Zahle | Lebanon | 2013 |
| Florianapolis | Brazil | 2014 |
| Tsuroaka | Japan | 2014 |
| Shunde | People’s Republic of China | 2014 |
| Gaziantep | Turkey | 2015 |
| Parma | Italy | 2015 |
| Burgos | Spain | 2015 |
| Belem | Brazil | 2015 |
| Rasht | Iran | 2015 |
| Dénia | Spain | 2015 |
| Tucson | USA | 2015 |
| Bergen | Norway | 2015 |
| Ensenada (Baja California) | Mexico | 2015 |
| Phuket | Thailand | 2015 |

Source: UNESCO, List of Creative Cities <http://en.unesco.org/creative-cities/creative-cities-map>

Field of gastronomy cities in UCCN accounts for 16 % of the total with 18 cities located in Europe, Asia and America continents, at the moment (UNESCO, 2016d). As it is seen in the Table 2, the oldest member city is “Popoyan” which is well recognized place in Latin American city where the Spanish and local cuisine cultures are dominant. Their typical foods involve “chulkiness” made from the pith of wild sugarcane stalks.

Following Popoyan, city of “Chendgu” from China is the second oldest member of the UCCN on gastronomy thanks to its approximately 6000 different kinds of foods (OECD, 2012). The networks involve great variety in terms of food cultures from different countries. The network involves leading tourism countries such as USA, China, Spain, Italy and Turkey having member cities. China and Spain are the only countries having two cities in the network. The latest member of the network is the city of Gaziantep from Turkey. All of the cities have presentation pages in the UNESCO Creative City Network webpage and the municipalities are the only responsible contact institutions of the cities.

CREATIVE GASTRONOMY CITIES OF TURKEY AND SPAIN

Gaziantep (Antep)

Gaziantep is the sixth largest city of Turkey and first largest city of South-eastern Anatolia Region, with its population of 1.931.836 inhabitants. Gaziantep, one of the oldest settlements in the world, carries the traces of Chalcolithic and Neolithic ages, Hittite, Assyrian, Persian civilizations, Alexander the Great, Seleucid, Roman, Byzantine empires, Islamic, Turkish-Islamic and Ottoman periods.¹ Thanks to its location between the Mesopotamia being the birth place of first civilization and the Mediterranean and its strategic position for Silk Road, Gaziantep has had the ear of all civilization in all times (Gaziantepmutfagi, 2016). Unthinkably, this paramount history has shown its unique effect on cuisine culture as well. It can be said that the best proof of the historical and cultural diversification could be seen in the local cuisine. With the influence of variety of religions, climate, geography and civilizations and the all sorts of living modes, Gaziantep today is promoted as “Capital of Tastes” (Ertas and Karadağ, 2013; Dailysabah.com, 2016). Moreover, Mediterranean climate and fertile soils are the main reasons to provide numerous amounts of agricultural products for yummy cuisine of Gaziantep (Gastroantep, 2016).



Fig. 3. Examples of Creative City of Gastronomy Logos

¹ Before the foundation of the Turkish Republic, the city was called Antep-Ayintab. The founder of Turkish Republic, Mustafa Kemal ATATÜRK, had given the title of ‘Veteran (Ghazi)’ to the city to reward their success in fighting the French army during the First World War (Karadağ, 2009).

Religions were the most significant modifiers of the eating habits and cuisine cultures as it is seen in specific to Gaziantep. Old Turks, originally Asian, were utilizing all kinds of animals until they met with Islam. From this time to forward, not only food varieties but also cooking styles and equipments have changed and shaped by their Islamic perceptions (Gaziantepmutfagi, 2016). Particularly, the effects of Arab diets with spice and hot pepper are quite obvious on the South-Eastern cuisine culture (Karadağ, 2009). Another significant mixer of the Turkish cuisine culture is Ottoman Empire deriving from its 600 years regnal duration and the number of countries under its control. Today, there are 64 different countries ranging from Central Asia to Anatolia, Middle East, the Balkans, Europe, Africa and Caucasus living within the old boundaries of Ottoman Empire. Accordingly, this blinding diversity has merged under the Turkish cuisine and reflected on different regions and cities (Gaziantepmutfagi, 2016).

When it comes to investigate the cuisine characteristics of the city, the dominance of local flavors composed of soups, main dishes, appetizers and desserts is quite obvious. One of the most distinctive side of Gaziantep's cuisine is its' living food culture not only in touristic foods but also in the events such as birth, marriage and death. These topicalities add extra value to cuisine culture, though (Gaziantepmutfagi, 2016). In brief, diversity in agricultural products, cooking techniques and consuming techniques are the known secrets of the Gaziantep's thousands of years food culture (Ertaş and Karadağ, 2013; Gaziantepmutfagi, 2016) and these three features popularize the city as "City of Gastronomy" throughout the world. Considered the city's cuisine culture that melts different cuisine cultures in the same pot, it is not surprising that Gaziantep has the flagship of UNESCO Creative Cities of Gastronomy in 2015.

Firstly, Gaziantep cuisine has a great variety of agricultural products, such as grains, legumes, vegetables, fruits, Gaziantep pistachio, dozens of different local herbs and spices that enable to create more than 400 unique dishes and 291 species of them have already been registered (Gastroantep, 2016). Without herbs and spices, Gaziantep's food does not make any sense (Ertaş and Karadağ, 2013). Most of them have also served as appetizers as well. Most particularly, red pepper (hot paprika) is a specialty and referred by the name of city of Gaziantep. Red pepper is a very important product which is considered as paprika paste, sun dried vegetable and chili powder. Pepper pastes are among the most important elements that give flavor to Gaziantep dishes (Gastroantep, 2016).

The gravy used in various meals are made from ripped tomatoes and pepper separately but put in meals a bit of both. This method is one of the ways that makes the foods different from others. Another distinctiveness of the cuisine comes from the usage type of oils. Many foods are generally cooked without oil and are basted just before the serving. This method is known as "summon to boiling oil". According the type of foods, the spices such as dry mint, chili pepper, safflower (fake saffron), estragon,

pennyroyal and powdered thyme are fried in the pan with the oil. The oil different from common known butter mostly used in Gaziantep cuisine. By boiling the butter, its water is extracted and so clarified butter which has quite distinctive flavor than the traditional one is obtained (Gaziantepmutfagi, 2016). Besides; yoghurt is one of the most valuable dairy products that is used in soups, vegetable dishes and meat stews with sauces (Ertaş and Karadağ, 2013).

Gaziantep cuisine's fruitfulness comes from variety of cooking methods of fruits, vegetables and legumes as well. Particularly, meat which is the irrevocable of the dining tables could be cooked with a variety of methods such as seasoned, fried, boiled in sauce and grilled. Furthermore, pistachio being the staple of Gaziantep is another indispensable gastronomic resource of the city not only in Turkey but also in global. In Turkey pistachio is named as "Gaziantep pistachio". It is like the relationship between coffee and Nescafe. The most delicious one is called "bird's eye". This pistachio is one of the most expensive one with its aroma and green color and preferred as the dessert ingredient (Gastroantep, 2016). Although, it is used generally in desserts in Turkish cuisine, in Gaziantep almost all kinds of meal go by with pistachios, whether in appetizers, desserts or main dishes (Gaziantepmutfagi, 2016). At this juncture, baklava which is the best presentation of the pistachios needs to be addressed. Baklava is one of the most known popular Turkish products and people familiar with its taste irrespective of whether it originates from Greece or Turkey. The famous flavor of baklava derives from its 12-14 layers of phyllo dough, plenty of pistachios or walnuts (optional) and syrup in right consistency.

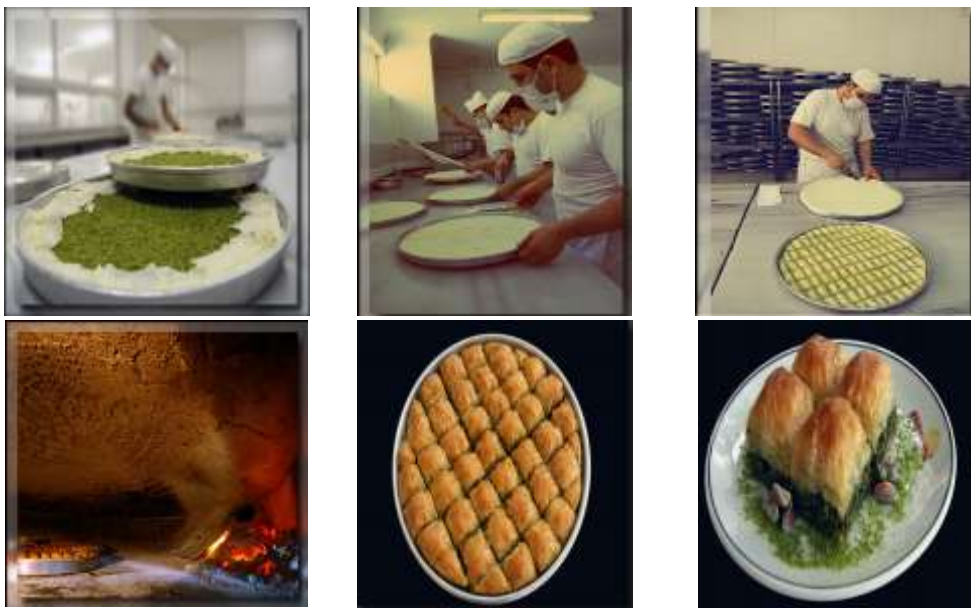


Fig. 4. Story of baklava with pictures

Source: www.gaziantepmutfagi.org/upload/baklavaninoykusu.pdf

Old Turks were benefited mostly from sheep, goat and cattle as the source of meat, respectively. When Turks migrated to Anatolian territories, their cuisine culture was affected by other living societies naturally. Accordingly, Turks' meat driven cuisine was combined with local Anatolian cuisine in the long process. Although traditional Turkish cuisine is famous with its shish kebab, traditional kebabs and doner kebab (gyro), it is also abundant in much more than the recognized ones such as; lamb shawarma, fried foods, grilled meats, fry-pan foods, braised foods in pan, haricots, stewpot foods, steamed meats, meatballs, stuffed peppers with meats and meat dishes with fruits (Karadağ, 2009).

Gaziantep cuisine stands Turkish cuisine for kebabs, meat dishes, and dishes with yogurt, stuffed vegetables, meatballs, pilafs and desserts. In this sense, meat dishes have a special place in Gaziantep cuisine. Meats are usually cooked with their bones and different sauces. Besides, small amount of onion, garlic or herbs, vegetables or grains can be added into the meat dishes in order to enrich meat's nutritive and taste. Another common feature of the meat dishes is to use meat and spices all together. Some of the most famous meat dishes of the Gaziantep cuisine are, minced meat on aubergine & yogurt purée (Alinazik kebab), eggplant kebab, Antep style marinated shish kebab, minced meat and bulghur kebab (simit kebab), garlic kebab, onion kebab, loquat kebab, cherry kebab (meatballs with sour cherries), lamb chops with quince, lamb stew with sour green plums, spicy bulgur balls with lemon, flat bread with a meat and onion, olive, cheese or sugar topping (lahmacun), wripped vine leaves with green plumps, mixed stuffed vegetables with meat, courgettes with minced lamb and nuts, stuffed lamb intestines with rice, stuffed bulgur balls with minced meat, pistachio nuts and walnuts, bulgur pilaf with baked shoulder or rack of lamb (Firik pilaf), bulgur pilaf with red lentils, dumpling stew with meat, chickpeas and yoghurt (yuvarlama), spring stew with fresh garlic, spring onions, meat and yogurt (şiveydiz), stew with tiny bulgur balls and yoghurt (meatball with yoghurt) (Gastroantep, 2016; Gaziantepmutfagi, 2016).



Fig. 5. Loquat Kebab

Gaziantep cuisine is abundant in numerous delicious agricultural products, exclusive cooking and consuming techniques that result in yummy and creative meals reflecting traditional Anatolian and Turkish cuisine culture. As it is mentioned before, having

flagship of UNESCO Creative Gastronomy City is an expected present for Gaziantep. When the involvement and activities of the related authorities on promotion of “UNESCO Gastronomy City” title and the local cuisine have been investigated, numbers of webpages providing information regarding cuisine of Gaziantep in Turkish and English languages with the visual description have been found. When these web pages have been investigated, the supports of not only local municipalities but also Ministry of Development, Development Agencies, Chambers of Commerce and so on have been clearly seen. As an example, “Discovery of Gaziantep Cuisine by the Gastronomy World” projects carried out by Gaziantep Chamber of Commerce with the partnership of “Gaziantep Special Provincial Administration and Friends of Cuisine Society” make a great effort to “promote the cuisine of Gaziantep and develop gastronomy tourism in Gaziantep as an alternative tourism model.” Some of these activities held by the project are; (Gaziantepmutfagi, 2016)

- “Taste of the Sun and the Moon: Gaziantep Cuisine” book was published
- A 12 minute introductory film has been made in English and Turkish, which introduces Gaziantep cuisine with recipes included in the book.
- A website, including the book and the film and promoting Gaziantep cuisine from the ground up, has been prepared and accordingly more people have been reached.
- In “Oxford Symposium on Food & Cookery” held in London between 6 and 8 July, 2012, stuffed vegetables and vine leaves of Gaziantep have been promoted.
- In the Oxford Symposium, local dishes of Gaziantep have been cooked within the context of project and introduced to approximately 300 world-renowned gourmets, food writers and press members.

Burgos and Dénia

Burgos is a northern Spanish city with a population of 200,000 inhabitants. It was once the capital of the historic Crown of Castile and hosts many historic landmarks currently. It should be highlighted that Burgos has numerous historical artifacts remaining from medieval ages such as Cathedral of Burgos which was declared as a “World Heritage Site” by UNESCO in 1984. More recently the New York Times referred to it “an ancient city with a fresh face and culinary buzz” as one of the 46 places to go in 2013 (Mufidahkassalias, 2013). Burgos has just been included in the UNESCO’s Creative Cities Network in 2015 and the web page is still under construction although they have design a BurgosLab page where the project, the innovation and gastronomy features, the latest news and a gastronomy book and a review about Burgos are developed. The proposal is based on the Strategic Plan of Burgos with a project called ‘Motores humanos’ (human engine). According to BurgosLab (2015) Burgos project blends traditional cuisine with science and evolutionary cuisine. The goal in this project is to

provide the best health through the knowledge of the past. Only knowing the past of mankind, the future of the gastronomy could be developed.

This project positions Burgos as the World Lab for Gastronomic Evolution with the participation of the National Centre of Human Evolution, the University of Burgos, the college of Physicians and the main cooks from Burgos. Their goal is to improve the human health through food and gastronomy. In this context, expert researchers in Atapuerca province (famous for its prehistoric archaeological sites) will study the caloric needs for a man in two situations: repose and activity. They will design different human engines according to people's profile (age, physical constitution, sports practiced, etc.). Thus, much more knowledge could be achieved on the energetic needs for human health, cooking methods and raw food variety through the research that will be implemented by the Technology of Food Department of the University and the Physicians. Burgos was also chosen as the Spanish Capital of Gastronomy in 2013 and this title attracted many new tourists to the city. Creativity and innovation in food are the two main agents on which Burgos gastronomy is based. The project's philosophy was based on pleasure, culture, environment and trip. Some of the most famous and globally known foods of Burgos are Queso de burgos (Burgos cheese) and Morcilla de Burgos (pig's blood sausage with rice and spices). Besides, Burgos brims with fish dishes such as 'river crab salad' and 'codfish'.



Fig. 6. Burgos' cheese and Morcilla (black pudding)

Although Burgos is rich in traditional food variety, the reputation of Burgos as a gastronomy city originates in wine production. Burgos is known as a capital or temple of wine in Spain and the ancient evidences show that the wine making goes back over 2,000 years in the region. The "Ribera del Duero" region occupying the southern plains of the province of Burgos is one of the most favorite wine regions of Spain. The Ribera del Duero had just been nominated 'Wine region of the Year 2012' by the Wine Stars Awards panel which is the prize considered as the Oscars of the world of wine (Spain, 2013). The special characteristics of Burgos wines derive from mainly the sudden changes of temperature between day and night in summer resulting in the perfect balance for the fruit while ripening. The wine varieties of Ribera del Duero" region is composed basically of five red grape types; 'Tempranillo', 'Cabernet-Sauvignon',

‘Merlot’, ‘Malbec’, ‘Garnacha Tinto’ and one white grape, ‘Albillo’. More than 75% of wines in the Ribera del Duero are found in Burgos where traditional and modern architecture mix in their spectacular wine shops (Riberadelduero, 2016).



Fig. 7. Wine bottles from three well-known wine shops in Ribera del Duero: Alion, Vega Sicilia and Pesquera

The city of Dénia is located at the most eastern tip of the Iberian Peninsula and it is part of Valencia region. The city preserves the historical legacy of the peoples and cultures that have lived there in the last two millennia. The gastronomy of the grapevines introduced by the Phoenicians, the food conservation methods from Romans and the way of cultivating products and cooking them from the Muslims. Since Dénia is a seaside city, the wide variety of tastes comes from the Mediterranean Sea, although cooking methods are quite distinctive. The best known sea foods in Dénia are ‘gambeta amb bleda’ (prawn with beets), ‘pulpo con pencas’ (octopus with penca stalks), ‘erizos al natural’ (sea urchins), ‘gamba da Dénia hervida (boiled prawn in sea water), ‘arroz a banda’ (rice with fish) and ‘octopus with cardoons’. As it is clearly seen octopuses and red prawns have exclusive place in the cuisine of Dénia (Déniacreativecity, 2016).



Fig. 8. Sea urchins as a special tastes of Dénia

Dénia was included in the Creative Cities Network with the project Dénia & Marina Alta Tasting Life in 2015. The main goal is to advance in a model of collaborative

economy based on Mediterranean traditional and innovative food. The basic objectives of the projects are:

- More governance and community participation in the protection of the diversity.
- Sustainable growth (social, economic and environmental benefits) of the community based on agriculture and traditional fishing.
- New opportunities and new ventures for a local economy based on the development of new agro-food and restaurant industry.
- Public-Private Partnerships: new partnerships for the new challenges of sustainable urban development.
- A healthier diet, linked to indigenous and respectful products with the environment.
- A creative and imaginative cuisine understood as an expression of the identity of their territory and landscape.
- Preservation of traditional agricultural and fishery knowledge for the future.
- Reconnect people with the origin of food, looking for positive attitudinal changes in the behavior of all sectors (consumers, schools, cooks, citizens etc).
- Improving the quality of life of citizens of Dénia and Marina Alta. Prosperity, respect for diversity and intercultural dialogue.

CONCLUSIONS

In this study, UNESCO's Creative Cities Network were taken into consideration within the scope of Gastronomy. In this context, three cities, two from Spain and one from Turkey that are brimmed with great gastronomic abundance have been investigated. Irrespective of comparing the gastronomic structures of the three cities, each of them was handled with its specific characteristics, however, notes on similarities and differences were carefully taken into consideration to make practical implications. Two precious creative gastronomy cities in Spain show great differences from each other however represent blinding diversity and richness of the Spanish cuisine. While Burgos is known as the capital of wine city thanks to wine varieties of Ribera del Duero, Dénia could be easily expressed as the capital of sea foods city through domination of prawns and octopus in addition to other sea food specials such as sea urchins etc. Burgos cuisine is also famous with its' dairy products, raw and processed meat products and sea foods. Both cities reflect not only great characteristics of Mediterranean region but also cuisine culture of once living societies and cultures in there. In both cities usage of olive oil, garlic, onions, and strong spices such as saffron, paprika, raw vegetables during the food preparation is the example of great combination of Mediterranean and Arab cuisines.

In this juncture, Turkey's capital of tastes, Gaziantep shows both similarities stemming from the influence of Arab cuisine and differences arising from its distinctive cuisine

characteristics. Firstly, cuisine of Gaziantep has great food diversity in soups, main dishes, appetizers and desserts. So it is quite hard to restrict its cuisine into one meal. Secondly, meat usage combined with boiled or fried vegetables is considerably dominant in main dishes. Thirdly, usage of gravy made of both tomatoes and paprika is another distinction belongs to Gaziantep cuisine. Fourthly, meals are prepared with butter rather than olive oil. Olive oil generally used in salads and appetizers. Fifthly, usage of herbs and spices is the secret of Gaziantep's flavors. In addition to these, usage of fresh and dried fruits is quite common in local foods.

Similarities between these three cities in terms of cuisine characteristic are mainly derived from the usage of red meat, garlic, onion, herbs and spices, vegetable, legume and dried fruits in the foods. Actually these common characteristics are resulted from the combination between Mediterranean and Arab cuisine. On the other hand, it should be stressed that the Gaziantep cuisine has much more similarities to Arab and Middle-east cuisine rather than Mediterranean cuisine. It is quite obvious from the dominance of butter usage rather than olive oil, usage of intensive gravy usage instead of slight usage of tomatoes sauces, cooking red meats from cattle and sheep rather than pork meat and fishes. In fact, it would be better to highlight that most of the tastes in Gaziantep are heavy, fatty and have authentic features, such as appetizers, kebabs and baklava. Even though their mouth-watering tastes they mostly belong to Arab and Middle-East diet rather than Mediterranean cuisine. For example, Gaziantep has also lots of vineyards and special grapes for wine-making, (even if fray at the edges) but both wine production and wine drinking during the dining is not prevalent in the city. Religious constraints are one of the strongest reasons for this difference, though.

During the research all three cities were investigated not only with their cuisine characteristics and culture, but also with their gastronomy projects under the title of 'Creative Gastronomy City'. At this point, it has been seen that all three cities have been working on a gastronomy project and mainly benefits from webpages (<http://burgoslab.com/>, <http://Déniacreative.city/>, www.gaziantepmutfagi.org/) to announce progresses and achievements that they held. All three cities are quite successful to share local and authentic food recipes in at least two different languages (mostly native and English) with yummy pictures. As is stated in the BurgosLab project, all three destinations sincerely aim to create combination between traditional cuisine and advanced technology. It is pretty clear to realize integration of authentic foods with traditional cooking equipments and cooking styles. From this point of view, it would be right to say that all these efforts for gastronomy development and promotion aim to increase locals' and visitors' gastronomy experience motivation and satisfaction, ultimately.

What could be done more for the favorable achievements in gastronomy by Gaziantep, Dénia and Burgos is another key point. In this context, the most challenging issue seems like developing international collaboration opportunities and creating synergies with global partners to promote creative food&beverage and tourism activities. All three destinations taken into account in this study have great projects, fairs and

publications; however they have been carried out with the support of local and regional partnerships rather than international by a majority. It seems like the main international objective of the destination is to promote their cuisine culture in abroad through tourism and gastronomy fairs. Even these kinds of promotion efforts and initiatives are considerably significant steps for the international recognition; carrying out cooperation between different creative gastronomy cities could provide new opportunities on learning and applying different cuisine culture. Hence, destinations could update and enrich their distinguish cuisines with the power of knowledge and techniques derived from different geographies and cultures. It shouldn't be forgotten that UNESCO's "Creative Gastronomy Cities Network" program is a network that labels the gastronomical excellence of the cities and would like to see strengthen local and global collaboration between cities in return. Hosting gastronomic festivals, awards, contests and other broadly-targeted means of recognition with the international partners would be the way of developing favorable collaboration.

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EVALUATION OF TOURIST MOTIVES/ ATTRACTIONS IN SARAJEVO TOURISM DESTINATION

Lejla Žunić¹

Abstract: Sarajevo is the most important cultural and tourism center of Bosnia and Herzegovina (1/3 of the total national tourism). It has very valuable tourism motives (natural and anthropogenic). Statistical indicator shows a positive trend of tourism development during the last decade. It is therefore very important to analyze tourist motives and their importance for the development of tourism. Tourist motives are the main supply holders. The significance of a motive is determined by various criteria which in most cases involve the assessment of several elements: attractiveness, rarity, usefulness and accessibility. However, the tourism value of motives is largely reflected through impressions of tourists. Travel experience is especially important element of tourism which affects the affirmation of destinations in the world and encourages tourism trends. The research problem is the identification and evaluation (valorisation) models of motives in Sarajevo determining their significance. The research is quantitative and qualitative. Research methods are: general-theoretical (analysis and synthesis, comparing, classification); empiric (field work and observation, survey, measuring); identification, evaluation, Likert method. The aim of the paper is to determine the actual tourism value of the motives for better planning of tourism supply. Of particular importance are the results of tourist assessments of the motives because the ultimate goal is to achieve the satisfaction of tourists and positive echo of the destination in the world. Therefore motives such as Bascarsija, Tunnel of Hope, Springs of river Bosnia and Bijambare should take leadership role in Sarajevo tourism planning and development of tourism destination.

Key words: Sarajevo tourism destination, motives/ attractions, tourism supply, importance of tourism, tourist impression, evaluation, tourism planning, development of tourism.

INTRODUCTION

Sarajevo tourism destination is located in the Sarajevo valley which covers SE sector of the Sarajevo-Zenica basin within the Dinaric mountain-valley system of Bosnia and Herzegovina (Bušatlija, 1974). The morphology of the terrain is divided into two visible natural units: inner flattened area with the Sarajevo field and highlands circumference (Đug, Drešković, Hamzić, 2008), which is called the "green ring" of Sarajevo due to recognizable biodiversity (Spatial Plan of the Canton of Sarajevo 2003-2023, 2006). The lower area is under moderate climate while the highlands above 1000 m is mountain climate (Köppen climate types: Cf, Df) which has recognized tourism value. The historical and geographical development of the destination is complex (the Illyrians and Romans, Medieval Bosnia "Vrhbosna", the Ottomans, the Austro-Hungarian Empire, the Kingdom of Serbs, Croats and Slovenes, Yugoslavia,

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independent BiH since 1992, the war and aggression against Bosnia and Herzegovina, post-war phase of restoration), which has resulted in a rich cultural and historical legacy, and the motives of the Ottoman and Austro-Hungarian period have the highest value (Spatial plan of Bosnia and Herzegovina, 1980; Spatial plan of Canton Sarajevo, 2006; Commission to Preserve National Monuments). Sarajevo has a favorable geostrategic and geotrafic position because it is the natural crossroad of communications that connect geographically distant and different places (Bakaršić, 1966). Sarajevo has a favorable tourism-geographical position (Fig.1.) because it is located in one of the most important European tourism corridors which is used by Central European tourists to circulate towards the south, that is the Adriatic Sea and Mediterranean (Nurković, 2006, pg 31). The destination is developing, the tertiary sector in the overall GDP structure and employment accounts for about 78% (Federal Bureau for Statistics, 2009) and tourism is increasingly gaining in importance. Tourismflow has a positive upward trend (the overall average growth rate of tourism 10.7% in 1999-2009). The largest share in the total structure of tourists in 2013 year have Turks, tourists from the region and tourists from the Arab countries(Kuwait, etc.); Arabs create the longest stay (TourismAssociation of Sarajevo Canton). Tourism is based on cultural, religious and historical aspects; promotion and presentation of the motives makes 50% of the total tourism supply of Sarajevo (Mehičić, 2007).



Fig. 1. Geographical position/ location of Sarajevo in the Bosnia and Herzegovina (Wikimedia Commons, Wikimedia Foundation, USA)

METHODOLOGY

The research goal is identification and tourism valorisation of the most important motives in Sarajevo tourism destination. The aim of the paper is to carry out identification and evaluation of the motives, and based on the determined value (ranking) to determine their tourism quality. Tourism-geographical valorisation of the motives is carried out by the WTO valuation model (Stanković, 2000), Hilary du Cross (Jašarević, 2012) and Likert (Žunić, 2016). The identification method has enabled the identification of the motives the biggest tourist value depending on the tourist experience. The survey made it possible to come to important insights because of open-ended and closed-ended questions and especially the rating scales. It took two years (2013-2014) and was conducted in Sarajevo tourist destination in the most important tourist sites and included over 100 participants (tourism/ travel managers, tourists-visitors). The survey of managers (20) was carried out in hotels (Bristol 4*, Europe 5*, Art 3*, Terme 4*, Hercegovina 4*, Crystal 4*, Hollywood 4*) and travel agencies (Relax Tours, Gaudi Lufthansa, Bosnia travel, Reyyan, Akdeniz, Euroservices, ZOI'84, Centrotrans, GRAS), while the survey of tourists (107) was carried out at: a) the tourist sites in the old city (the garden of Morića Han, the harem of the Bey's mosque), b) the accommodation units for tourists: hotels (Europa, Radon Plaza, Bristol, Hollywood, Terme, Dardanija, Imzit, Astra Garni, Michele, Old Town, ETN, Mostardayiz, City Boutique, Emona, Lula), hostels (Vagabond, Franz Ferdinand, Kovači, Max, Guest House, For Me, Doctor's House), private accommodation, Sarajevo apartments. The structure of respondents was 40% tourists of the Arab origin, domestic tourists, foreign tourists (the USA, Canada, Malaysia, Japan, etc.).

RESULTS AND DISCUSSION

General explanation of the motives and Sarajevo tourism destination (Literature review)

Tourism motives are natural and anthropogenic objects which can be attractive for tourists (Jovičić, 1992, pg 121). Natural motives could be climate, geomorphologic objects, hydrography, biogeography and landscape, while social/ anthropogenic motives are cultural and historical monuments, ethno-social, artistic, manifestation, ambient (Board "Tourism", 2010). Sarajevo tourism destination is the center of meeting cultures, eastern oriental and western European. A rich cultural and historical and architectural heritage was created on the basis of such a development. "At the crossroads of cultures and civilizations, there was created a unique multinational and multi-confessional environment, architecturally presented as a unique example of always stimulating cooperation between East and West." (Kurto, 1997, pg 5) It's called by descriptive name "*Jerusalem of Europe*" (Sarajevo Navigator, 2017) "The territory of Sarajevo has a great wealth and diversity of tourism potential, the most developed

tourism infrastructure, propulsive tourism marketing and the most extensive tourism flow in Bosnia and Herzegovina (2004: 1/3 of the total state tourist traffic/ tourism flow) and as such has the most recognizable identity of Bosnian and Herzegovinian tourism and geographic region.“ (Nurković, 2006, pg 31) City ambient (the city core) of Sarajevo is the most important cultural and historic site and the largest area of architectural heritage. It's composed of three zones: the historic site, the historic center and the old historic center. (Spatial Plan of the Canton of Sarajevo 2003-2023, 2006, pg 42) The Sarajevo urban area has an international character ("zero" category- the highest rank) because it has a special value in terms of uniqueness and rarity at all levels: national, European and world. (Spatial plan of Bosnia and Herzegovina, phase B valorization: natural, cultural and historical value, 1980, pg 21, 53) The uniqueness is reflected right in the mix of cultural diversity and architectural heritage with a distinctive style of the East (Oriental) and West (European). Within the limits of the ambient area, the biggest tourist attraction, representativeness and ambience has:

- Crafts and trading zone - Baščaršija, and residential zones - city blocks: Logavina, Kovači, Nadmlini, Alifakovac and Podbistrik. This zone consists of the most representative public, religious and residential buildings of the heritage monuments from the Ottoman period. This area has been defined as “the zone of the largest ambient value of Sarajevo.“ (Spatial Plan of the Canton of Sarajevo 2003-2023, 2006); Oriental centre of the old town.

- The zone that covers the area stretching from Džidžikovac - Hamdije Kreševljakovića and Franjevačka on the other side of the Miljacka river, and consists of the most representative religious, public, residential and office buildings of the architectural heritage from the Austro-Hungarian period, and religious and public monuments of the architectural heritage from the Ottoman period. (Spatial Plan of the Canton of Sarajevo 2003-2023, 2006); mainly the area of the city center.

The importance of the cultural and historical heritage from the Ottoman period is invaluable. “The preserved monuments of material culture, archival documents and testimonies show that the most important period in the urban development of Sarajevo in the Ottoman period was the sixteenth century, which is rightly called the golden age in the history of this city. At the beginning of the 16th century, there was also built the old Orthodox church, then there was the Catholic church in the neighborhood called Latinluk, and at the end of the same century, there was also built the first synagogue II Kal Grandi. Islamic schools were required to be build together with mosques, the most famous madrassa is Kuršumlja, the endowment of the great benefactor Gazi Husrev-Bey, the Bosnian governor. Sarajevo is the only city in the European part of the Ottoman Empire, which since its founding has become the political, cultural and economic center of the country and has remained such to this day. This means that the country of Bosnia with its capital city had a special status and that the status was guarded by Sarajevo itself.“ (Museum of Sarajevo, 1963) Since 1997, the old urban center of Sarajevo has been submitted for the UNESCO World Heritage List. “According to the criterion (V), Sarajevo- the open city is a unique example of

traditional human life and settlements. The beauty of the city is reflected not only in a number of architectural monuments but also in the interpretation of the synthesis of environmental harmony and protection of diversity, so that Sarajevo is such a unique, inimitable and unified open area, cosmopolitan city. It also includes criterion (VI) according to which life tradition makes the city unique and universal. There are not so many places that are so rich in diversity of cultural and phenomenological character in a simple natural environment, geographical landscape and the mighty spirit of illumination. The architectural heritage of the pluralist society and multiculturalism of Sarajevo phenomena symbolizes the special attributes that reflect the culture of Bosnia and Herzegovina. They are the most complex spiritual nuclei and symbolic matrix of "Zlatna dolina" (Golden Valley) of an authentic expression." (UNESCO "Culture", World Heritage Centre, "The List", Global Strategy, Tentative List, 2015) Sarajevo is a candidate for nomination to the UNESCO World Heritage List, it is located on the tentative (provisional) list of goods: "*Sarajevo- a unique symbol of universal multiculture - permanently open city(01/09/1997)*". (State Commission of Bosnia and Herzegovina in cooperation with the UNESCO, the United Nations, Educational, Scientific and Cultural Organization, 2012) Identification lists of natural and anthropogenic motives of Sarajevo are very extensive, however, the aim of the paper is to establish a list of the most valuable tourist attractions according to impressions of promoters and consumers of the motives. The survey found 17 motives of special value (Table 1.) for which it is necessary to carry out further evaluation. As the evaluation of the motives was made by various authors and relevant institutions dealing with assessment and conservation of natural and cultural-historical heritage, it is necessary to look at earlier research results. According to Nurković (2006), for the evaluation of tourism potentials there were used the following principles: usefulness, rarity and degree of possibility of their tourism valorisation, and as parameters: spatial, qualitative, type of tourism. (Nurković, 2006, pg 34) According to the earlier documentation, the criteria of valorization of natural, cultural and historical motives are: scientific value, rarity of phenomena, typicality of phenomena, cultural and educational importance, environmental value, landscape-design value, recreational value, vulnerability, preservation, presentation and categorization of the motives according to importance (international, national, regional and local value). (Spatial Plan of Bosnia and Herzegovina- Phase B, the valorization of natural, cultural and historical value, 1980, pg 20-21) According to Jašarević and Popara (2012), the valuation parameters of values of motives are: tourism-geographical position, artistic value, environment, attractiveness, development level, compactness, general tourist value and quality range of motives. According to the recent documents, the evaluation criteria of motives are based on an assessment of several elements: time frame, historical value, artistic and aesthetic value, readability (documentary, scientific and educational), symbolism, ambience, authenticity, uniqueness and rarity, compactness. (The Commission to Preserve National Monuments of Bosnia and Herzegovina, The criteria

for making the decision to designate the property as a national monument, "Official Gazette BiH", 33/02 and 15/03)

Table 1. Evaluation of the tourist motives in Sarajevo destination by different authors

| Motive/ Attraction: | S. Nurković | S. Jašarević | E. Popara | PPBH-B | KONS |
|-----------------------|---------------|---------------|---------------|---------------|----------|
| Bašćaršija | international | international | international | international | - |
| Gazi H. Bey's mosque | national | international | international | international | national |
| Alifakovac | regional | national | international | national | |
| Tunnel of hope (D-B) | regional | - | regional | - | - |
| The City Hall | national | national | international | national | national |
| Congregational Church | national | national | national | national | national |
| Cathedral | national | national | national | national | national |
| The Old Temple | national | national | national | national | national |
| The Latin Bridge | regional | national | international | national | national |
| Svrzo house | regional | national | national | national | national |
| Ashkenazy synagoge | national | national | national | national | national |
| The Emperor's Mosque | national | national | international | national | national |
| Springs of Bosnia | national | - | - | national | - |
| The Pioneer's Valley | regional | - | - | regional | - |
| Bijambare | regional | - | - | regional | - |
| Waterfall Skakavac | regional | - | - | local | |
| Olympic mountains | international | - | - | national | - |

(Sources: Nurković, 2006; Jasarević, 2012; Popara, 2012; PPBH-B: Spatial plan of Bosnia and Herzegovina- phase B, 1980;KONS: Commission to Preserve National Monuments of BH, Resolution for the national monuments declaration and tentative list of national monuments of Bosnia and Herzegovina, 2005)

According to the table of the motives' evaluation in Sarajevo tourism destination by different authors, it is evident that there is a largely compliant valuation of the motives. Common (equivalent) rating is recognized at the following motives: Bašćaršija-international significance; the Congregational Church, the Cathedral, the old Jewish synagogue, the Ashkenazi sinagoga- a national character; the Bijambare area, the Tunnel of Hope - a regional character. Pronounced differences were identified when evaluating the following motives: Alifakovac, Latin Bridge, the Olympic Mountains.

FINDINGS AND DISCUSSIONS

In contrast to earlier results that are based on the above criteria and essentially similar evaluation criteria, the results of the survey made it possible to reach new insights by which the evaluation of motives was made primarily on the basis of a common frequency response (estimate) of tourism managers (Fig.2.) and tourists (Fig.3.) who visited Sarajevo tourism destination. It's important because travel/ tourism managers are promoters and "sellers" of motives/ attractions, while tourists are consumers of motives. Travel experience/ tourist impression is particularly important with affirmations of the destination and incentive tourism trends (Hall and Page, 2014). According to Jovičić (1986), experiencing is the most active relation towards the motives and the most

important cultural element of tourism trends because it implies a longer stay of tourists and rich content of stay, and requires more functional and versatile promotion of tourism“ (Jovičić, 1986, pg 39-40) The key elements that influence the decision of tourists to visit a destination are the perception of environment and the principle of the best benefit. Diversity of environment and natural and anthropogenic features that are quite different from the place of residence of tourists encourage tourism trends. Evaluation of motives based on tourist impressions shows that offer in the market is not enough. (Jianchang and Jigang, 1988) Tourist perception and knowledge of destination surrounding, social psychology of tourism and motivation of tourists are important elements of tourism planning. (Hall, Page, 2014, pg 210-211) According to the survey results, an elevated rating of motives of 4.4 was found (tourists 4.3, travel managers 4.5). According to the proposed evaluation scale (1-5), this rating means the national and wider significance of motives with the tendency of international recognizability. Individual selection of motives depending on personal experiences, opinions and experiences made it possible to reach results regarding the maximum value of individual motives of Sarajevo.

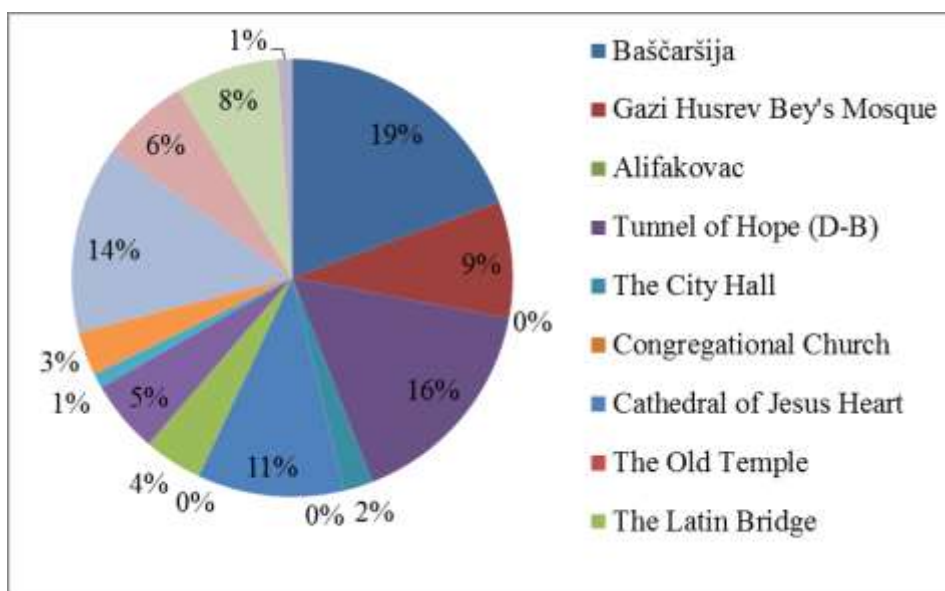


Fig. 2. The most valuable tourist motives/ attractions of Sarajevo according to the evaluation of tourism/ travel managers (Žunić, 2016: Survey for employers in tourism, Sarajevo, 2013)

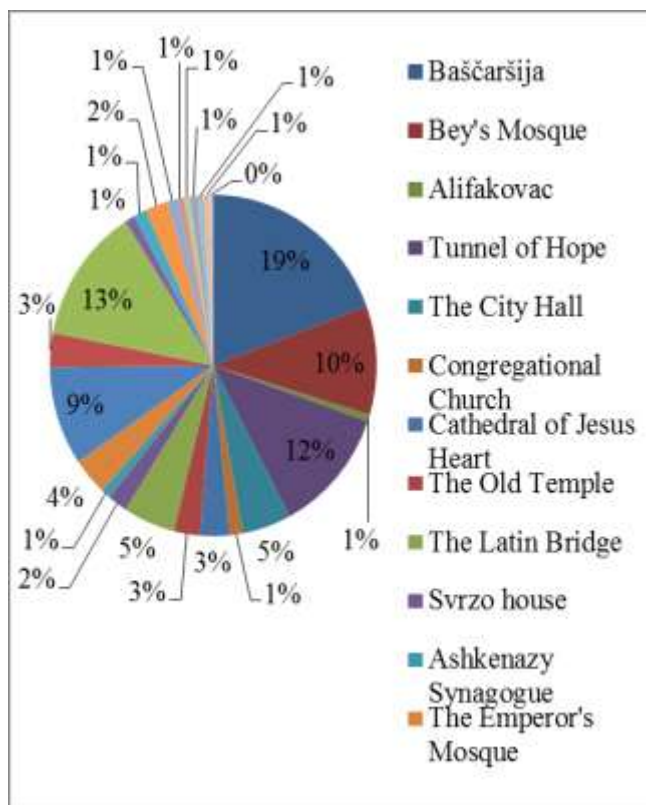


Fig. 3. The most valuable motives/ attractions of Sarajevo according to the evaluation of tourists
(Žunić, 2016: Survey for tourists- visitors, Sarajevo, 2013-2014)

The comparative analysis of the shown diagrams leads to the conclusion that the most valuable attractions in the area are: Baščaršija, the Tunnel of Hope, the spring of the Bosnia river, the Gazi Husrev-Beg Mosque, Bijambare, the Cathedral of the Sacred Heart, etc. (Fig.4.) The ratings of tourism employers mainly match the impressions of tourists noting that, according to the survey results, the emphasized and special value was given to Bijambare and the Gazi Husrev-beg mosque, while less value was given to the Cathedral. A potential reason is the subjectivism affected by a large proportion of respondents of the Arabic and Turkish origin of Muslim religion over 40%. A high proportion of Arab tourists had a significant impact on favoring Bijambare and the spring of the Bosnia river because they generally prefer natural tourist attractions just because they lack “green landscapes“ in their home areas - the arid desert regions of the Arab world create a wish for “green areas“ with an abundance of water and biodiversity. Precisely, such tourism potential is offered by Sarajevo tourism destination (the Spring of the Bosnia river, Skakavac, Bijambare Caves with forest and meadow landscape, Olympic mountain).



Fig. 4. The most valuable attractions according to tourist impressions (Žunić, 2016)

The importance and value of the motives vary by origin of tourists: Baškaršija is the most valuable motive as seen by domestic tourists but also a large number of foreign tourists (Germany, Kuwait, Turkey), while the Tunnel of Hope has the largest value for foreign tourists from distant parts of the world (the USA, Australia, Malaysia) who feel an emotional connection with the symbolism of the motive.

According to statistical models and scientific criteria in analytical surveys (The Survey Guideline, 2001, pg 23), the majority category and also confirmation of a certain attitude can be considered to be response of 60% and more. (Guideline for surveys, 2001, pg 23) Respondents were asked to complete the selection and favoring of the attractions from the proposed list of tourist motives in the destination according to the value and importance. They were conditioned to opt for three major attractions, which

was used to establish the criteria for the evaluation of the motives that potentially have the greatest importance:

- Frequency of 60% or more, corresponding to the highest rate 5 and the international importance of the motive
- Frequency of 60-35%, corresponding to a very good rate 4, as well as national and wider regional importance
- Frequency of 35-10%, corresponding to a good rate 3 and regional importance of the motive/ tourist attraction

Consequently, on the basis of results ranking by the height of frequencies, for individual motives there was determined the list of the most important motives in Sarajevo tourism destination (Table 2.). Their importance is manifested in the total value and impressions that are reflected in the importance of a greater radius.

Table 2. The final list of the selection of the most important tourist motive/ attraction in Sarajevo tourism destination according to total frequency of evaluation by tourism managers & tourists (in percentage);

Interval of frequency: 60% and more - international significance; 60-35% - the national and wider regional importance; 35-10% - regional significance/ the importance

| Motive/ Attractions: | Travel managers | Tourists | Average | The importance |
|--------------------------|-----------------|----------|---------|----------------|
| 1. Baščaršija | 90 | 63,2 | 76,6 | International |
| 2. Tunnel of Hope | 75 | 38,9 | 57,0 | National |
| 3. Springs of Bosnia | 65 | 30,5 | 47,8 | National |
| 4. Bijambare | 35 | 42,1 | 38,6 | National |
| 5. Bey's Mosque | 40 | 33,7 | 36,9 | National |
| 6. Cathedral | 50 | 9,5 | 29,8 | Regional |
| 7. Peonir's Valley | 30 | 10,5 | 20,3 | Regional |
| 8. The Latin Bridge | 20 | 16,8 | 18,4 | Regional |
| 9. Svrzo house | 25 | 6,3 | 15,7 | Regional |
| 10. The City Hall | 10 | 15,8 | 12,9 | Regional |
| 11. The Emperor's Mosque | 15 | 11,6 | 13,3 | Regional |

(The Survey Guideline, 2001; Žunić, 2016: Survey for employers in tourism, Sarajevo, 2013; Survey for tourists- visitors, Sarajevo, 2013-2014)

Spatial distribution of the most important tourist motives/ attractions in Sarajevo tourism destination is shown at the following map (Fig.5.)

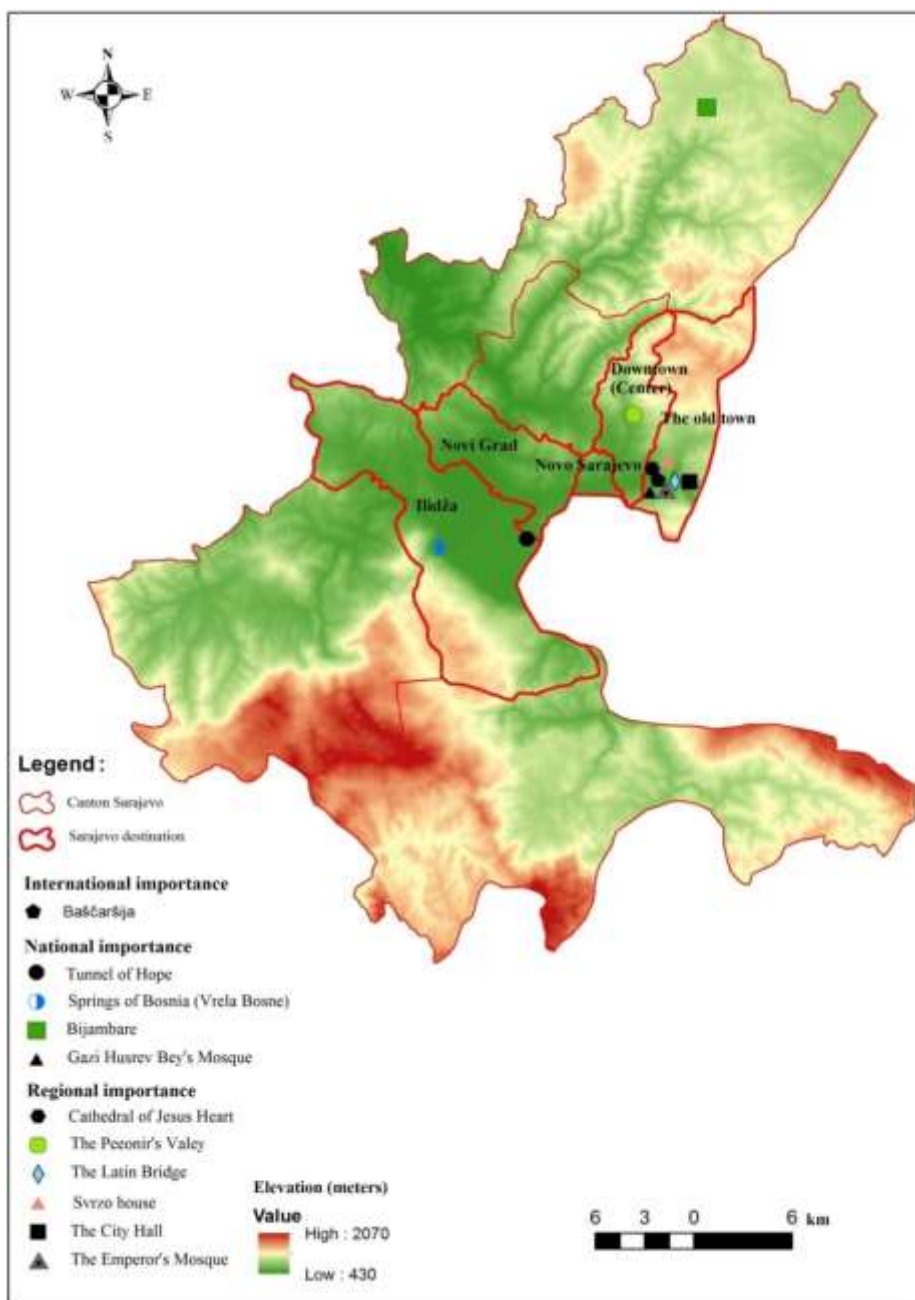


Fig. 5. Spatial distribution of the most valuable tourist motives in Sarajevo tourism destination and their importance according to the frequency of travel managers and tourist impressions (Žunić, 2016, Sarajevo, 2013-2014)

According to the Map 2 and the table of final selection list of the most important tourist motives in Sarajevo destination (table 2), there were important insights:

- International importance: Baščaršija.
- National and wider regional importance: the Sarajevo War Tunnel (the Tunnel of Hope), the Springs of the Bosnia River, Bijambare, the Bey's (Gazi Husrev-Bey's) mosque.
- Regional importance: the Cathedral of the Sacred Heart, the Pioneer Valley, the Latin Bridge, Svrzo house, City Hall, the Emperor's mosque.

Environmental complex Baščaršija is the most important tourist site (attraction) in Sarajevo tourism destination, which represents the oriental cultural and historic center from where mainly started urban and tourism development. Baščaršija (Turkish “baš“, main marketplace, Bejtić, 1969, pg 68) was built in the 15th century (1462) when Isa Bey Ishaković founded the city, built the Han (Inn) and many shops on the north bank of the river Miljacka in the old town. The main tourist potential of Baščaršija is the preservation of cultural and historical monuments, shops, old trades. The appearance has remained the same for hundreds of years and preserved itself in this spirit that dates back to the Ottoman period, which contributes to the visit of a large number of guests from all over the world. Baščaršija is the main tourist center and the biggest factor in improving the city tourism supply. The environmental complex of Baščaršija is a candidate for UNESCO's World Heritage List. (Resolution for the national monuments declaration and tentative list of national monuments of Bosnia and Herzegovina, 2003) The same score of the most value and international importance of Baščaršija is established also with other researchers, which confirms its relevance.

Religious buildings, primarily the Ghazi Husrev-Bey's Mosque, is assessed with a high grade and has national and wider regional tourism importance. This mosque is the strongest symbol of the centuries-long Ottoman reign in Sarajevo and Bosnia and Herzegovina, and has a particular cultural and historical value. Earlier assessment of the religious motives mainly determine their national significance. On the other hand, the tendency in recent times is that the Bey's Mosque has been categorized as “zero“ category. The Gazi Husrev-Beg Mosque represents the architectural ensemble of international tourist interest, and it consists of: the mosque, the Gazi Husrev-Bey and Murat Bey's tomb, the yard with tombstones, abdesthana (wudhu washing room), Shadirvan (fountain), muvekkithana (room with time measuring instruments) and place of the old mekteb. It is located in the commercial area of the old urban center of Sarajevo, which gives it extremely high environmental value. The famous Gazi Husrev-Beg Mosque is in the first row of the most important architectural creations of the Ottoman period in the 16th century and it represents not only the highest achievement in the overall Bosnian-oriental heritage but also the high achievements in the wider relations of Islamic architecture of the time. (The decision to designate properties as national monuments and provisional list of national monuments of Bosnia and Herzegovina, 2003) A characteristic of the interior of the mosque is a beautiful stalactite decoration in the corners under the dome and in the mihrab, and designs and calligraphy on all the walls. (Mehmedović, 2005, pg 67) However, the specificity of research results relates to the differential assessment of certain religious motives. This

primarily refers to the Emperor's Mosque and the Cathedral of the Sacred Heart, which were rated somewhat lower value compared to the Bey Mosque and according to the total frequency of evaluation they have a regional character. Possible reasons are that the Emperor's Mosque in the period 2013-2014 was partly under reconstruction and renovation. In the case of the Cathedral, the lower rating could be affected by the religious structure and orientation of tourists (over 40% Muslim tourists). Churches that are reminiscent of the Sarajevo cathedral can be found in some European destinations such as the Church Sint-Brigidakerk in Geldrop (the Netherlands).

Natural motives, such as the Spring of the Bosnia River and Bijambare, have great tourism value because according to the total frequency of evaluation they have national and regional importance. The valuation of the Spring of the Bosnia River is identical in most authors who have studied the valorization of this motive. Natural Monument of "the Spring of the Bosnia River" includes the extreme southwestern part of the Sarajevo plain and direct contact mountain rim. The full protected area and the wider region have the above-average amount of surface water and groundwater which represent great specificity and attractiveness. First of all, these are the springs of the Bosnia River whose number is about 30 on the whole area. The total average water abundance of all springs that are collected by the course of the river upstream from the Roman bridge is 5-24 m³ / sec, which is quite enough to directly form one of the largest rivers in BiH - the Bosna river. In this area there is a high degree of biological diversity characterized by the existence of 99 indigenous and allochthonous dendrotaxons, over 200 herbaceous species, about 35 species of honey and medicinal plants, 20 species of mammals and 52 species of birds. (Đug, Drešković, Hamzić, 2008, pg 176-179) The Spring of the Bosnia River is treated as a unique complex of "integral heritage". Specific natural values are: hydrological (the Spring of the Bosnia River, the Spring of the Stojčevac, Sulfur Spa Ilidža) and horticultural (the Big Alley, Spa Park Ilidža). (Spatial Plan for Sarajevo Canton for 2003-2023, 2006, pg 44) However, the results of the valuation of Bijambare showed a higher ranking (formerly regional). There is no doubt that the area of Bijambare has recently significantly improved by their total content (visit and tour of the caves, gastronomy, recreation, train eco-driving). The conservation of Bijambare in the context of protected landscapes and contemporary activities related to the valorisation of the tourism-recreational and educational purposes has led to significant progress and recognized the beauty of this area. "The Protected Landscape of Bijambare" belongs to the area of the central Bosnian Dinarides, located above the mountains Stars, Ozren and Čemernica. A wider area consists of a less morphological depression in the drainage of Ljubina, Misoča, Krivaja and streams of Bjelila. Along the peripheral part, three caves were created at various altitude levels. In the area of Bijambare, there were found 133 different environmental communities of an association level. Their structure consists of more than 800 species of higher plants. There are also numerous representatives fauna- mammals, birds, reptiles, amphibians, mollusks, insects. The area allows conservation of ecosystems and the extraordinary possibilities

of research, monitoring, education and recreation.“ (Đug, Drešković, Hamzic, 2008, pg 179-181)

The Sarajevo War Tunnel Dobrinja-Butmir (the Tunnel of Hope) has the recognized national and wider tourism importance. Results of earlier research in different authors showed a lower value of regional importance. However, interest in unusual and unique motives such as the Tunnel of Hope, with which binds a significant part of the modern and difficult history of Sarajevo, certainly gives greater tourist importance to this motive. The symbolism of the tunnel and museum, which demonstrate the true story of the not-so-long siege of Sarajevo, produce strong emotions and deep impression with tourists visitors. The fact that the war in the overall image of Sarajevo tourism destination accounts for 60-70% arouses great interest in visiting this site. “The museum of the siege of the city- the Tunnel of Hope, a monumental complex war Tunnel Dobrinja-Butmir, the Sarajevo War Tunnel was built during the aggression on Sarajevo and Bosnia and Herzegovina (1992-1995). The only way to get out of besieged Sarajevo to the free territory was running across the airport runway. At the end of 1992, the Bosnia & Herzegovina Army presented the idea to make a project to build an underground tunnel under the Sarajevo airport. Starting points were determined in Dobrinja and Butmir and the project was completed in 1993. The tunnel was built under difficult wartime conditions with a lack of resources and under constant shelling. At the very beginning of the building, everything was carried on backs and arms. There were carried food, cigarettes, oil, ammunition, weapons, drugs, but also the wounded people. Subsequently, rails were mounted, so that the transportation was facilitated by small wagons. Through the tunnel telephone lines were set up between Sarajevo and the free territory. For the tourists who nowadays visit the Museum of the Tunnel of Hope, it is unthinkable that a few hundred people depended on a small narrow passage under the Airport. The surviving part of the tunnel as well as the exhibits in the accompanying museum preserve a memory of the courage of the citizens of Sarajevo and their struggle for survival. There is no doubt that the Tunnel of Hope played a key role in the defense of Bosnia and Herzegovina and its capital Sarajevo.“ (Kolar & Kolar, 2008) The Sarajevo War Tunnel (Tunnel of Hope, Tunnel Dobrinja-Butmir) is currently on the list of petitions for the national monuments of Bosnia and Herzegovina. (Commission to Preserve National Monuments)

Cultural and historical motives such as City Hall and Svrzo house, and Latin Bridge, are valued with medium grades and according to the total frequency have a regional tourism importance. The Latin Bridge (Princip's bridge 1918-1992) is a bridge located on the Miljacka river near the park At Mejdan and the Museum of Sarajevo 1878-1918, in the old town close to the Baščaršija. The Latin Bridge in its present form was built in 1798, the bridge has four arches and three support pillars; it was built of stone and plaster. Due to the intense traffic in the Austro-Hungarian period, the construction of the bridge was boosted. The Latin Bridge has a favorable tourism-geographical position, it's well preserved, and is an important factor in tourism as it connects the right and left side of the city that is rich in various monuments of cultural heritage and

that is very interesting for tourists. In addition to its history and unique appearance, it is interesting for tourists because it represents an important witness to the events that had an effect on the whole world, and that is Gavrilo Princip's assassination of the Austro-Hungarian Archduke Franz Ferdinand and his wife Sofia in 1914. This assassination is taken as a pretext for the start of the First World War. The Latin Bridge was declared in 2004 a national monument of Bosnia and Herzegovina. (The Commission to Preserve National Monuments of BH, 2011) However, a slightly lower grade than with most other authors (national importance) is most likely a result of poor impression with tourists. Although the Latin Bridge is a symbol of the world historical event, it does not have particularly prominent visually-appealing attributes itself. Limiting factors are linked to weaker attractiveness of the organization of elements in this area: in the immediate vicinity of the bridge is a tram stop, intersection and high traffic of people, and the surrounding buildings and facilities require better incorporation into environment (they require restoration, refreshment, harmonization of style and colors) in order to increase the dose of enthusiasm. The words of praise and recognition of individual motives depend on experience and impressions. On the other hand, the reasons for a lower assessment of the City Hall and Svrzo House are of somewhat different nature. From a conversation with tourists it was learned that a number of them did not visit Svrzo House as they were apparently informed that the access was somewhat harder. This motive is located in the old town in a suburban residential area of Glodina. The streets are narrow, sloping and of a larger radius of curvature, but the access of the motives is completely adapted. It is necessary to work on more quality promotion of Svrzo House and to motivate tourists to visit it (foreign guides largely avoid bringing groups to this site). Svrzo House (kadi Munib effendi Glodo) represent the housing culture of bosnian muslim family at the end of 18. and thru the 19. century (the cultural monument). The House is bosnian-oriental architecture, it is divided into 2 parts: selamluk (the public receptive part) and haremluk (the private family part). When it comes to the City Hall, slightly lower ratings can result from a number of reasons. First, an apparently similar City Hall is located in Brčko District. This can reduce impressions with tourists from the country and the region. Second, the architecture of the City Hall and motives that are largely mapped from Egyptian objects and in the Arabic style may not be particularly attractive to tourists of the Arab origin, who have a large participation in the overall structure of tourist visitors. "The City Hall is the most beautiful and the most representative anthropogenic motive of the Austro-Hungarian period built in the Pseudo-Moorish style. The implementing project shows the dominant influence of Islamic art from Egypt and Spain. For details, there were taken detailed studies of the architect A. Wittek as the basis, who worked according to the Sultan Hassan and Kait Bey's mosques from the 15th century in Cairo." (Ćeman, 2004, pg 48). From the point of tourist interest, the City Hall had the Department of Rare Books and Manuscripts, which collected the material of the highest monument category: incunabulas, old manuscripts written in Bosnian Cyrillic, collection of oriental manuscripts with about 400 codes and 700 individual documents, manuscripts of local

authors in oriental languages, editions of foreign printing. The City Hall as the National and University Library was important for the entire region. The City Hall was declared a national monument of Bosnia and Herzegovina in 2006. (Commission to Preserve National Monuments, 2011)

The Pioneer Valley Amusement Park and Zoo has been valued with good grades and a regional tourist importance. It is identically evaluated by other authors. The significance of this motive in the future is likely to grow because of the increasing number of visitors from the Arab countries. Why is this particularly important? Precisely because these are family tourists with a large number of children. Amusement parks in such cases represent an excellent opportunity for rest. Arabs have expressed particular satisfaction with such motives. This park is located on NE of Sarajevo on the distance from urban centre only 2 km. Total area is 8.5 ha. The place is rich in flora and fauna, it enables a various horticultural activities. The recreative part include props for children's play and fun (circuit, cars to electric drive train, rubber town, cars, carousel), children's park and playground with slides, swings, seesaws and the zoo. It is ideal resting place for the family with kids.

CONCLUSIONS

Sarajevo is a developing tourism destination, the tourism has a positive upward trend. Based on the identification of natural and anthropogenic motives, it is undeniable that there is a huge potential for tourism which offers excellent possibilities for tourism planning and rich tourism supply. Sarajevo is unique city because it's very multiethnic and multicultural; it's a place of three monotheistic religions: islam, christianity and judaism, that's why it is so specific destination in Europe. It has a wealth of different motives (natural & cultural heritage) which have the recognized tourism value. Earlier and the latest research results concerning the valuation of the motives point to a unique conclusion that the biggest tourism value and international importance has Baščaršija, and therefore this motive/ site fully meets the requirements for inclusion on the UNESCO list. On the other hand, the new results give the bigger tourism importance to some other motives/ attractions such as Tunnel of Hope, Springs of Bosnia and Bijambare. For the planning of tourism supply and development of tourism, of great importance will be the results of the valuation of motives to the frequency of impressions of tourists and tourism managers, because the interests of tourists and their experience create new demand and supply market. Particularly important are tourist assessments on which affirmation of the motives and destination in the world will largely depend, and thus their further use and promotion. An evidence that Sarajevo has been developed into a worldwide tourist destination is an increasing influx of foreign tourists, not only from the region (Balkan), Europe and Turkey, but also from distant parts of the world (South Korea, Australia, Canada, Malaysia, the United States, the Arab countries: Kuwait, the UAE, Qatar). The overall conclusion is that Sarajevo tourism destination is gaining in global importance.

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IDENTIFICATION, CLASSIFICATION AND VALORIZATION OF TOURIST MOTIVES OF THETH (THETH) VALLEY

Qerim Kastrati¹

Abstract: The subject of this scientific work is the identification, classification and valorization of tourist motives of Theth Valley and their spatial distribution. Executed valorisation of tourist motives of Theth Valley and finding their real value with the purpose is based on the scientific assumption that in the Theth Valley there are insufficiently explored tourist motifs that have a high tourism value and that the scientific process of identification and valorization would raise the competitiveness of tourism in this region. In the implementation of the set of scientific research objectives were realized the following tasks: analysis of available literature and cartographic data and theoretical identification and classification of tourist motives, field observations and collection of additional data and accompanying photo documentation. Several methods were used, such as analysis and synthesis, comparative, descriptive statistical, UNWTO method, the method of „Interpersonal consent“ and others. On the Theth Valley were identified 29 tourism motives. With the procedure of tourist and geographical evaluation the Theth Valley has an overall tourism value of 4.30 and is ranked in the motives of national tourist interest. This region offers very good conditions for the development of these forms of tourism: mass winter tourism, eco-tourism, sightseeing and recreational tourism, hiking, hunting, health tourism and others. Tourist valorization in the Valley of Theth, shows that all the analyzed values of tourist motives are unique, and its uniqueness and attractiveness have a national character with high value for uniqueness and attractiveness, the ambience and the possibility of using motives for tourism purposes and others. The results of this work will lead to raising awareness on the preservation of these motifs in order to improve conditions for the development of cultural tourism in this region, and create the already rich tourist offer and also promote the heritage and indigenous culture in this region.

Key words: identification, classification and valorization, Theth.

INTRODUCTION

The subject of research – The subject of this scientific paper is the identification, classification and valorization of tourist motives of Theth Valley and their spatial distribution. On these grounds is carried out the valorization of tourist motives of Theth Valley and established their real tourist value for the purpose of applications for tourist offer. A concise presentation of the most valuable natural and anthropogenic tourist motives of Theth Valley in the best way confirms the importance of this research for better and more rational use for tourism purposes.

The hypothesis, objective and research topics – Hypothesis of this paper is based on the scientific assumption that in the Theth Valley there are insufficiently explored

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tourist motifs that have a high tourism value and that through the scientific process of identification and evaluation would raise the competitiveness of the tourism of the area. The aim of this paper is to study the quantitative and qualitative characteristics of the social and geographical tourism motives of the Theth Valley, and analysis of their value for the organization and promotion of tourism. In the implementation of the set of scientific research were realized the following tasks: analysis of available literature and cartographic data and theoretical identification and classification of tourist motives, field observation and collecting additional data and accompanying photo documentation, determination and classification of the most valuable tourist attractiveness in order to optimize the tourism offer as a real basis for planning the development of tourism and complementary activities that make support tourism.

The methodology of scientific research – for the purposes of this research were used more general and special scientific research methods, such as analysis and synthesis, abstraction and concretization, generalization and specialization, comparative, descriptive, statistical, combined qualitative-quantitative comparative method, UNWTO classification methods, methods of representative sampling and methods of spatial clustering (cluster analysis), Method „Interpersonal consent“ and others. The selection of relevant parameters, which are applied in the valuation of art tourist motives of the Cursed Mountains listed in the tables using the value scale 0-5;

Through the method classification the motives are classified as more of the following hierarchy ranks: L, R, N and M. In this research was used the evaluation model of analyzed the natural-geographical and socio-geographical tourism motives in the area of the Cursed Mountains, by applying scientific defined parameters for each group of motifs, respectively. To value the natural tourist motifs were used 8 parameters, and to value the tourist anthropogenic motifs were used 11 parameters. From the point of the comparison the results of the evaluation is applied the comparative method to several relevant parameters, such as: the degree of attractiveness, advantage of geographical position, distance and spatial connection with emissive areas.

IDENTIFIED TOURISM MOTIFS OF THETH VALLEY

In the process of identification of tourist motives of the Theth Valley, was consulted, preliminary, relevant tourist-geographic and all other written literature (studies, press articles, tourist projects, brochures, etc.). During the drafting process were consulted the experts dealing with tourism and geography concerning the region of the Cursed Mountains, also many interviews were carried with officials from relevant institutions of Albania, dealing with tourism, also many field research were conducted and local residents were interviewed, on the basis of which it was possible to prove the facts about the tourist motives in the area of the Theth Valley. During field research in the process of identification, in addition, were made the surveys with the local population and formed fund notes and photos, which served as the basis for making a list/register of identified tourist motives of the Theth Valley and defining their tourism value in the

later stage of the research, the result of which is a list/register of valuable tourist motives of the Theth Valley.

EVALUATION OF TOURIST MOTIVES OF THE THETH VALLEY

The tourist motives of the Theth Valley are very diverse, whose number is 29, which means that there are 29 tourist motives or 4.24, tourist motives in 1 km². According to the genesis, they are divided into two basic groups:

- Natural tourist motives which includes 17 tourist motives and
- Anthropogenic tourist motives which includes 12 tourist motives.

To determine the actual tourism value of the identified tourist motives of the Theth Valley, on the basis of the obtained values of 11 parameters, we used the following quantifiers: general tourist value, individual tourist value and the total value of tourism.

Table 1. Registry of identified, valued and ranking of natural tourist motives of the Theth Valley according to genetic type.

| | Tourism-geographical position and accessibility | Attractiveness of motives | Ambientality of motives | Uniqueness of motives | Motives valorization possibility | Degree of tourism valorization | Degree of preservation | Compatibility with other tourism motives | General tourism value | Rank |
|--|---|---------------------------|-------------------------|-----------------------|----------------------------------|--------------------------------|------------------------|--|-----------------------|----------|
| 1.GEOMORPHOLOGICAL MOTIVES | | | | | | | | | | |
| 1.1.MOUNTAIN PEAKS | | | | | | | | | | |
| Jezerce's Peak; 2694 m; | 0.50 | 3.10 | 4.50 | 5.00 | 4.10 | 2.80 | 4.10 | 4.10 | 3.53 | N |
| Papluka's Peak; 2569 m; | 0.50 | 2.30 | 3.10 | 4.10 | 3.20 | 2.30 | 3.90 | 3.90 | 2.91 | R |
| Sheniku Peak; 2553 m; | 1.00 | 2.60 | 3.00 | 1.30 | 3.30 | 2.30 | 4.10 | 4.10 | 2.71 | R |
| Radohina Peak; 2568 m; | 0.50 | 2.90 | 3.00 | 4.10 | 3.30 | 2.30 | 3.90 | 3.90 | 2.99 | R |
| Harapi Peak; 2217 m; | 0.70 | 2.90 | 3.90 | 4.10 | 3.90 | 2.70 | 4.20 | 3.90 | 3.29 | R |
| Bosh's Peak; 2416 m; | 1.00 | 3.10 | 4.60 | 4.30 | 4.10 | 2.90 | 4.50 | 4.10 | 3.58 | N |
| Dry Peak; 2541 m; | 0.50 | 2.10 | 2.90 | 4.10 | 3.10 | 2.30 | 3.90 | 3.60 | 2.81 | R |
| <i>The average tourist value of mountain peaks</i> | 0.67 | 2.71 | 3.57 | 3.86 | 3.57 | 2.51 | 4.09 | 3.94 | 3.12 | R |
| 1.3. RIVER VALLEY | | | | | | | | | | |
| Thethi Valley | 1.70 | 5.00 | 5.00 | 5.00 | 5.00 | 2.70 | 5.00 | 5.00 | 4.30 | N |
| <i>The average tourist value of river valley</i> | 1.70 | 5.00 | 5.00 | 5.00 | 5.00 | 2.70 | 5.00 | 5.00 | 4.30 | N |
| 1.6. MOUNTAIN PASSES | | | | | | | | | | |
| Thorës pass | 2.00 | 3.70 | 3.80 | 3.90 | 3.90 | 2.90 | 4.10 | 3.90 | 3.53 | N |

| | | | | | | | | | | |
|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|----------|
| Peja pass | 1.20 | 2.90 | 3.90 | 4.10 | 3.80 | 1.70 | 4.10 | 3.50 | 3.15 | R |
| Jezerçë pass | 0.60 | 2.10 | 3.70 | 4.10 | 3.80 | 1.70 | 4.10 | 3.30 | 2.93 | R |
| Valbona pass | 1.80 | 2.90 | 3.90 | 4.00 | 3.90 | 2.00 | 4.00 | 3.70 | 3.28 | R |
| <i>Average tourist assessment of mountain passes</i> | 1.40 | 2.90 | 3.83 | 4.03 | 3.85 | 2.08 | 4.08 | 3.60 | 3.22 | R |
| GENERAL ASSESSMENT OF TOURIST GEOMORPHOLOGICAL MOTIVES | 1.26 | 3.54 | 4.13 | 4.29 | 4.14 | 2.43 | 4.39 | 4.18 | 3.54 | R |
| 2.CLIMATIC MOTIFS | | | | | | | | | | |
| 2.1.LOCALITIES OF TYPICAL MOUNTANIOUS CLIMATE | | | | | | | | | | |
| The space of Qerem; Sea Level . 900-1800 m, | 1.90 | 4.70 | 4.70 | 4.50 | 4.80 | 1.70 | 3.90 | 4.10 | 3.79 | N |
| <i>Average tourist assessment of motifs of mountainous climate</i> | 1.90 | 4.70 | 4.70 | 4.50 | 4.80 | 1.70 | 3.90 | 4.10 | 3.79 | N |
| 3. HYDROGEOGRAPHIC MOTIFS | | | | | | | | | | |
| 3.1. Water spings- Fountain-heads | | | | | | | | | | |
| Water source of Syri | 1.80 | 3.10 | 4.10 | 4.10 | 3.10 | 1.90 | 3.70 | 3.60 | 3.18 | R |
| Water sources of Okol | 1.90 | 3.10 | 3.90 | 3.60 | 4.10 | 1.80 | 3.80 | 3.80 | 3.25 | R |
| <i>Average tourist assessment of water sources- Fountain-heads</i> | 1.85 | 3.10 | 4.00 | 3.85 | 3.60 | 1.85 | 3.75 | 3.70 | 3.21 | R |
| 3.2.RIVERS | | | | | | | | | | |
| River of Theth | 2.10 | 4.10 | 4.80 | 4.80 | 4.80 | 2.10 | 3.90 | 4.10 | 3.84 | N |
| <i>Average tourist assessment of rivers</i> | 2.10 | 4.10 | 4.80 | 4.80 | 4.80 | 2.10 | 3.90 | 4.10 | 3.84 | N |
| 3.3.WATERFALLS | | | | | | | | | | |
| Waterfalls of Grunas | 2.20 | 5.00 | 4.80 | 4.90 | 4.90 | 2.80 | 4.60 | 4.90 | 4.26 | N |
| <i>Average tourist assessment of waterfalls</i> | 2.20 | 5.00 | 4.80 | 4.90 | 4.90 | 2.80 | 4.60 | 4.90 | 4.26 | R |
| GENERAL ASSESSMENT OF TOURIST HYDROGEOGRAFIC MOTIFS | 2.05 | 4.07 | 4.53 | 4.52 | 4.43 | 2.25 | 4.08 | 4.23 | 3.77 | N |
| 4. BIOGEOGRAPHIC MOTFIS | | | | | | | | | | |
| 4.1. BIOGEOGRAFIC LOCALITIES OF MOUNTAIN CLIMATE | | | | | | | | | | |
| Biogeographic locality of mountainious climate of valley of Theth 700 do 1.800m; | 1.90 | 3.90 | 4.60 | 4.10 | 4.00 | 1.70 | 4.30 | 3.90 | 3.55 | N |
| <i>Average tourist assessment of localities of mountainious climate</i> | 1.90 | 3.90 | 4.60 | 4.10 | 4.00 | 1.70 | 4.30 | 3.90 | 3.55 | N |
| GENERAL ASSESSMENT OF TOURIST OF NATURAL MOTIFS | 1.78 | 4.05 | 4.49 | 4.35 | 4.34 | 2.02 | 4.17 | 4.10 | 3.66 | N |

Table 2. Registry of identified, valuated and ranking of anthropogenic tourist motives of the Theth Valley according to genetic type.

| | Tourism-geographical position and accessibility | Attractiveness of motives | Ambientality of motives | Uniqueness of motives | Motives valorization possibility | Degree of tourism valorization | Degree of preservation | Compatibility with other tourism motives | General tourism value | Rank | Tourism-geographical position and accessibility | Attractiveness of motives | Ambientality of motives |
|---|---|---------------------------|-------------------------|-----------------------|----------------------------------|--------------------------------|------------------------|--|-----------------------|------------|---|---------------------------|-------------------------|
| 5.CULTURAL AND HISTORICAL MOTIVES | | | | | | | | | | | | | |
| 1.2. CHURCH | | | | | | | | | | | | | |
| <u>Catholic church – Theth;</u> | 3.6 | 3.3 | 3.9 | 3.6 | 3.7 | 3.9 | 3.9 | 3.9 | 3.1 | 4.2 | 3.8 | 3.72 | N |
| <i>Average tourist assessment of churches</i> | 3.6 | 3.3 | 3.9 | 3.6 | 3.7 | 3.9 | 3.9 | 3.9 | 3.1 | 4.2 | 3.8 | 3.72 | <i>N</i> |
| 1.3.TOWERS | | | | | | | | | | | | | |
| <u>Shutting Tower – Theth</u> | 1.9 | 3.9 | 3.5 | 4.1 | 3.9 | 4.8 | 3.8 | 3.9 | 3.9 | 3.9 | 4.1 | 3.79 | N |
| <u>Tower of Lulash Keçit – Theth;</u> <u>watermill/Theth</u> | 1.9 | 3.4 | 3.5 | 3.1 | 3.3 | 4.1 | 3.4 | 3.7 | 2.9 | 3.6 | 3.5 | 3.31 | R |
| <i>Average tourist assessment of towers</i> | 1.9 | 3.6 | 3.5 | 3.6 | 3.6 | 4.4 | 3.6 | 3.8 | 3.4 | 3.7 | 3.0 | 3.55 | <i>N</i> |
| GENERALASSESSMENT OFTOURISTOF CULTURAL ANDHISTORICAL MOTIFS | 2.7 | 3.5 | 3.7 | 3.6 | 3.6 | 4.1 | 3.7 | 3.8 | 3.2 | 3.9 | 3. | 3.63 | N |
| 2. ARTISTIC MOTIVES | | | | | | | | | | | | | |
| 2.1. Museums | | | | | | | | | | | | | |
| <u>Historical museum – Theth;</u> | 4.0 | 3.9 | 4.1 | 3.9 | 4.1 | 4.1 | 4.0 | 4.1 | 3.9 | 3.7 | 4.1 | 3.99 | N |
| 3.ETHNO-SOCIAL MOTIVES | | | | | | | | | | | | | |
| 3.1. NATIONAL DRESS | | | | | | | | | | | | | |
| National dress in Kelmend, Vermosh | 2.6 | 4.1 | 2.9 | 4.4 | 4.2 | 4.3 | 3.8 | 4.1 | 2.3 | 2.6 | 3.8 | 3.55 | N |

| | | | | | | | | | | | | | | |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|----------|--|
| and Theth | | | | | | | | | | | | | | |
| 3.2.FOLK SONGS AND GAMES | | | | | | | | | | | | | | |
| 3.2.1.national games | | | | | | | | | | | | | | |
| Folk songs and games in walley of Theth | 3.1 | 4.4 | 3.6 | 4.2 | 4.2 | 3.6 | 3.9 | 4.0 | 3.7 | 3.6 | 3.7 | 3.82 | N | |
| 3.3.CULINARY | | | | | | | | | | | | | | |
| <u>Ferliku</u> (roasting lamb) in walley of Theth; | 1.9 | 4.3 | 3.6 | 4.1 | 3.9 | 3.9 | 3.9 | 3.9 | 3.7 | 4.0 | 3.7 | 3.72 | N | |
| 3.4. ARTIZANS | | | | | | | | | | | | | | |
| decorative works in valley ofTheth | 4.3 | 3.9 | 3.8 | 3.9 | 3.8 | 3.4 | 3.6 | 3.9 | 3.1 | 3.3 | 3.7 | 3.70 | N | |
| 3.5.FOLK CUSTOMS | | | | | | | | | | | | | | |
| <u>Traditional wedding</u> | 3.3 | 4.1 | 3.9 | 3.4 | 3.8 | 3.6 | 3.3 | 3.9 | 1.7 | 3.1 | 3.1 | 3.38 | R | |
| <u>Hospitality</u> | 3.3 | 4.1 | 3.9 | 3.8 | 3.8 | 3.3 | 3.3 | 3.9 | 2.7 | 3.1 | 3.1 | 3.48 | R | |
| <u>Way of life</u> | 3.8 | 4.1 | 3.9 | 3.5 | 3.9 | 3.6 | 3.9 | 3.6 | 1.8 | 3.1 | 2.9 | 3.46 | R | |
| <i>Average tourist assessment of folk customs</i> | 3.5 | 4.1 | 3.9 | 3.6 | 3.8 | 3.5 | 3.5 | 3.8 | 2.1 | 3.1 | 3.0 | 3.44 | R | |
| <i>Average tourist assessment of ethno-social motifs</i> | 3.2 | 4.2 | 3.6 | 4.0 | 4.0 | 3.7 | 3.7 | 4.0 | 2.8 | 3.2 | 3.6 | 3.66 | N | |
| GENERAL ASSESSMENT OF TOURIST OF ANTROPOGEN MOTIFES | 3.33 | 3.86 | 3.80 | 3.85 | 3.92 | 4.01 | 3.83 | 3.97 | 3.33 | 3.65 | 3.83 | 3.76 | N | |
| GENERAL ASSESSMENT OF TOURIST OF ALL TOURIST MOTIVES | 2.5 | 4.0 | 4.1 | 4.1 | 4.1 | 3.0 | 4.0 | 4.0 | 3.5 | 3.8 | 3.9 | 3.74 | N | |

Based on the obtained values of the general, average/individual and total tourist value the motifs were classified in different hierarchical ranks: Local (L), Regional (R), National (N) and International (I), which represents, among other things, an important landmark for the establishment of priorities for the development of tourism in the future and incorporate valuable tourist motives in the tourism product (Kušen, E., 2000; Košič, K., 2011, 21).

Through the evaluation process we came to the result that all of the 29 identified tourist motives in the area of the Theth Valley evaluated by the total value of tourism 3.74 and rightly it can be considered a valuable tourist resource. The biggest tourist value have these parameters: *ambience motives* (rating 4.15), *landmark motif* (4.13), *uniqueness motif* (4.10), and the lowest parameter *Geographical-tourist location position and transport availability motifs* (rating 2.55).

A large number of the most valuable tourist motives in the Theth Valley confirms the high quality of motif of its value, which represents the basic condition for the development of tourism in this very promising tourist region. In the following, we will show the most valuable natural and anthropogenic tourist motifs, which will best depict touristic value of the Theth Valley.

Bosh's Peak

Bosh's Peak is located on the touristic-geographical region of Albania's Cursed Mountain, on the left side of the Theth Valley. It's touristic and geographical position and transport links are not favorable. General tourist value of this peak is 3.58 and is ranked in the group of motives of national tourist interest. The biggest tourist value has parameter of *ambience motives* (rating 4.60), and the lowest parameter has *tourist-geographical position and transport links of the motives* (rating 1.00).

This peak is one of the craggiest, most impressive, the most unique and most attractive mountain peaks in the area of the Cursed Mountains. Its height is 2416m above sea level. Since it is fully visible from the south, where the terrains are below sea level, one gets impression of a high altitude, which is why the people of this region calls it "the roof of the Cursed Mountain" (*Gruda Gj., 1991, 74*). Bosh's Peak makes hydrographic junction that feeds water several rivers: Theth, Šalje (Shala), Valjbone (Valbona) and others.

Bosh's Peak is complementary tourist motive (rating complementarity 4,10), which has excellent conditions year-round use for tourism, together with tourist motifs that are in its vicinity: Harap's Peak (Maja e Harapit/Harapov vrh), Peja's Gorge (Qafa e Pejes), the Theth Valley, Theth river, waterfall Grunasi and others.



Fig. 1. View of the Bosh's Peak (Photo by Q. Kastrati, 2014.)

This peak has good conditions for tourism and recreation, hiking, camping, hunting, and so on. To use Bosh's Peak for tourist purpose it is necessary to build traffic and tourism infrastructure (roads, marked hiking trails, equipment and infrastructure for accommodation and tourist activities, etc.). Access to the Peak is relatively favorable compared to other most valuable peaks of the Cursed Mountains and the most convenient access is through the road Skadar-Koplik-Boge-Theth, which is 70 km long.

Theth Valley

Theth Valley is located in the northern part of touristic-geographic region of Albania northeast of Shkodra (Skadar) at about 70 km away (to Boga pass the asphalt road, then gravel road to Theth). Naturally it is well accessed from Valbona gorge and the valley of the river Shala (Šalja) and lakes of Jezer, and communication as we have already pointed out, the road to Boga (Boge), Koplik and Shkodra (Skadar), a distance of about 70km.

Through the tourist and geographical evaluation procedure we found that Theth Valley has an overall tourism value of 4.30 and is ranked in the motives of national tourist interest. The highest tourist values have these parameters; *attractiveness, ambience, uniqueness, possibility to exploit motives for tourist purposes, the degree of preservation and compatibility with other tourist motives* (rating 5.00), while the least touristic value has a parameter of *tourist-geographical location and transport links* (rating 1.70).

The direction of Theth Valley is N-S, starting from the spring Okolija to the river Shala (Šalja) in a distance of about 15 km. Valley in the central part is broad about 150m – 200m (*Gruda Gj., 1991., 41*). From the spring of Okolija to the river Shala (Šalja) is characterized by a number of geomorphological (canyons, gorges, surfaces), hydrological (springs, waterfalls and cascades), endemic and endemorelict species of flora and fauna, etc., which are located in the valley, and making it complex tourist motive of high tourist value (rating 4.30). Theth Valley has been proclaimed as a National Park on 21.11.1966 and covers an area of 2,630 hectares, with high natural, cultural, scientific and tourist values (*Hoti M., 2011, 91*).

According to its attractive, recreational, aesthetic and curious characteristics, Theth Valley, has excellent conditions for mass winter tourism, sightseeing and recreational tourism, hiking, hunting, health tourism etc., and an abundance of anthropogenic tourist motives (cultural heritage, ethnographic resources etc.) providing conditions so we can classify them into independent and complementary touristic motives.

The site of a typical mountain climate: Theth Valley

The site of a typical mountain climate: Theth Valley is located in the area of touristic-geographic region of Albania. It belongs to the mountain valley of typical mountain

climate characteristics. Tourist-geographical location and transport availability is relatively favorable (1.90).

General tourist value of the site of a typical mountain climate is 4.29 and is ranked in the climate motives of national tourist interest. The largest single tourist value have these parameters *attractiveness, ambience and level of preservation of the motives* (rating 4.90), and the lowest parameter has *the degree of utilization the motives for tourism purposes* (rating 1.70).

The site of a typical mountain climate Theth Valley from 800 to 1950m above sea levels covers an area of 2630 hectares. Latitude, altitude, closeness to the Adriatic Sea and exposure to it have given rise to the emergence of a very specific climate varieties of mountain climate of mountain climate, modified under the powerful influence of the Adriatic Sea, that reach to the Theth Valley thkoji do doline Theth through the valley of the river Shala (Šalja). At this location of mountain climate, summers are fresh with an average annual temperature 10⁰C, the January air temperature -1⁰C and the July of about 19⁰C (*Hoti M., 2011, 91-93*). These data on air temperatures show that the area is directly influenced by the flow of warm and humid air masses from the Adriatic Sea, which through the valley of the river Shala (Šalja) reach the Theth Valley.

Rainfall is very abundant and it is considered that this valley is one of those with the highest rainfall in Albania (over 3000mm per year). Snowfall, which usually fall in the coldest months of the year (about 100 days), forming a thick layer of snow around 150cm (*Imeraj P., 2009, 19*) and the mountain slopes of the northeast exposure are very favorable conditions for the development of winter tourism. Also, a combination of climatic elements in the summer period are very beneficial to a variety of tourist activities on this site, such as mass recreation, camping, hiking, tours and so on.

Waterfall Grunasi

Waterfall Grunasi is located in the area of touristic-geographic region of the Cursed Mountains in Albania on the left side of Theth Valley. Tourist-geographical location and transport links are relatively good (rating 2.20). This waterfall is one of the largest and most beautiful in Albania and a real tourist attraction. The waterfall is high around 30m, and is located in a landscape of primeval beauty and extraordinary biodiversity, which is dominated by spruce and fir and beech-fir forests, aromatic and healing herbs and a large number of endemic and rare species of flora and fauna.

Through the process of the tourist evaluation we found that overall tourism value of the hydrographic motive is 4.26 and is ranked at the motives of national tourist interest. The largest single tourist value has the parameter of the *attractiveness of the motive* (ranking 5.00), and the lowest parameter has *tourist-geographical location and transport links motives* (ranking 2.20). From tourist-geographical point of view it is important to emphasize that this hydrographic tourist motive has a very high level of attractiveness, uniqueness and extraordinary beauty.



Fig. 2. Waterfall Grunasi (Photo by Q. Kastrati, 2013.)

Location of typical mountain biogeographic characteristics: Theth Valley

Location of typical mountain biogeographic characteristics: Theth Valley, is located in the area of touristic-geographic region of the Cursed Mountains in Albania. Tourist-geographic position and transport links are not good (rating 1.90), because of its peripheral position in relation to the large urban centers and away from the roads, but close to the biogeographical site is a large number of very valuable natural tourist motives. This site of biogeographical Alpine characteristics in terms of motive is valued with the general tourist value of 3.55 and is ranked in the motives of national tourist interest. The highest single tourist value has the parameter of the *ambience motives* (rating 4.60), and the lowest of tourist value has the parameter *degree of utilization for tourist purposes* (rating 1.70). Theth Valley was declared a National Park in 1966 (*Hoti M., 2011, 91*), in this area is a large number of habitat, mainly: beech, conifers, aromatic, medicinal and edible plants, and a large number of wild animals of great importance for the development of tourism. It is estimated that the Valley of Theth has 1,650 species of plants (Karta Ekot., PKTH 2004), of which a large number of endemics (4 types) and sub-endemics (16 types). Beech forest (*Fagus sylvatica*) occupies a large area in the Theth Valley at altitudes of 700m to 1900m, but the vegetation border closes bark Pine (*Pinus heldreichii*), which rises to 2200m above sea level. The higher of the belt stretch alpine pastures that are rich with aromatic and medicinal herbs. In addition to these types of flora in Theth Valley, there are *Wulfenia baldacci* Deeg. (Solar plants alb.), *Lilium albanicum* (Albanian lily), *Campanula Scheuchzeri* (sound flowers), *Viola of Dukagjini* (Dukagjini flowers), *Gentiana lutea* called after Illyrian King (*Hoti M., 2011, 94*). Of species of wildlife in this area live 26 species of mammals and 45 species of birds, such as chamois (*Rupicapra rupicapra*), roe deer (*capreolus capreolus*), brown bear (*Ursus arctos*), wild boar (*Sus scrofa*), Lynx (*Lynx lynx*) hare and so on., (*Hoti M., 2011, 94*), which here have excellent conditions they have a quiet refuge,

overgrown trees and enough water. Of fish is known trout living in the river of Theth. Often is located in the Valley of Theth, especially near the river bed on the southern part we find even the Mediterranean flora elements such as figs, grapes and others.

This site full of biogeographical characteristics of virgin forests, has attractive, aesthetic and curious features, and as a biogeographical tourist in a typical mountain climate and biogeographical characteristics, can be included into complementary tourist motive, with other natural tourist motifs that are found in the vicinity. This can have a special meaning that is to activate the biogeographical motives in defining the tourism offer. Theth Valley is a site of typical mountain and biogeographical characteristics is the most attractive and the most famous area of the Albanian tourist region of the Cursed Mountain, rare (endemic and relict) species, aesthetic and curious biocenosis characteristics and a large number of attractive species for hunting and fishing.

The configuration of the terrain, geomorphological tourist motifs, climatic and hydrogeographic conditions, rich and diverse flora and fauna create good conditions for development of winter mountain, recreation, hunting and fishing, eco-tourism, weekend, scientific and eco-tourism. Possibilities of this site for tourism purposes for now are limited, due to the lack of transport and tourist infrastructure.

Tower of detention in Theth

Tower of Detention (Kulla e Ngujimit-Theth) is located in the southern part of the village Theth, on the left bank of the eponymous river, near the Waterfall Grunasi. Through the process of valorization we found that Tower of Detention has high tourist value (rating 3.79) and ranked in the motives of national tourist interest. The largest single tourist value has a parameter of tourist attractions motifs (rating 4.80), and the lowest tourist value has a parameter of tourist geographical location and transport availability motifs (rating 1.90).

The Tower is a house of type tower and has three floors, it was built about 400 years ago (*according to the story of Sokola Koçeku, heir to the family and guide in the tower*). The tower is in good condition for visitors, but should be put up a little better for the visit of foreign tourists who are present in large numbers in Theth, throughout the year.

The owner of the tower, Mr. Koçeku, tells us that in the Tower of Detention (Kuli Zatočenja) occurred many settling, revenge and blood feud between the clans and the inhabitants of this region. The abovementioned settlement were carried out by the beginning of the Twentieth century, when the leaders of the clans that the old man (the man who has settled people) took bribes, and since that time in this Tower were not allowed any settlement, but this Tower was used for housing and other towers in the area of the Cursed Mountains. Tower of Detention is built on three floors, internally connected by wooden stairs. The whole Tower is built of stone. The ground was a space used for horses and storage, and upstairs are rooms for the couch, sit-ins, sleeping and dining. On the walls thick more than one meter are loopholes.



Fig. 3. Tower of Detention - Theth (Photo by Q. Kastrati, 2014.)

In the Tower are now placed traditional handicrafts and products made of wool, wood and others. Tower of Detention is a very important cultural and historical motif which attracts large number of tourists, is open to visitors (tourists) every day, it has a guide presenting the history and cultural product within the tower, in order to create a single entity to tourist and complete experience during their stay in the Tower. According to its architectural, unique, attractive and aesthetic characteristics, the Tower of Detention can be classified as a complementary tourist motive, with the numerous and important tourist motives of high level in their surroundings such as a large number of mountain peaks, passes, slopes, mountain climate more favorable to the duration of the snow cover, water sources of Okolija, river Theth, waterfall Grunasi, a large number of endemic species of flora and fauna, and anthropogenic tourist motifs (cultural-historical, artistic and ethno-social), and is likely to attract even more foreign and especially local clientele.

CONCLUSION

Theth Valley has an area of 124 km², or 4.24, tourist motives per km². In this area of the specific geographical and historical peculiarities, there are many and varied tourist values, which is extremely important for the tourist-geographic aspect, and taking into account that this is a great wealth of very valuable, both natural and anthropogenic

motives. In the area of Theth Valley are 29 tourist motifs with higher tourist rating, such as: Bosh's Peak (Bošov vrh) (3.58), Theth Valley (4.30), Waterfall Grunasi (4.26), Tower of Detention (3.79) significance have great importance for the development and promotion of cultural and scientific activities. Tourist evaluation shows that all analyzed values of art tourist motives of the Cursed Mountains have a national significance with high value for tourism and geographical tourism, uniqueness, attractiveness, artistic value, attractions, buildings and equipment, the possibility of using motives for tourism purposes, etc.

To be able to talk about the development of tourism in this area is necessary to adopt legislation that would stimulate investment and maintenance of existing art tourist motives then it would be possible to create a cultural tourism destination.

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IDENTIFYING THE ALTERNATIVE TOURISM POTENTIAL OF THE LAGOONS OF ÇUKUROVA DELTA

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Abstract: The objective of this study was to assess the tourism potential of the Lagoons of Çukurova Delta and their surroundings, and identify the different types of alternative tourism activities that could be possible in the region. To this end, the relevant literature was reviewed and observations were conducted in the region. In addition, SWOT analysis was used to identify the strengths and weaknesses of the region, in terms of alternative tourism, as well as opportunities and threats. According to the results, (1) botanical tourism, (2) birdwatching, (3) photo safaris, (4) wildlife observation, (5) trekking, (6) landscape viewing and (7) camping were identified as the major types of alternative tourism activities feasible in the region.

Key words: Destination planning, SWOT analysis, Çukurova Delta, tourism.

INTRODUCTION

The tourism industry constitutes one of the most important sectors in many local economies, mainly because of its constant increasing contribution to the income of these regions, but also due to the opportunities offered for further growth (Karakitsiou et al., 2007). Alternative tourism is essentially a rejection of mass tourism (Lanfant&Graburn, 1992) which has appeared since 1950's. With its economic, social and cultural consequences it is promoted by the tourist establishment and governmentspecially in non-development regions. Alternative tourism is an umbrella term covering wide category of mass tourism alternatives and can be referred to many other names, for example, Soft Tourism, Sustainable Tourism, Green Tourism, and so on. From an sustainable point of view, alternative tourism allows the development of tourism and recreation activities in a country, region or tourist destination by taking into account the basic principles of sustainable development, showing respect for the environment, for the people and for the economy and the local culture of the tourist receiving region (Juganaru, Juganaru&Anghel, 2008). There are many types of alternative tourism classified in the form of activities or modes of travel. Activity forms include, such as endemic tourism, experience travel, value-added travel, conservation tourism, soft adventure travel, social awareness tourism, ecotourism, community-based tourism, rural tourism so on (Cohen, 1987). Major indication of alternative tourist activities is that "alternative forms of tourism and tourist will have fewer and less

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severe negative effects on destination areas, environment and their populations without diminishing the positive economic effects” (Smith & Eadington, 1992).

A lagoon is a shallow body of water separated from a larger body of water by barrier islands or reefs. Lagoons, considered the world’s natural wealth museums due to the biological variety they host, are the most important ecosystems in the world with their natural functions and economic value. Lagoons:

- by fostering or evacuating subterranean waters, balance groundwater
- by storing flood waters, leveling floods, inhibiting seawater from getting in shore, regulate the region’s water regime
- raise the level of humidity around them and have a positive effect in the local climate elements, especially precipitation and temperature
- clean water by blocking residue and toxic material or by utilizing sustenance (such as nitrogen, phosphorus)
- along with tropical forests, are the most biologically productive ecosystems of the world
- provide a habitat for rich flora and fauna with ecological and high commercial value, especially fish and aquatic birds
- possess high economic value; fishery, agriculture and livestock farming, reed production, tourism and transportation opportunities add to regional and national economy (Cagrankaya&Meric, 2013).

Therefore it can be said; lagoons are special ecosystems of great environmental significance that have many functions, such as regulating the water regime of their region, providing a habitat for endemic plant and animal life and serving as a great resource for economic, cultural, scientific and recreational use.

The objective of this study is to assess the tourism potential of the Lagoons of Çukurova Delta- especially Akyatan and Yumurtalık Lagoons- and their surroundings and identify the different types of alternative tourism activities that could be possible in the region. In addition explain strengths, weaknesses, opportunities and threats of tourism in the region. The study is expected to raise awareness about the tourism potential of the region among stakeholders, including local communities and administrators, as well as evaluating the current situation of tourism in the region and decisions concerning its planning and future.

STUDY AREA

There are a total of 72 lagoons in Turkey, of which 17 are located in the Mediterranean region. Çukurova Delta located in the northeastern part of the Mediterranean basin and is the biggest of delta of Turkey. It was formed by Seyhan, Ceyhan and Tarsus rivers, which originate in the Taurus Mountains and flow into the Mediterranean Sea. Çukurova Delta contains four lagoons: Akyatan, Yumurtalık, Ağyatan and Tuzla. With

their ecological treasures and conservation status, two of them -Akyatan and Yumurtalık- have come to the forefront (Ataol, 2015).

Akyatan Lagoon

Akyatan Lagoon is the largest lagoon lake in Turkey. Its average area at the average water level is 4.900 ha. Located in Seyhan Delta, the lagoon is 48 kilometers to Adana province and lies within the boundaries of Karataş district. The lagoon has been taken under legal environmental protection status by a decree of the Turkish Government and also protected by the intergovernmental treaty of The Ramsar Convention on Wetlands (Davutluoglu et al., 2010). The Ramsar site comprises various habitats as open water surfaces, reed beds, fresh and saltwater swamps, freshwater puddles, ponds, wide sand dune ecosystems and sandbanks. The lagoon area shrinks in summers due to decrease in water amount feeding the lake and high evaporation.

The largest sand dunes of Turkey – with an elevation of 20 meters and a few kilometers in width – are situated in the region, between Akyatan Lagoon and the Mediterranean Sea. There are pits under sea level, situated among sand mounds that lie in row, which are filled with water during rainy periods. Ecologically important freshwater puddles and swamps that never dry located in the northeast of the sand dunes (Lécuyer et al., 2012). The sand dunes situated between the sea and the lagoons are particularly important for plant species. There are 15 different plant species and 9 different Kinds of forest vegetations in the area (Cagırankaya&Meric, 2013).

The lagoon is host to many wildlife species. Seyhan Delta coastal sand dunes are very important habitats for lizards, snakes, tortoises, sea turtles, common agama and tree frogs. Striped-neck terrapin and European pond turtle are often found in the freshwater puddles and canals, while tortoises are often found in the sand dunes of Akyatan Lagoon. Montpellier snake, Dahl's whip snake, snake-eyed lizard, mabuyaurata, chameleon, *Cryptodactyluskotschyii* and *Agama stellio* are other reptile species the site supports. Reptile species Akyatan Wildlife Improvement Area supports are chameleon, tortoise, ghost crab and blue crabs (Gölge, 2008). Globally endangered green sea turtles (*Cheloniemydas*) and sea turtles (*Caretta caretta*) in limited numbers nest in the site (Tapan, 2008). *Eirenisaurolineatus*, a narrowly distributed snake species particular to Mediterranean biome, is another important reptile species in the site. In Lagoon, totaly 11 fish species have been recorded (Cagırankaya&Meric, 2013).

Many waterfowls winter in the wetlands in the south of Turkey since wetlands in Central Anatolia freeze in winters. Moreover the site provides groups of numerous avian species in high numbers with feeding and resting areas due to being on the migration route. 250 different bird species were recorded in Akyatan Lagoon and each year between 70,000 and 80,000 water birds winters in this area (Gölge, 2008). Besides globally endangered white-headed duck (*Oxyuraleucocephala*); the site supports crowded groups of common pochard (*Aythyaferina*), European wigeon (*Anaspenelope*), common shelduck (*Tadornatadorna*), Eurasian coot (*Fulicaatra*). Another important

species wintering in the site is flamingo (*Pheonicopterusroseus*) (Yavuz&Boyla, 2013).The lagoon is one of the important breeding sites for globally endangered marbled duck (*Marmaronettaangustrirostris*) as well as rarely seen purple swamphen (*Porphyrioporphyrio*) and black francolin (*Francolinusfrancolinus*) (Gölge, 2008).

With its natural formations and artificial habitats created by human intervention, Akyatan Lagoon constitutes appropriate habitats for many mammal species. Wild boar (*Susscrofa*), jackal (*Canis aureus*), jungle cat (*Felischaus*), Egyptian mongoose (*Herpestes ichneumon*), European hare (*Lepus europaeus*), and fox (*Vulpesvulpes*) are the primary mammals the site supports. In addition to these mammals red deer (*Cervuselaphus*), Indian crested porcupine (*Hystrixindica*), southern white-breasted hedgehog (*Erinaceusconcolor*), weasel family (*Mustelidae*), Trsitram'sjird (*Merionestristrami*), brown rat (*Rattusnorvegicus*), black rat (*Rattusrattus*), Macedonian mouse (*Mus macedonicus*), Middle East blind mole rat (*Nannospalaxehrenbergi*) and lesser white- toothed shrew (*Crocidurasuaveolens*) are relatively rare mammals, the site also supports (Cagırankaya&Meric, 2013).

Yumurtalık Lagoons

Yumurtalık Lagoons is positioned within the boundaries of Yumurtalık district of southern Mediterranean city of Adana, except for a small part of it that enters inside the boundaries of Karataş district of the city. The site is located 30 kilometers from the city center of Yumurtalık and 35 kilometers from Karataş. The lagoons are the most important parts of the biggest delta of Turkey, Çukurova wetland ecosystem. There are numerous lakes and lagoons within the site. They are the sub-components of Çamlık, located in the former riverbed of Ceyhan, and Yelkoma, located in the Çamlık Lagoon System comprises Yapı and Ömer Lakes, Çamlık Bay, Darboğaz and Arapboğazi lagoons, which are connected to each other with natural canals. These lakes merge with each other as one lake during winter, when their water levels rise. Yapı Lake is fed with waters of Ömer Lake, when it floods in winters and dries in summers due to heavy evaporation. The lakes are getting filled rapidly because of sediment load by the streams and canals, flowing from the north. The depth is 0-30 cm in Yapı Lake and 30-60 cm in Ömer Lake.

The site has been taken under protection after being designated as Natural SIT Area 1st degree under the Conservation Law on Cultural and Natural Assets in 1993 and as Nature Conservation Site under the Law on National Parks in 1994. In the year of 2005, Turkish government pledged at an international level to preserve the ecological aspects of the site as it is, by including Yumurtalık in the Ramsar Convention List. Alluviums, dunes, beaches and lakes cover the whole of the conservation site. Alluviums comprising clay, sand, pebble and sporadic swamps are formed by accumulation of the sediments Ceyhan River carries. There are sand mounds in ranges, the height of which rises towards the inland, behind the 0-250-meter breadth beaches. The most virgin

dunes of the whole Mediterranean exist in Yumurtalık Lagoons (Cagırankaya&Meric, 2013).

The site is located within the Mediterranean Phytogeographical Region. Yumurtalık Lagoons are located inside the Ceyhan Delta. Aleppo pine forest, Kaldırım Saline and sand dunes are among the important habitats in terms of species. The different dune structures in the site support different floras. The dune plant variety is so rich that it resembles a botanic garden. Plant species and their distribution diverse according to the sand structure. The variety of sand dune vegetation diverse according to their distance to the sea, whether the sand dune is active or permanent, the ground water level and the structure of the sand dune (Gölge,2006).

Wildlife is the leading elements for the site to be qualified as important. In Yumurtalık Lagoons are fish species of 10 families; Six amphibian species of four families and 42 reptile species of 11 families are recorded. Nile softshell turtle (*Trionyxtriunguis*) copulates at the river mouth and breeds by nesting in the coastal dunes. Yumurtalık Bay is the only known wintering area of endangered green sea turtle (*Cheloniemydas*) in the Mediterranean (Tapan, 2008).

Lagoons are the important stopover, resting and feeding area on the bird migration roads passing through Anatolia. 252 bird species have been recorded in the site so far. The number of the bird species wintering in the Yumurtalık Lagoons in the past is said to have been more than 70 thousand (Yavuz&Boyla ,2013). Also region supports 35 mammal species of 12 families (Gölge, 2006).

AIM AND METHOD OF STUDY

The objective of this study was to analyze the tourism potential of the Lagoons of Çukurova Delta and their surroundings; identify the different types of alternative tourism activities that could be possible in the region and explain current constraints and future possibilities of alternative tourism in the region. For this aim, the relevant literature was reviewed and observations were conducted in the region. In addition, SWOT analysis technique was used in order to explain current constraints and future possibilities of alternative tourism in the region. SWOT stands for strengths, weaknesses, opportunities and threats. A SWOT analysis is essentially a brainstorming session on the key variables that affect a firm's/sector's performance (Henricks, 1999).

FINDINGS

With its ecological treasures and conservation status, the lagoon region and its vicinity is also suitable for many different kinds of alternative tourism. According to the results, (1) botanical tourism, (2) birdwatching, (3) photo safaris, (4) wildlife observation, (5) trekking, (6) landscape viewing and (7) camping were identified as the major types of alternative tourism activities feasible in the region.

The results of SWOT analysis of Alternative tourism in Çukurova Delta Lagoon are given below:

Strengths

- Rich flora and fauna
- The natural and virgin environment.
- Relative protected wildlife
- Easy accessibility
- Extraordinary landscape
- The region weather and climate
- It is located on an important bird migration routes
- Region has four important bird area and a important plant areas
- Two RAMSAR area
- 74 Red List plant species
- 39 animal species in scope of Bern Agreement under protection
- Resources for alternative tourism (especially; botanical tourism, birdwatching, photo safaris, wildlife observation, trekking, landscape viewing and camping)
- Great cultural potential
- Population's hospitality
- Near to main tourist markets geographically
- It is also a new tourism destination.

Weaknesses

- Disturbed wildlife
- Not suitable Husbandry activities
- Contamination via fertilizers and chemicals used in agricultural lands
- Illegal Hunting
- Disposal solid waste by daily users of the area.
- Lagoons decrease in favor of agricultural areas
- The restriction accommodation of birds
- The natural water regime degradation
- The deterioration of water quality in lagoons
- Reduction of the sandbanks
- Inability to create an attractive image of tourism in region
- Regions biodiversity known not very well from local people
- Lack of information for tourists about the region
- Lack of tourism marketing
- Underdeveloped infrastructure of tourism
- Limited variety and diversification of leisure activities
- Low level of awareness about the environment

- Limited number of accommodation
- There is no strong community organization in the region for tourism

Opportunities

- Changes in the preferences of tourists
- Cooperation with neighboring regions for common recreational areas
- Increasing demand of alternative tourism services and flows of tourists
- The possibility to develop sales of ecological agricultural products
- Improvement of the ecological environment
- Routes formation of new recreational and cultural tourism
- The possibility to develop different kind of alternative tourism
- Increase in the number of TV programs, newspaper and magazine articles focusing on to the area.
- Interest of national/ international environmental protection organizations

Threats

- The possibility of environmental worsening
- Low population awareness about the environment, ecology
- Global climate change
- Unplanned urban development
- Challenges with natural and cultural heritage protection from the community
- War possibility in neighbor countries (e.g., in Iraq, Syria)

CONSULTATION

The Lagoon Region of Çukurova Delta has habitats with different ecological characteristics, including open water, reeds, freshwater and saltwater swamps, freshwater ponds, lakelets, extensive dune ecosystems, pine forests and beaches. The diversity of the region's habitats enables many plant and animal species to thrive in the region. The region is located on the routes of migratory birds, and is designated a Ramsar Site, a Wildlife Protection Site, a Nature Conservation Area and a Natural Protected Area. With its ecological treasures and conservation status, the lagoon region and its vicinity is also suitable for many different kinds of alternative tourism. According to the results, (1) botanical tourism, (2) birdwatching, (3) photo safaris, (4) wildlife observation, (5) trekking, (6) landscape viewing and (7) camping were identified as the major types of alternative tourism activities feasible in the region. Although described as the world's natural richness museums, the Çukurova Delta Lagoons are exposed to unrecoverable deep damages by the expansion of influence areas of agricultural activities and by planless use.

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LOOKING AT MONUMENTAL STRUCTURES FROM THE VIEWPOINT OF HISTORICAL HERITAGE AND TOURISM: THE TOKAT CASE

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Abstract: Monumental buildings in a historical environment are of significant value due to their centralized locations, massive scale, and striking features. Monumental buildings also play an important role in the introduction of the city in question. This study examines the tourism-oriented viewpoints of the locals in Tokat on monumental buildings as cultural heritage samples. It aims to reveal both the interest of the city-dwellers in tourism, and their positive and negative views on it. The study was based on a face-to-face survey with a total of 200 people conducted in Tokat city center during the months of April and May 2016. An incidental method was used to select the survey participants. The survey was in two parts. The first included questions used to elicit the viewpoints of the locals in Tokat on tourism and tourists. The second part of the survey contained questions about the tourism-directed usage of the monumental buildings in the city, and whether these monumental buildings corresponded with tourism in terms of portraying the city image. As a result, it is observed that Tokat is an important tourist attraction with its historical texture; the locals in the city recognize the significance of tourism and they treat tourists in a hospitable manner. The historical texture and a city's history are among the most important issues in cultural tourism. Additionally, the monumental buildings are the most significant elements as they reflect the architectural features of the relevant periods.

Key words: Cultural tourism, historical heritage, monuments, Tokat

CULTURE AND TOURISM

“Attraction is an important factor in tourism, and it is largely dependent on geographic information (Gunn 1988). Various types of tourism and touristic activities emerge based on the sources of attraction” (Emekli 2006). One of the most important factors in attracting tourists is cultural tourism. While the term ‘culture’ has “no commonly accepted, universal definition” (Bujdosó et al. 2015), in the case of defining culture as an attraction, there are three main types: (Bujdosó et al. 2015; Mathieson and Wall 1982, DávidJancsik and Rátz 2007) inert culture (e.g. buildings, architectural styles, artistic creations, personal goods); 2) everyday culture (e.g. leisure activities, lifestyle, gastronomy); and 3) enacted culture (e.g. festivals, carnivals, traditional events) (Bujdosó et al. 2015). This study emphasises the first of these types of culture – inert

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culture – in the assessment of monumental buildings that serve as sources of city image, are local attractions and arouse the interest of people.

HERITAGE, MONUMENTS AND TOURISM

Kaufman and Weaver(2006)defined heritage tourism as “the experience people seek to have at a historic site (Ung and Vong2010).” Cultural heritage tourism is one vehicle through which localities can harness local culture and traditions to engage in and shape their developmental direction within broader global processes (Dredge 2004). Heritage tourism is currently one of the most notable and widespread types of tourism in terms of visitors and attractions, appealing to hundreds of millions of people every year (Nguyen and Cheung 2014; Timothy 2011).

Historical towns, cultural heritage, and historic sites and buildings are important elements of cultural tourism, and monumental buildings in historic sites in particular are regarded as one of the main reasons for tourist travel. Monuments have always been useful promotional tools for cities, employed both in traditional advertising literature and as a more subtle form of place marketing (Smith 2007). According to Verschaffel: “Monuments stand out by their central and eye-catching position, by their size, by their being placed on a pedestal, or by their massive and solid appearance” (Smith 2007). This study examines the viewpoints of the locals in Tokat Province on the monumental buildings that are an important part of local cultural tourism.

METHODOLOGY

This study examines the tourism-oriented viewpoints of the locals in Tokat on the monumental buildings as cultural heritage samples. Thus, it aims to reveal both the interest of the city-dwellers in tourism, and their positive and negative views on it. The methodology of the study was based on a face-to-face survey conducted with 200 people in Tokat city center during the months of April and May 2016. An incidental method was used to select the survey participants. The survey was in two parts. The first one included the questions used to elicit the viewpoints of the locals in Tokat on tourism and tourists. The second part of the survey contained questions about the tourism-directed usage of the monumental buildings in the city, and whether these monumental buildings corresponded with tourism in terms of the city’s image.

Tokat has hosted many civilizations, such as Hittites, Persians, Romans, Seljuks, Mongols, and the Ottoman Empire. Therefore, it is possible to see many monumental buildings in Tokat Province. Tokat was selected as the sample area in this study due to its historical texture. Tokat is located in the region of Central Black Sea. The location of Tokat in Turkey and of the region where the fieldwork was conducted is shown in Figure 1. The blue area seen in the lower right corner in Figure 1 constitutes the urban urban conservation site of Tokat. The red zones in the blue areas show the city blocks where the monumental buildings selected as samples are located in the historical

texture. The black areas indicated within the urban conservation site show the registered monumental buildings. Of these monumental buildings, 13 were selected as samples and used for the survey. Only (HıdırlıkKöprüsü-Bridge) one of these 13 monumental buildings is located outside of the urban conservation site. The photos of these monumental buildings are shown in Figure 1.



Fig. 1. The location of Tokat Province and monumental buildings.

The survey questions for the locals to determine the effects of monumental buildings in Tokat on the tourism potential of the region and the image of the city were: 1- Do you think that Tokat is a tourist city? 2- Do you think that the historical buildings in Tokat are used adequately for tourism? 3- Is this historical texture a problem for Tokat, or an advantage? 4- Is your point of view about tourists who come to Tokat positive? 5- What is the first historical building that comes into your mind when you hear something about Tokat?

RESULTS

The questions above-mentioned in the methodology section and answers given to them are shown in Table 1. The analysis of Table 1 shows the following results: Of the 200 participants, 132 regarded Tokat as a tourist attraction, 195 had a positive approach to tourists, and 191 considered the historical texture of Tokat to be an advantage for it. In the second part of the survey, the participants assessed the touristic usability of the

historical buildings, and 115 of them stated that the historical buildings in Tokat were used in tourism. It is observed in Table 1 that the locals living in Tokat have a positive look on tourism, and they regard the historical texture as an important advantage and potential. The fact that the locals think that Tokat is a tourist city indicates that the importance of tourism has been recognized by the locals.

Table 1. Tourism-oriented viewpoints on the historical texture in Tokat

| | Yes | Percentage (%) | No | Percentage (%) |
|--|----------------|----------------|-----------------|----------------|
| Is Tokat a tourist city? | 132 | %66 | 68 | %34 |
| Are the historical buildings in Tokat used adequately for tourism? | 115 | %57 | 85 | %43 |
| Is this historical texture a problem for Tokat? | 9 (problem) | %5 | 191 (advantage) | %95 |
| Is your point of view about tourists who come to Tokat positive? | 195 (positive) | %97 | 5 (negative) | %3 |

The last question of the survey examined the effect of monumental buildings in portraying the city image and determined the reasons of these effects. The first historical and monumental buildings which came to the minds of the locals in terms of tourism were as follows: Taşhan, TokatKalesi (Tokat Castle), Ali Paşa Cami veHamamı (Ali Pasha Mosque and Hammam), SaatKulesi (Clock Tower), ArastalıBedesten (Bazaar), Gökmedrese (Madrasah), Yağibasın (Çukur) Medrese (Madrasah), Mevlıhane, Ulu Cami (Mosque), Yazmacılar Hanı, Deveciler Hanı, HıdırlıkKöprüsü (Bridge) and Suluhan. The distribution of these responses is shown in the following table.

Table 2. The historical buildings which are city images in Tokat in terms of tourism

| | Number | Percentage (%) |
|---------------------------------------|--------|----------------|
| 1-TAŞHAN (see fig-1) | 62 | 31 |
| 2- SAAT KULESİ (see fig-1) | 8 | 4 |
| 3- ARASTALI BEDESTEN (see fig-1) | 7 | 3,5 |
| 4- TOKAT KALESİ (see fig-1) | 37 | 18,5 |
| 5- ALİ PAŞA CAMİve HAMAMI (see fig-1) | 56 | 28 |
| 6- GÖKMEDRESE (see fig-1) | 12 | 6 |
| 7- SULUHAN (see fig-1) | 3 | 1,5 |
| 8- MEVLİHANE (see fig-1) | 1 | 0,5 |
| 9- ULU CAMİ (see fig-1) | 6 | 3 |
| 10- YAZMACILAR HANI (see fig-1) | 4 | 2 |
| 11- DEVECİLER HANI (see fig-1) | 1 | 0,5 |
| 12- YAĞIBASAN MEDRESE (see fig-1) | 2 | 1 |
| 13- HIDIRLIK KÖPRÜSÜ (see fig-1) | 1 | 0,5 |

The participants were also asked to evaluate the historical buildings that are identified with the city of Tokat. In this context, 62 participants regarded Taşhan as a monumental building identified with the city of Tokat, 56 participants similarly considered Ali Pasha Mosque and Hammam to be associated with Tokat, and 37 participants viewed Tokat Castle to be connected to the city. It is observed in Figure2 that the percentage distribution of survey results according to the historical buildings which are city images in Tokat in terms of tourism.

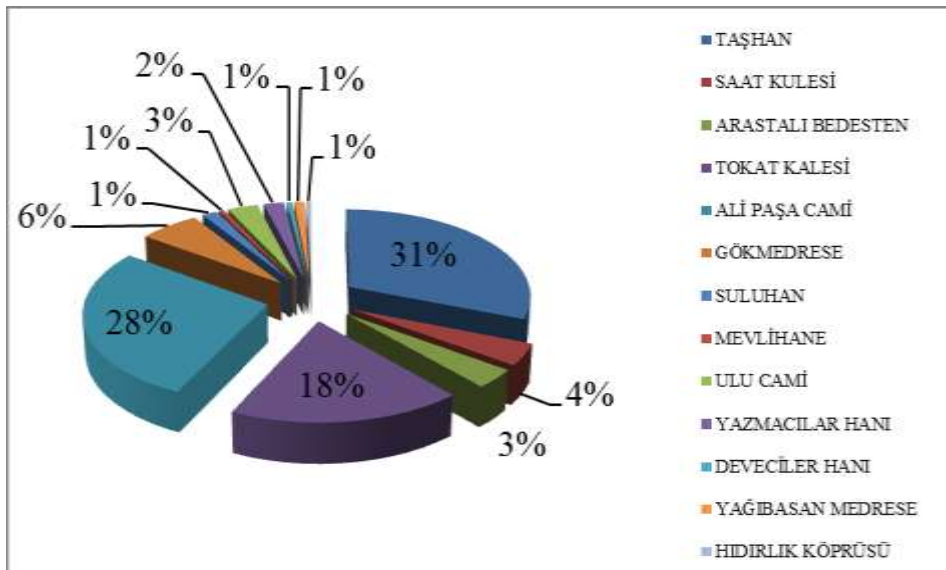


Fig. 2. The percentage distribution of survey results

According to the survey results, Taşhan, Ali Pasha Mosque and Hammam and Tokat Castle most commonly came into the minds of locals when they hear something about Tokat. When asked why the monumental buildings in the foregoing table firstly came into their minds, the locals offered a variety of reasons. According to the survey results, 31%, 28%, and 18% of the locals stated that the first building that came into their minds was Taşhan, Ali Pasha Mosque and Hammam, and Tokat Castle, respectively. The participants who gave Ali Pasha Mosque stated that they gave this answer because the mosque is located in the city center; it is one of the oldest mosques and has the characteristic of city image and triangulation for the city. Those who gave Taşhan as the first monumental building that came into their minds did so because Taşhan is a city image and it contributes to economy by providing tradesmen with an opportunity for their commercial activities. Most of the participants who gave the answer “Tokat Castle” stated that the Castle serves as a symbol for introducing the city and it is important for the city’s history. Those who gave the answer, Gökmedrese stated that it has historical importance. The participants who gave the answer “Ulu Mosque” did so because Ulu Mosque is important for them as they pray there. Those who said “Yazmacılar Hanı” emphasized its historical importance because this Han is one of the

oldest Hans in Tokat. The participants who answered “Suluhan” did so because this building is located in Sulu Street which is an important tourism area for the city.

CONCLUSIONS

This study examined the tourism-oriented viewpoints of the locals in Tokat on the city’s history, its tourism potential and the monumental buildings as portraying the city image. To obtain objective results, a survey was conducted with the locals in Tokat, and quantitative results were found. The general aim of this study is to determine whether the tourism potential of the city is used or not (in terms of monumental buildings), whether Tokat is a tourist city or not, and the attitudes of locals towards tourism and tourists, by learning the culture tourism-oriented viewpoints of locals on monumental buildings in Tokat. This study showed that Tokat has an important tourism potential. Also, it was found that Taşhan (31%), Ali Pasha Mosque (28%) and Tokat Castle (18%) were regarded as city images by the locals in terms of monumental buildings with tourism potentials and city image.

Tourism has gradually become important in the process of the transition from the concept of “single monument in the city” to the concept of “the city as a monument” (Binan 1999) which was identified at the Paris Congress in 1957. The monumental works that reflect the national identity and sense of art best, by means of the works of previous civilizations, has gradually begun to be identified with cities. It can be stated that the perspectives of the locals on tourism and tourist were in the direction of hospitality as 97% of the participants stated that their attitudes towards tourists in Tokat are positive. Despite the reconstruction plans for conservation of urban conservation sites for housing and the restriction of regional preservation board’s decisions, the fact that 95% of the locals regarded the historical texture as an important tourism potential indicates the support for tourism. The fact that 57% of the locals stated that the buildings are used for the tourism draws attention in terms of the use of these buildings in Tokat for tourism. It can be concluded that there are still buildings which have a tourism potential, but are not used for tourism. Therefore, strategies should be developed to enable these buildings to be used for tourism. The question, “Is Tokat a tourist city?” was answered affirmatively by 66% of the locals. It can be stated that the reason the rest of locals did not regard Tokat as a tourist city is that they observe some inadequacies in terms of the representation of the city at national and international levels. The second important factor is transportation.

Monumental buildings are important elements which form the architectural technology of the period, the power of the civilization that has control over the region, the social lives of the nations that have lived there, and the history of the city. These elements that constitute the structure of a city enable communities to interact with each other, and therefore, they become an important element of cultural tourism. The fact that there is a lack of history in today’s modern cities and their divergence from the spirit of history causes individuals to seek to visit historical cities further afield. Monumental buildings

in the historical texture attract tourists more in terms of their introduction of the city due to their uniqueness, being a social identity element, their mass, scale, and the architectural material used.

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TOURISTIC SIGNIFICANCE OF „THE SARAJEVO FILM FESTIVAL“ IN BOSNIA AND HERZEGOVINA

Rahman Nurković¹

Abstract: The aim of this paper is to show the touristic significance of the Sarajevo Film Festival on development of film and accompanying industry, which would be, at the same time, the best support to promotion of Sarajevo, and the whole country, as one of the most interesting tourist and cultural destinations of South East Europe. Event tourism is among significant branches of the economy that have been recently developing dynamically in Bosnia and Herzegovina. Tourists no longer travel around Bosnia and Herzegovina in order to take photos of some contents. They travel in order to gain a new experience, to be part of some cultural, religious, educational or similar contents. In this context, Sarajevo with the Sarajevo Film Festival has a lot to offer. Touristic significance of the Sarajevo Film Festival on development of local community and tourism is extremely high.

Key words: the Sarajevo Film Festival, Bosnia and Herzegovina, tourism.

INTRODUCTION

Cultural events have always played an important role in society: to mark significant moments for community; to mark, in cyclically understood time, the beginnings and endings of production cycles; as religious celebrations, patron saint festivities, as cultural festivals and fairs. In the contemporary world, events experience a significant transformation again by getting primarily an instrumental role of means of economic development and their positioning in regional, national and global frames. It can therefore be said that today their role becomes central to developmental strategies of cities and regions (see: Richards & Palmer, 2013; Goldblatt, 2008; Getz, 2007; Landry, 2000; Krasojević, 2013).

Keeping such picture in mind, Greg Richards in publication „Events and Means of Drawing Attention" (Richards, 2013) points to a change of importance of the means of production and the means of consumption in the contemporary world. According to Richards (2013), the key role that events play in the contemporary society reflects on their ability to attract attention of consumers. The Sarajevo Film Festival is often classified in the field of tourism. Festivals, therefore, function as something accidental, something that simply ‘happened’ in Sarajevo. This article will show, on the contrary, that even that ‘accidental tourism’ appeared due to not quite accidental social and spatial factors. The Sarajevo Film Festival is therefore understood as a cultural form, whose meanings and instrumentalizations were created in dialectics, with the broader socio-political situation and needs in Bosnia and Herzegovina.

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WORK METHODS AND DATA SOURCES

In empirical part of this article, testing of the set hypotheses is being performed by using quantitative methods in economy. As already mentioned, basic objectives are to determine the satisfaction level of event attendees, to determine structure of guests attending the event, and to investigate whether the satisfaction is associated with repeated return of visitors to the Sarajevo Film Festival and a possibility of recommendation to other persons. Methods of descriptive statistics, graphic and tabular reviews, correlation analysis, as well as non-parametrical, the Mann-Whitney U test and the Kruskal-Wallis test have been used. With using the methods of descriptive statistics computation of characteristic values such as the arithmetic mean, the standard deviation as a measure of dispersion the values around arithmetic mean, mode, median, and minimum and maximum value is being performed. Graphic and tabular reviews show the participation of different research modalities, while the association between the directions of two variables is tested with correlation analysis. As it is about a level of agreement that is expressed in a Likert scale, it can be said that the values have the characteristics of ordinal scale, and because of that, it is appropriate to test the association with Spearman's rank correlation coefficient. In testing the difference between the attitudes that were measured by Likert scale (level of agreement) with regard to categorical variable (variable expressed in words, for example, gender, level of education and similar) non-parametrical Mann-Whitney U test was used in case that a categorical variable had two modalities, while in case that a categorical variable had more than two modalities for testing the difference in levels of agreement using the Kruskal-Wallis test was suitable. For the purpose of testing the set hypotheses, the data on attitudes of respondents about the Sarajevo Film Festival were gathered. The data were provided through a questionnaire as a research instrument.

DIFFERENTIATION OF DEVELOPMENT OF CULTURAL EVENTS IN SARAJEVO

The beginnings of development of the Sarajevo Film Festival go back in the time of four-year siege of Sarajevo. In mid-1995, Obala Art Centar initiated the festival in order to make its contribution to creating a better future-reconstruction of civil society and holding cultural events in the capital of Bosnia and Herzegovina. **(Richards & Palmer 2013)**. The last, 22nd Sarajevo Film Festival, was held in Sarajevo, and is held in the capital every year, which makes it particularly important for development of cultural tourism in Bosnia and Herzegovina. Each film achievement has its audience from different parts of the world. While public persons and international celebrities usually walk the Bosnian red carpet in front of the National Theatre followed by applauses of the fans gathered around, Open Air Cinema offers the tourists watching films under the stars on the biggest screen in the region. (www.sarajevo-tourism.com) It makes a big

and rich cultural offer of the Sarajevo Film Festival, which will be organised every year in the capital of Bosnia and Herzegovina for local and international tourists coming to Sarajevo. Although it was hard to believe, on the 27th October in 1995, in the besieged city, the first festival during which, according to available research results, 37 films from 15 countries were presented in the Bosnian Cultural Centre, started developing. Around 15.000 viewers showed their interest in the festival, whose projections were completely sold out. All that was happening was close to statement of an American actor, Gregory Peck, who said that tough times do not last, but tough people do. The Sarajevo Film Festival proved its serious intentions in all the following years, rising in quality, meaningfulness, production, always and once again to higher levels. This is how today's international film festival with a special significance for the South East region was created enabling that films, talents and future projects from the region get to the centre of attention of international film public. **(Getz 1997). New films from all over the world are presented on** the Sarajevo Film Festival, while the focal point of programme, which is accredited by FIAPE-International Federation of Film Producers Associations, offers an insight into the latest film production of the region, at a certain point. The Sarajevo Film Festival serves as a common platform for film business and tourism development of the whole region. This is the place where both producers and authors of this part of Europe encounter, and is known among film professionals all over the world as an extraordinary important place for exchange of ideas and information for all the people who want to know more on Bosnia and Herzegovina. **(Krasojević 2013). The impact of** the Sarajevo Film Festival on development of local community and tourism is exceptionally important. In that period a large number of tourists visit Sarajevo, the unique atmosphere is created in the streets and big opportunities for private business are also opened, while in these days a positive image of Sarajevo is spread by numerous world's media. Event tourism is one of branches of the economy in Bosnia and Herzegovina that has been developing intensely on global level lately. In world's context, cultural production is a basic motivator of contemporary urban economy; cultural events take one of the key places in processes of urban development, and cultural reception marks the image of places and cities. **(Bianchini 1999).** In Bosnia and Herzegovina, it is possible to expect similar effects, although the cultural events organised differently might make a more significant contribution to wider cultural, economic and social objectives, than it is at the moment. Keeping this in mind, the project strived to achieve the following results:

1. to identify those cultural events in Sarajevo having a tourist potential;
2. to make a classification of the existing cultural events in Sarajevo (on the grounds of a series of criteria relevant for their tourist potential);
3. to do mapping of cultural practices of the Sarajevo citizens, respectively of the demand for cultural events;
4. to offer a set of proposals for improvement of cultural offer in the event tourism domain in Sarajevo (improved quality, rising the capacities, spatial and temporal distributions of events, creating new and rationalization of existing cultural events, etc.)

RESEARCH RESULTS OF THE SARAJEVO FILM FESTIVAL

Criterion for sample selection was that examinees visited the Sarajevo Film Festival in 2016. Survey results from of 350 examinees show that 70% of total number of visitors of the festival responded. The objective was forming the sample for survey that would consist of equal number of domestic and foreign guests at the Sarajevo Film Festival. According to estimation of visits of tourists, 3,83% of total 4, it can be confirmed that they are satisfied with cultural value of Sarajevo city. Results of intersection of these criteria are shown in (Tables 1 and 2).

Table 1. Aesthetic value of the Sarajevo Film Festival 2016

| Aesthetic value | Frequency | Total mark f(x) |
|-----------------------------------|-----------|-----------------|
| I am very satisfied (4) | 201 | 804 |
| I am satisfied (3) | 34 | 102 |
| I am not completely satisfied (2) | 13 | 26 |
| I am unsatisfied (1) | 0 | 0 |
| TOTAL | 248 | 932 |
| Average mark (f(x)/f) | - | 3,76 |

Source: author's processing

Table 2. Cultural value of the Sarajevo Film Festival according to survey of tourists in 2016

| Aesthetic value | Frequency | Total mark f(x) |
|-----------------------------------|-----------|-----------------|
| I am very satisfied (4) | 205 | 820 |
| I am satisfied (3) | 42 | 126 |
| I am not completely satisfied (2) | 1 | 2 |
| I am unsatisfied (1) | 0 | 0 |
| TOTAL | 248 | 948 |
| Average mark (f(x)/f) | - | 3,82 |

Source: author's processing

With regard to specific orientation of this research, of almost 350 cultural events being held in Bosnia and Herzegovina, 195 events that are already tourist events or have a potential to become one, were mapped. The research was focused on the sphere of tourist valorisation, with the aim to provide events with sustainability and improvement in organisational and content regard. These data show a clear trend that in Sarajevo, with increase of the scope of events, cultural events in aesthetic sense occupy more and more significant place and among these the biggest number make the ones that are already touristically interesting (Fig. 1). This also indicates to the fact that, although development of tourist potentials of all the cultural events can make a significant contribution to their sustainability and improvement, the urgent task is development of

tourist potentials of little cultural events being held in Bosnia and Herzegovina, their shaping into tourism products particularly those included in cultural events in anthropologic sense. **(Richards & Raymond 2000)**.

Several civilisation circles came into contact and mixed in the area of Bosnia and Herzegovina, in which three religions with enviable level of tolerance and approaching coexist, with no assimilation aspirations for integrations and creating a unique cultural pattern that would diminish the difference and uniqueness of the each cultural individuality. Its door opened so wide for the other and different, thus becoming a residence of domiciliary status and foreign parts, autonomy and heteronomy, of what is here and what is there, which is altogether an ideal toward which Europe itself has oriented. **(Mercer 1991)**.



Fig. 1. The Sarajevo Film Festival in 2016

Source: Archives of Sarajevo Film Festival, 2016

Except for three constitutive people-Croats, Serbs and Bosniaks, representatives of the other national minorities also live in Bosnia and Herzegovina, who represent, through their actions, the most significant proof of recognising the different cultures in the time of globalisation, which is of the immeasurable value for development of intercultural dialogue and strengthening the social cohesion of the society. **(Landry 2000)**. This is why a particular attention in determining the strategy of cultural policy of Bosnia and Herzegovina should be also paid to acting of national cultural and educational

associations. The strategy of cultural policy in Bosnia and Herzegovina must keep this characteristic in mind and build it into foundations as an integrative factor of its existence. Perseverance of this idiom is at the same time both an appeal and an invitation for keeping and reaffirmation of the special and historically affirmed multiculturalism that gained unique and new dimensions in the experience of Bosnia and Herzegovina.

In spite of that, one should keep in mind the fact that the idea of multiculturalism itself, which is basically the cultural identity in Bosnia and Herzegovina, shouldn't be taken unambiguously; it does not always "cover" the same semantic content. In dependence of historical and geographic context, as well as of the level of democratization of social relations, it is always relatively different and is not expressed everywhere in the same manner; it's semantic and work content is contextual as well. In ethnocentric state communities, for example, the content of the idea of multiculturalism is reduced to a minority issue, in solving of which the face of democracy is reflected. Historic, and geographic context as well, show that multiculturalism in Bosnia and Herzegovina had its cultural forms that, among the other things, had also their common institutions, which have not, by fostering the cultural difference, generated separation, isolation, self-orientation, but openness, communication and communal spirit; they have supported integrative, not disintegrative processes.

PERSPECTIVES OF TOURISM IN BOSNIA AND HERZEGOVINA

Many have realised the role and significance of tourism on regional development in Bosnia and Herzegovina, starting from the employees, through the institutes and governments. In this regard, the adequate strategy for tourism development was determined, which anticipated an enhanced development of tourist capacities and the increased number of domestic and foreign tourists. (Nurković 2009).

The need for restructuring the existing aspects and development of new aspects of tourism is one of the preferential needs for tourism development in Bosnia and Herzegovina. Number of beds should increase with simultaneous improving the quality of accommodation in hotela, villas and boarding houses. Total investment into tourism development should reach about 1,5 billion EUR.

According to estimations of the World Tourist Organisation (UNWTO), activities of travelling and tourism of Bosnia and Herzegovina for the period from 2006 to 2016 are expected to have a real annual growth of 5,2 %. Tourism in Bosnia and Herzegovina depends on four groups of factors: global, European, regional environment and the environment made by the system in Bosnia and Herzegovina and the Federation of Bosnia and Herzegovina, as well as market factors in the country and targeted markets, entrepreneurial factors and their strength and motivation for acting in the tourism sector and the government. None of these factors can be isolated because all the mentioned factors can only jointly contribute to tourism development (Fig. 2)



Fig. 2. Factors of tourism development in Bosnia and Herzegovina, 2016
 Author: Nurković, R. 2016

Traffic is one of the key factors which influence the tourism development. Bosnia and Herzegovina has a significant position in transportation-communication system of the Balkans and south Europe. According to its position, it tries to join, as soon as possible, the developed European and world's countries, in domain of transport and communications, in which it has already achieved certain results. More recently, considerable funds have been invested into reconstruction of war-damaged and destroyed transport capacities, facilities and traffic lines, and the construction of new road and railway lines has been planned.

The existing traffic infrastructure in Bosnia and Herzegovina is located mainly around the central axis north-south along the Bosnia and the Neretva Rivers, and in the direction west-east, parallel to the Sava River. On these directions majority of economic and natural resources is located, including population of Bosnia and Herzegovina. Evident efforts have been made lately by Bosnia and Herzegovina and international community in order to normalize international transport gradually, but surely.

CONCLUSION

Tourism proved itself as one of the most important activities in Sarajevo. In that context, according to Plan of development of cultural tourism of the Sarajevo Canton, the aim of development of cultural tourism is to create the key mass of quality presented and professionally promoted cultural tourism products integrated into the complete tourist offer of destinations, that would create the images of destinations rich in cultural tourist offer, increase the satisfaction with visit of the existing guests, stimulate consumption, extend the season and stimulate the off-season demand, attract new market segments and initiate domestic demand. In the last few years we have

witnessed a considerable increase in number of cultural festivals and events, which had a result that many cities all over the world are now organising one or more festivals dedicated to some form of arts. The Sarajevo Film Festival has also become part of this trend, for development of tourism.

This cultural event can be a significant factor of revival of local cultural life, creating a place image and promoting attractiveness of the place for tourism, thereby stimulating its economic development as well. Except for affecting the cultural offer improvement, the local communities make a tourist attraction of the place. The Sarajevo Film Festival also enables specific services within cinematographic industry, and with regard to certain circumstances, film directors can show their films and distributors have a possibility to watch and purchase them. The Sarajevo Film Festival is a specific and unique event that attracts the audience for different reasons. High quality products, i.e. the films that cannot be so easily found in cinemas, and with different themes, such as e.g. short films or documentaries, are offered. Furthermore, the Sarajevo Film Festival also offers other forms of activities such as courses, workshops and presentations. In this paper, satisfaction of the Sarajevo Film Festival visitors with the selected event elements, as well as their overall satisfaction with the event, has been tested.

Elements of the Sarajevo Film Festival that have been tested are certain aspects associated with the very programme of the festival, availability of 76 pieces of information, festival staff, location and the festival value for the visitors. For all five groups of the festival elements visitors declared themselves mainly satisfied (rating 4). The testing was also done to determine if there is a statistically significant connection between the Sarajevo Film Festival elements and the overall satisfaction, where the results have shown that there is a statistically significant, positive connection between the satisfaction with festival elements and overall satisfaction.

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THE GRIEF HERITAGE OF THE OTTOMAN BOSNIA AND HERZEGOVINA

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Abstract: The whole of the societies have happiness and proudly remembered events in the past, at the same time that has got the period is remembered with pain and sorrow. The grief of that event to visit the places now, search for the traces of the historical background, nationality, religion or community to share the pain of the cultural ties that desire has led to the grief tourism today. Tourism literature; dark, grief, thane, morbid, death, war and so on. grief associated with names tourism, has been used in the marketing of a new type of tourism destinations as a travel motivation. The war in Bosnia-Herzegovina between 1992-1995 year in Europe. That is the greatest human tragedy after the Second World war. Indeed, Bosnia and Herzegovina, There was an ethnic cleansing and genocide and 26.02. 2007 International Court of Justice massacres committed against Bosniaks in Srebrenica in Bosnia and Herzegovina has been described as genocide. Although tourism has significant potential, Bosnia and Herzegovina's state system accommodates a problem in terms of griefness tourism. The Bosnian Serb Republic and the grief of local governments in the region in terms of tourism activity seen in front of or opposed to symbolic elements. In this context, our work; primarily related literature scanning, Bosnia and Herzegovina will be given conceptual information about the traces of war, then griefness in the document of Bosnia and Herzegovina tourism centers will be evaluated on the basis of photos and observations. It will also focus on the importance and differences in comparison with the grief came into prominence in world tourism destinations. As a result, Bosnia and Herzegovina, grief tourism potential of putting forward for Bosnia and Herzegovina will be presented recommendations for addressing the importance and contribution.

Key words: Bosnia and Herzegovina, Grief/Dark Tourism, War, Tourism

INTRODUCTION

Tourism, until reaching current days, referred as an activity either leisure or done for the purpose of pilgrimage, health, sport, business, cultural, historical and as special interest etc. Although these forms of tourism continues to increase, tourists are increasingly searching for different experiences. The motives of the tourists are becoming more diversified than the usual mass tourist experiences which content to loll on the beach of large scale resort hotels, and usual communication with the visitors and

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environment. As Robb(2009) interpreted the experiences of many of today's tourists were no longer content to loll on the beach or gather around the hotel bar with other visitors and tourists increasingly seek to understand other cultures and histories in ways that transcend the sanitized version of reality that tourism had traditionally offered. As a result, places of human misery and death had become the focus of sizable touristic interest, whether standing on their own as destinations or as a part of larger itineraries. This type of tourist practices involving visiting destinations at which violence is the main attraction and it is called as dark tourism. According to the Robb(2009) dark focused tours were usually undertaken in the name of social justice and historical awareness to learn more about violence in the hope of preventing future atrocities or ending current ones. The recognition of tourism's role in the processes of dark tourism concept can help provide a better understanding and remember the undemanded events happened in the past and reconstruction of the past with the understanding of all humanity.

Dark tourism as a 'thanatopic tradition' has a long history, emerging from the contemplation of death that goes back to the Middle Ages and intensified during the late eighteenth and early nineteenth centuries with visits to places giving different sensation to the visitors. The core of the term is accepted as thanatourism in the literature that is the 'travel dimension of thanatopsis', defined as 'travel to a location wholly, or partially, motivated by the desire for actual or symbolic encounters with death, particularly, but not exclusively, violent death' (Seaton 1996:240). From the diaries recorded and memories, in the past, 1770-1830 in Europe, there was a travel which included thanatopic elements, visits to locations of death and violence, both contemporary and historical, including castles, prisons, graveyards, battlefields and public executions (Seaton, 1996:239). "Deaths, disasters, carnage and atrocities in touristic form are becoming an increasingly pervasive feature within the contemporary tourism landscape, and as such, are ever more providing potential spiritual journeys for the tourist who wishes to gaze upon real and recreated death. (Verma and Jain, 2013: 13). However, it seems from the grief tourism practices, the day-to-day affinity and level of awareness of the events are the drivers of tourists to the center of attraction as the grief tourism destination. Behavioural phenomenon of tourists' motives, and 'continuum of intensity' exists dependent upon the differing motives for visiting a site and the extent to which the interest in death is general or person-specific. Also dark travel activity is separated into five possible categories by Seaton(1996) including: to witness public enactments of death; to sites of individual or mass deaths; to memorials or internment sites; to see symbolic representations of death; and, to witness re-enactments of death (Seaton (1996:240-2), Rojek(1993) refers to that notion or behavioral phenomenon the postmodern spectacles, repeated reconstructions that were dependent on modern audio-visual media for their's continued popularity.

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. 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 (Kılıç et al, 2011). The war which took place in Bosnia-Herzegovina in 1992-95 is one of the examples for dark tourism.

In this context, the areas where the war took place in 1992 in Bosnia-Herzegovina; Srebrenica genocide locations, Prijedor concentration camp, the Hope Tunnel, the war museum, houses and streets where bullet marks can still be seen, Mostar Bridge, Suada Bridge, Markale Massacre, Ahmici massacre, A monument to the dead children in Sarajevo, Massacres in Visegrad and Foca, Drina Bridge, Latin Bridge, The Memorial "Eternal flame", Vijećnica, the National Library of Bosnia and Herzegovina, Alija Izetbegovic Museum and Tomb of Alija Izetbegovic, Museum of Crimes Against Humanity 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.

LITERATURE REVIEW

Rojek (1993) first introduced the notion of dark attractions with the concept of 'Black Spots', as the developments of grave sites and sites in which celebrities or large numbers of people have met with sudden and violent death (Rojek, 1993:136). And Rojek (1993) refers this with the postmodern spectacles, repeated reconstructions that are dependent on modern audio-visual media for their continued popularity. Rojek commences his analysis by referring to the hordes of sightseers flocking to the sites of disasters (Stone and Sharpley, 2008:577). Also some sites are categorized as "nostalgic" by distinguishing disaster sites analytically distinctive from Black Spots as sensation sites. A different term for the notion used as "morbid tourism" by Blom (2000:32) at the meaning of tourism that 'focuses on sudden death and which quickly attracts large numbers of people' and, 'an attraction-focused artificial morbidity-related tourism' commented quite complex and distinctive by Ashworth and Hartmann (2005) and Stone (2006) from different views; First, the immediacy and spontaneity of 'sensation' tourism to death and disaster sites might be compared with premeditated visits to organized sites or events related to near and/or distant historical occurrences. Second, a distinction exists between purposefully constructed attractions or experiences that interpret or recreate events or acts associated with death, and 'accidental' sites such as graveyards or memorials. Third, it was unclear to what extent an 'interest' in death was the dominant reason for visiting dark attractions. Finally, questions might be about why and how the experiences related to dark sites were

produced or supplied for the different purposes such as politically, for education, entertainment or economic gain (Stone and Sharpley, 2008:577).

The study of dark tourism and its associated destinations is arguably relatively new. Some different number of definitios made regarding the death-related tourist activity concept as mentioned in literature. Seaton(1996), as ‘thanatourism’, (Blom 2000), ‘morbid tourism’ (Rojek 1993) ‘black-spot’ or, as Dann (1994:61) alliterates, ‘milking the macabre’. Additionally, attempts have been made to analyse specific manifestations of dark tourism, from war museums adopting both traditional and contemporary museology methods of (re)presentation (Wight and Lennon 2004), to genocide commemoration visitor sites and the political ideology attached to such remembrance (Williams 2004). This subset of cultural tourism was first coined as “negative sightseeing” by McCanell (1988). Although there is still some level of debate with regards to the semantics of the “dark” element of dark tourism (e.g. “dark” because it is not a typical sun and fun filled vacation or “dark” as a result of the nature of the deeds associated with its destinations, including murder and genocide), Bowman and Pezzullo (2010) were the first to explore the terminology used in published research associated with this type of tourism (Liyanage, Stefaniak and Powell, 2015: 283).

This practices led to the foundation of the new direction in the field of tourism – Dark tourism. The concept was coined by the Scottish sociologists J. Lennon and M. Foley in the article “JFK and Dark Tourism: Heart of Darkness”, published in a special issue of the International Journal of Heritage Studies in 1996. The concept is just the new word about the very old phenomenon. Other sociologists introduce other concepts such as *Black Spots Tourism* (Rojek), *Morbid Tourism* (Bloom), *Thanatourism* (Seaton), *Atrocity Heritage Tourism* (Beech), *Grief Tourism* (Dann) etc. Generally, dark tourism is “the contemporary visitation of people to formal or informal visitor attractions, sites or exhibitions which offer presentation and interpretation of death and associated suffering as their raison d’etre”. In other words it may be considered a historical phenomenon – that is, visiting sites or attractions that provide living memory (Rybakova, 2012).

Dark tourism is basically referred to as the act of travel to sites associated with death, suffering or the seemingly macabre’ (Stone, 2006:146). Foley and Lennon (1997), define dark tourism as the visitation to any site associated with death, disaster and tragedy in the twentieth century for remembrance, education or entertainment’ (Stone, 2010). Macmillan’s definition of grief tourist: “a person who travels specifically to visit the scene of a tragedy or disaster”. Early forms of death related tourism were the Roman gladiatorial games, pilgrimages or attendance at medieval public executions (Stone and Sharpley, 2008:574) however the term Dark tourism was first used in 1996, when the extension of this phenomenon points out Lennon and Malcolm researchers. Authors Lennon and Foley sought to distinguish between only a “simple” curiosity with past events that involved visitation to sites of past battles, disasters and places and such sites have gained global importance and comprised events that had occurred within living memory (Molokáčová And Molokáč, 2011:2-3). Rojek

(1993:85) stress and explains the term from the different point of view as fatal attractions‘ or ‘black spots‘ and suggests for commercial developments of grave sites and sites in which celebrities or large numbers of people have met with sudden and violent deaths‘(Stone, 2010).Dark tourism is associated with thanatopsis. Thanatopsis (Seaton, 1996) is defined as all the signifying forms of representation, symbolisation and material evidence by which ideas of death are communicated to an individual in time and space within a given society and as the result of mentality thana tourism seeks to establish the philosophical and historical roots of the mentality through which the publicly shocking and repugnant may be experienced as a source of private pleasure(Seaton, 1996:234).Grief tourism possesses nostalgic travel motives of tourists visit the places of mass death of the ancestors, as, for instance, the Jew concentration camps or the Holocaust places. Thus, dark tourism can be described as a new tourism trend that overlaps nostalgic, religious, extreme and research types of tourism (Bordun and Komar, 2014:5).

From the figure 1.1. It seems that different number of thana tourism definitions done by the different authors and it emerges from the above discussion to classify thanatourism are looking complex and however that is stressed from the figure that the thanatourism categories all possess the commonality of being sites of death or depravity; however they are diverse for a number of reasons.(Dunkley et al, 2007:6) The terms, dark tourism, morbid, macabre, grief tourism are interpreted as the dimensional forms of thana tourism as Seaton (1996) stated. In this study we interpret that dimension as grief tourism. With this respect the form of grief tourism was examined in five forms of thanatourism with the relation of romanticism as follows (Seaton, 1996);

- Travel to witness public enactments of death.
- Travel to see the sites of mass or individual deaths, after they have occurred.
- Travel to internment sites of, and memorials to, the dead.
- Travel to view the material evidence, or symbolic representations of death, in locations unconnected with their occurrence.
- Travel for re-enactments or simulation of death.

Grief tourism currently encompasses a great amount of tourism demand. Unfortunately happenings in the past, currently are the attraction sites for grief tourists. Mass death sites or to sites of very well known and popular individual deaths and other examples the places or houses as the haunts of famous murderers and serial killers are attracting sightseers (Seaton, 1996:241).Gallipoli (Gelibolu) which the size of the human/soldier loss makes the importance of the campaign even bigger is one of the places visited mostly by Anzacs internationally and Turkish citizens domestically in Turkey. Bosna and Herzegovina is the other location which has a great tragedy in the near past.

Table 1. An Alternative Thanatourism Framework

| Seaton (1996) Five broad categories | Dann (1998): Five-fold model | Ashworth (2004) Six Adjectival tourisms. | Tarlow's (2005) Seven Categories | Sharpley's (2005) Shades of Grey Tourism |
|---|--|---|--|---|
| 1. Witnessing public enactments of death; 2. Witnessing sites of mass or individual deaths, after they have occurred; 3. Witnessing internment sites of, and memorials to the dead; 4. Witnessing the material evidence, or symbolic representation of death, in locations unconnected with their occurrence; 5. Witnessing reenactments or simulations of death | 1. Perilous places; 2. Houses of horror; 3. Fields of fatality; 4. Tours of torment; 5. Themed thanos. | 1. War tourism, 2. Battlefield tourism, 3. Disaster tourism, 4. Killing-fields tourism 5. Hot spots tourism 6. Atrocity heritage tourism. | 1. Pretext to understanding our own age 2. Romanticism 3. Barbarism 4. Part of national identity 5. Sign of decadence 6. Mystical experience 7. Spiritual experience | 1. Pale Tourism; 2. Grey Tourism supply; 3. Grey Tourism demand; 4. Black tourism. |

Source: Dunkley et al, 2007:6).

Purpose and Methodology

There have been limited number of studies about grief tourism as a new form of tourism this study considers Bosnia and Herzegovina as a very important destination of for grief tourism. For his purpose in the study, literature, archives, visual sources (photo/video) were used as the main material. At the realization of the research, the evaluation of literature data, the scanning of national/international print media and web pages, additionally the evaluation of experience, photographs, documents, oral and written historical information obtained by direct observation is taken as basis. In this study, being a form of a documentarial analysis, the concept of grief tourism and its international use, historical heritage of the Ottoman Empire which is subject to grief tourism in Bosnia and Herzegovina, the dimensions of these heritage in grief tourism and genocide to Bosniaks between 1992-1995 were displayed with figures and documents in the concept of grief tourism.

Evaluation of the Sadness Tourism in Bosnia and Herzegovina

The State of Bosnia-Herzegovina consists of two individual areas including Bosnia and Herzegovina. Bosnia is the north of the country containing the cities Sarajevo, 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 Bosnians and Croats (Özder, 2012). The State of BiH consists of two major Entities, the Federation of Bosnia & Herzegovina (FBiH) and the Republika Srpska (RS). In turn the FBiH is divided into ten cantons. Much legal and regulatory authority is at the Entity and canton levels, but the State is gradually acquiring more functionality (Rosenbaum, 2006: 2).

Bosnia and Herzegovina annexed by Austria-Hungary after the decisions taken in Berlin in 1878. I. Serb-Croat-Slovene Kingdom after World War II. After World War II came to the sovereignty of Yugoslavia. While declaring its independence in 1991 witnessed the most brutal massacres in human history of the country is covered with many points of the genocide memorial and cemetery. Bosnia and Herzegovina; Bearing deep scars of war all over the country and society in all depth is Europe's most sad country. But it is the country where, despite everything, to live together and must be aware of. Green vegetation, outstanding color raging rivers, bridges. Furthermore The historical heritage dating from the Austro-Hungarian Empire and the Ottoman Empire in Europe is a place where civilizations meet (Malcom, 1999). Also in 1992 and experienced the tragedy of the Bosnian War in 1995, the country's tragedy was caused to the fore with grief tourism.

1992 until the disintegration of Yugoslavia, where many different peoples live in peace and even religious example is shown as a country that Bosnia and Herzegovina (Türkeş, 2012). The result of the massacres reached processed as genocide against Bosniaks with war the country has become almost cemeteries in the country and in places like the Potocari, Bosnian martyrs where thousands of Bosniaks or have emerged cemeteries like the valley monuments or graves at the scene of the massacres. In this way, there are many areas related to sadness tourism in the country. However, due to the country having two structured systems, places to visit on Sadness tourism it is severely restricted. Because the current system in the country that consists Bosnian-Croat Federation and Republic of Serb. Bosnian Serb ultra-nationalism is especially moving in this direction to enter the Serbian local governments in places where there are the remains of the most terrible genocide in the region and to eliminate traces into practice. Bosnian Serb republic has limitations associated with the monument to commemorate the victims in many places being attempted. Nevertheless, the Muslim-Croat Federation in the many monuments and tombs of tourists experienced as evidence of ethnic cleansing in Bosnia, it has many places to go and visit. They are as follows;

1. Suada Bridge: Known as the longest city siege in modern history and 44 months in Sarajevo, one day before the start of the siege of the Serb Democratic Party militia forces massacred Suada Dilberovic and Olga Sucic became the first victims of the siege

of Sarajevo. In 1992, during a demonstration for peace hit Dubrovnik medical student Suada dedicated to Dilberovic still Bridge Suada with a new name Vrbany formerly adorned with fresh flowers every day (2).



Fig. 1. Suada Bridge

Fig. 2. Markale Massacre

Fig. 3. Ahmici Massacre

2. Markale Massacre: The attack to the bazaar in Markele, which was located in the city center, is one of the first massacres that comes to people's minds. During the first attack orchestrated by Serb forces on Feb. 5, 1994, 68 people died and 144 people were injured. On the second attack on Aug. 28, 1994, 43 people lost their lives while 84 were injured (3).

3. Ahmici Massacre: Ahmići massacre was the culmination of the Lašva Valley ethnic cleansing committed by the Croatian Community of Herzeg-Bosnia's political and military leadership on Bosnian Muslim (Bosniak) civilians during the Bosnian War in April 1993. It is the biggest massacre committed during the conflict between Croats and the Bosnian government (dominated by Bosniaks). The International Criminal Tribunal for the former Yugoslavia in The Hague has ruled that these crimes amounted to crimes against humanity in numerous verdicts against Croat political and military leaders and soldiers, most notably Dario Kordić, political leader of Croats in Central Bosnia who got 25 years in prison. The massacre was discovered by United Nations drawn from the British Army, under the command of Colonel Bob Stewart(4).

4. A Monument To The Dead Children in Sarajevo: A monument to the dead children in Sarajevo was inaugurated in May 2009. At the opening ceremony of the thousands of people came. This monument is dedicated to the child victims of the civil war of the 1990s. Copper pedestal is installed in the fountain and made of numerous fused shells.. Many children during the 44-month siege of Sarajevo were killed by shots of snipers. Two glass shape of the monument is made of glass, they symbolize the mother and child. Around the fountain there is a metal ring, on which are visible the footprints of the brothers and sisters of the deceased. On the creation of the monument took about six tons of melted bullet shells and mortar shells collected after the shelling of the city by Serbian forces (5).



Fig. 4-5-6. A Monument To The Dead Children in Sarajevo

5. Tunnel of Hope/ Sarajevo Tunnel: It truly is a result of hard work by people who wanted to find creative ways to survive during the war. Sarajevo was under siege during the Bosnian war from 1992 to 1995. During this time, Sarajevo was occupied by Serbia and the region close to the airport was under United Nations control. In order to connect two cities that are cutoff due to the siege, a tunnel was built in secret. The area was under 24 hour shelling from Republika Srpska forces so the construction of the tunnel had to be done in absolute secrecy. The purpose of this was to allow food, war supplies, humanitarian aid, and for people to cross. This was also a way to transport arms to bypass the arms embargo. It connected two Bosnian held territories, Dobrinja and Butmir. The plan for this tunnel was done by a Bosnian engineer and it went under the airport. Due to lack of supplies, this tunnel was dug by hand and shovels, and they were paid for their work with a pack of cigerrates, which was a rare commodity in those days. The construction of the tunnel finished on 30th June 1993 and it was operational the day after(6).



Fig. 7-8-9. Tunnel of Hope (Sarajevo Tunnel)

6. Massacres in Visegrad and Foca: Another city that witnessed huge massacres was Visegrad. Although the city was intensely inhabited by Bosnians, the Bosnian community became the minority in the region following the war. In Visegrad, Serb troops massacred, tortured and expatriated 1,700 people, and 14,000 people had to abandon their homes. Very few people were able to survive this massacre (7). The Bosnians living in Foca, which was previously known as Srbinje (the city of Serbs),

experienced ethnic cleansing, mass murder and torture throughout the war. As a result of the mass murders in Foca, 1,900 Bosnians are presumed dead and 850 Bosnians are still missing (8).



Fig. 10. Massacres in Visegrad



Fig. 11. Drina Bridge

Drina Bridge:The bridge on the Drina is a heritage of the great vizier Mehmed pasa Sokolovic (in Turkish Sokollu Mehmet Paşa, 1505 or 1506-1579). He is one of the great Osman war generals by origin from Bosnia. He was born in the village of Sokolovići near Rudo in 1505. or 1506, and was a child of Orthodox parents. He would become the officer of the Osman army for his skills, and on top of his rule he became a great vizier. At the highest peak of his rule, he orders to build the bridge on Drina at Višegrad that no other bridge looks alike. The bridge was built in the period from 1571 to 1577 by at that time the most famous Turkish architect Kodža Mimar Sinan.

7. The Srebrenica Genocide: Eight thousand Bosnian Muslim men and boys were killed over four days in July 1995 by Bosnian Serb death squads after they took the besieged town, which had been designated a “safe area” under the protection of UN troops (9).The Srebrenica Massacre, which is also commonly known was the Srebrenica Genocide, was the genocide of approximately 8,732 Bosniak men and children in Srebrenica in Bosnia. It was committed by the Army of Republika Srpska during the Bosnian War and was the worst act of mass murder in Europe since WWII. Around 6505 victims of the massacre have been identified thanks to DNA analysis (10).



Fig. 12-13. The Srebrenica Genocide

8. Concentration Camp of Prijedor: According to the 1991 census, Opstina Prijedor had a total population of 112,470 people, of whom 44 per cent were Muslims, 42.5 per cent Serbs, 5.6 per cent Croats, 5.7 percent Yugoslavs and 2.2 per cent others

(Ukrainians, Russians and Italians). In early April 1992, the total population may have been approximately 120,000 people, augmented, inter alia, by an influx of people who had fled the destruction of their villages in areas to the west of Opstina Prijedor (11). Many concentration camps were established by the Serb army around Prijedor. These are; The Trnopolje camp was a concentration camp established by Bosnian Serb military and police authorities in the village of Trnopolje near Prijedor in northern Bosnia. From 1990-1992, the Omarska mine in Prijedor, Bosnia was used as a concentration camp by Bosnian Serb forces. The Manjaca concentration camp near Prijedor, north-west Bosnia, where Serbs interned, tortured, raped, and killed thousands of Bosniaks (Bosnian Muslims) (12).



Fig.14-15: Concentration Camp of Prijedor

9. Latin Bridge: 4 arched stone bridge in Sarajevo is called the Latin Bridge. 16th century bridge was built by the famous Sarajevo assassination is famous. Latin Bridge is a historic Ottoman bridge over the River Miljacka in Sarajevo, Bosnia and Herzegovina. The northern end of the bridge was the site of the assassination of Archduke Franz Ferdinand of Austria by Gavrilo Princip in 1914, which became a casus belli of World War I. That the assassination took place at the entrance of the bridge there is a plaque on the wall of the building into the incident. Also this bridge divides Sarajevo (13).



Fig. 16. Latin Bridge



Fig. 17. The Memorial "Eternal Flame"

10. The Memorial "Eternal Flame": The memorial "Eternal flame" in Sarajevo is located at the intersection of Avenue of Marshal Tito street Ferhadija. This monument was built in memory of those killed during the Second world war. It was established in

April 1946, on the occasion of the first anniversary of the liberation of the city from the German invaders. The memorial "Eternal flame" in Sarajevo is located in the city centre. It is dedicated to the victims of the Second world war, defending Yugoslavia from the Nazis. In the month long siege of Sarajevo in the early 1990s, the flame of the memorial was closed because of lack of fuel. The main Avenue in the city called by the name of Marshal Tito. It is near the "Eternal fire," he converges with street Ferhadija is the most convenient place for a stroll from the Old town in the Central district(14).

11. Vijećnica, the National Library of Bosnia and Herzegovina: The building was built in 1892-1894 after plans by the Austrian architect Alexander Wittek as a Town Hall. It is considered one of the most important examples of the so-called pseudo Moorish style. The Austro Hungarian Archduke, Franz Ferdinand visited the City Hall of Sarajevo on June 28, 1914, between the first assassination attempt aimed at him and the second, fatal attack. Since 1947, the building was used as a national and University Library. At the siege of Sarajevo during the Bosnian war (1992-1995), the library was badly damaged in the night from 25 to 26 August 1992. More than 2 million books and documents were burned. Under the direction of architect Nedžad Mulaomerović, the building, with funding of the EU in 1996 was rebuilt and restored. Photos from private collections helped the reconstruction made of previous visitors. Other documents found in archives in Vienna, Budapest and Belgrade. In the Hungarian Zsolnay porcelain factory, which had made it the original tiles on the facade found whose original, hand painted templates. Also the new tiles were produced by Zsolnay. The reconstructed Vijećnica was opened in May 2014. She will accommodate future parts of the city administration, the National Library and a Café (15).



Fig. 18-19. Vijećnica, The National Library of Bosnia and Herzegovina

12. Alija Izetbegovic Museum and Tomb of Alija Izetbegovic(Alifakovac Muslim Cemetery)

Alija Izetbegović's grave in Sarajevo. Alija Izetbegović's tomb in Sarajevo on Kovači cemetery (16) and there are also 1700 martyrs in the cemetery. Open since 2007, Alija Izetbegović Museum is located in the old town, near Martyrs' Memorial Cemetery Kovaci in Sarajevo. This museum/monument, erected with the help of Izetbegović's many admirers, reveals the never-to-be-forgotten story of Bosnia and Herzegovina. The

permanent exhibition displays the artworks of Alija Izetbegović, which tell the story of Bosnia and Herzegovina (17).

13. Museum of Crimes Against Humanity: The Museum of Crimes Against Humanity and Genocide 1992-1995 has opened in Sarajevo, displaying the personal belongings of victims among exhibits exploring Bosnia's wartime history(18).



Fig. 20. Tomb of Alija Izetbegović; **Fig. 21.** Museum of Crimes Against Humanity; **Fig. 22.** Mostar Bridge

14. Mostar Bridge: The "Old Bridge" stood for 427 years until it was destroyed on 9 November 1993, during the War in Bosnia and Herzegovina; reconstruction was completed in 2004. They recently revived the tradition of having a select few brave, skilled (and borderline foolish) young divers every year. The practice dates back to the time the bridge was built, and the first recorded instance of someone diving off the bridge is from 1664 (19).

CONCLUSION

As a kind of inheritance tourism, the Grief tourism, is visits to the places where death, violence, torture, persecution and pain lived. The attractions for grief tourism are the war zones, prisons, places where natural disasters, poverty, hurricanes occurred. The war that took place in Bosnia and Herzegovina between 1992 and 1995, was the greatest tragedy of humanity that was seen after the second world war. During this war, ethnic cleansing and genocide were experienced in Bosnia and Herzegovina. Bosnia and Herzegovina that carries deep traces of war all over the country is the most sadness country of the Europe. The places where the massacres have taken place turned into places of remembrance of the loss of people lives, and become places of visit. However, the two sided management system in the country has significantly limiting the places to visit for grief tourism purpose. Attempts made to restrict the monuments used to commemorate victims in many places are a negative situation and an obstacle for grief tourism especially when the foreign tourists intended to visit the places.

The contribution of tourism to certain location has significant economic and other effects. So Bosnia Herzegovina can use the grief tourism potential as a tool for

economic development and to ensure employment. Currently, due to the intensive use of social media internationally and also in tourism, the centers of grief attract more attention and those places attract more demand from muslim countries, especially from Turkey. The motivation factor to see, feel and remember, protect and to live the heritage of the ancestors is significantly effective on Turks. Setting peace and piece of mind help collaboration and leverage effect for regional tourism development. Grief tourism, which is believed to be effective in increasing tourism demand for Bosnia and Herzegovina, may also bring about ultra nationalist sentiments. For that purpose it requires to be marketed with extreme caution.

The types of tourism tours in Bosnia Herzegovina's tourism destinations are mainly the cultural tours, and in these destinations the grief tourism form seen as dominant one. In those tours the attention of guides to the composition of tours' homogeneity and heterogeneity is extremely important. In some tours, extremely intense emotions and hate speech are experienced. That type of approaches may harm the fragile structure in the region. Tourism, as a sensitive industry, requires stability in peace and security. Tourism may be an alternative option to reduce the intense unemployment level and economic difficulties experienced in the country. So, preserving the peace and security of the country is the most important issue.

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CULTURAL TOURISM IMPACT ON THE DEVELOPMENT OF SARAJEVO TOURIST-GEOGRAPHICAL REGION

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Abstract: In this paper, we will present the hypothesis that cultural tourism can be a factor of tourist development of the Sarajevo tourist-geographical region with consideration of auxiliary hypotheses:

- Sarajevo tourist-geographical region has potential for development of cultural tourism,
- Cultural tourism is a relevant form of tourism which contributes to the sustainability of tourism and
- By cooperation of tourism and cultural sector, adequate and competitive tourist offer of this tourist-geographical region is achieved.

The aim is to point out that cultural tourism promote sustainability which is based on the preservation of and respect for culture receptive community and as a contemporary form of tourism is significant in the development of tourism in Sarajevo tourist-geographical region, and may represent the possibility of recovery and development of the tourist and geographical region. Given that cultural tourism is not recognized as a development strategy of urban policy and that in Bosnia and Herzegovina there is still not enough cooperation between the cultural sector and tourism nor the continuous multi-sectoral cooperation in the field of cultural tourism development, this issue needs to be realized in the future.

Key words: cultural tourism, Sarajevo tourist-geographical region, tourism development

INTRODUCTION

Conceptual defining cultural tourism in relation to other forms of tourist movements seems more demanding, mainly because the concept of culture in this phrase, which can have a very broad scope. There are very different approaches in defining the terminology of this specific form of tourism, for example heritage tourism, historical tourism, art tourism, ethnic tourism, which, however, are not the same concepts.

McKercher says that there are as many definitions of cultural tourism as there are cultural tourists, but Keillor argues that in addition to cultural tourism other type of tourism does not really exist. This is the essence of tourism (Jelinčić, 2008). Conceptual definition of Greg Richards, one of the most active theoretician of cultural

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tourism in Europe, says: „Cultural tourism is the movement of people caused by cultural attractions outside their usual place of residence with the intention to gather new information and experiences in order to satisfy their cultural needs“. In his technical definition, he says that cultural tourism includes “All movements of people caused by specific cultural attractions such as cultural heritage, arts and cultural events, art and drama outside their place of residence“ (Richards, 2005).

These definitions placed motivation for tourist movements in the center, as is the case with the definition of the World tourism organization, which defines cultural tourism as a movement of people with primary cultural motivations such as study tours, arts and cultural tours, travel to festivals and other cultural events, visiting historical sites and monuments, travel for studying nature, folklore or art, and pilgrimages. In the study of cultural heritage, UNESCO states tangible and intangible heritage, i.e. material and spritual forms of culture. According to McKercher and du Cros, cultural tourism has become an umbrella term for a wide range of activities that include historical, ethnic, artistic, museum and other forms of tourism (McKercher and du Cros, 2012).

The most common cultural tourism is defined as the involvment of tourists in any kind of cultural activity or experience. These include different attractions: archaeological sites and museums, famous buildings, sculptures, art crafts, galleries, festivals, events, music and dance, religious festivals, pilgrimages, theater and literary tours. Cultural tourism can be analyzed from an economic point of view, tourism, cultural, educational, organizational and other points of view, but the point is that if you are committed to the development concept, we need to think of “how to activate cultural and artistic resources that we manage and how to put them into fuction of development“ (Đukić, 2005). Based on all the above, we can conclude that cultural tourism includes material and spiritual culture, but also includes the life of receptive community, and it will be all the more important and more present in modern life. Moreover, we need to define the positive and negative aspects of the development of this specific form of tourism.

- The positive sides of cultural tourism in the overall development of the region are the following:
 1. Tourism can boost the protection of cultural and historical monuments and increase of the form their conservation;
 2. Cultural tourism can be largely incorporated in the use and protection of protected areas;
 3. Cultural tourism can encourage more intensive investment in underdeveloped or run-down areas, as a function of their overall development but also the protection of some of these parts
 4. Cultural tourism can encourage an increase the money supply in this area, which usually leads to investment in other activities and expanding employment.
- The negative side of cultural tourism
 1. Tourists bring new forms of pollution in the wider area;

2. Tourism can also stimulate increased erosion in suburban areas;
3. Development of cultural tourism can encourage negative forms of construction of accommodation and other facilities that may jeopardize the essential function of the urban area;

When it comes to cultural tourism, it is very important to take into account the carrying capacity of particular cultural and historical monuments. When it exceeds a certain carrying capacity, it leads to environmental degradation and physical, psychological, biological and ecological saturation (saturation of the region). In this respect one can vary physical, ecological, psychological, biological and recreational facilities space. Physical facility - means the maximum number of tourists and tourist facilities which can be physically placed in a tourist destination. It can be achieved only in theory, but it would not be economically, geo-ecologically, psychophysiological and socio-psychologically justified, and such a capacity would not be optimal capacity. Socio-psychological facility indicates the number of people - the upper limit in an area that does not lead to a decrease in customer satisfaction (psychological saturation) or to psychophysiological ailments due to overcrowding space (eg overcrowding "Baščaršija"). Recreational facility - means the maximum number of visitors that can be placed in a space, but to have their needs for rest and recreation satisfied through various educational activities. Geoecological facilities of a tourist destination - indicates the maximum level of tourist activities within a tourist destination and while there is no entropy ecosystem of the area.

Each of these types of capabilities may be minimal, maximal and optimal. It is logical to assume that the use of capacity must always be at the optimum capacity. Such use is sustainable use, and it is, therefore, sustainable capacity, according to the concept of sustainable development. Essentially, it is important to assess the space of Sarajevo tourist-geographical region with the help of cultural tourism to develop in the direction of preserving the real urban environment and receiving a wide range of tourist attractions. In this sense, the most importance is in the formation of different types of tourism development policies that incorporate in themselves different forms of cultural tourism as a factor of better use of cultural resources. Bosnia and Herzegovina will in the future take care more and more about these issues which will require, in the beginning, devoting more time to educate the population and local communities. Education should answer how to establish modern forms of cultural tourism. In this regard, the commitment to the development of an integrated cultural tourism is perhaps one of the ways.

TOURISM POTENTIALS IN CULTURAL TOURISM OF SARAJEVO TOURIST-GEOGRAPHICAL REGION

Potentials in cultural tourism of Sarajevo tourist-geographical region are cultural attractiveness which are made available for tourists. These are the material and spiritual values that attract tourists and which should be activated.

Cultural resources can be:

- archaeological sites (Butmir, Debelo Brdo, Zlatište, At mejdan, Tašlihan, etc.)
- architecture (City Hall, Baščaršija, Marijin Dvor, National Museum, Bey Mosque, Aškenska Synagogue, Cathedral, Štrosmajerova Street, Isa-bey hamam, Yellow bastion, Goat's bridge, Latin bridge, Alifakovac etc.)
- museums (National Museum, Historical Museum of Bosnia and Herzegovina, Svrzo's house, Museum of Alija Izetbegović, the Bosniak institute Foundation Adil Zulfikarpašić, Sarajevo tunnel, etc.)
- galleries (Art Gallery of Bosnia and Herzegovina, Collegium Artisticum, Academy of Fine Arts, etc.)
- events (Sarajevo Film Festival, Baščaršija nights, Jazzfest, MESS, Sarajevo Winter, International chess tournament "Bosnia", International Trade Fair for tourism and hospitality industry, the International book and material fair, etc.)
- music and dance (sevdalinka, Bosnian kolo, contemporary dances, etc.)
- language and literature (Gazi Husrev-bey's library, Haggadah, etc.)
- old crafts (silversmith, coppersmiths, wood carving, saddlers, etc.)
- religious events (Ramadan and Eid Adha, Orthodox and Catholic Christmas and Easter, Passover, etc.)
- the entire folk culture and subculture.

Since cultural tourism potentials are elements that distinguish the individual destinations and these enumerated participate in the creation tourism identity of Sarajevo tourist-geographical region. Their optimum use will contribute to the strengthening of this identity, and will make life in this region more dynamic not only for tourists but also for locals and it will bring profits of course. It is therefore essential that the Tourist Board of Sarajevo tourist-geographical region shapes the cultural tourism potential. All cultural tourism potential should be selected, and valorized, then interpreted, where interpretation has to be as a creative and interactive process and they should make the main content of the tourism product. Tourism potential should be further developed ensuring their preservation, and time sustainability.

On the one hand the Sarajevo tourist-geographical area would be the tourism potential of Bosnia and Herzegovina, the dynamic and complex potential for cultural tourism, and on the other side, the cultural tourism is a way, i.e. economically viable option for urban regeneration, that is optimal urban development and reconstruction of the region. The spatial component of the Sarajevo tourist-geographical region is relatively favourable, it is determined by the geopolitical situation of which we emphasize the central position in Bosnia and Herzegovina and by the determination that Sarajevo is

the capital of Bosnia and Herzegovina, the Federation of Bosnia and Herzegovina and the headquarters of the Sarajevo Canton, which is the political, administrative, economic and cultural center of the country. In this tourist-geographical region are located all major institutions of cantonal, federal and national importance, a number of diplomatic and consular, international and other economic offices. Sarajevo tourist-geographical region represents an interesting tourist destination as a result of its geostrategic position, exquisite and untouched natural beauty, cultural and historical values and favorable climatic conditions.

Sarajevo tourist-geographical region is characterized by the abundance and diversity of content which can largely be included in tourist offer and can at the same time serve local residents. The old town or new townscape attract visitors as well as specific events and atmosphere. Adequate condition of cultural goods, its protection and optimal exploitation are a prerequisite for inclusion in the tourist offer.

CULTURAL ACTIVITIES AND EVENTS OF THE SARAJEVO TOURIST-GEOGRAPHICAL REGION

Archeologists can safely confirm that the area where today stands the Sarajevo tourist and geographical region has continuously been settled since the Neolithic period. The most famous evidence of settlement in the Sarajevo region in Neolithic Butmir culture. Excavations have been discovered in Butmir in Ilidža, in 1893 by the Austro-Hungarian authorities during construction of an agricultural school. The most interesting fact is that they found a unique ceramic objects and pot dishes which make Butmir culture unique in the world.

In the Middle Ages the area of Sarajevo tourist-geographical region was part of the Bosnian parish of Vrhbosna near the traditional center of the kingdom in Visoko. Sarajevo tourist-geographical region that we know today as Sarajevo, was established in the Ottoman Empire in 1450, and the year 1461 is typically used as the year of the foundation of the city. The first Ottoman governor of Bosnia and Herzegovina, Isa-beg Ishaković, turned a couple of villages, which were there at that time, into the city and state center by building a number of key objects, including mosques, closed marketplace, public baths, shelters, and of course the governor's palace (Saraj) who gave the city its current name. The mosque is named the Emperor's Mosque in honor of Sultan Mehmed II the Conqueror.

Furthermore, an important period for this tourist-geographical region is the period under the wise leadership of Gazi Husrev-Bey (the largest benefactor (vakif) of the city who has built most of the old town) when Sarajevo grew rapidly. It became known for its large marketplaces and numerous mosques which were over a hundred in the mid sixteenth century. It was then that Sarajevo was the biggest and most important Ottoman city in the Balkans after Istanbul. In 1660 in Sarajevo, there were over 80,000 inhabitants.

Austro-Hungarian period was a major breakthrough for this tourist-geographical region as the western power brought its acceptance of the standards of the Victorian era. Numerous factories and many other buildings were built at this time, and a large number of institutions were modernized and Westernized. After that the Sarajevo tourist-geographical region became a mixture of Ottoman market city and contemporary western architecture. There one can find some examples of Moorish and Art Nouveau styles from the period.

Another significant date that marked the Sarajevo tourist-geographical region is an event which started the First World War, that is when Franz Ferdinand, heir to the throne of the Austro-Hungarian Empire, and his wife Sofia were assassinated in Sarajevo on June 28, 1914 by Serbian nationalist and member of the organization Mlada Bosna (Young Bosnia), Gavrilo Princip. After four bloody years that followed, this tourist-geographical region as part of Bosnia and Herzegovina entered a new state, the Kingdom of Serbs, Croats and Slovenes (later Kingdom of Yugoslavia). At that time it was the capital of the Drina Province. It remained a part of this country until World War II when the Sarajevo tourist-geographical region was occupied by Nazi German forces and it became part of the Independent Croatian State.

After World War II, the Sarajevo tourist-geographical region was growing at incredible speed and at that time it was one of the most important industrial centres of Socialist Federal Republic of Yugoslavia. Modern communist blocks, built west of the old town, give this tourist-geographical region an architect's uniqueness. It reached the peak of its development in the early 1980s and at that time was chosen to host the XIV Winter Olympic Games in 1984. The games were a great success for the Sarajevo tourist-geographical region whose tourism started to develop rapidly ever since.

The euphoria over the Olympic Games and a good economic development have been destroyed by the four-year aggression on Bosnia and Herzegovina when this tourist-geographical region was under military siege for long 1,425 days. It has resulted in uricide and dramatic population decline. Reconstruction of the Sarajevo tourist-geographical region started as soon as the war in 1995 ended. At the end of 2003 most of the city was rebuilt with only a few visible ruins in the city center.

Identification, evaluation and valorisation found that the Sarajevo tourist-geographical region has a total of 125 cultural tourism potential, and 9 archaeological sites, 69 buildings of architectural and cultural heritage, 16 objects of type of museums, galleries and collections and 31 event. In this analysis there were excluded cultural tourism resources of local significance (Bidžan, 2016).

Table 1: The average value of anthropogenic tourist potentials in the Sarajevo tourist-geographic area

| Tourist-geographical region | Tourist-geographical position | Ambience | Attractiveness | Compatibility | Uniqueness | Degree of utilization for tourist purposes | Access to anthropogenic tourist motives | Two-season possibility of exploitation | Construction / equipment | Representativeness | Aesthetic / artistic value | Tourist visits | General tourist value |
|------------------------------------|--------------------------------------|-----------------|-----------------------|----------------------|-------------------|---|--|---|---------------------------------|---------------------------|-----------------------------------|-----------------------|------------------------------|
| Sarajevo | 4,2 | 3,8 | 4,2 | 3,8 | 4,2 | 3,0 | 4,1 | 3,3 | 3,0 | 2,9 | 4,0 | 3,0 | 3,6 |
| Bosnia and Herzegovina | 4,1 | 3,9 | 4,0 | 3,8 | 4,0 | 3,1 | 3,8 | 3,6 | 3,4 | 3,3 | 3,9 | 3,0 | 3,6 |

Source: Bidžan, 2016.

As we can see from Table 1, cultural tourism resources got the highest average tourist value from the following tourism criteria: tourist-geographical position, attractiveness and uniqueness, and the lowest rate was from: representativeness, degree of utilization for tourist purposes and construction / equipment. The reason for such a low rating is the fact that, in this tourist-geographical region, tourism still develops spontaneously and without major investments in marketing and without their tourist adapting to foreign tourists (curators who speak several foreign languages or recorded audio-visual presentation in several foreign languages, and so on). Bosnia and Herzegovina and its government and ministries should begin to seriously address this issue, allocate more funds for its development, and make tourism development plans as soon as possible to be carried out by tourist boards and other state services, because only in this way one can begin a serious development of tourism in the Sarajevo tourist-geographical region.

Table 2: Number of cultural tourism potential according to spatial level of importance in the Sarajevo tourist-geographical area

| Tourist geographical region | International | National | Regional |
|------------------------------------|----------------------|-----------------|-----------------|
| Sarajevo | 15 | 43 | 67 |
| Bosnia and Herzegovina | 75 | 301 | 371 |

Source: Bidžan, 2016.

The Sarajevo tourist-geographical region according to spatial importance has 15 cultural tourism potentials of international importance, 43 potentials of national importance and 67 potentials of regional importance (Table 2). Of international importance are the following cultural tourism potentials: Baščaršija, Morića han, City Hall, Gazi Husrev-Bey bezistan, Sebilj Fountain, Academy of Fine Arts, Gazi Husrev-Bey Mosque, Madrasah Kuršumli, Sacred Heart Cathedral, Orthodox cathedral, Haggadah, Gazi Husrev-bey library, Bosniak Institute Foundation of Adil

Zulfikarpašić, "Sarajevo Film Festival" and Interio 2015 - International Fair of Forestry, Wood Industry, Furniture, Decoration and supporting activities.

The highest concentration of sights which form the basis of potential tourism products of the Sarajevo tourist-geographical region are located in the very center of the city, Baščaršija, i.e. central parts of municipalities Centar and Stari grad. The most meaningful is Baščaršija, and indispensable are the townscapes: Vratnik, Alifakovac, Bistrik, Marijin Dvor, Štrosmajerova Street, Ferhadija street Mula Mustafe Bašeskije Street, Thermal Riviera Ilidža, and so on. The first institutions of national culture in the Sarajevo tourist geographic region were created in the nineteenth century as museum and theater institutions, such as the National Museum of Bosnia and Herzegovina, the National Theatre and the like (Fig. 1.).

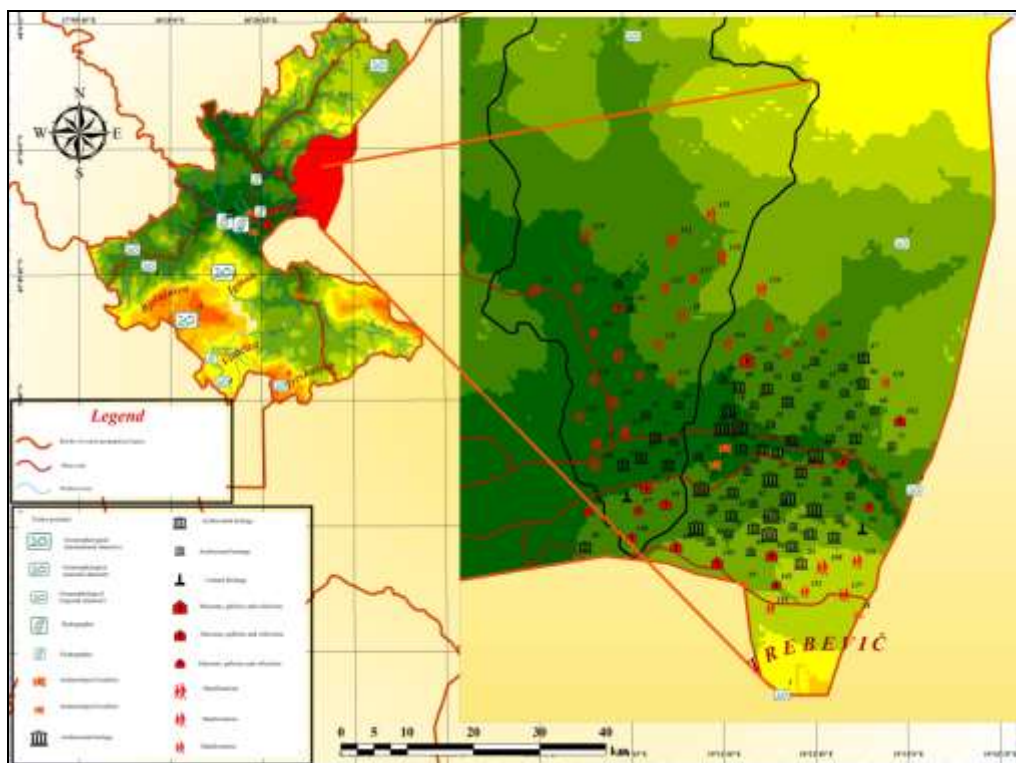


Fig.1. Cultural tourism potentials in Sarajevo tourist-geographical region
Source: Bidžan, 2016.

The National Museum of Bosnia and Herzegovina was built after the annexation and merger of our country to Austro-Hungarian monarchy in the period when there was built a largest number of public buildings modeled after Western European style, and it was founded as a result of political, strategic and economic objectives, in order to increase literacy and education of people of Bosnia and Herzegovina in general. As a scientific institution, the Museum was founded in 1885 as a result of long-present idea of establishing a museum for the research of Balkan countries, and for the protection of

cultural monuments which during the occupation were begun to be taken away. It was built in Neo-Renaissance style, with four interconnected pavilions in the middle of which is beautifully decorated botanical garden with the most representative examples of individual *stećci* (tombstones) from all over Bosnia and Herzegovina and together represent a complex of high ambient value. The museum consists of three departments (department of archeology, natural history and ethnology) and libraries. Department of Archaeology includes the departments of Prehistory, Antiquity, Middle Ages, documentation and laboratory for conservation. Department of Natural History includes Department of Geology, Zoological and Botanical Departments within which is the Botanical Garden. Department of Ethnology has interiors that reflect the look of traditional Bosnian houses and objects of everyday life of peoples of our country. The library of the museum is organized as a specialized scientific library with more than 250,000 publications (magazines, books, newspapers) (Kurto, 1998).

This theater is the largest theater house in Bosnia and Herzegovina. "Built In 1897 by Karl Paržik. Stylistically speaking, the building is designed in a historicist neo-Renaissance vocabulary, with irregular ground plan, similar to rectangle, and in terms of composition and detail it is possible to identify the specific elements that are taken from the National Theatre in Prague. Others believe that the theater is done on the model of the Vienna Stock Exchange, which was designed by K. Paržik's teacher. The building consists of a basement area, ground floor, first floor and second floor. The main auditorium has 286 seats arranged in 13 rows of 22 seats" (Kurto, 1998). The National Theatre has a high symbolic value because it represents the oldest professional theater in BiH, and as the only Opera and Ballet theater in the country represents the central point of development of the Performing Arts in Bosnia and Herzegovina.

In addition to these important cultural sites, we certainly need to allocate other museums and galleries as well, such as the Haggadah, Svrzo's house, Despić's house, Historical Museum of Bosnia and Herzegovina, the Museum of Jews of Bosnia and Herzegovina, Sarajevo Museum, Olympic Museum, Ars Aevi - Museum of contemporary art, Museum of Alija Izetbegović, Sarajevo tunnel, Art Gallery of Bosnia and Herzegovina, Collegium Artisticum, etc. As for the events, in the Sarajevo tourist-geographical region are realized 12 cultural, 11 sports and 8 economic events that have a national or international significance. Out of cultural events most important are the following: "Sarajevo Film Festival", International Theatre Festival "Teatar Fest", Festival "Bašćaršijske noći", International Folklore Festival, International Music Festival "JAZZFEST", International Theatre Festival "MESS", International Festival Sarajevo "Sarajevo winter", "Kids' Festival", "Sarajevo fashion Week", European literary encounters, "Ballet Fest Sarajevo", International festival of classical music "BOSNA", and so on.

The following cultural event should be noted and it is "Sarajevo Film Festival", which is an international art event which was established before the end of the four-year siege of Sarajevo with a desire to assist the reconstruction of civil society and thus maintain the cosmopolitan spirit of the city. In 1995, Obala Art Center runs the festival. Today,

two decades later, "Sarajevo Film Festival" is the leading film festival in the region, recognized by both film professionals and wider audience. "Sarajevo Film Festival" is an international film festival with a special focus on the region of Southeast Europe, and beyond (Albania, Armenia, Austria, Azerbaijan, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Greece, Georgia, Hungary, Kosovo, Macedonia, Malta, Moldova, Montenegro, Romania, Serbia, Slovenia, Turkey), thanks to which films, talents and future projects from the region get to the international limelight. High-quality programs, strong industrial segment, educational and promotional platform for young filmmakers, and the presence of representatives of the film industry, filmmakers and media representatives, alongside an audience of over 100,000 people confirm the status of "Sarajevo Film Festival" as the leading film festival in the region, recognized by professionals and by the public. At the 19th "Sarajevo Film Festival" in 2014 was shown 214 films from 59 countries, and which was attended by 577 employees, 380 volunteers, more than 1,300 accredited guests, more than 800 media representatives from 32 countries and more than 100,000 visitors to all the programs (<http://www.sff.ba/stranica/o-festivalu>).

Among the sporting events we will emphasize the following: International chess tournament "Bosnia", International memorial table tennis tournament "Kemo Fazlić", "Silver fox" Cup, International basketball tournament "Mirza Delibašić", Sarajevo Ladies Open 2015, International soccer traditional Eid tournament, International horse races, International boxing tournament in " Kadić Brothers ", International indoor soccer tournament "Asim Ferhatović-Hase".

Among the economic events that attract both domestic and foreign tourists, we will emphasize the following: International Fair of Organic Production and Eco-tourism Sarajevo, Interio 2014 - International Fair of Forestry, Wood Industry, Furniture, Decoration and Related Industries, International Trade Fair for Tourism and Hospitality, "Sarajevo Wine Fest", International Fair of Books and Teaching Appliances, "TEA FEST" - International Festival of Tea and Medicinal Herbs, "BEE FEST" - International Festival of Beekeeping and Beekeeping Equipment and Agrofood - International Exhibition for Agriculture, Food, Beverages and Consumer Goods, etc.

FROM CULTURAL TOURISM POTENTIAL TO CULTURAL TOURISM PRODUCT

The very existence of cultural institutions and a large number of cultural events is not an indicator of development of cultural tourism as it should develop a way from cultural potential to cultural tourism product. In "the preparation" of the product, its interpretation is very important, which is also the essence of the product. It should in an appropriate way provide an authentic experience and a closer cultural identity, with the anticipation of knowledge on modern characteristics of postmodern cultural tourism demand. Different cultural groups are interested in different cultural content. Some

tourists are satisfied with a tour and observation, while others want to participate in local community life, which means that each type of culture has its own market. The preparation process should take a greater number of experts in addition to tourist and cultural workers, as this process is very complex. This is contributed by the visitor himself because his participation in the activities and experience are often more pronounced than in other types of products. In the formation of the tourism offer based on culture, things that are unique in that culture should be respected through customs, and important religious and cultural events should not be turned into mere entertainment but we should explain their meaning and significance to tourists and foster and measurely use traditional architectural styles, arts and crafts.

Sarajevo events represent significant potential drivers of the event, but they are mostly oriented to local or regional audience. Their animation in cultural and tourist terms would require long-term planning approach to its financing, organization and development. Here is the necessary cooperation between the public and private sectors with a previously well-researched segments of demand. Events for younger audiences are getting more and more attractive power and have the visitors from the region and European countries.

Besides the attractive factors, cultural and tourist product of the Sarajevo tourist-geographical region as a tourist destination are also communicative and receptive factors. All elements of the product must be balanced and foremost is to constantly work on the development of the overall tourism product, or total stay in the area. This tourist-geographical region need to begin to take account of standardization, education and training of employees in tourism, hotel categorization in accordance with European standards and always bear in mind the structure of visitors and the fact that middle and low-income categories of tourists account for 60% and 30 % of tourism demand. Yet this region needs hotels involved in the world's chains, primarily for business visitors but also family hotels and boutique hotels in which categories of cultural tourists are especially interested. The disadvantage is that the few agencies that have the Sarajevo tourist-geographical region in their offer promote it to foreign tourists as the capital, which is one of the essential tasks of the tourist board which must urgently begin to execute and enhance it.

THE ESSENTIAL CHARACTERISTICS OF TOURIST DEMAND FOR CULTURAL ATTRACTIONS

The Sarajevo tourist-geographical region is the leading Bosnian-Herzegovinian tourist destination, with a share in the total number of visitors of over 47% and the total number of overnight stays close to 46%. It is a key destination for foreign tourists which includes over 60% of arrivals and overnight stays of foreign tourists in Bosnia and Herzegovina. In Sarajevo tourist-geographical region in 2014 tourist traffic recorded a decrease in the number of tourist arrivals by 1% (301,319) and a decline in the number of overnight stays by 1% (579,553) compared to 2013. Since official

statistics of tourism trends in Sarajevo tourist-geographical region has started in 1997, the year of 2013 was a record year in the number of arrivals and overnight stays. Domestic tourists recorded a growth in the number of arrivals by 1.0% (48,276) and a fall in the number of overnight stays by 1.7% (90,774). Foreign tourists recorded an increase in the number of arrivals by 21.8% (253,043) and the increase of the number of overnight stays by 22.0% (468,779). In the structure of foreign tourist arrivals, most arrivals were realized by tourists from Turkey (14.9%), Croatia (14%), Slovenia (6.9%), South Korea (6.3), Serbia (4.7%) and Germany (4.3%). In the structure of foreign tourist overnight stays in 2014, most nights were realized by tourists from Turkey (14.3%), Croatia (12.9%), Slovenia (5.8%), Kuwait (5,5%), Serbia (4.8%), Germany (4,7%) and the USA (4.6%) (Fig. 2., Fig. 3.).

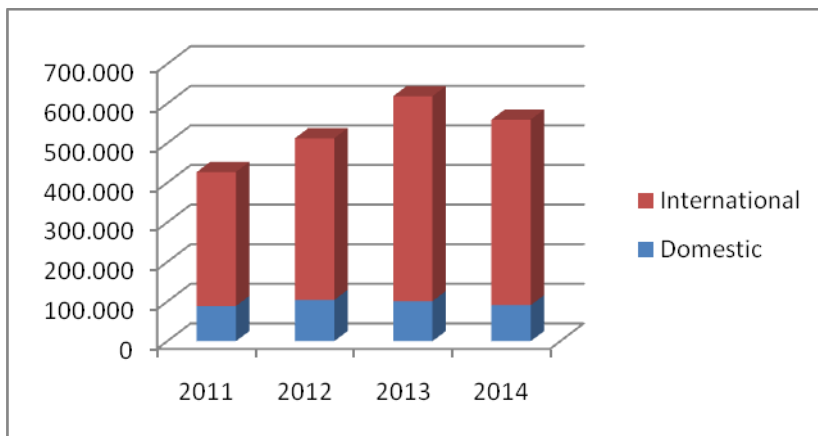


Fig. 2.Number of tourist arrivals in Sarajevo region
Source: <http://www.fzs.ba/Podaci/KantBr9.pdf>

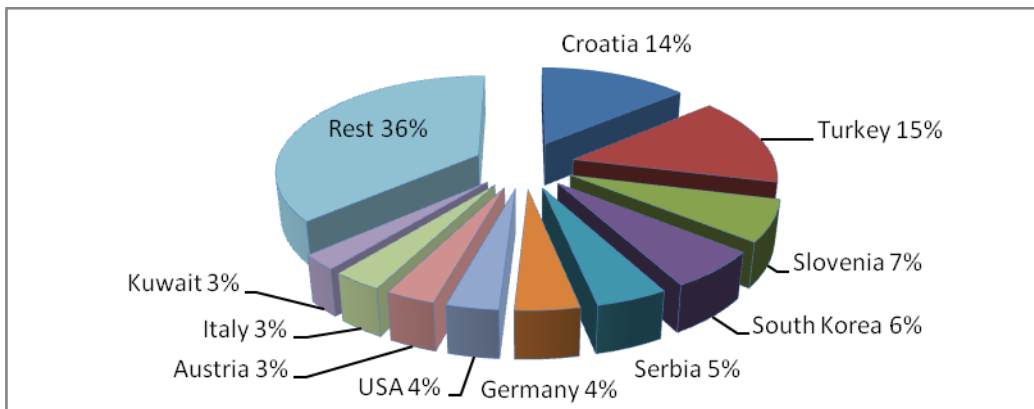


Fig. 3.Structure of international tourist arrivals in Sarajevo region
Source: <http://www.fzs.ba/Podaci/KantBr9.pdf>

KEY TOURISM PRODUCTS AND CULTURAL TOURISM OF THE SARAJEVO TOURIST-GEOGRAPHICAL REGION

Integrated planning and development of tourism according to the Law on tourism is provided within the framework of the Strategy of development of Sarajevo tourist-geographical region 2012 - 2020 and the Tourism Development Strategy of the Federation of Bosnia and Herzegovina (www.sarajevo.ba/ba/files/bcentar/strategija-razvoja.pdf; www.fmoit.gov.ba/downloads/strategija.pdf). All results however, show that tourism is little used for economic growth, that Bosnia and Herzegovina (the same goes for the Sarajevo tourist-geographical region) has only comparative and not a competitive advantage in tourism, that it is not strategically positioned on the world tourist market and that it must significantly raise the attractiveness of its tourist products.

According to the above Strategies, there are the following key products for the Sarajevo tourist-geographical region but also Bosnia and Herzegovina, namely:

- cultural event tourism
- winter sports tourism
- rural tourism
- excursion and recreational tourism
- health tourism
- speleologic tourism
- hunting and fishing tourism
- business tourism.

Based on the available potentials, trends and tradition heritage, optimal is the model of restructuring (quality) with elements of the rapid development of relatively undeveloped but attractive or specific forms of tourism. With regard to cultural tourism and these seven key products, it can be said that cultural tourism is becoming an integral element (more or less pronounced) of each of these individual products or specific types of tourism.

SWOT ANALYSIS OF CULTURAL TOURISM IN THE SARAJEVO TOURIST-GEOGRAPHICAL REGION

In the analysis are highlighted the specific elements related to cultural tourism but there are not listed the general elements of SWOT analysis of the overall competitiveness of tourism of the Sarajevo tourist-geographical region. Of course that the increase of opportunities for the development of tourism as a whole, attracting foreign investment and increasing the number and appropriate structure of hotels, a strong presence of low-cost companies, better regulation of traffic in the city etc contribute to the competitiveness of cultural tourism in this tourist-geographical region.

ADVANTAGES:

- the existence of a large number of cultural resources,
- specificity of mixture of cultural influences of East and West,
- Varied entertainment and nightlife
- Positive attitude of the population towards the tourists

DISADVANTAGES:

- underdeveloped cultural product and infrastructure,
- Low intersectoral and intrasectoral cooperation
- Insufficient awareness of the importance and opportunities of cultural heritage in tourism,
- mismatching of calendar and events and working hours of cultural institutions.

OPPORTUNITIES:

- World trends of increased demand for cultural tourism as special interest tourism
- Former meager presence on the cultural tourism market makes it a new undiscovered destination,
- Possibility of networked thematic programs with joint appearance on the market,
- Education of potential coordinators of cultural and tourist projects,
- sensitization of the local population to new projects.

THREATS:

- great competition - Zagreb, Dubrovnik, Belgrade, etc. 7

CONCLUSION

Cultural tourism is becoming an area where it is necessary to connect culture and tourism for development, ie to enable a response of tourism to new demands and to include culture in a new light and to gain a new impulse of development. Understood as a function of development, it can have an integrative role between cultural activities and tourism industry. In practice are shown problems in the planning and implementation of quality of cultural and tourism development programs due to the fragmentation of responsibility for cultural and tourism sector, as well as the lack of organization of mutual cooperation at all levels of uncertainty in the financing of projects and lack of creativity in the development of cultural tourism projects. The reasons are somewhat in relative "youth" of this sector, so the important role of the state is still necessary.

Moreover, there are also problems related to the underdeveloped system of cultural statistics and only recently has it been given the increased importance of recording cultural statistics but there is not complete, nor even periodical monitoring of the number of visitors of cultural institutions among which there are plenty of tourists. Another major problem, which the Sarajevo tourist-geographical region and its tourist board should urgently address if we seriously want to start with the development of

cultural tourism, is the lack of knowledge about their own heritage and insufficient awareness of its value, and there is even bigger lack of heritage as a tourist potential. In the field of the cultural sector, it is necessary to realize that cultural potentials are of great importance to tourism, that tourism industry operates according to market principles of business and that they attract a greater number of visitors when their media promotion and presentation is adequately performed. Cultural goods may serve visitors in the same way as the local community, which largely increases their range, and the local community also receives a large financial gain. In the field of the tourism sector, it should be understood that all localities are not cultural and tourist attractions and identify those which are and determine the appropriateness of their offers for tourists.

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RECEPTIVE CULTURAL FACTORS OF SARAJEVO TOURISM DESTINATION

Lejla Žunić¹

Abstract: Sarajevo tourist destination has a favorable tourist-geographical position because it is located on an important European tourist corridor used by Central European tourist clientele to circulate towards the Adriatic Sea. At the same time, Sarajevo is the capital city of Bosnia and Herzegovina and therefore is the most important geographic, geotrafical, political, cultural and tourist center (1/3 of total tourism in Bosnia & Herzegovina). The destination of Sarajevo has an extremely valuable tourism potential (natural and anthropogenic) but according to statistical indicators in the last decade it has had a positive trend of tourism development (moderate to high rates of increase in the number of tourists and overnight stays, accommodation, etc.). It is therefore very important to analyze the receptive cultural factors of tourism: serviceability and content of the tourist stay. These factors largely affect the attractiveness of a destination and its sustainable tourism development. The problem of the paper is identification and valorisation/evaluation (assessment) of receptive cultural factors and relevant parameters. The aim of the paper is to identify cultural factors of tourism and their value important for tourism destination development. Research methods are: analysis, identification, classification, field work, surveys, evaluation, Likert method, synthesis. Field work includes: observations, surveys, interviews and other methods of data collection (from relevant institutions). The survey included more than 200 subjects (tourism employers and employees, tourists, tourist carriers) and it allowed to come to important insights regarding the evaluation of receptive cultural factors of Sarajevo tourism. These factors have a favorable tourist value and represent an important predisposition for planning and development of tourism in the destination of Sarajevo.

Key words: tourism destination, receptive cultural factors, identification, evaluation, tourism development.

INTRODUCTION

Receptive cultural factors have been identified as important factors of tourism (Lohman, 2004, Robinson, 2014, SETE, 2011), they are the factors of offer (Dobre, 2005), factors of tourist receptive (Jovičić, 1986), and complete services in the destination (Blažević and Pepeonik, 1993). According to Jovičić, receptive cultural factors are: hospitality/ serviceability and content of tourist stay. Reference parameters of hospitality are: professional qualifications of tourism staff, other qualifications, language skills, and kindness to the tourist clientele. Indicators of tourist stay are: accommodation, food, motives, services, program of stay.

METHODOLOGY

The problem and subject of the research is the identification and tourist evaluation of

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receptive cultural factors. The aim of the paper is to carry out identification and evaluation of receptive cultural factors and reference parameters, and based on the determined value (ranking) to determine their tourism quality. There were used general scientific and geographic methods: analysis, synthesis, classification, evaluation, identification, ranking, surveying, cartographic method, field work. Tourist geographical valorisation of the factors and parameters relies on classic WTO valorisation model (evaluation method), as well as measuring on the Likert scale. WTO (*World Tourism Organisation*) model is based on the standard formulars that can be used for identification as well as for the assessment of value and ranking parameters. (Stanković, 2000) The identification method has enabled identification of cultural factors of tourist receptive. Surveying allowed to come to important insights, it took two years (2013-2014), was conducted in the Sarajevo tourist destination in the most important tourist sites and included nearly 200 participants (travel managers and workers, tourists-visitors). Interviewing travel managers (20) and workers (59) was carried out in several hotels (the Bristol 4 *, the Europe 5 *, the Art 3 *, the Terme 4 *, the Hercegovina 4 *, the Crystal 4 *, the Hollywood 4 *, the Dardania 3 *, the Holiday 4 *) and travel agencies (Relax Tours, Gaudi Lufthansa, Avio Express, Kompass, Sol Azur, Bosnia Travel, Reyyan, Akdeniz, Euroservices, ZOI'84). The surveys of tourists (107) were conducted on: a) tourist sites in the old city (garden of the Morić Han, harem of the Bey's Mosque), b) tourist accommodation units: hotels (the Europe, Radon Plaza, Bristol, Hollywood, Terme, Dardania, Imzit, Astra Garni, Michele, Old Town, ETN, Mostardayiz, City Boutique, Emona, Lula), hostels (the Vagabond, Franz Ferdinand, Kovači, Max, Guest House, For Me, Doctor's House), private accommodation, and Sarajevo apartments. The structure of respondents is of different ages, about 40% are the tourists of Arab origin, and then other foreign tourists (Turkey, the United States, Canada, Malaysia, Japan, etc.) and domestic tourists (from Bosnia and Herzegovina).

RESULTS AND DISCUSSION

Hospitality means “taking care of customers“ (Tomašević, 2009) and “serving with the aim to make customers feel at home“ (Brotherton, 1999). The research on the rising number of employees in catering industry and tourism of Sarajevo according to professional qualifications showed a positive growth of secondary school, college and university degrees, although the largest share has secondary school degree with 41% (Federal Office for Statistics of Bosnia & Herzegovina, 2011).

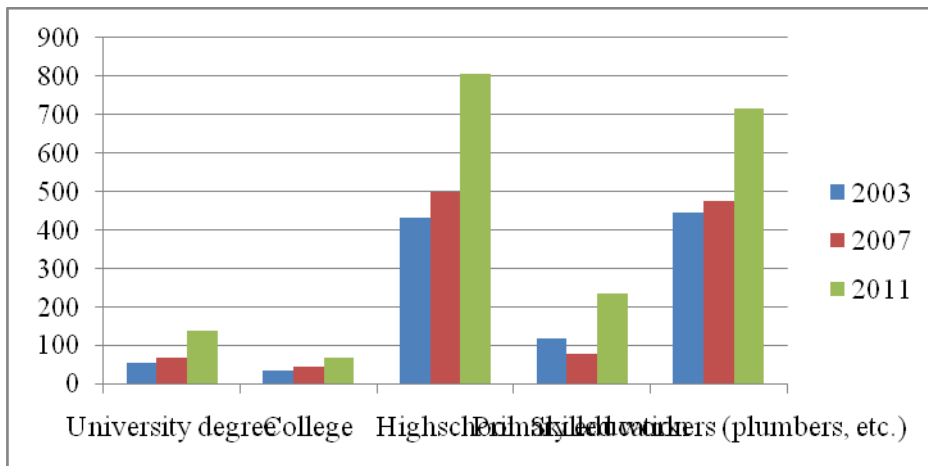


Fig. 1. Growth in number of employees at hospitality and tourism of Sarajevo according to their qualifications (title) in the period of 2003-2011 (The Archive of Federal Office of Statistics, Federation of Bosnia and Herzegovina, Sarajevo)

The structure of titles is adequate (the largest share is of hotel and tourism technicians) but it is evident that there are inadequate profiles engaged to perform tourist activities (eg, a dental technician, a theologian, a textile technician). The reason is nepotism which is largely present in the tourism industry (around half the workers, many of them got the job on the basis of personal recommendations without the need of proving the qualifications).

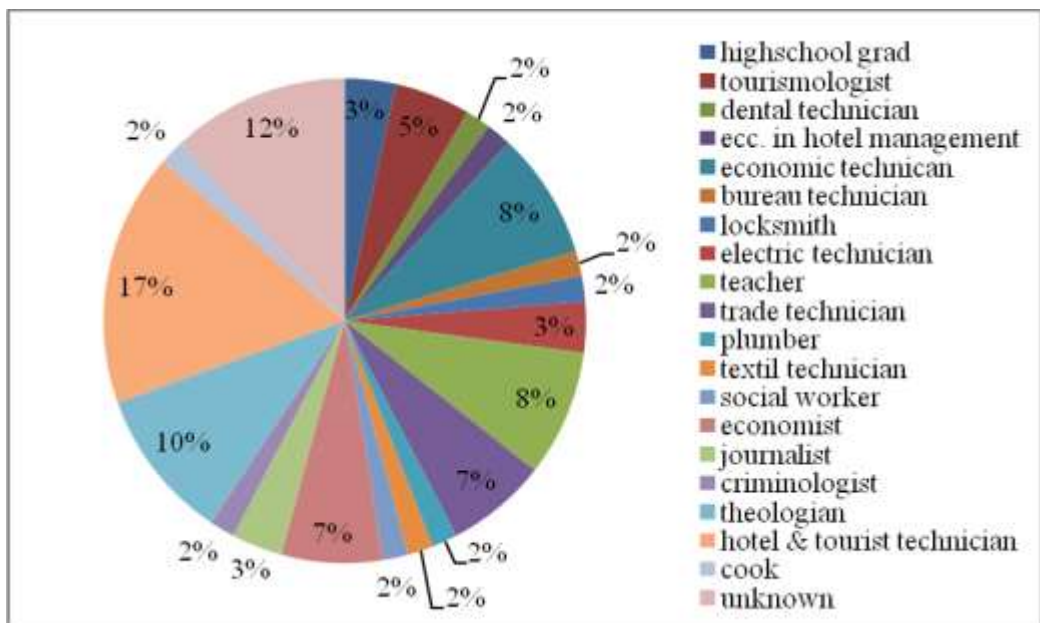


Fig. 2. Professional degree in tourism workers (employees) in Sarajevo (Survey for employees in tourism, Sarajevo, 2013)

The occupational structure is relatively heterogeneous (one-third is of the reception) but as “tourism industry provides more than 400 different professions“ (Canadian Tourism HR Council, 2013), it is possible and necessary to develop a range of occupations in the tourism of Sarajevo.

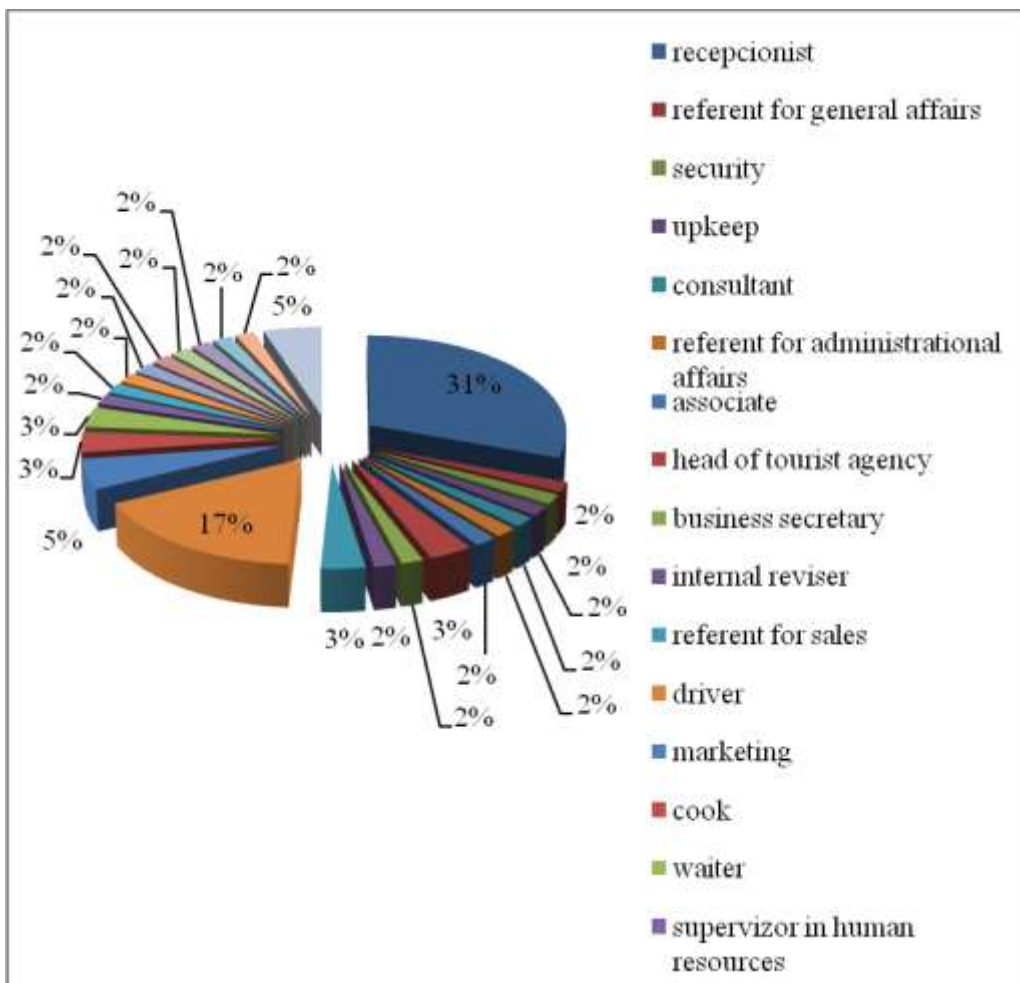


Fig. 3. Job profile and position in tourism workers in Sarajevo (Survey for employees in tourism, Sarajevo, 2013)

91.5% of tourism workers speak and use English very well to excellent, and in addition to English there is a need for knowledge of Arabic and Turkish, as imposed by the structure of visitors. "In the structure of foreign arrivals the largest share take tourists from Turkey (17.3%), Croatian (16.7%), Slovenia (7.0%), Serbia (4.9%) and Germany (3.7%). In the structure of foreign overnight stays in 2013, the largest share take again tourists from Turkey (16.8%), Croatian (14.8%), Kuwait (5.8%), Slovenia (5.7%) and Serbia (4, 6%). (Tourism Association of Sarajevo Canton, 2013)

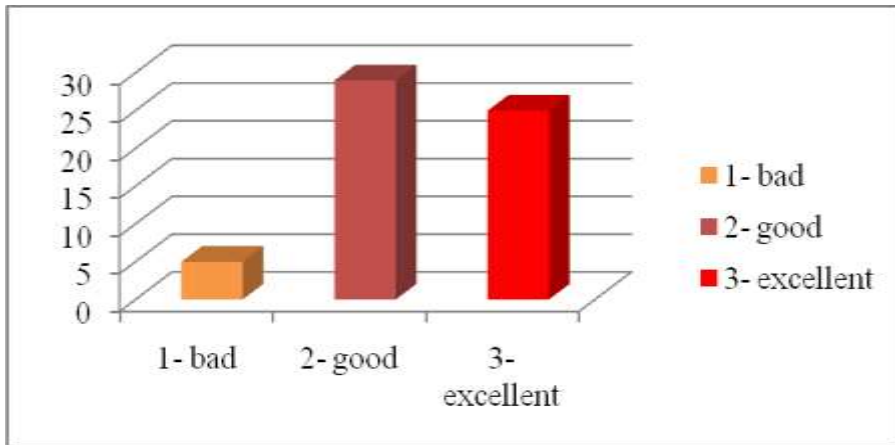


Fig. 4.English language skills in tourism workers
(Survey for employees in tourism, Sarajevo, 2013)

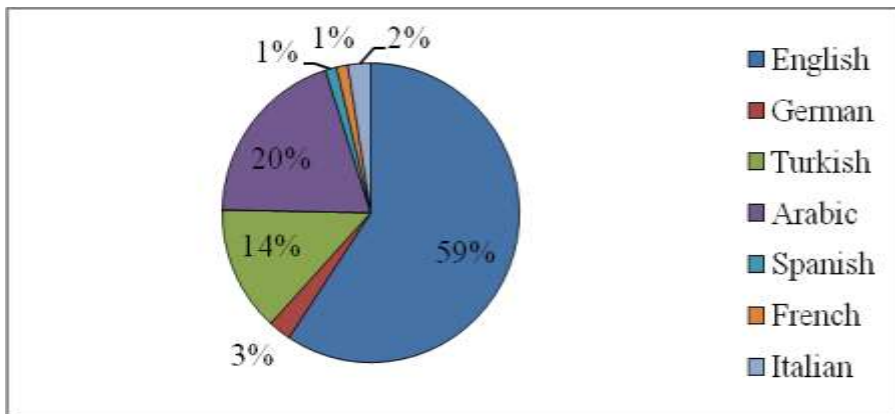


Fig. 5.Required languages for tourism purposes
(Survey for employees in tourism, Sarajevo, 2013)

Culture of tourism is “cultural practice and benefits of tourism“ (Tittingham and Walsh, 2010) while the hospitality of tourism workers in the destination is good (65-66%) and the local population is approachable - affable (88-90%).

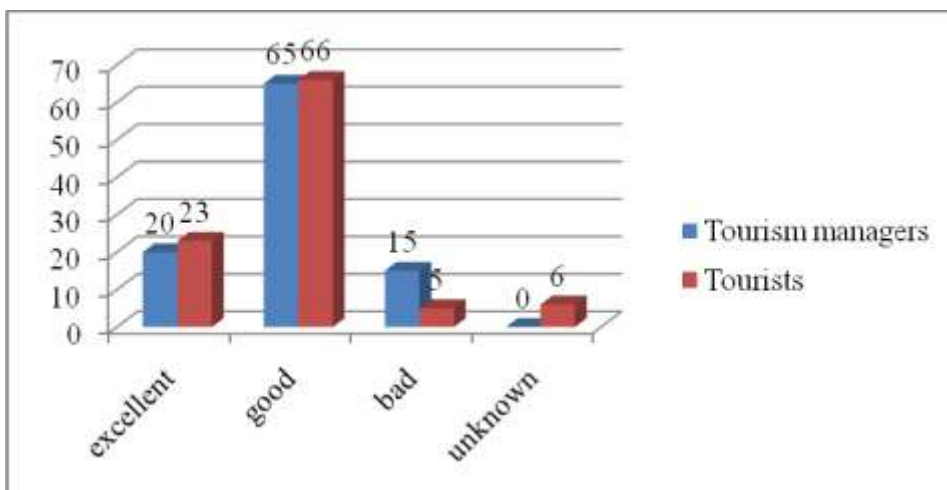


Fig. 6. Affability in tourism workers in Sarajevo (in percentage)
 (Survey for employers in tourism, Sarajevo, 2013; Survey for tourists, Sarajevo, 2013-2014)

The content of tourist stay is manifested through variables of the destination: accommodation, motives, services, and so on. The total average rate of increase of accommodation in Sarajevo tourist destination is favorable and amounts to 9.8% (1999-2009) with the largest concentration of buildings in the old town.

Table 1. Growth rates in the accommodation capacities in period 1999-2009

| | 1999 | 2004 | 2009 | Growth rate (%) |
|---------------|------|------|------|-----------------|
| Accommodation | 22 | 34 | 55 | 9,8 |
| Rooms | 882 | 1762 | 2753 | 16 |
| Beds | 1604 | 3546 | 5488 | 17 |

(Đuzo, 2010. Author)

Accommodation services are good to excellent (over 80%).

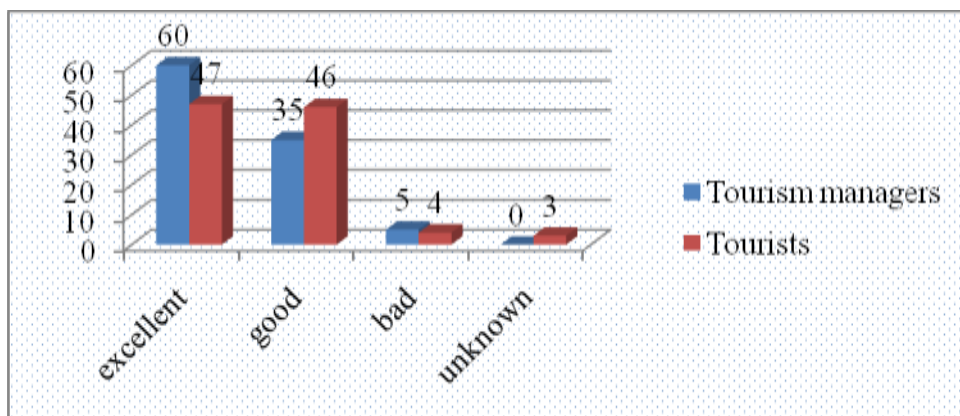


Fig. 7. Accommodation services in Sarajevo (in percentage)
 (Survey for tourists, Sarajevo, 2013-2014)

The gastronomic offer is very important segment of the tourist offer (Kovačević, 2003), it has initiated the development of gastronomy (culinary) tourism (International Culinary Tourism Association, USA) and in Sarajevo it has been assessed as very favorable, food and drink offer has an excellent tourist quality, while traditional Bosnian dishes (eg. ćevapi - a dish of obelisk-shaped minced meat) were identified at the World list of ideal foods (Oliver, 2014).

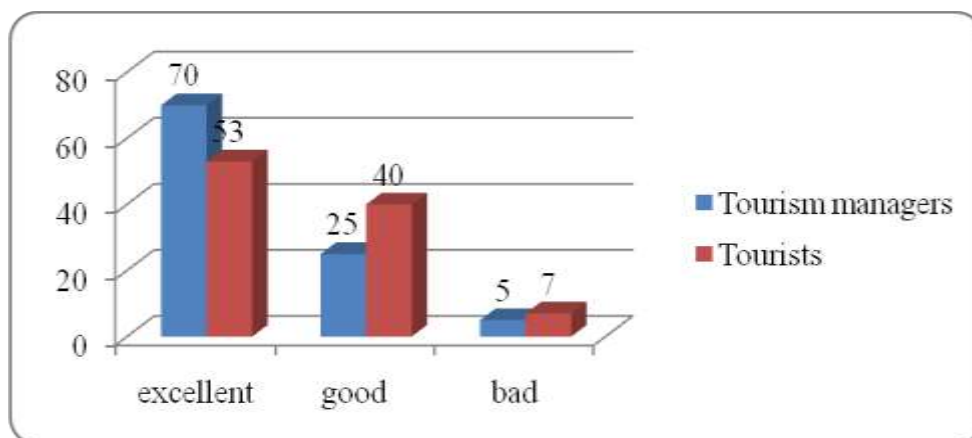


Fig. 8. Gastronomic offer in Sarajevo (in percentage)

(Survey for employers in tourism, Sarajevo, 2013; Survey for tourists, Sarajevo, 2013-2014)

The motives of Sarajevo are numerous (natural and anthropogenic) because it is the capital city of Bosnia and Herzegovina with a rich cultural and historical heritage; the greatest value has the one from the Ottoman and Austro-Hungarian period, Sarajevo is a “unique symbol of universal multicultural” (Commission to Preserve National Monuments, Bosnia and Herzegovina, 2005, UNESCO, 2015). Potential forms of tourism are: culture, event, gastronomy, mountain and recreational excursion, caving, eco-tourism, congress, urban.

Table 2.Top tourist attractions in Sarajevo

| | Significance | Rank |
|---|---------------------|-------------|
| NATURAL ATTRACTIONS | | |
| Mountains (Bjelašnica, Igman) | International | 1 |
| Waters (Springs of Bosnia, thermal water- bath Ilidža) | National | 1, 2 |
| ANTROPOGENIC ATTRACTIONS | | |
| Environment (Baščaršija, Downtown) | International | 1 |
| Bridges (Kozja ćuprija, The Latin Bridge) | National | 2, 1 |
| Realigious (Kuršumli medresa, Sebilj česma) | National | 1 |
| Cultural(City Hall, National Theatre, Bosnian Presidency) | National | 2 |
| Mosques (Gazi Husrev Bey's, Emperor's) | International | 1 |
| Churches (Congregational Church, Cathedral) | National | 2 |
| Synagogeus (Ashkenazi, The Old Temple) | National | 2 |
| Cemeteries (Alifakovac, Bey's turbeh) | International | 1 |
| Memorials (Eternal flame, Vrace, Markale) | National | 2 |
| Museums (The National; Alija; Bezistan, Svrzo, Despić) | National | 2 |
| Buildings (Artisticum BiH, Bosniak Institute) | National | 2 |
| Collections (Sarajevska hagada, the Museum's) | International | 1 |
| Libraries (Gazi Husrev Bay) | International | 1 |
| Fun & recreational parks (Peeonir's Valley) | Regional | 3 |

(Žunić, 2016)

Services in the destination generally have a good travel quality: banks, market/ shopping, while tourist information is slightly lower rated. The reason is lake of tourist informators and navigation and thematic maps, as well as insufficient promotion of the Sarajevo destination.

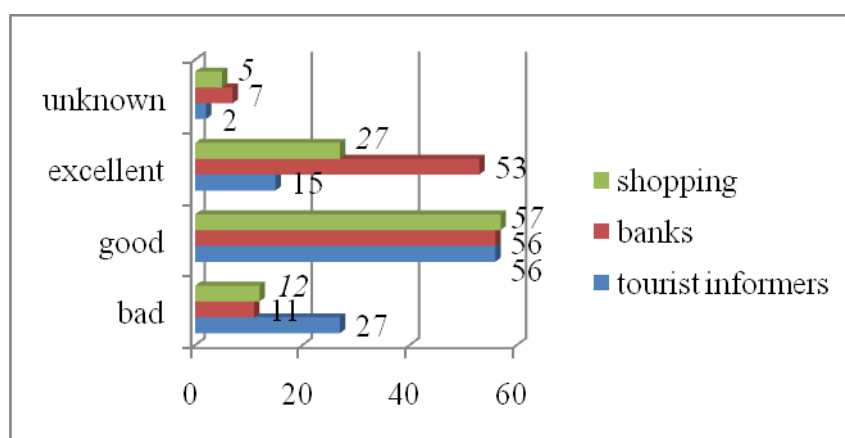


Fig. 9. Complementary services: tourist informers, banks, shopping (%)
(Survey for employers in tourism, Sarajevo, 2013; Survey for tourists, Sarajevo, 2013-2014)

The stay program offers a product that promotes basic tourist activities: 50% promotion of heritage, 15% shopping and 35% entertainment, it is considered to be optimal for stays of 3 days (Mehičić, 2007). Events are developing, they are important because they “make 20% of the total tourist income in European capitals“ (Marjanović, 2012). The topics of the Sarajevo events are different but the most important are cultural, for example Sarajevo Film Festival which takes on an international importance because it has a positive growth of visits of foreign tourists and recognizable image (visits by the big Hollywood stars Brad Pitt and Angelina Joly). The total average rating of the receptive cultural factors of Sarajevo tourist destination has moderate to elevated value (2.4), and has a very good tourist quality (I-II quality range, excellent to good quality). The content of tourist stay (I) has a better assessment than serviceability (II), and is a particularly important factor in the destination tourism development. Especially valuable are: cuisine, motives, accommodation. (Žunić, 2016)

Table 3. Evaluation of receptive cultural factors in Sarajevo tourism

| Factors and parameters of evaluation: | Average mark | Scale |
|--|---------------------|--------------|
| F1: Hospitality | | |
| F1-I: Professional degree in tourism workers | 2,8 | 0-4 |
| F1-III1: Affability of tourism workers | 2,2 | 1-3 |
| F1-II2: Affability of inhabitants | 0,9 | 0-1 |
| F2: The content of tourist stay | | |
| F2-I: Accommodation | 2,4 | 1-3 |
| F2-II: Food & drink | 2,6 | 1-3 |
| F2-III1: Attractions | 4,4 | 3-5 |
| F2-III2: Access attractions | 1,6 | 1-3 |
| F2-IV1, 2, 3: Services (together) | 2,1 | 1-3 |
| F2-IV1: Tourist informers | 1,9 | 1-3 |
| F2-IV2: Banks | 2,3 | 1-3 |
| F2-IV3: Shopping | 2,2 | 1-3 |
| F2-V: The stay program | 2 | 1-3 |
| F2-VI: Manifestation | 3,6 | 1-3 |
| Overall average: | 2,4 | 1-3 |

(Žunić, 2016)

CONCLUSION

Receptive cultural factors have a very good quality of tourism and will have a significant impact on the design of tourism offer, promotion of the destination and ways to use them for tourism purposes. As “the tourist receptive is the basis of each destination as well as the outcome and condition for creating optimal tourism product“ (Crnogorac, Babić, 2003), so receptive cultural factors represent the leading attribute factor in further development of tourism in Sarajevo. Particularly important are:

gastronomy, motives, events, accommodation, affability of people and professional qualifications of tourism workers.

Problems are associated with a lower value of some basic services, eg. tourist information, which need to be improved in the way to bring a larger number of tourist information spots, to mark tourist trails and signs better, to make tourist brochures and maps available at various locations, even in public transport, then to highlight and protect the tourist-information boards, and to enable electronic info navigation for tourists. Besides, it is important to work on improvement of the marketing and promotion of the destination. On the other hand, it's necessary to develop tourism awareness and culture in people who work in the service sector (trade, catering, banks, etc.). There are also problems with the access to cultural property because there are large crowds at major tourist sites as well as in public transport, so that it requires more planning behind tourist visits and movement of tourists in the destination. Problems related to accommodation are related to lower utility infrastructure in the old town (possible reduction of water or a lack of hot water), then there are inferior interiors making it necessary to carry out monitoring, especially in better categorized units, because it is paradoxical that there are objections by the tourists there and it is also necessary to bring the accommodation decor to a higher level (better lighting, more vivid colors and the like). Moreover, it is necessary to introduce control and monitoring of the hospitality of tourism workers in order to raise the serviceability to the highest possible level. "It is necessary to develop and practice cultural intelligence (CQ) and tourist culture, because it is very important for the successful functioning in the relation to other people – guests, visitors, tourists, who have different cultural affiliation." (Yazici, 2016) Sarajevo has a lot to offer and the benefits of cultural receptive will significantly boost tourism trends and have an important share in the total tourist income of the destination.

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A PROPOSAL TO EXPAND TOURISM REVENUES TO LOCALS; CITY ACTIVITY PLAN AND THE SAMPLE OF ERZURUM

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Abstract: Through an accurate decision for planning, investment and promotion, tourism can affect positively, directly, rapidly and sustainably the socioeconomic development of a nation, region, province and local destination. In order to achieve national tourism targets not only in the number tourists but also in revenue, activities are needed to lengthen stay periods and increase revenues. Such activities are only possible through mainly the touristic products attracting and integrating with all tourism types and presenting local and native cultural elements, emphasizing uniqueness and accurateness. Such activities may increase tourist satisfaction, the share locals get from revenues, the adoption rate of tourism by locals and their pleasure. Erzurum has faced in recent years some slight increase in the number of tourist due to various types of tourism potentials e.g. winter, history – culture, nature – adventure and health and well – being. Nearly 50 thousand foreign and 340 thousand domestic tourists visit the city staying only one or two days. In order to increase the contribution of tourists to the city, length of their stay should be increased. Therefore, preparation and implementation of a city activity plan through the participation of all local actors including mainly municipalities. Maybe, only a simple plan involving pilot activities is planned. As in all parts of Anatolia, Erzurum city shelters several values to serve as touristic products. Local authorities and responsible institutions should work together in a coordination and try to implement the activity plan in a great care.

Key words: tourism revenue, event, Erzurum

INTRODUCTION

As a sector which can be defined to be all the activities performed in the travels with the aim of work, entertainment and refreshment, tourism may affect directly, quickly and sustainably the socioeconomic development across a country, region, city of a specific destination based on a true planning, accurate investment decisions, and promotion efforts. There are some prerequisites for tourism to exhibit such affirmative effects. Most important of them may be the existence of source values like natural, cultural, geographical and climatic potentials enabling certain types tourism and aftermath, the acceptance/adoption of tourism by locals who are the human resources for the sector in a specific touristic place (i.e. targeted masses affecting or affected by tourism activities). Tourism is not purely the whole of social, economic or cultural fact or activities. It is much more an occupation involving contact points with social and applied sciences as in every field which humans actively practice. From this point of

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view, adoption of tourism by locals in an area and their expectation of employment, income and a future prospect from the sector cannot be evaluated in a one-sided approach. The fact that people construct a life on tourism sector by earning an income or work in the sector is the main reason for their adoption of the sector or its values however, to the cultural aspect, factors such as self – fulfilment, interaction and flicking may be the main reasons for their adoption of the sector as well as pleasure from success in their job. Therefore, human factor, one of the most important elements in tourism, in especially local destinations, should absolutely be involved in the sector to adopt it in not only commercial ways but also by making them a part of the sector.

From the side of tourists, they try to follow and catch changing profiles, have new demands, desire to see the unseen and taste untasted, experience the locality and swim in numerous trends. What is valid all the time is that tourists are interested in local tastes, tissues and real human stories of the areas where they visit. They always wish to return back from their journeys with the traces and memories of local blowsthey face on their holidays. When they don't gain such beautiful experiences, what happens is the purposive trips where it is impossible to mention about pleasure and tastes. For instance, a 5- day ski – resort hotel away from city centre or locals does not involve local pleasure for tourists in addition it has serious opponents from local base.

In tourism sector, Turkey accessed its targeted aims for 2023 designed in 2007 earlier than expected and revised them by changing the talks on the sector announcing quality touristic revenues in its 10th National Development Plan. Such an approach shows that Turkey should put its everything not used for touristic purposes into service of tourism sector in addition to present practises. In this respect, every potential, including east and southeast of the country, human resources and nature should be employed to develop the sector. From also this perspective, human resource and their adoption of tourism are main prerequisites.

PRESENT SITUATION OF TOURISM IN ERZURUM

Because Erzurum has a deep historical background and bears the traces of such a history as grief and pain in close time it has huge potential for history and cultural heritage tourism. It is among the cities founded at the highest elevation in Turkey (according to the elevations of meteorological stations in the city centre, Erzurum, Ardahan, Kars, Van and Ağrı are at 1860m, 1829m, 1775m, Van 1671 and Ağrı 1632m, respectively. Such a situation gives Erzurum potential of serving as high attitude sportive camping. Due to its unique geography, untouched nature and rich water reserves (at the beginning of Çoruh, Euphrates and Aras rivers), Erzurum serves for the nature – adventure and eco – agro tourism. The city has attracted a serious amount of investment for the last years on health care sector and hospitals, it has also thermal water reserve and is close to the eastern neighbours of Turkey both geographically and culturally based on these facts the city has also potential for medical and thermal

tourism. The city has a completed infrastructure for winter tourism in especially accommodation this potential can also be used for congress tourism (KUDAKA 2011). The largest number of tourists across the city come to winter sport facilities. Length of stays is nearly 1 to 2 days. Mainly domestic tourists prefer the area and the rate of foreign tourists is relatively small (Table 1). The number of touristic operation licensed accommodation facilities is 11 (Table 2).

Table 1. Tourist statistics in operational and municipality certificated facilities in Erzurum (KTB 2014)

| Municipality Licensed | Incoming number | | | Overnight | | | Mean overnight | | | Occupation rate (%) | | |
|-----------------------|-----------------|----------------|----------------|---------------|----------------|----------------|----------------|------------|------------|---------------------|--------------|--------------|
| | Foreign | Domestic | Total | Foreign | Domestic | Total | Foreign | Domestic | Total | Foreign | Domestic | Total |
| Hınıs | 49 | 4 627 | 4 676 | 60 | 4 713 | 4 773 | 1.2 | 1.0 | 1.0 | 0.59 | 46.12 | 46.70 |
| Horasan | 565 | 7 701 | 8 266 | 648 | 8 062 | 8 710 | 1.1 | 1.0 | 1.1 | 1.61 | 20.08 | 21.69 |
| İspir | 45 | 7 435 | 7 480 | 45 | 7 435 | 7 480 | 1.0 | 1.0 | 1.0 | 0.15 | 24.49 | 24.64 |
| Köprüköy | 4 | 2 390 | 2 394 | 4 | 3 555 | 3 559 | 1.0 | 1.5 | 1.5 | 0.03 | 25.76 | 25.79 |
| Oltu | 2 397 | 18 983 | 21 380 | 2 839 | 22 099 | 24 938 | 1.2 | 1.2 | 1.2 | 3.70 | 28.83 | 32.53 |
| Pasinler | 127 | 12 149 | 12 276 | 204 | 23 772 | 23 976 | 1.6 | 2.0 | 2.0 | 0.27 | 31.26 | 31.53 |
| Aziziye (Ilica) | 9 | 2 574 | 2 583 | 18 | 2 757 | 2 775 | 2.0 | 1.1 | 1.1 | 0.05 | 8.21 | 8.26 |
| Yakutiye | 19 632 | 128 916 | 148 548 | 27 346 | 152 891 | 180 237 | 1.4 | 1.2 | 1.2 | 3.92 | 21.94 | 25.87 |
| Total | 22 828 | 184 775 | 207 603 | 31 164 | 225 284 | 256 448 | 1.4 | 1.2 | 1.2 | 3.19 | 23.05 | 26.23 |
| Operation Licensed | Foreign | Domestic | Total | Foreign | Domestic | Total | Foreign | Domestic | Total | Foreign | Domestic | Total |
| Oltu | 36 | 315 | 351 | 58 | 459 | 517 | 1.6 | 1.5 | 1.5 | 1.64 | 12.97 | 14.61 |
| Yakutiye | 4 444 | 49 730 | 54 174 | 6 537 | 61 327 | 67 864 | 1.5 | 1.2 | 1.3 | 2.67 | 25.08 | 27.76 |
| Palandöken | 23 760 | 106 389 | 130 149 | 57 986 | 189 631 | 247 617 | 2.4 | 1.8 | 1.9 | 9.65 | 31.56 | 41.22 |
| Total | 28 240 | 156 434 | 184 674 | 64 581 | 251 417 | 315 998 | 2.3 | 1.6 | 1.7 | 7.61 | 29.62 | 37.23 |
| Overall total | 51 068 | 341 209 | 392 277 | 95 745 | 476 701 | 572 446 | 2 | 1 | 1 | 5 | 26 | 32 |

Table 2. The number of touristic accommodation facilities in Erzurum

| Operation Licensed (2009) | | | Municipality Licensed (2010) | | | Total | | | Investment licensed | | |
|---------------------------|-------|-------|------------------------------|-------|-------|------------|-------|-------|---------------------|-------|-------|
| Facilities | Rooms | Beds | Facilities | Rooms | Beds | Facilities | Rooms | Beds | Facilities | Rooms | Beds |
| 11* | 933 | 1 941 | 64 | 1 428 | 2 881 | 75 | 3 360 | 7 078 | 6 | 999 | 2 256 |

An practice does not exist in Erzurum to increase the present touristic movement, make joints between active tourism types, rise overnight time, raise tourist satisfaction, present local tastes, expand touristic revenues to locals, contribute to the adoption of tourism by locals, change the view of locals for tourism and tourist all of which enable locals to make income from tourism and promote their culture by transferring visitors pleasure through the local touristic activities, attraction centres, service presentation focuses, production and sale sites of local products. Based on such problems, one of the suggestions to be performed may be the preparation and implementation of city activity plan.

ERZURUM CITY EVENT PLAN

Touristic events and planning them are evaluated under different expertise. However, a well – set up event and activity plan has the functions of coming together tourists and locals. Since only a schedule offering regular, incessant and quality activities also reflecting local culture by not exaggerating and based on true stories can serve tourism, through such activities, views of both locals and tourists can be changed to positive.

It can be seen by taking into consideration the facts mentioned all above that it a requirement to share roles among local actors including private sector to constitute a collaborative transitional structure in Erzurum by determining and deciding the lists of activities to be performed in fixed time and place. Beginning from municipalities, NGOs, private sector and related governmental institutions, a top-roof structure may be formed in the coordination of locals to prepare activities and then they should be applied by sharing duties on monthly, seasonally and annually bases. Their promotion should be done with great care. Program should strictly be followed and implemented.

A PROPOSAL ACTIVITY PROGRAM FOR ERZURUM

A proposal activity plan in Erzurum may include 3 main groups, i.e. sportive, cultural and artistic. Sportive activities may include winter sport activities in the venues constructed for UNIVERSIADE (ice hockey, ski jumping towers, ice skating and curling etc.), javelin throwing on horse, nature sensitive sports etc. In terms of cultural activities, intangible cultural heritage examples can be exhibited resulting from a deep cultural tradition in the city, Dadaş culture, which has several unique ceremonies such as weddings and some others before weeding for men and women, child games and folk dances, mehter performance, religious rituals and preparation of various dishes. From artistic point of view, ice statues, Oltu stone ornamenting, local singing (aşık, poets) can be included in the program. After the determination of activities and responsible institutions, a strict activity plan should be scheduled and promoted through effective tools, like social media and city billboards by updating every detail. In addition, all the institutions in the city should announce the program through their internet sites. Preparation of booklets is another method to enlarge the promotional effect since annual program is fixed. After all, tour guides, operators and local facilities should be delivered programs and booklets to drive tourists to these activities. Maybe, the first year of this activity plan is implemented through a grant project to be financed by various sources and then the program should be continued by local organisations with great care. In the long run, all the activities should be implemented by local private sector representatives and the role of governmental institutions should be reduced.

Table 3. An event plan sample

| | Mon. | Tue. | Wed. | Thu. | Fri. | Sat. | Sun. | Responsible |
|----------------|--|--------------------------------------|---|---------------------|--------------------------------------|---------------------------|---|---|
| 10:00 12:00 | Child Games (bone) | Child Games (circle) | Ice Skating | Ski Jumping | Curling | Ice Hockey | Ice Skating | Youth Services and Sport Management |
| 13:00 | | | | | | | | |
| 14:00 16:00 | Folk dances | Sufi Music; (Gazelle Tasavvuf Dhikr) | Turkish Night (Mehter Band, Caucasian Dances) | Folk dances | Sufi Music; (Gazelle Tasavvuf Dhikr) | Folk dances | Turkish Night (Mehter Band, Caucasian Dances) | Public Education Centres, Grand Municipality Private sector |
| 17:00 | | | | | | | | |
| 19:00 20:00 | Traditional wedding ceremony for women | Traditional wedding ceremony for men | A local hero tales (Teyo Pehlivan) | Aşıklar Night Poets | Erzurum folk songs choir | Sketches in Local dialect | Youth Games | Public Education Centres, Grand Municipality Private sector |

CONCLUSION AND SUGGESTIONS

As a conclusion, it is important to state that in order to catch the targets in national tourism strategy document for not only tourist number but also tourism revenues, the number of overnights should be increased through new activities and events which can contribute to the increases in revenues.

Such activities should attract the attentions of all tourism types and offer the opportunity to integrate with them. The activities to be set up should also carry local characteristics and cultural features, focus on uniqueness and locality and present local touristic products. Such activities can both increase tourist satisfaction and the share of locals from tourism revenues.

As the result of such an approach, local people can adopt tourism activities and tourism itself as a whole by having pleasure from their works. Through winter, history and culture, nature – adventure and medical tourism activities, Erzurum has gained some tourism revenues in recent years.

Nearly 50 thousand foreign and 340 thousand domestic tourists visit the city every year. Even though the number of tourist is not enough for the city, this potential should be utilised more effectively by increasing the number of overnights which is now nearly 1 to 2 days to contribute more to locals. In this respect, city activity plan is an important practice to be implemented beginning with simple and small number of activities. As in every part of Anatolia, Erzurum has several local source values to serve for tourism. The first things to be done for this purpose are to move local governments and responsible institutions in coordination and implement pilot activities taking place in the city activity/event plan.

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TURKISH REGIONAL DEVELOPMENT AGENCIES AND TOURISM SECTOR

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Abstract: Turkish planned development efforts are not new but it is achieved by following other developments introduced in especially western countries. Turkish regional development policies experienced a breakthrough after early 2000s, when the country stepped forward to accept European Union policies in which mainly the statistical units are classified (NUTS) to collect data to be used to make policies. As the result of accepting such a policy, Turkey also formed statistical units all over the country in 2002 and established regional development agencies in 26 NUTS II regions in a period beginning from 2006 to 2010 to accelerate regional development and to reduce the regional developmental differences by energizing the local potentials. Among the duties of these RDAs are the preparation of regional plans, strategies, and financial support programs and they count tourism sector as crucial for the development of their region. In the present study, the importance of tourism sector for the development of the regions where the agencies work and regional plans were prepared in coordination with all partners is evaluated. In this respect, the performance of RDAs related to implemented grant programs is examined by considering and analyzing the content of their financial supports. In conclusions, the spatial alleviation of financial support and some feedbacks for national, regional and inter-regional tourism policies are provided.

Key words: Tourism, NUTS II Regions, Regional Development Agencies, Regional Development Plans, Financial and Technical Support

INTRODUCTION

Efforts to reduce socioeconomic development gaps between regions in early 1900s in especially western countries showed themselves clearly in national and regional policies requiring differentiation from the previous understanding of central policy making and incentive supports. Such changes in socioeconomic development understanding may be accepted to be a breakthrough for also regional / local economic development, which was focused on for the first time together with institutional basis involving some organizations like Regional Development Agencies (RDAs) and planning efforts such as regional development plans and sectoral strategies. The first example of RDAs is accepted to be Tennessee Valley Authority, founded in the USA in 1933 (Filiztekin, 2008; Özmen 2008). After especially the World War II, such organizations began to be established rapidly and simultaneously all across Europe until the beginning of 2000s (Çakmak, 2006; Kayasü and Yaşar, 2006).

Turkey's planned and regional development adventure is not a new event, but followed the advancements in the West. Even though it started in the last years of Ottoman

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Empire, accelerated in modern Republic Period and mainly central investment decisions were dominant. When it came to 1960, a new public organisation (State Planning Organisation; SPO) responsible for planning and programming the socioeconomic development of the country was established aiming partly to close development gaps between the regions mainly distributing the central incentives to whole country. Almost all National Development Plans prepared by SPO contained policies towards regional developments and proposed several sub and local policies to predetermined regions in Turkey. However, maybe due to the lack of accurate planning works and efficient financial supports, such policies were either unsuccessful or inapplicable (Kayasüand Yaşar, 2006).

Unlike Turkey's unsuccessful regional development efforts, in Europe, a series of success stories were achieved by taking the new regional actors RDAs in the centre of development both politically and financially since these public or private organizations had two main functions; planning (i.e. policy developing) and supporting the projects serving for the implementation of these policies. Despite these main roles, RDAs in Europe have various authorities, roles and responsibilities such as determining problematic points and potentials of their regions and using them for the sake of regional development, and structures depending on the conditions and characteristics of their countries and regions like a public company, private – public partnership or fully public institution. Achievements of such RDAs in the West attracted the attentions of the rest of the world, especially those of the countries in very close relationship with Europe, like Turkey, where such applications were adopted to be the best practice examples and tried to be adjusted to the country by spending special efforts to incorporate local actors for a defined aim using central authority. In spite of such developments, Turkey was interested more closely in regional development policies, plans, units and DAs in a period beginning from 1999, when the country was accepted to be a candidate member of European Union.

TURKISH RDAs

Turkey's regional policies were demanded by EU to change in convenience with the system it applied for some time in its body after the Country began pre-accession negotiations. The policies adopted by the Union involve a classification system of the regions predetermined according to their characteristics to obtain statistical data which will be used in policy making and strategy development for the mentioned regions (nomenclature of territorial units for statistics; NUTS). In addition to such a statistical unit classification the Union has established strong local actors whose main duties are directly related to local socioeconomic development. From this point of view, Turkey's regional policies were focused on these two main issues during the pre-accession period. In early 2000s, Turkey's NUTS classification system was established and the country was categorized into 3 levels (NUTS I 12 regions, NUTS II 26 Regions and NUTS III 81 existent Provinces; See Table 1). Following this new system, RDAs began

to be founded officially by the government in 2006 in 26 NUTSII regions. Foundation of these organizations was completed in 2008 on legal base and 2010 actively.

Table 1. Turkish NUTS classification

| NUTS I | | NUTS II | | NUTS III | RDA's |
|---------|------------------------|---------|--------------|---|-------------------------------------|
| Acronym | Region | Acronym | Sub – region | Province* | Acronym (Tur.) |
| TR1 | İstanbul | TR10 | İstanbul | İstanbul | İstanbul DA; İstKA |
| TR2 | West Marmara | TR21 | Tekirdağ | Tekirdağ, Edirne, Kırklareli | Trakya DA; Trakya KA |
| | | TR22 | Balıkesir | Balıkesir, Çanakkale | South Marmara DA / GMKA |
| TR3 | Aegean | TR31 | İzmir | İzmir | İzmir DA; İzKA |
| | | TR32 | Aydın | Denizli, Aydın, Muğla | South Aegean DA/ GEKA |
| | | TR33 | Manisa | Kütahya, Afyonkarahisar, Manisa, Uşak | Zafer DA/ Zafer KA/ |
| TR4 | East Marmara | TR41 | Bursa | Bursa, Eskişehir, Bilecik | Bursa, Eskişehir, Bilecik DA/ BEBKA |
| | | TR42 | Kocaeli | Kocaeli, Bolu, Düzce, Sakarya, Yalova | East Marmara DA/ MARKA |
| TR5 | West Anatolia | TR51 | Ankara | Ankara | Ankara DA / AnkaraKA |
| | | TR52 | Konya | Konya, Karaman | Mevlana DA/ MevKA |
| TR6 | Mediterranean | TR61 | Antalya | Isparta, Antalya, Burdur | West Mediterranean DA/ BAKKA |
| | | TR62 | Adana | Adana, Mersin | Çukurova DA/ ÇKA |
| | | TR63 | Hatay | Hatay, Kahramanmaraş, Osmaniye | East Mediterranean DA/ DoğKA |
| TR7 | Middle Anatolia | TR71 | Kırıkkale | Nevşehir, Aksaray, Kırıkkale, Kırşehir, Niğde | Ahiler DA/AhiKA |
| | | TR72 | Kayseri | Kayseri, Sivas, Yozgat | Oran DA/ Oran KA |
| TR8 | West Black sea | TR81 | Zonguldak | Zonguldak, Bartın, Karabük | West Blacksea DA/ BAKA |
| | | TR82 | Kastamonu | Kastamonu, Çankırı, Sinop | North Anatolia DA/ KUZKA |
| | | TR83 | Samsun | Samsun, Amasya, Çorum, Tokat | Middle Blacksea DA/ OKA |
| TR9 | East Black sea | TR90 | Trabzon | Trabzon, Artvin, Giresun, Gümüşhane, Ordu, Rize | East Blacksea DA / DOKA |
| TRA | Northeast Anatolia | TRA1 | Erzurum | Erzurum, Erzincan, Bayburt | Northeast Anatolia DA/ KUDAKA |
| | | TRA2 | Ağrı | Kars, Ağrı, Ardahan, Iğdır | Serhat DA/ SERKA |
| TRB | Middle – east Anatolia | TRB1 | Malatya | Malatya, Bingöl, Elazığ, Tunceli | Fırat KA / FKA |
| | | TRB2 | Van | Van, Hakkâri, Bitlis, Muş | East Anatolia DA/ DAKA |
| TRC | Southeast Anatolia | TRC1 | Gaziantep | Gaziantep, Adıyaman, Kilis | Silkroad DA/ İKA |
| | | TRC2 | Şanlıurfa | Şanlıurfa, Diyarbakır | Karacadağ DA/ Karacadağ KA |
| | | TRC3 | Mardin | Mardin, Batman, Şırnak, Siirt | Tigris DA/ DİKA |

* the first province in the NUTS III column is the headquarter of the agencies

Duties, responsibilities and authorities of the Turkish RDAs were outlined through the Code 5449, which summarily mentions about them like the reduction of development gaps between the regions by coordinating public, private and civil society sides, using the local potentials efficiently in convenience with the principles in national

development plans and policies. Such outlines are also in agreement with those of other RDAs all over the world including the preparation and implementation of regional development plans in the coordination with local actors, establishment of physical, economical and administrative infrastructure to determine the local potentials, transfer of technology in the cooperation of universities, international promotion and cooperation of the regions, increasing the attractiveness of the regions for investments and their competitiveness (Özen, 2005; Berber and Çelepçi, 2005; Özer, 2007).

TOURISM SECTOR AND TURKISH RDAS

As it was aforementioned, among the main duties of Turkish RDAs are the preparation of regional development plans and sectoral strategies to determine and use local potentials for the socioeconomic development aims and provide technical and financial supports in the regions they perform activities to achieve the targets foreseen in such documents.

Tourism sector is among the sectors nearly all Turkish RDAs have been interested in since their inception. This sector is a rapidly growing sector in Turkey, which has huge potentials for the existent and newly developing tourism types. Therefore, RDAs perceived the potentials in their regions and developed some strategies in their plans to use tourism for the development of their regions. In addition, they also provided technical and financial supports to develop the sector through the hand of both public and private sectors.

In the framework mentioned above, the aim of present study is to analyze the contents of newly prepared regional development plans by Turkish RDAs together with local actors in terms of the targets and strategies for tourism sector and evaluate their supports in tourism sector.

RESULTS

After all the RDAs completed their institutionalization in 2010, they began to prepare regional development plans for 2011 – 2013 period with the participation of nearly all sides of local actors in all NUTS II regions of Turkey for the first time in Turkey's planning history. After this priceless planning experience, the RDAs prepared their second generation development plans together with local actors for their regions foreseeing 2014 – 2023 period under the coordination of Ministry of Development (former SPO). Present study is dealt with the “regional visions”, “development axes”, “priorities” and “measures” taking place in 26 regional development plans related to tourism sector.

Table 2 gives the ratio of the total number of strategies to those related to tourism sector in the plans. As can be seen form the table, all the plans give place to tourism sector to some extent (above 5%). Nearly all these strategies are related to the completion of social and physical infrastructures for tourism.

Table 2. Tourism sector in strategic decisions in the regional development plans

| | Vision | Development Axes | Priorities | Measures |
|--------------------|--------|------------------|------------|----------|
| Total number | 26 | 101 | 459 | 2551 |
| Related to tourism | 2 | 4 | 27 | 188 |
| % | 7.7 | 4.0 | 5.9 | 7.4 |

When spatial distribution of the strategies on tourism is taken into consideration, it can be seen that the ratio of the strategies is above 10% in the regions with high touristic potentials like East and West Mediterranean, South Aegean and Marmara as well as Silk road (Southeast Anatolia including Gaziantep) while it is close to or below 1% in the regions with low potentials or other priority sector like industry or etc. such as Istanbul, East Marmara, Northeast Anatolia.

It was found when considered the total financial supports of RDAs to tourism sector from 2010 to 2015 in the “call for proposal” periods that generally the amount of supports exceeded 100 million TL yearly (Figure 1) except for 2012. Reason for this is caused by the variability of the budget coming from central government and the RDAs’ decisions for the support together with other sectors like industry, agriculture etc. It was also seen in the scope of the study that mean rate of financial support provided by RDAs to tourism sector between 2010 and 2015 ranges from 15 (by OKA) to 80 (by ÇKA) million TL.

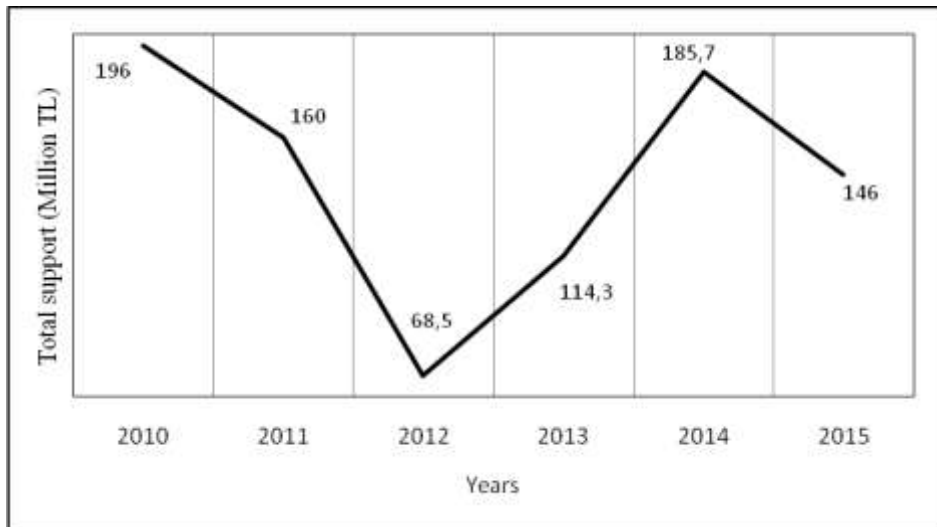


Figure 1. Amount of financial support by RDAs (2010 – 2015)

CONCUSION

Turkish RDAs are very new structures in Turkey’s local economic development road story. The missions given to them are seen to be too heavy for them to lift with their present situation which goes worse and localized even though they are expected to carry and lead their regions to an upper development league. Unfortunately, they consistently

lose power due to wrong employment and support mechanisms. Even though they started doing right things at the beginning they couldn't sustain such achievements for various reasons most important of which are administrative and political ones. Today, Turkish RDAs must be revised and their structures should be reformed even though it is a very short time since their inceptions.

Regional development plans and sectoral strategies prepared by or in coordination with local actors should be owned by other local authorities like municipalities whose budget and authorities are much more extended than the RDAs. Only in this way sectors such as tourism can be developed at local level by completing social and physical infrastructure needed. Support mechanism of RDAs in Turkey should absolutely be discussed since the amount and effectiveness of their financial supports have remained very limited and created no added value in any sectors. Instead of giving financial supports RDAs should always be consultants to prepare major projects and seek funds to implement them.

Tourism is among the vitally important sectors for Turkey since its economy is in great expectation from the sector, therefore; the sector should be developed at also regional levels by prioritizing all types of tourism in the areas with potentials. RDAs are good structures to achieve such a duty and if they work effectively on such a target Turkey's tourism may step forward and its competitiveness can increase.

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THE CORRELATION BETWEEN SPATIAL PLANNING AND SUSTAINABLE TOURISM DEVELOPMENT: CASE STUDY OF BOSNIA AND HERZEGOVINA

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Abstract: Spatial planning is an important concept for identifying the benefits of the tourism for tourist destinations, but also for environment and local communities. Even though that spatial planning and tourism are often perceived as two separate concepts, they are in fact, greatly interrelated. Natural resources, social infrastructure, population and its activities form the basis of spatial planning so they are inseparable from tourism. Tourism infrastructure and activities take place in a certain localities, so they have a spatial character, therefore tourism planning must be integrated in the spatial planning process at all levels. On the other hand, tourism is often perceived as a primary income generator for the members of local community in many countries, including Bosnia and Herzegovina in the last few years. This paper analyzes the role and importance of spatial planning for the development of sustainable tourism concept. Bosnian legislation system regarding spatial planning and tourism should be improved in general, but especially in terms of sustainability. For this reason, a model for sustainable tourism development in Bosnia and Herzegovina is proposed. The aim of the article is to determine how to integrate spatial planning to sustainable tourism development and to decide the possible pathways within sustainable tourism development. The model considers all levels, from national to local. This model could be used to deal with all aspects of planning, such as policies, strategies, spatial decisions, building structuring, density, tourist site planning and design of tourists' objects and infrastructure.

Key words: spatial planning, tourism planning, sustainable development, tourism, Bosnia and Herzegovina

INTRODUCTION

Tourism, as a modern form of escapism and a unique phenomenon of our time, has increased to unpredictable development levels. However, in recent period of time, notably current and previous year, tourism industry has faced some serious problems, due to the increasing number of terrorist attacks and political issues worldwide.

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Consequently, this industry has faced various pressures in terms of the variations of consumer demands and various economic turbulences. On the other hand, a number of world tourist destinations faced an additional problem, relating to their unplanned and uncontrolled development. These events encouraged governments to realize that tourism development needs to be planned in accordance with other economic sectors, taking into account global trends, but also with a particular regard to the space in which it develops. The recognition of tourism as a part of the space and identification of correlation between the spatial and tourism planning have the particular importance in the recent period, and therefore this correlation will be the subject of this paper.

Without a doubt, tourism can contribute to socio-economic development or reconstruction of certain areas, but without certain instruments (such as spatial plans, spatial plans of special purpose, urban plans etc.), it is difficult to achieve the targeted development plans. Tourism can transform the regions in every sense, so it must be linked to spatial planning. Given the growing economic activity, tourism is assumed to continue to increase the demand for space. This is especially important if we take into account the fact that the space is limited and it cannot be relocated from one location to another (Marinović - Uzelac, 2001).

Therefore, the need for a systematic and interdisciplinary spatial planning of tourism at different levels: local, regional, national and international has emerged. A practical experience has shown that the planning of tourism without connecting to other sectors can cause long-term negative consequences in space, and thus society. Today, the negative effects of tourism in the territory of Bosnia and Herzegovina can be expressed through an illegal construction of touristic infrastructure in protected nature areas, abandoned historical monuments and winter sports infrastructure, insufficient quality of drinking water due to the excessive construction, poor transport infrastructure, lack of parking lots, devastation of cultural and natural resources, and so on. In consideration of the negative effects of tourism in the area, an interdisciplinary spatial and tourism planning approach should be implemented.

The situation in Bosnia and Herzegovina is, unfortunately, such that the spatial plans are often perceived as an instrument for adjustment of land use for investors, and the essence of spatial planning as an optimal allocation of people, goods and activities in the area is often ignored. The fact that spatial planning is closely related to the law, economics, cultural goods, ecology, transport, etc. is commonly overlooked. Although the relationship between space and tourism is very complex, it is very important to reflect on the impact of spatial planning on the development of tourism at national, regional and local level, in order to contribute to sustainable development of society of Bosnia and Herzegovina. An increased number of the tourist visits, as well as the increase of the number and size of tourist accommodation facilities, or in other words the growth of the overall tourism industry in Bosnia and Herzegovina should generate enormous effects on the economy.

However, this is unfortunately not the case, because of the fact that the uncontrolled and unplanned tourism development favors the development of the informal economy.

On the other hand, increased number of tourists affects the cultural identity, as well as the physical surrounding and environment. On a national level, this requires an adequate approach to tourism planning process.

CONCEPTUAL DEFINITION AND CORRELATION OF SPATIAL PLANNING AND TOURISM

Spatial planning aims to ensure the adequate location of activities, a balanced social and economic development and the enhancement of the landscape. It is an essential responsibility of the state and it should be carried out with citizen participation, in a framework of sustainable development. Spatial planning is, basically, the management of the natural interaction between man and space and it is essentially used to correct the effect of human and economic, and therefore, touristic activities. Planners deal with many subjects related with land use, as the development of transportation and infrastructure, the protection of natural and cultural resources, habitats and environment, the conversion of natural to urban built areas, the planning of social services and equipment, etc. Thus, it can be stated that spatial planning is an important part of social and economic policy, which aims to ensure that the land is used efficiently and that is why it has contributions from many disciplines like urban planning, geography, tourism or architecture, among others.

There are numerous definitions of spatial planning. The European Regional/Spatial Planning Charter (1983) gave one of the earliest spatial planning definitions: "Regional/spatial planning gives geographical expression to the economic, social, cultural and ecological policies of society. It is at the same time a scientific discipline, an administrative technique and a policy developed as an interdisciplinary and comprehensive approach directed towards a balanced regional development and the physical organization of space according to an overall strategy." According to this document, spatial planning should always try to maintain a long-term oriented, functional, comprehensive and democratic characteristic. Furthermore, it aims to achieve responsible management of natural resources and protection of the environment, balanced socio-economic development of the regions; rational use of land and improvement of the quality of life in general. In 1970, the Council of Europe held the first European Conference of Ministers responsible for Regional Planning (CEMAT) in Bonn. Ever since, the EU developed a set of important initiatives for the Spatial Planning and some fundamental documents. The signature of the European Regional/Spatial Planning Charter, adopted in 1983 at the 6th Session of the CEMAT in Torremolinos was one of the earliest initiatives but there were others of the same importance, like the implementation of European Spatial Development Perspective (ESDP), in 1999; The Guiding Principles for Sustainable Spatial Development of the European Continent, adopted at the 12th Session of the CEMAT, held in Hanover in 2000; the establishment of the ESPON Programme 2006 (European Spatial Planning Observatory Network Program 2006); and the Territorial Agenda for the European

Union, in 2007. All these initiatives have guided spatial planning policies in Europe. One of the main goals of the spatial planning process is to create the conditions for an enhanced quality of life, through public participation and to meet the challenges of sustainable development in general, therefore sustainable development in tourism sector as well. Spatial planning is used to ensure that the utilization of land resources is planned and implemented in an organized in such way that it meets the needs of present but also of the future generation. This type of planning requires an integrative and comprehensive approach in order to rationalize the appropriate land use activities. Spatial plans are used to assess applications submitted by property developers. They also guide changes in land-use rights and guide public investment in infrastructure. However, they do not give or take away land use rights. The implementation of these plans relies on partnerships between the private sector, communities and other spheres of government. Spatial planning can also be described as the activity which generates an integration of social, environmental, cultural and economic interest in order to develop an attractive, sustainable and functional environment, which is especially important for an adequate tourism development process. Hence this type of planning focuses on the relationships between people and space and understanding of the environmental, cultural, social and economic interrelations at all the planning levels - from local to national.

Since tourism is a complicated activity that covers various sectors of economy and a dynamic social interaction process, it is argued that unexpected and adverse impacts related to the tourism sector may come into existence in the absence of any planning effort. The tourism sector is related to shops, restaurants, transportation networks and accommodation, all of which are included and defined within urban planning (Dredge & Moore, 1992). Urban planning is a public sector activity for the benefits of communities. While tourism industry is heavily based on private sector entrepreneurship, spatial planning is an intervention mechanism for the evolution and development of tourism for the public and environmental benefit. The role of spatial planning in tourism at local level is related mostly to the supply side of tourism. In this sense, it is compulsory to understand tourism systems. Gunn's model (1988) might be helpful in representing various elements of tourism at demand and supply side. There are dynamic relations between demand and supply sides in Gunn's model. The demand side consists of population and number of tourists whereas the supply side contains resources for tourism as attractions, variety of tourism services and transportation (Gunn, 1988). It is clear that the elements of the supply side are core issues of urban planning. Spatial planning can be used as a tool for organizing supply side elements of tourism. Planners make direct and indirect decisions about land use, quality of services and accessibility (Dredge & Moore, 1992). The role of planning in the tourism sector differs according to various levels. At the level of national strategic plans, a vision for the desired tourism development can be set out whereas in physical plans, such as city or town plans, concrete and tangible decisions are made concerning the structure of tourism sector in a locality. The links between tourism infrastructure and services are

also presented in these types of plans, which are of vital importance for the efficiency of the tourism sector and future of a locality.

From the perspective of tourism development the most important issues in spatial planning are: location of tourism facilities, accessibility issues, standard definitions, design standards, traffic problems, quality of built environment, tourism attractions, location of major transport interchanges, impacts of tourism development on local architectural styles and important heritage sites (UN, 1999). In particular, spatial planning is the most critical step in the process of sustainable tourism development. It is previously stated that, in general, the benefits of spatial planning are economic, social and environmental. Out of these, the benefits of spatial planning for the development of sustainable tourism could be defined as economic benefits through ensuring environmental quality to create favorable conditions for investment while trying to satisfy needs of local communities; social benefits through considering needs of local communities, supporting the provision of local infrastructure and superstructure, maintaining healthy and safe environments and environmental benefits through promoting regeneration and appropriate use of land and buildings, conserving natural, historical and cultural assets, protecting natural structures, encouraging energy saving and energy efficiency (UN, 2008). Spatial planning could be considered a buffer mechanism between the private sector and the public for the benefits of all the stakeholders. Touristic development mostly depends on natural, historical and cultural assets and their continuity. Representing the interest of public stakeholders, planning institutions are the most important stakeholders guarding continuity of these assets with correct, pluralistic and democratic decisions. It is stated that: "Sustainable development is the core principle under planning. At the heart of sustainable development is the idea of ensuring a better quality of life for everybody now and for further generations. The planning process provides the opportunity to help to make new developments more sustainable" (U.K. Department for Communities and Local Government, 2009). A way to achieve sustainable tourism development is related to correct and consistent decision making on land use at local levels. The role of spatial planning is important for the tourism sector in order to "maximize positive benefits of tourism and minimize negative impacts in a sustainable manner" (UNEP, 2009). In general, spatial planning in tourism can be divided into categories of national and transnational planning, regional planning and local or urban planning. National plans are at the top of this hierarchy as decisions at sub-stages depend on national planning within a top-down planning approach. The national and regional levels are related more to policy levels whereas urban planning and urban design are related more to space and spatial issues within tourism destination development. Spatial planning, therefore, plays an important role in the development of the tourism sector as is the case for many other sectors. It is compulsory to understand the importance of planning within the tourism sector. As tourism is a complicated activity that covers various sectors of economy and a dynamic social interaction process it is argued that unexpected and adverse impacts related to the tourism sector may come into existence in the absence of any planning effort. The role of planning in the tourism

sector differs according to various levels. At the level of national strategic plans, a vision for the desired tourism development can be set out whereas in physical plans, such as city or town plans. From the perspective of tourism development the most important issues in spatial planning are:

- location of tourism facilities,
- accessibility issues,
- design standards,
- traffic problems,
- quality of built environment,
- tourism attractions,
- location of major transport interchanges,
- impacts of tourism development on local architectural styles and important heritage sites (UN, 1999).

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TOURISM PLANNING AND SUSTAINABLE TOURISM DEVELOPMENT

The process of sustainable development in tourism is closely linked with the principles of environmental protection, and as such includes a spectrum of different research activities and studious analysis of geo-ecological processes, as well as an analysis of nature laws and regularities in specific areas. Attitudes towards the concept of sustainability in tourism vary and according to some authors, this concept identifies with the process of intensification of tourist activities in the area, while other authors have diametrically opposed opinions and understand this concept as an alternative tourism and they strongly oppose to the development of mass tourism. According to Hunter (1997), it is extremely difficult to imagine the formulation and implementation of any approach to sustainable tourism in the absence of strong local (including regional) authority planning and development control, and without the involvement of

local communities in the planning process to some degree. Tourism planning is a key solution for several problems which may occur in the management of tourism resources. It includes the identification and evaluation of tourism resources, with increased revenues and reduced costs and with respect to a holistic attitude towards the environment. Hall (2008) considers that it is necessary to define the roles and relationships of various control mechanisms for the operation of all levels included in the process of tourism planning, from local to national. This control system involves the inclusion of local communities in the decision-making process. Local community is the first link in the complexed tourism planning process, and therefore it is very important to take into account the views of the residential population. All stakeholders' interests need to be reconciled, and the cooperation among them is necessary in order of successful planning process. Planning and plan the different categories, and in this regard must be considered separately. Tourism planning is a continuous process, it is a dynamic category, as opposed to the plan, which is a static category and is a vision of a future state. This process is not a scientific discipline, but a social practice which is based on an analysis of the situation, defining the methods by which they want to achieve certain goals, and at the end of the synthesis of existing knowledge.

According to Perišić (1985), planning is a social practice based on the analysis, knowledge, method and synthesis. It represents a process of preparing a set of decisions on actions in the future, which is aimed at achieving the objectives of the preferred means. The goals of tourism planning are supposed to be consistent with the general development goals of the society, and therefore they should result in the harmonization of conflict of interest. The plan, on the other hand is one of the instruments in the process of tourism planning. One of the main goals of tourism planning is to achieve the desirable quality of life, measured in relation to the level of satisfying the needs and interests of the local community, destination managers and the environment. The objectives must also reflect the public interest and individual interests, where the individual interests must simultaneously fit the general public interest and vice versa. Tourism planning is expected to contribute to the articulation of individual, group, collective and sectoral interests, needs, desires and preferences; to enable their confrontation and rapprochement and relativization through dialogue and negotiation. Five basic approaches to tourism planning can be identified:

- 1) Boosterism - Fast development of mass tourism
- 2) Economic, industry-oriented approach
- 3) Physical / spatial approach
- 4) Approach oriented to the local community
- 5) Sustainable tourism development approach.

Boosterism is the dominant tourism planning approach in a large number of developing countries. It is often confused with mass tourism. The biggest drawback of this approach is that very little attention is paid to the capacity of the space, because despite the fact that it has positive effects on the country's economy in a short period of time, it often results in environmental degradation. Therefore, tourism is destroying the area in

which it develops. An economic approach is characterized by a strong incentive of state and government for the development of tourism. This approach is also primarily oriented to making a profit from tourism. However, it is characterized by somewhat greater appreciation of the environment and the local community than is the case with boosterism, but not to a satisfactory degree. Physical/spatial approach is presented in the works of geographers and spatial planners who strongly emphasize the importance of environmental protection in the planning process. Attention is given to physical planning, zoning activities, as well as the environmental impacts of tourism in the subject area, while the issues of socio-cultural effects are practically disregarded. Access oriented to the local community is based on the ideology that satisfying the needs of tourists is possible while satisfying the needs of the residential population. This approach aims at providing the backbone for raising living standards of the local population through economic benefits arising from tourism; the development of infrastructure that is used by both - tourists and residential population; providing tourist facilities that are consistent with the natural characteristics of the area and so on. Although "bottom up" approach allows the local community and local players to express their views and to help define the development course for their area in line with their own views, expectations and plans, it cannot be applied (nor is it applicable) systematically to all places in all circumstances. However, a participatory process takes longer, because a diverse group always takes longer to make decisions and come to conclusions than does an individual or small group. Members of the target population may need new skills in order to participate fully in the planning process. Spatial planners, on the other hand, may need to learn more about local culture, political issues, and community history in order to adequately implement the process of tourism planning. It also may be difficult to assure that all the right people get to the table. Some key persons simply may not want to participate in tourism planning process. This approach takes patience and commitment on everyone's part, so it is somewhat more complex to implement, but it is still one of the best approaches to tourism planning. The primary objective of a sustainable approach to tourism planning is to ensure long-term survival of the destination while minimizing resource depletion and environmental degradation. Raising awareness of consumers and service providers refers to the global growth trend of environmental awareness, which is an imperative in tourism planning. The important role given to the spatial planning in the process of achieving environmental and economic sustainability is evident in many official policy documents and debates worldwide. The crucial role of spatial planning in sustainable development and improvement of the quality of life is also underscored by the UN (2008), where it is stated that „spatial planning achieves its social, economic and environmental aims by securing community benefits from development by promoting prudent use of land and natural sources for development“.

SPATIAL PLANNING IN BOSNIA AND HERZEGOVINA AND ITS EFFECTS ON TOURISM DEVELOPMENT

Spatial planning in Bosnia and Herzegovina has been regulated by the legislation on the basis of socialist development until 1992. The three last acts in this period and this area as well as the additional provisions, together with the relevant methodology of preparation of spatial planning documents, were adopted in 1987 and are now invalid. In the new Constitution of Bosnia and Herzegovina, the Strategy of spatial planning does not exist at the state level.

The consequence of this is the fact that such a significant issue is not regulated by the law. Each entity by itself, without mutual coordination, is planning and running the most important interventions in the area. Only national strategy can ensure better planning and implementation of the primary transport and energy corridors, defining the spatial coverage and categorization of protected areas, cultural and historical heritage and other issues of interest to the state. However, it must be secured unique access and adequate methodology making strategic goals. The absence of any form of administrative management of the area and the lack of a national strategy spatial planning may jeopardize the proper regional development.

Table 1. Competence in the framework of spatial planning in Bosnia and Herzegovina

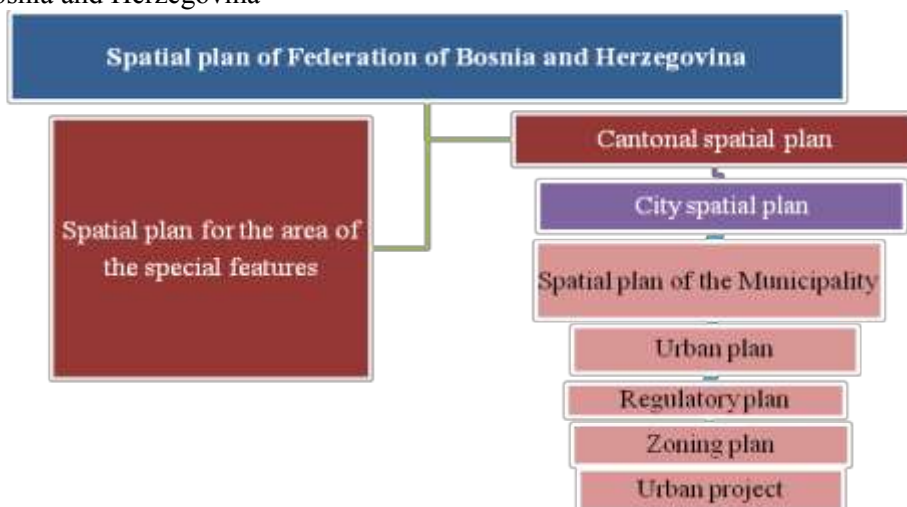
| BOSNIA AND HERZEGOVINA | | |
|--|---|---|
| The Federation of Bosnia and Herzegovina | The Republic of Srpska | Brčko District |
| <p>Entity level: Law on spatial planning and land use at the Federation of BiH (FBiH Official Gazette 06/02) and amendments in 2007, 2008, and three changes in 2010.</p> | <p>Entity level: Law on Spatial Planning and Construction in the Republic of Srpska (Official Gazette no. 55/10)</p> | <p>Law on Spatial Planning and Construction (Official Gazette of the Brčko District, no. 29/08)</p> |
| <p>Cantonal level: Each of the 10 cantons has its own law on spatial planning</p> | | |
| <p>The municipal level: Decision on spatial planning specific to each municipality</p> | | |

The need for an adequate spatial and tourism planning of Bosnia and Herzegovina is caused by certain imbalances in economic and social development, which are most evident in the post-war period. These imbalances resulted in forms of different current processes occurring in this area, such as:

- Uncontrolled use of resources, illegal land management, unplanned development and deployment of industry and other activities extra-urban areas;
- The regional disparity in terms of level of development, due to the lack of integration and planning instruments in managing and directing the development of Bosnia and Herzegovina;
- Excessive and uncontrolled growing of the capital city, primarily as a result of population displacement due to the last war, which resulted in unfavorable conditions of life in the neglected, communal unequipped and traffic congested urban space and peri-urban areas;
- Depopulation of some rural areas, also as a result of population displacement due to the last war and due to the intensive urbanization process;
- Loss of cultural values and traditional patterns of behavior and others.

An integrated approach to tourism planning of Bosnia and Herzegovina implied to integrate the objectives of tourism development for the universal goals of improving the quality of life and environmental quality in this area. The pursuit of such an approach is increasingly present in all European countries and the developed planning systems. The use of this form of tourism planning of Bosnia includes a multitude of assumptions (geographical, economic, political, etc.). Moreover, some of the main conflicts in spatial planning in both entities appear in tourism sector. These conflicts could be summarized through institutional conflicts in the plans' approval process and inefficiency of planning manifested in lack of capability to conserve natural and cultural resources. Therefore, improvement in spatial planning should be devised in suchway to ameliorate these problems.

Fig. 1: The level of planning, types of plans and relations between plans in Federation of Bosnia and Herzegovina



A PROPOSED SPATIAL PLANNING MODEL FOR THE PLANNING OF TOURISM IN BOSNIA AND HERZEGOVINA

The lack of a national spatial plan and the identification of numerous problems related to spatial planning resulted in our creation of spatial planning model for tourism development at multiple levels in Bosnia and Herzegovina. The aim was to propose ways in which the process of sustainable tourism planning can be integrated in the potential and actual spatial plans in this area.

The proposed model consists of two parts - the operation chart and the institutional and legal aspects that support the planning process. After explaining the model, some information on the institutional structure will be given to clarify the roles of the most important stakeholders in tourism development in Bosnia and Herzegovina. A top-down approach is important for ensuring sustainability as it offers a holistic approach for problem solutions in the context of sustainable tourism development. The structure of the model depends on the feedbacks at each planning level related to the sustainability criteria. All planning levels have their own sustainability criteria and these necessitate feedbacks at every stage/level.

The feedbacks related to the sustainability criteria constitute the most important part of the model presented in Figure 2. The first level is mostly related to national policies, strategies and decisions and international agreements relevant to the tourism sector. This level is a policy rather than a spatial planning level. Some factors that could be helpful for determining the national tourism strategies are research on regional potentials, legal administrative processes of the country and international agreements that affect the decision making process. The national development plans, tourism strategy documents, national and international tourism agreements become the main determinants of future development of the tourism sector.

Fig. 2: The proposed spatial planning model for tourism development of Bosnia and Herzegovina at National level



Cantonal and City Spatial Plans at sub-regional and regional levels are the focus of the second stage, where regional economic relations are standing out in terms of employment opportunities. Besides, the decision on terms of evaluation of natural-geographical and cultural-historical attributes of a destination is made at this stage. The sustainability criteria at this level includes the conservation of natural and cultural heritage, improvement of public transport, improved local economy and employment opportunities, implementation of standards related to the infrastructure etc.

It is very important to emphasize the importance of carrying capacities, which need to be considered in the process of setting sustainable tourism goals. In this respect, the definition of regional carrying capacities is a vital factor. This is determined by the mutual interaction of local residents and tourists. Carrying capacity is a complex issue and has various dimensions such as physical, ecological, demographic, political and economic. Cantonal and City Spatial Plans (Scale 1:100.000 and 1:50.000) should be prepared or revised taking into consideration these sustainability criteria. In order to realize this step, the potentials of the region and appropriated databases should be established.

Fig. 3: The proposed spatial planning model for tourism development of Bosnia and Herzegovina at Cantonal/City level

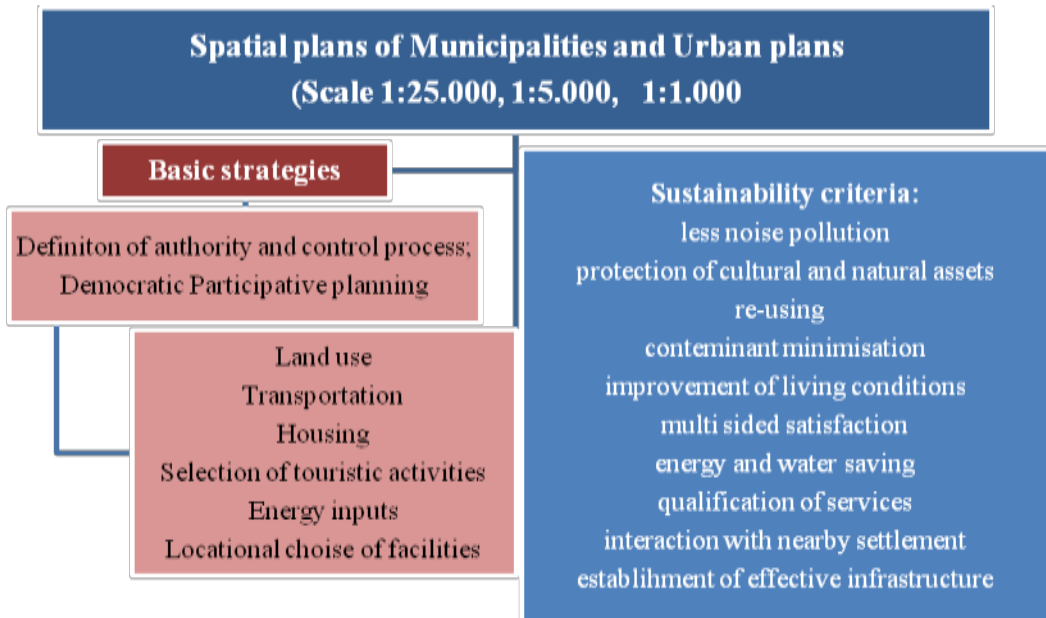


The third stage is oriented towards the urban planning. The map scales at this level are 1:5000 and 1:1000. The decisions at this stage consist of land use, transportation, selection of tourism activities, location choice for tourist facilities etc. The plans are divided into two categories: "master" plans and implementation plans, where the first ones are done at the scale of 1:5000 and are used to display locations and relations of tourism zones within an urban area, while implementation plans, which are done at the scale of 1:1000, display the relationship of the area with its environment. "Master" plans are also used for making some basic decisions, such as land use, basic energy inputs, types of transportation and choice of location for some facilities, whereas other decisions are made in implementation plans, such as transportation connections, definition of standard public areas (recreation, health etc.) at the scale of 1:1000.

This stage is also oriented at defining the authority and stakeholders, notably members of the local community, which opinion must be considered in the process of further touristic valorization. Members of the local community can actively participate in the process, as providers of services of accommodation or as local tour guides and other. This is especially important if we take into account that members of the local community expect to benefit from tourism, so considering local authorities as the decision makers and supporters of the plans would be desirable. However in further process, an implementation of the decisions should be left to professionals and informing the public about these decisions would ensure a participative planning process. Participative planning is critical for the success of these plans because tourism is an interactive and dynamic process and ideas of local people as well as decision makers become crucial factor for success of sustainable tourism development.

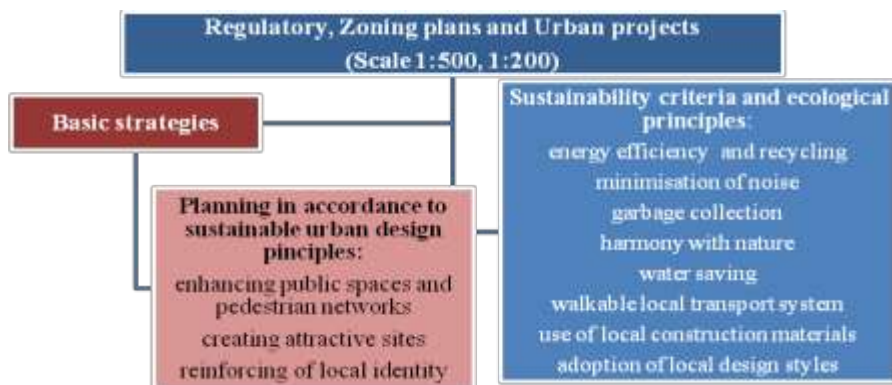
Some of the sustainability criteria at this stage are: minimizing contamination and noise pollution, protecting natural-geographical and cultural-historical resources, forming public spaces and open areas while applying recycling and re-using technologies, improving living conditions of the local community, achieving accessibility through interaction with nearby settlements and similar. The main issue of the fourth is the site planning, which deals with architecture. An important part of this stage is a design of the accommodation and service facilities. It is of crucial importance that new buildings are constructed from local materials and in accordance with the natural geographic conditions of the area. It is important to emphasize that the existing facilities should be adapted and renovated according to the above as well. Although the principles of urban design principles can vary from one locality to another, there are some common points to be considered such as design for healthy environment, creating attractive public spaces, strengthening local identities, pedestrian access and other. The basic sustainability criteria and ecological principles are: use of the appropriate and preferably local construction material, energy efficiency, recycling, minimizing noise, maintaining comfort and harmony with nature, adaptation of local design styles walk able local transport system etc. In the end, the role of the legal authorities who are enabling the operation of the model at all stages is crucial for its success. It is important to clarify the roles of various stakeholders within the model.

Fig. 4: The proposed spatial planning model for tourism development of Bosnia and Herzegovina at Municipality level



The organizational chart should include several institutions that are involved in different stages of the model. The first step is defining the stakeholders; the second one is defining the processes of planning from decision making stage to monitoring stage. Central and local authorities, sector institutions and stakeholders such as NGOs, entrepreneurs, members of the local community and other play various roles in the proposed spatial planning process for the sustainable development of the tourism sector.

Fig. 5: The proposed spatial planning model for tourism development of Bosnia and Herzegovina through Regulatory, Zoning plans and Urban projects



In Bosnia and Herzegovina, central authorities include Federal Ministry of Physical Planning (FMPU), Ministry of Spatial Planning, Civil Engineering and Ecology of

Republic of Srpska, Federal Ministry of Environment and Tourism (FMOIT), Ministry of Trade and Tourism of Republic of Srpska, Federal Ministry of Culture and Sports (FMKS), Ministry of Family, Youth and Sports of Republic of Srpska, Federal Ministry of Education and Science (FMOK), Ministry of Education and Culture of Republic of Srpska, Federal Ministry of Transport and Communications, Ministry of Transport and Communications of Republic of Srpska, Federal Ministry of Agriculture, Water-Management and Forestry, Ministry of Agriculture, Forestry and Waters of Republic of Srpska, Federal Ministry of Development, Entrepreneurship and Crafts, Ministry of Economic Relations and Regional Cooperation of Republic of Srpska and other related ministries. Local authorities include municipalities, local communities and similar. Sectoral stakeholders include experts from universities, tourism unions, professional associations such as the Tourist Boards of all the Cantons in Federation of Bosnia and Herzegovina and Tourist Organization of Republic of Srpska, or associations of hotel owners, related chambers and unions as well as the Development Agencies or Investment Agencies. The planning process includes the stages of decision making, plan making, execution, supervision and monitoring. The role of stakeholders in the planning process is presented in Table 2., as a part of theoretical model of spatial planning for sustainable tourism development.

Table 2: The roles of stakeholders in the proposed spatial planning model for sustainable tourism development in Bosnia and Herzegovina

| Plan stages/ actions | Decision making | Planning | Execution | Supervi sion | Monitoring |
|---|--|--|---|--|------------|
| National/Entity plans | National/Entit y authorities | National/Entit y authorities | National/Ent ity authorities/ Cantonal/ Municipality authorities | All actors except represent atives of the local communi ty | All actors |
| Cantonal and/or City plans | National/Entit y authorities/ Cantonal/ Municipality authorities | Cantonal/ Municipality authorities | Cantonal/ Municipality authorities | All actors | All actors |
| Local/Municipali ty development plans | Cantonal/ Municipality authorities | Cantonal/ Municipality authorities | Cantonal/ Municipality authorities | Cantonal/ Municipa lity authoritie s, related NGO's, universiti es, represent atives of | All actors |

| | | | | | |
|--------------|--|--|--|---|--|
| | | | | the local community | |
| Urban design | Cantonal/ Municipality authorities/ Entrepreneurs | Cantonal/ Municipality authorities/ Entrepreneurs | Cantonal/ Municipality authorities/ Entrepreneurs | Cantonal/ Municipality authorities, related NGO's, universities, representatives of the local community | Cantonal/ Municipality authorities, related NGO's, universities, representatives of the local community |

DISCUSSION AND CONCLUSION

The main link in correlation of spatial planning and sustainable tourism is their common goal - to recognize and protect the values of natural-geographical and cultural-historical heritage in order to enhance their development and to improve their management in the long term. The process of spatial planning which includes the principles of sustainable tourism requires motivation, determination and a systematic approach, as it should integrate the needs of authorities, stakeholders, local community, but also the needs of the environment and heritage. Sustainable tourism is a long-term goal. An adequate integration of sustainability criteria in the spatial and tourism planning process is an important part of the picture, as marketing, interpretation and creating a satisfying experience for the visitor depends of it. Spatial planning is an activity that requires an integrative and comprehensive planning approach in order to rationalize an appropriate land use activities, as a fragmented and partial spatial planning activities without a comprehensive viewpoint would harm local communities instead of making them benefit from tourism development. In this respect, spatial planning for sustainable tourism should be applied in an organized and holistic way. Therefore, this paper presented a spatial planning model for the development of sustainable tourism in Bosnia and Herzegovina. At every planning stage in the model, it is easy to control sustainable development with the differentiated sustainability criteria at each level. An entire planning process can be applied from start to finish, or can be used in part if more appropriate. The proposed model represents only a rough picture of what is designed to be flexible and can be adapted, as it is applied to many and varied levels. Suggested sustainability criteria were listed as a proposition of activities which should of course be considered in more detail in actual planning process. Preparation or organization of the spatial planning model/ process depends on engagement of various

professionals (geographers, economists, landscape designers, civil engineers etc.), so participation of all governmental and non-governmental as well as local community and, finally, monitoring and evaluation of all planning stages are crucial for the success of the plans. They all have particular ideas, issues and interests. If all groups are to benefit, the perspectives of these groups need to be considered in making decisions for the future. The model is designed to include and integrate the views of these different groups to achieve positive outcomes for all. Institutional and organizational structures could be considered as the key factors for the success of spatial planning for any kind of development. Hence, their identification is necessary for the successful operation of the model. An efficient operation of the model depends on legal aspects that support sustainable development of the tourism sector. On the other hand, spatial planning model for sustainable development may help to build a productive and lasting partnership between natural-geographical and cultural-historical heritage and tourism in Bosnia and Herzegovina.

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THE AIRPORT SERVICE QUALITY: CASE STUDY SARAJEVO INTERNATIONAL AIRPORT

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Almir Peštek²

Abstract: Every successful company focuses business policy on the quality of service and customer satisfaction. The level of quality services provided and the level of customer satisfaction are among the main determinants of the profitability of service companies, including airports. Absence of research and valid data regarding airport service quality in Bosnia and Herzegovina, including Sarajevo Airport was the key motive for this paperwork. Without having this data/information airport management is not able to manage successful service quality and achieve passenger satisfaction.

The intention of this study is to provide a deeper insight into needs of modern passenger through the analysis of theoretical information and through customer research of satisfaction conducted at Sarajevo International Airport. The study was performed by using structured questionnaire (66 questions). Based on the existing literature for research, the authors adapted and expanded the query, used by ACI – AETRA ASQ program. 500 questionnaires were distributed and 440 collected, which makes the response rate of 88%. By the literature analysis and conducted research the most important factors that influence the perception of passengers in terms of service quality at Sarajevo Airport were identified: „check-in“, Internet WIFI, security, food services, cleanness and staff hospitality.

The success of the airport depends on how well the airport knows and to what extent satisfies different groups of airport users. This paperwork confirmed the importance of service quality management and customer satisfaction for the long term success of the airport. The results of conducted research at the Sarajevo Airport, also indicate that it is possible to define services which, according to the opinion of passengers, significantly influence the level of satisfaction and perceived quality of provided services and those are the following: „Check-in“, Internet WIFI, airport security, restaurant services, cleanness of passenger terminal and staff hospitality.

Keywords: airport, service quality, passenger satisfaction

INTRODUCTION

Today, more than ever, the airports are aware that understanding the specific needs and preferences of the users of airport services leads to a significant increase of their satisfaction, and thus, leads to an increase of revenue. Therefore, success of airports depends on as to how well the airport is aware of different groups of its customers and to which extent it satisfies their needs. All these customers have their personality, needs and wishes, habits and customs, and the task of the airport is to endeavor to identify as

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to which specific needs, wishes and habits of customers there are, and to try to obtain the information as to how and in what manner they can be satisfied. There are numerous reasons due to which airports endeavor to continuously work on increasing the quality of its services and increasing the satisfaction of its customers. Amongst others, one of the important reasons is the perception of the airport, which the passenger acquires at its first arrival to a country, and at the same time, it influences the perception about a certain country that a passenger is coming to.

The aim and purpose of this research is through synthesis of modern theoretical and practical experiences, as well as through the analysis of field research to obtain the information about needs of a modern passenger, and to reflect a level of satisfaction of passengers with the quality of services provided by Sarajevo Airport. Without possessing such information, management of the airport is not in a position to successfully manage the quality of services and satisfaction of its customers. The problem of research is reflected in the fact that there is no research of such type, nor are there valid data on quality of services of airports in BiH, which also relates to the International Airport „Sarajevo“ .

According to the words of General Director of ACI World, for business operations of today's airports, dynamics, benchmarking and measuring have become of crucial importance. Philosophy that we can only improve the things that we can measure is accepted by modern managers of airports.

SERVICE QUALITY AND SATISFACTION OF CUSTOMERS IN AIRPORT INDUSTRY

It can be stated with a certainty that today every successful company places at the focus of its business policy service quality and customers' satisfaction with the service. Scientific papers and professional publications from the aviation field, also provide evidence that managers in this field clearly understand the importance of perception of service quality by its customers (Aeroporti di Roma SpA, 2004; Bomenblit, 2002; Gooding, 1999). By reviewing the available literature and professional papers from this field, research papers can be found in regard to measuring of the passengers' perception related to the airport service quality, with the aim of identifying possibilities of improving the services (Yeh and Kuo, 2003), and in order to avoid the loss of valuable passenger traffic – decline in a number of passengers (Rhoades et al., 2000). Apart from that, the airport marketing experts explore the needs and wishes of passengers with the aim of increasing the revenue from non-aviation services, such as revenues from the restaurant services, revenues from shops, etc. at the airport (Danyliw and Cohen, 1997; Harrison, 1996).

Thus, airports, as well as all other service-related companies, if they wish to operate with profit, must manage the quality of services they provide. The position and business operations of the airport in now days to a great extent differs from the one in the past, and there is more attention paid to the profitability of business services. Today the

airports are faced with a numerous competition at the market. Taking into account a huge pressure which in the past couple of years was made onto the airports by airlines in terms of price reduction of aviation services, it is necessary to emphasize also a rising significance of revenue increase from non-aviation services when it comes to the airports. In that regard, provision of high quality services, which contribute to the satisfaction of customers are surely a good path to successful business operations. With the aim of helping airports in measuring the service quality and benchmarking, Airport Council International¹ (hereinafter referred to as ACI) in 2006 introduced program under the name Airport Service Quality.

Although the interest for exploring the satisfaction of airport services customers occurred quite at late stage, that is, towards the end of 90-es in the last century, further in the research we provide an insight into the results of certain research papers from this field. Gritza et al. (2006) attempted to determine the factors which influence the satisfaction of passengers during security check. Research findings showed that waiting time for security check has a significant impact on passengers' satisfaction. Moreover, in accordance with the obtained results, factors which influence the satisfaction of passengers were not stable all the time, and there is a large number of other factors which influence the customers' satisfaction.

Martin - Cejas (2006) attempted to determine the relation between passengers' satisfaction and the level of passenger service registration at the airport Canaria, through the linear programming model. The research results showed that an average waiting time for „check-in“ and long queues at „check-in“ represent two relevant aspects when it comes to the perception of the level of quality and satisfaction with the provided service.

Correia and Wirasinghe (2007) conducted research of passengers' satisfaction at the International Airport in Sao Paulo in Brazil. They have used the data of qualitative research and derived the quantitative values of perception of provided service. At the end of research, they determined that the time of service provision, waiting time and space availability per person are the key elements of the level of quality provided service at the airport. Chen (2002) used the benchmarking of quality as an approach for determining the elements of airport quality and passengers' satisfaction with the service quality. Initial items were identified through direct interviews with different interest-related groups (including, but not limited only to passengers) at the Chaing Kai Shek International Airport (CKS). The sample for collection of quantitative data was made of airlines, forwarders, scientists and passengers. The results showed that practicality / comfort of transport outside the terminal building, setting and design of the interior, as well as information services at the airport, are the key attributes of quality.

¹Airport Council International (ACI) is an international association of world airports. It was founded in 1991. ACI is a non-profit organization, whose main aim is strengthening the cooperation amongst its members – airports and other partners in the aviation world, including governments, airlines and producers of aircrafts.

METHODOLOGY

The aims of this research are directed towards the analysis:

1. current perception of passengers on their insight into service quality of airports,
2. services, which are, from the point of passenger, at the satisfactory level and
3. services which should be further enhanced and improved.

There are different methods which are available to the airport management for implementing the research on satisfaction of passengers and those are:

- Evidence and analysis of customers' complaints,
- Surveys on passengers' satisfaction,
- Surveys on satisfaction of airlines,
- Reports on results of measuring the satisfaction of passengers implemented by the airlines (survey of passengers, mystery shopper, various strengths, etc.),
- Scientific researches which are being implemented by the specialized institutions (example: faculties, ACI).

In this research paper, the survey was conducted through questionnaire filled by departing passengers.

Survey questionnaire was made on the basis of variables (elements and features of services), which were the subject of assessment by customers – passengers in similar research papers, especially in the program implemented by ACI. In this research, methodology of AETRA¹ program was used, adapted by the authors, as this program represents the global method for research and measuring of satisfaction degree of passengers and benchmarking.

Survey questionnaire was distributed in Bosnian and English. The questionnaire was available to the passengers of all airlines, and was distributed following the passport control and security check. It encompassed 65 questions which relate to overall experience of passengers on the journey day, and were related to:

- Questions related to the airport services,
- Questions related to the preferences of passengers and
- Questions related to personal data of passengers.

Ordinal scale was used with the service quality assessment from 1 (dissatisfactory) to (excellent). Apart from the use of ordinal scale, questionnaire also contained a group of closed and open questions, as well as questions with several possible answers, and ranking.

It was planned to include 500 respondents, but 440 questionnaires were collected, which makes 88% degree of success. Before the research was implemented, pilot research was also conducted, in order to determine the understanding and applicability of the research instrument itself.

¹The expression AETRA has roots in latin word aethra, which means upper sphere or upper level (upper air) and clear sky.

RESEARCH RESULTS

In continuation of work there is analysis in regard to the perception of departing passengers on the flight date, when it comes to the quality of services of Sarajevo Airport itself.

Profile of passengers

Table 1. Social-demographic characteristics of respondents

| Sex | Frequency | Percentage | Cumulative percentage |
|-----------------------------------|-----------|------------|-----------------------|
| Male | 233 | 59.14% | 59.14% |
| Female | 161 | 40.86% | 100.00% |
| Total | 394 | 100% | - |
| Age | Frequency | Percentage | Cumulative percentage |
| 18-30 | 71 | 17.93% | 17.93% |
| 31-50 | 226 | 57.07% | 75.00% |
| More than 50 | 99 | 25.00% | 100.00% |
| Total | 396 | 100% | - |
| Education | Frequency | Percentage | Cumulative percentage |
| Secondary education | 57 | 14.77% | 14.77% |
| College Degree | 35 | 9.07% | 23.83% |
| University Degree | 156 | 40.41% | 64.25% |
| Master of Science | 94 | 24.35% | 88.60% |
| PhD. | 44 | 11.40% | 100.00% |
| Total | 386 | 100% | - |
| Revenues | Frequency | Percentage | Cumulative percentage |
| Up to 500 EUR | 24 | 7.12% | 7.12% |
| 500 – 750 EUR | 22 | 6.53% | 13.65% |
| 750 – 1.000 EUR | 40 | 11.87% | 25.52% |
| 1.000 – 1.500 EUR | 37 | 10.98% | 36.50% |
| 1.500 – 2.000 EUR | 26 | 7.72% | 44.21% |
| 2.000+ EUR | 188 | 55.79% | 100,00% |
| Total | 337 | 100% | - |
| Is it your first flight with MAS? | Frequency | Percentage | Cumulative percentage |

| | | | |
|-------------------------------------|-----------|------------|-----------------------|
| YES | 105 | 27.70% | 27.70% |
| NO | 274 | 72.30% | 100.00% |
| Total | 379 | 100% | - |
| How often do you travel by plane? | Frequency | Percentage | Cumulative percentage |
| Frequently (twice a week or more) | 67 | 19.34% | 19.34% |
| 1-2 times a month | 74 | 21.27% | 40.61% |
| 3-4 times a month | 27 | 7.73% | 48.34% |
| 10 times a year | 23 | 6.63% | 54.97% |
| 7-8 times a year | 8 | 2.21% | 57.18% |
| 5-6 times a year | 38 | 11.05% | 68.23% |
| 3-4 times a year | 32 | 9.12% | 77.35% |
| 2-3 times a year | 19 | 5.52% | 82.87% |
| 1-2 times a year | 41 | 11.88% | 94.75% |
| Rarely | 13 | 3.87% | 98.62% |
| Periodically | 4 | 1.10% | 99.72% |
| Occasionally | 1 | 0.28% | 100.00% |
| Total | 347 | 100% | - |
| The most frequent reason for flying | Frequency | Percentage | Cumulative percentage |
| Business | 279 | 47.77% | 47.77% |
| Touristic | 131 | 22.43% | 70.21% |
| Living abroad | 78 | 13.36% | 83.56% |
| Visiting family | 92 | 15.75% | 99.32% |
| Other | 4 | 0.68% | 100.00% |
| Total | 584 | 100% | - |

Service quality analysis of Sarajevo airport from aspect of accompanying infrastructure, support staff, non-aviation services and terminal services

In further research below we present the research results in regard to the quality service analysis of Sarajevo Airport through the 4 dimension quality. The research analysis show that passengers of Sarajevo Airport are most satisfied with the quality of support staff service, and above all, in regard to the check-in services (total average mark which the respondents attributed to the support staff amounts to 4.24), while the quality of non-aviation services was marked with the lowest grade (total average mark which the respondents attributed to non-aviation services amounts to 3.24).

Table 2. Descriptive statistics for answers to questions related to support staff

| | N | No of answers "I don't know / I didn't use" | Minimum | Maximum | Average mark | Standard deviation | Variance Coefficient t | The most frequent mark |
|--|-----|---|-------------------------|---------|--------------|--------------------|--------------------------|------------------------|
| Waiting time for security check | 431 | 4 | 1 | 5 | 4.19 | 0.90 | 21.57 | 5 |
| Hospitality and service provision of our security staff | 431 | 10 | 1 | 5 | 4.18 | 0.97 | 23.18 | 5 |
| Thoroughness of our security check | 428 | 9 | 1 | 5 | 4.01 | 1.02 | 25.41 | 5 |
| Feeling safe and secured at the Airport | 427 | 4 | 1 | 5 | 4.32 | 0.82 | 18.99 | 5 |
| Sale box of flight tickets of Sarajevo Airport | 418 | 156 | 1 | 5 | 4.26 | 0.91 | 21.37 | 5 |
| Hospitality and service provision of staff at the box for tickets sale | 417 | 140 | 1 | 5 | 4.29 | 0.90 | 20.95 | 5 |
| Promptness of work at check-in | 428 | 3 | 1 | 5 | 4.48 | 0.80 | 17.76 | 5 |
| Hospitality and service provision of staff at check-in box | 422 | 6 | 1 | 5 | 4.53 | 0.72 | 15.97 | 5 |
| Waiting time in the queue at passport control | 421 | 5 | 1 | 5 | 4.24 | 0.94 | 22.14 | 5 |
| Hospitality and service provision at passport control | 415 | 44 | 1 | 5 | 4.26 | 0.87 | 20.40 | 5 |
| Customs control | 200 | 16 | 1 | 5 | 4.30 | 0.91 | 21.10 | 5 |
| Hospitality and service provision by customs control staff | 415 | 69 | 1 | 5 | 4.16 | 0.95 | 22.89 | 5 |
| Lost & Found Services | 400 | 248 | 1 | 5 | 4.13 | 0.97 | 23.56 | 5 |
| Hospitality and service provision by Lost & Found staff | 394 | 245 | 1 | 5 | 4,15 | 1,00 | 24,17 | 5 |
| Average mark for support staff | | | 4,24 | | | | | |
| | | | Standard deviation 0.65 | | | | | |

From the Table 2 it is clearly visible that respondents gave the best marks to the work at the check-in, while the lowest mark was given to the thoroughness of security check. Also, with the adequate non-parametric tests, we have verified as to whether the sex, age, education degree and amount of income influence the attitude of respondents in regard to the analyzed categories. Namely, males, and respondents in upper income categories, mainly give a lower mark in regard to the field of security staff. From this, it can be concluded that male respondents have more experience when it comes to the mentioned service, and also, it is very certain that people with higher income have a possibility to fly more frequently, to use the services of larger number of airports, so that they can compare the provided services and can provide their opinion in that regard.

These results indicate the need that in the following period, Sarajevo Airport should consider and make certain measures and proposals for enhancing the services of thoroughness of security check, which will also impact the change of perception of passengers when it comes to this service.

When it comes to the non-aviation services, the lowest mark of 3.00 was given to the offer and assortment of Duty Free Shop, and in that respect, some serious work should

be done in the context of enhancing it, for a reason that the mentioned shop definitely downgrades a positive impression on overall picture of quality of Sarajevo Airport and its services.

Table 3. Descriptive statistics for answers to the questions related to non-aviation services

| | N | No of answers "I don't know / I didn't use " | Minimum | Maximum | Average mark | Standard deviation | Variance Coefficient | The most frequent mark |
|---|-----|--|--------------------------------|---------|--------------|--------------------|----------------------|------------------------|
| Catering services prior to passport control | 416 | 122 | 1 | 5 | 3.53 | 1.21 | 34.24 | 4 |
| Prices of catering services prior to passport control | 406 | 127 | 1 | 5 | 3.11 | 1.25 | 40.33 | 4 |
| Catering services following passport control | 405 | 141 | 1 | 5 | 3.24 | 1.31 | 40.30 | 3 |
| Prices of catering services following passport control | 397 | 155 | 1 | 5 | 3.05 | 1.21 | 39.71 | 3 |
| Duty Free Shop | 402 | 151 | 1 | 5 | 3.15 | 1.21 | 38.41 | 3 |
| Assortment of products in Duty Free Shop | 405 | 134 | 1 | 5 | 3.00 | 1.20 | 39.96 | 3 |
| Hospitality and service provision by Duty Free Shop staff | 360 | 160 | 1 | 5 | 3.90 | 0.98 | 25.19 | 3 |
| Average mark for non-aviation services | | | 3.24 | | | | | |
| | | | Standard deviation 1.00 | | | | | |

Using rank correlation coefficient we analyze the relation between passengers' satisfaction with researched segments of non-aviation services and overall satisfaction with Sarajevo Airport.

Table 4. Correlation matrix: non-aviation services and overall satisfaction with Sarajevo Airport

| Segments of non-aviation services | Overall opinion/satisfaction | | |
|---|------------------------------|---------|-----|
| | Rank Correlation Coefficient | P value | N |
| Catering services prior to passport control | -0,052 | 0,414 | 248 |
| Prices of catering services prior to passport control | 0,554** | 0,000 | 235 |
| Catering services following passport control | 0,473** | 0,000 | 220 |
| Prices of catering services following passport control | 0,506** | 0,000 | 203 |
| Duty Free Shop | 0,437** | 0,000 | 215 |
| Assortment of products in Duty Free Shop | 0,550** | 0,000 | 233 |
| Hospitality and service provision by Duty Free Shop staff | 0,555** | 0,000 | 170 |

Only for Catering services prior to passport control the significant relation with the overall satisfaction wasn't confirmed. All other segments of non-aviation services are in direct correlation with overall satisfaction (correlation coefficients are relatively high and significant).

Passengers' perception when it comes to the dimension – accompanying infrastructure of Airport is relatively satisfactory. Availability of parking space was given the best mark 4.02, while the lowest mark was given to the parking space price in the amount of 2.99.

Table 5. Descriptive statistics for responses to questions in regard to the accompanying infrastructure of the Airport

| | N | No of answers "I don't know / I didn't use" | Minimum | Maximum | Average mark | Standard deviation | Variance coefficient | The most frequent mark |
|--|-----|---|-------------------------|---------|--------------|--------------------|----------------------|------------------------|
| Transport to/from Airport | 422 | 168 | 1 | 5 | 3.22 | 1.44 | 44.87 | 4 |
| Availability of parking space | 423 | 165 | 1 | 5 | 4.02 | 0.99 | 24.58 | 5 |
| Price of parking space | 411 | 181 | 1 | 5 | 2,99 | 1,35 | 45,07 | 3 |
| Availability of luggage trolleys | 416 | 173 | 1 | 5 | 3.80 | 1.13 | 29.76 | 5 |
| Average mark for accompanying infrastructure of Airport | | | 3.501 | | | | | |
| | | | Standard deviation 1.03 | | | | | |

With the adequate non-parametric tests we have verified as to whether sex, age, education degree and amount of income influence the opinion of respondents on analyzed categories in regard to the accompanying infrastructure of Airport. The results of statistics tests indicate that there is a significant difference among respondents with different education degree in regard to the mark of parking space availability, and in a way that respondents with university degree give a significantly lower mark to this category than others. Also, there is a significant difference among respondents of different income groups in regard to assessing the price of parking space in a way that respondents with High School diploma gave a significantly lower mark to this category than others. These differences are completely logical, as with the respondents with University degree and higher income, prices of parking space certainly have lower significance than the service itself – parking space availability.

When it comes to the terminal services, the research shows that passengers are satisfied the most with the clean passenger terminal (4.28) and hospitality and service provision by the staff in VIP/business lounges (4.22), while the lowest mark was given to Internet/wireless access (3.45) and availability of bank/cash machine /foreign exchange office (3.46).

Table 6. Descriptive statistics for answers to questions in regard to terminal services

| | N | No of answers "I don't know / I didn't use" | Minimum | Maximum | Average mark | Standard deviation | Variance Coefficient | The most frequent mark |
|--|------------|---|-------------------------|---------|--------------|--------------------|----------------------|------------------------|
| Availability of bank/cash machine/foreign exchange office | 402 | 217 | 1 | 5 | 3,46 | 1,28 | 36,91 | 4 |
| Availability of VIP/business lounge | 398 | 217 | 1 | 5 | 3.83 | 1.14 | 29.76 | 4 |
| Assortment of offer in VIP/business lounges | 384 | 219 | 1 | 5 | 3.57 | 1.18 | 33.06 | 4 |
| Hospitality and service provision by staff in VIP/business lounges | 381 | 211 | 1 | 5 | 4.22 | 0.93 | 21.96 | 5 |
| Availability of toilet spaces | 404 | 32 | 1 | 5 | 4.03 | 0.92 | 22.87 | 5 |
| Cleanness of toilet spaces | 403 | 39 | 1 | 5 | 4.00 | 0.95 | 23.76 | 4 |
| Cleanness of passenger terminal | 399 | 23 | 1 | 5 | 4.28 | 0.74 | 17.24 | 5 |
| Equipment and services for disabled persons and persons with special needs | 375 | 251 | 1 | 5 | 3.95 | 1.09 | 27.54 | 5 |
| Comfort in queues waiting at the gate | 389 | 36 | 1 | 5 | 3.72 | 0.93 | 24.99 | 4 |
| Time for luggage delivery at arrival | 392 | 77 | 1 | 5 | 3.88 | 0,92 | 23.75 | 4 |
| Ambient of Airport | 398 | 21 | 1 | 5 | 3.79 | 0.92 | 24.20 | 4 |
| Your overall opinion on Sarajevo Airport | 404 | 22 | 1 | 5 | 3.98 | 0.82 | 20.60 | 4 |
| Web check-in | 376 | 245 | 1 | 5 | 3.61 | 1.33 | 36.77 | 4 |
| Mobile check-in | 367 | 269 | 1 | 5 | 3.49 | 1.35 | 38.65 | 4 |
| Web page of Sarajevo Airport | 383 | 217 | 1 | 5 | 3.63 | 1.11 | 30.65 | 5 |
| Internet access /wireless | 380 | 205 | 1 | 5 | 3.45 | 1.40 | 40.76 | 4 |
| Availability of monitors with flight information | 392 | 25 | 1 | 5 | 3.91 | 0.91 | 23.23 | 5 |
| Content of information on monitors | 320 | 30 | 1 | 5 | 4.00 | 0.85 | 21.28 | 4 |
| Average mark for terminal services | | | 3,90 | | | | | |
| | | | Standard deviation 0.73 | | | | | |

Namely, there is a very interesting data that passengers of Sarajevo Airport were not aware that the Airport provides Internet/wireless service, and, at the same time, that is the only reason as to why this service was given the lowest mark. In that regard, it is very important that passengers get informed adequately about all the services provided by the Airport, which shall certainly contribute to bigger satisfaction of passengers when it comes to the terminal services, and after all, it will contribute to overall satisfaction of passengers, as well as better perception of Sarajevo Airport itself.

We have also analyzed terminal services and a need for them through different specific needs of clients and we obtained the following results:

- In response to a question „Would you use the services of Internet box?“ 374 respondents answered, and out of that number, 51.87% responded positively.
- In response to a question „Do you need a table for laptop?“ 368 respondents answered and out of that number, 51.63% of them responded positively.

- In response to a question „is there a sufficient number of plug boxes for electronic devices?“ 280 respondents answered, and out of this number, 57.88% answered positively.
- In response to a question „Do you require a service of luggage packaging with the see-through foil?“ 405 respondents answered and out of this number 21.97% answered positively. Given that 21.97% passengers answered positively to this question, it is certain that a lot of consideration should be given to introducing this service in the future period, however, it is surely not top priority. In response „Do you have a child younger than age of 5?“ 408 respondents answered, and out of this number, 14.46% answered positively.
- In response to a question „Do you require a space for changing the children’s clothes“ 389 respondents answered, and out of this number, 19.54% of them answered positively. The Sarajevo Airport should also certainly consider introduction of this service, and not such a significant percentage of respondents who answered that they would use the space for changing children’s clothes, is a result of the fact that only 14.46% respondents had a child below the age of 5.

In general, when it comes to the first three questions which relate to internet boxes, table for laptop and availability of plug boxes for electronic devices, we should note that passengers to all three questions with over 50% provided a positive response, which is certainly in accordance with the development of Internet and rising application of various informatics devices. Taking into account the opinion of passengers on the mentioned services, as well as the fact that Internet and Informatics equipment in the coming period will become even more significant, management of Sarajevo Airport, should consider these responses /proposals, as well as introduction, that is, enhancement of the mentioned services.

Following the analysis of all the Airport services, according to the previously defined dimensions, the following services, which passengers perceive as the most important are:

1. „Check-in“
2. Internet – WIFI
3. Security
4. Toilet
5. Staff hospitality

CONCLUSION

Based on the results of the conducted research, as well as with the analysis of available scientific and professional literature, rising significance of airport service quality and passengers’ satisfaction management was confirmed, as key determinants of airport success in long run.

The results of conducted research at the Sarajevo Airport, also indicate that it is possible to define services which, according to the opinion of passengers, significantly influence the level of satisfaction and perceived quality of provided services and those are the following: „Check-in“, Internet WIFI, airport security, restaurant services, cleanness of passenger terminal and staff hospitality. Therefore, the recommendation to the Sarajevo Airport management would be to give these categories of services in the future period high consideration and continuously work on their further improvement and enhancement. Also, it is very important that data on passenger profile are taken into account when creating future strategic plans.

Given that researches like this and other similar researches require continuity in their implementation, we are proposing that Sarajevo Airport joins AETRA – ASQ programs, in order to provide as efficient and as effective as possible service quality management and customers’ satisfaction.

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CONCEPTS OF TOURISM REGIONALIZATION AND ANALYSIS OF CONTEMPORARY TRENDS OF TOURIST MOVEMENT IN BOSNIA AND HERZEGOVINA

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Abstract: Tourism regionalization is a methodological procedure of determination and classification of homogeneous spatial tourism structures for the purpose of regional and general socio-economic development optimization, as well as rational, sustainable and functional spatial organization and adaptability form the aspect of contemporary trends in tourism. According to geographical concept, tourism region is supposed to emphasize certain motive territoriality (tourism resources) and eventually functionality of tourist traffic, depending whether it is a potential or an activated tourism area. Tourism region is than a spatial unit with potential or activated tourism motives (attractive resources), in which tourism is one of dominant economic activity that has unifying function, while the spatial physiognomy is generally adjusted to that function. In contemporary period, conceptualism in approach to tourism regionalization of national territory inclines toward wide spectrum of approaches, which is a consequence of non-harmonized and separate vision of development of tourism activity in Bosnia and Herzegovina. Predominant cause should be sought in political and administrative division of Bosnia and Herzegovina, which is recognized as crucial limiting factor that affects on multiple problems for more dynamic development of tourism sector according to existing resources and potentials. Besides the review of tourism regionalization concept, this paper deals with issues of certain elements of tourist traffic in contemporary context, through the quantitative parameters of dynamic and static indicators, by application of comparative analysis of temporal series.

Key words: tourism, Bosnia and Herzegovina, regionalization, trends in tourism.

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CONCEPTS OF TOURISM REGIONALIZATION OF BOSNIA AND HERZEGOVINA

Concepts of tourism regionalization are primarily focused on the determination of spatial peculiarities of tourism potentials, on basis of which we perform the adequate planning regional organization of tourist activities. By doing so, the concept of spatial and territorial organization of the region is observed from three aspects:

- Tourism regionalization is carried out in accordance with the limits of administrative and political units;
- Tourist regions are differentiated independently of administrative and political boundaries within the national territory and
- Tourist regions are defined on the territory of the whole country, but they do not coincide with the boundaries of territorial-political organization. (Blažević, B., Peršić M., 2009.)

Each mentioned approach has its advantages and disadvantages, which in principle can be generalized in terms of the impact on the creation of tourism development through the problems of jurisdiction in multilevel state organization (such as Bosnia and Herzegovina) and the mechanisms of the organization of the sole touristic offer. Due to the specific administrative and political structure of Bosnia and Herzegovina and the lack of integrated mechanisms in the strategic planning of tourism development at the state level, concepts of contemporary tourism regionalization are necessary for reasons of necessity of functional, science-based regulation in this strategically important sector.

In the modern period, this problem was addressed by multiple authors, and few of them are mentioned in this paper. Taking into account the specificities of tourism, authors S. Musa and A. Korijenić (2006) performed the differentiation of the area of Bosnia and Herzegovina on tourist zones of the landscape where in addition to the transitional units, they distinguished the Peri-Pannonian brim of Northern Bosnia, Dinaric-basin Bosnia and Herzegovina and Herzegovina and the zone of low Herzegovina. In the same paper, the authors distinguished three major tourist regions that are isolated by regionalization on the principle of predisposition for certain types of tourism:

- Peri-Pannonian Bosnia – eco-tourism with rural elements and landscape features, as well as spa and health tourism;
- Mountainous-basin Bosnia – spa, religious, ski and recreational tourism and
- Low Herzegovina – religious, hunting, fishing and recreation (Musa S., Korijenić A. 2006)

In the process of drafting a tourist-geographical regionalization of Bosnia and Herzegovina, author A. Bidžan (2011, 2016), using the method of assessment of tourist products of A. Stasiak (2005), and the method of determining the average value of tourist traffic, performed the differentiation of national territory on 13 tourism-geographical regions. The borders of tourist-geographical regions in a given draft

respect administrative division on the municipalities with the fact that they are grouped into a single entity that has one or more tourist centers. (Bidzan A., 2011) In this draft of tourism regionalization, the administrative and political division at higher levels (cantons and entities) was not taken into consideration, which is in function of observing the situation, the organization and function of tourism on the whole territory of Bosnia and Herzegovina.

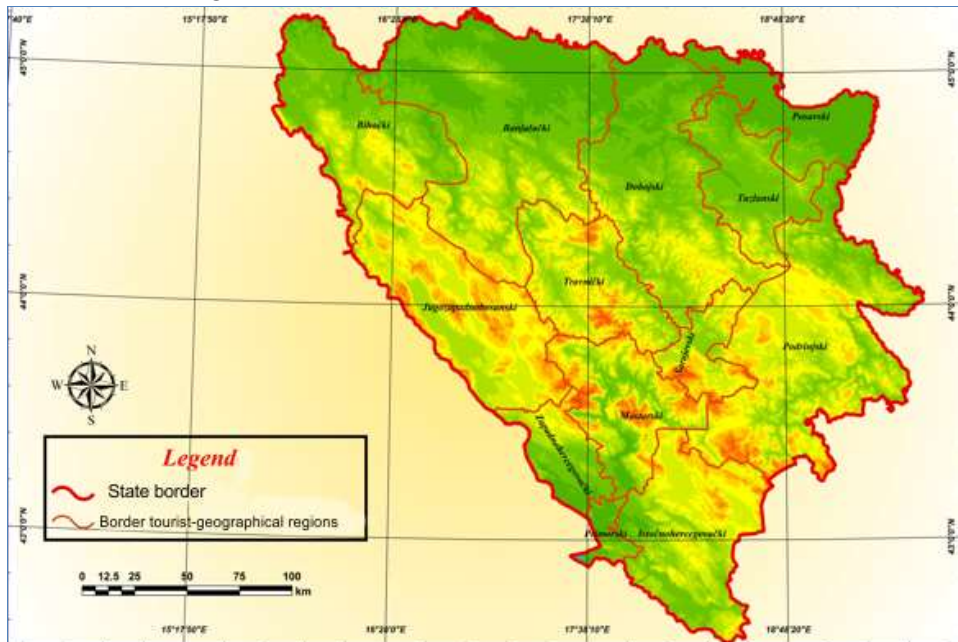


Fig 1: Draft of the tourist-geographical regions of Bosnia and Herzegovina (Source: A Bidzan, 2011, 2016)

In Bosnia and Herzegovina, due to the very complex and asymmetric political and geographical structure, in this paper we applied the concept of a combined definition of tourism territorial units for several reasons: In the Republika Srpska, decentralization at the municipal level as the only lower units of local government, with certain management mechanisms in the tourism sector. In this concept, the strategy of tourism development of Republika Srpska was developed for the period 2011 – 2020, which identified six tourist regions. Featured spatial units on a large scale (the exception is the Sarajevo tourist region) coincide with the developmental planning regions that are the part of the approved Spatial Plan of Republika Srpska, or territories with specific functions (judiciary, health care);

In the Federation of Bosnia and Herzegovina, the functions of tourist regions, are with legal mechanisms in the jurisdiction of the cantons, whose bodies and institutions create their development and management (Ministries, tourist associations and others).

Statistics of tracking tourism trends in the RS applies to municipal level and in F BiH to the cantonal level (with exceptions at the level of municipalities, which are insufficient for understanding the analyzed indicators at the local level).

To get the reference indicators of trends in terms of tracking tourism trends analyzed in the paper, the authors apply a specific approach of the combination of administrative and tourist determination or regions, through which on the basis of official published data, a certain trends can be derived.

The tourist regionalization of Bosnia and Herzegovina is determined, to a large extent, by its administrative structure. On this factor depends the ability of management of tourist content of regions, tourism planning, as well as statistical analysis. The regions defined in this way have a formal and functional character, as well as clearly defined boundaries in geographical terms. In this way, asymmetrical territorial division of Bosnia and Herzegovina had its impact on the formation of tourist regions.

Within the Federation of Bosnia and Herzegovina, a clear regionalization principle has been enforced – each canton (a total of ten) is a separate tourist region. These are: Una-Sana region, Posavina region, Tuzla region, Zenica-Doboj region, Bosnian Podrinje region, Central Bosnian region, Herzegovina-Neretva region, West Herzegovina region, Sarajevo region and Livno region. This is due to the fact that the cantons have, in their own jurisdiction, among other things, the management of their own tourism development. For this purpose, each canton has its own tourist association. Also, the Statistical Office of the Federation of Bosnia and Herzegovina publishes data on tourist traffic solely at the cantonal level.

The Republika Srpska, an entity that does not have an intermediate level of government in the form of Canton, defined its tourist regions through its spatial plan. There are six regions – Banja Luka region, Doboj region, Zvornik-Bijeljina region, East Sarajevo region, Foca region and Trebinje region. Although the Republic Statistical Office publishes statistical data on tourism on the municipal level as well, for the purpose of methodological comparison, this paper considers only the figures on the mentioned regional level. And finally, it should be emphasized that the Brcko District, the only part of Bosnia and Herzegovina which is outside the entity jurisdiction, constitutes a separate, 17th region.



Fig. 2. Map of tourism regions in Bosnia and Herzegovina (Authors)

For the analysis of tourism trends in Bosnia and Herzegovina, we used the temporal period between 2005 and 2014. Despite the global economic recession, which slowed down the tourist movements in the second half of the past decade, in general it can be said that the mentioned period was the most dynamic in terms of the development of tourism in this country, since the number of tourist within this period was almost doubled. The number of registered tourist arrivals in 2005 was about 430,000, while in 2014 this figure was close to 850,000. A similar trend was also recorded in the category of overnight stays. Namely, during the 2005, slightly more than one million of overnight stays was registered, and at the end of the observed period, this number jumped to over 1.7 million. On the other hand these data indicate the trend of decreasing of the average number of overnight stays on one single tourist. This can partly be explained by the growth of the share of foreign tourists, who accounted for 63.4% in the total tourist traffic of Bosnia and Herzegovina in 2014.

However, when the above mentioned data are analyzed at the level of regions (Table 1), a large regional disparity can be determined, between several regions that are the real carriers of tourism of Bosnia and Herzegovina on the one hand, and touristic passive areas on the other. Based on the total number of tourists and the share of foreign tourists, we can distinguish four categories of tourist regions in Bosnia and Herzegovina. The category of leading tourist regions includes Sarajevo, Herzegovina-

Neretva and Banja Luka region. They have more than 100,000 tourists annually, most of which are foreigners. In the group of medium-developed regions with slightly pronounced inland tourist traffic belong: Una – Sana, Tuzla, Central Bosnia, Doboј, Zvornik-Bijeljina and East Sarajevo region. The third group consists of below average developed tourist regions, which however have more pronounced international tourist traffic. These are: West Herzegovina, Trebinje, Zenica-Doboј, Foca and Brcko region. The most passive tourist regions are: Livno, Posavina and Podrinje.

Table 1. Data on tourism traffic by regions in Bosnia and Herzegovina

| REGION | NUMBER OF TOURISTS | | | TOTAL NIGHTS | | | NIGHTS / TOURIST | FOREIGN TOURISTS | |
|---------------------|--------------------|---------------|------------|---------------|---------------|------------|------------------|------------------|-------------|
| | 2005 | 2014 | Index | 2005 | 2014 | Index | | Total | % |
| Una Sana | 17622 | 30140 | 171 | 29634 | 44914 | 152 | 1.49 | 12183 | 40.4 |
| Posavina | 2667 | 6842 | 257 | 3500 | 11614 | 332 | 1.70 | 1992 | 29.1 |
| Tuzla | 37479 | 35432 | 95 | 63940 | 65729 | 103 | 1.86 | 14302 | 40.4 |
| Zenica Doboј | 8747 | 19242 | 220 | 17904 | 38758 | 216 | 2.01 | 10966 | 57.0 |
| Podrinje | 1543 | 2467 | 160 | 4565 | 5563 | 122 | 2.25 | 450 | 18.2 |
| Central Bosnia | 15777 | 36137 | 229 | 26828 | 68057 | 254 | 1.88 | 11568 | 32.0 |
| Herzegovina Neretva | 70883 | 135538 | 191 | 200867 | 267859 | 133 | 1.98 | 104006 | 76.7 |
| West Herzegovina | 1376 | 3972 | 289 | 2267 | 5913 | 261 | 1.49 | 2655 | 66.8 |
| Sarajevo | 116326 | 301319 | 259 | 245113 | 579553 | 236 | 1.92 | 253043 | 84.0 |
| Livno | 1492 | 4477 | 300 | 2067 | 7023 | 340 | 1.57 | 1442 | 32.2 |
| Banja Luka | 59619 | 101856 | 171 | 123666 | 175151 | 142 | 1.72 | 53350 | 52.4 |
| Doboј | 26605 | 43338 | 163 | 114711 | 194514 | 170 | 4.49 | 15724 | 36.3 |
| Zvornik Bijeljina | 17097 | 29141 | 170 | 34392 | 51384 | 149 | 1.76 | 12391 | 42.5 |
| East Sarajevo | 25818 | 42366 | 164 | 75034 | 94439 | 126 | 2.23 | 12480 | 29.5 |
| Foča | 12512 | 15860 | 127 | 28869 | 39423 | 137 | 2.49 | 7990 | 50.4 |
| Trebinje | 8875 | 27599 | 311 | 20297 | 43754 | 216 | 1.59 | 16327 | 59.2 |
| Brčko | 9778 | 10855 | 111 | 22722 | 17826 | 78 | 1.64 | 5485 | 50.5 |

Source: SY FB&H 2006-2015, Stat. Yearb. of Rep. Srpska 2006-2015, and the Agency for Statistics of Bosnia and Herzegovina - statistical Bulletin of Brčko District 2006-2015.

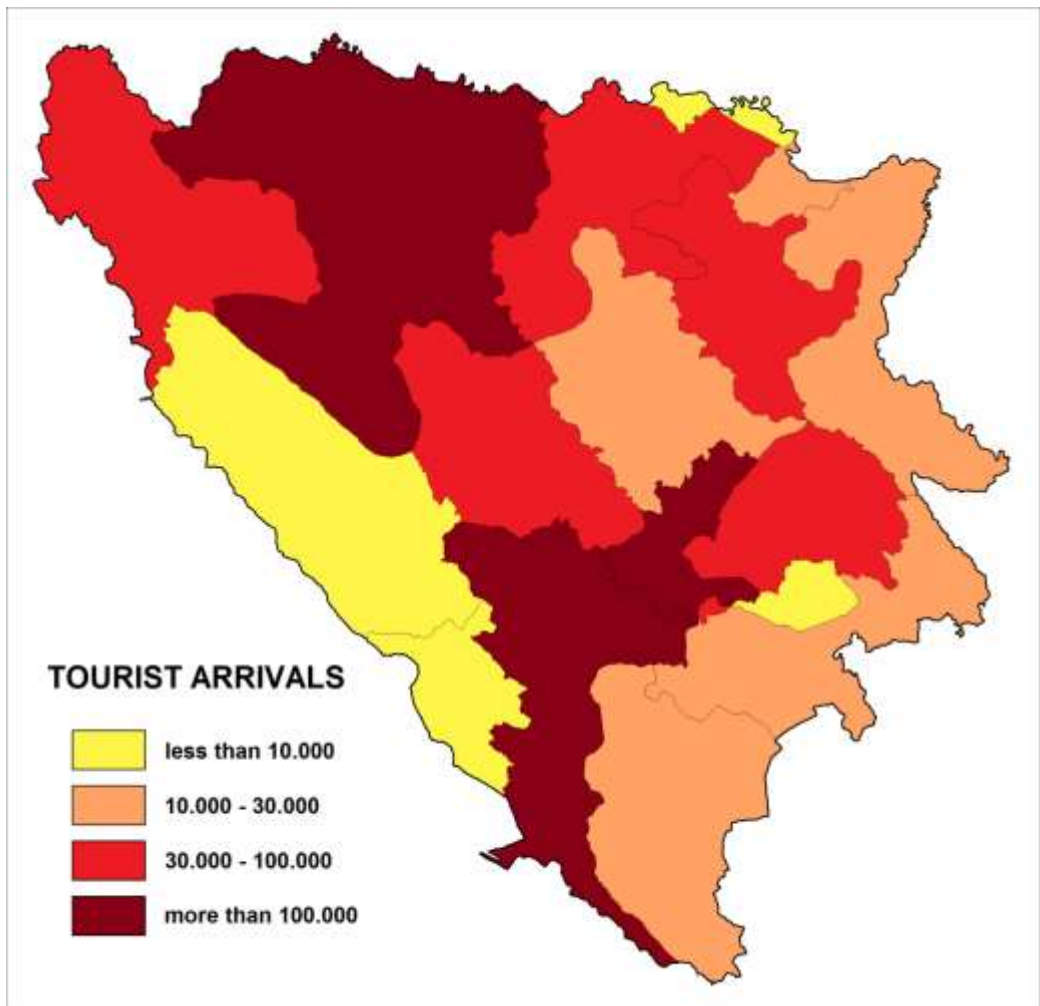


Fig. 3. Number of tourists by regions in 2014 (Authors)

Sarajevo is by far the most visited region in Bosnia and Herzegovina, given that it accounts for more than one-third (35.6 % in 2014) of all registered tourists in this country. Sarajevo leads also in the percentage of foreign tourists, which is as high as 84%. In addition, this region recorded the fourth highest increase in tourist arrivals in the observed period, and in front of it are only three small regions, whose tourist activity was almost negligible in 2005. The reason for the dominance of Sarajevo in terms of tourism is the fact that this is the capital and, internationally, by far the most famous city, the location of the largest airport in the country, a rich cultural and historical heritage, and its recognition of its multicultural image. Sarajevo's additional value is added by the natural attractions in its immediate vicinity, among which are the most famous the Olympic Mountains. Tourism importance of Sarajevo is in conflict with a relatively small territorial scope of this tourist region, and its extension from the geographical aspect is more than justified.

Besides Sarajevo, based on existing indicators, developed in terms of tourism can be considered Herzegovina-Neretva and Banja Luka regions. Mentioned regions also have more than 100,000 registered visitors annually, with the difference that the Banja Luka region has an even number of domestic and foreign tourists, while in the case of Herzegovina-Neretva region, three quarters of the tourists are foreigners. Here, we emphasized the importance of Mostar and Banja Luka as important centers of urban, cultural and historical tourism. The fact that these cities have airport helped their tourism development. The most important difference between these two regions is the fact that Banja Luka has a higher level of centralization, as the city itself accounts for about 70% of tourist traffic of the whole region, which is spatially the largest region in the whole of Bosnia and Herzegovina. On the other hand, the Herzegovina-Neretva region, except for the Mostar, has a number of other important tourist centers and attractions such as: Medjugorje, Neum, Stolac, Konjic, Hutovo Blato, Vjetrenica and so on. In addition, this region is significantly leaning on Dalmatia, a very developed region in terms of tourism in neighboring Croatia.

In the group of medium-developed tourist regions, which have between 30 and 50 thousands of tourists annually, leads the Dobož region whose tourist traffic is predominantly based on Vrucica spa resort next to Teslic. Three-quarters of the approximately 43,000 tourists who are registered in the region in 2014 have stayed in this spa. The rest of the Dobož region is generally not focused on tourism, but rather on other economic sectors, such as transport, industry and agriculture. The situation is similar with the two neighboring regions – Tuzla and Zvornik-Bijeljina ones, where the accent is put on industry, agriculture and mining as the backbone of economic development. However, thanks to the fact that Tuzla and Bijeljina are among major cities in Bosnia and Herzegovina and that they're located within the dynamic areas in social terms, these regions are classified as middle-developed regions from the tourism aspect. However, Tuzla region is the only region in the whole Bosnia and Herzegovina which registered the decrease in the number of tourists during the observed period.

Una-Sana, Central Bosnia and East Sarajevo regions are somewhat more oriented to tourism, but due to the fact that they're still not succeeding in attracting a large number of foreign tourists, those regions are also considered in the category of average developed ones. Due to their favorable geographic position and the possibility of differentiation of the tourism offer (mountain hiking on Mount Vlasic and Vranica, cultural and historical tourism in Travnik and Jajce, religious Tourism in Prusac, spa tourism in Fojnica, shopping tourism in Vitez, etc.), Central Bosnian region has the potential for much higher level of tourism development in relation to its present situation, but the problem is inadequate transport and tourism infrastructure, and also the absence of a planned approach. The backbone of tourism development of the Una-Sana region is the river Una with the city of Bihac, and in the case of East Sarajevo it is the mountain Jahorina, the most famous ski center in Bosnia and Herzegovina. The potential for further tourism development of these regions lies in cooperation with neighboring areas.

The third group includes regions with underdeveloped tourism offer and built accommodation capacities, so there is a lack of interest of local tourists for long-term stays in these areas. Therefore, they have a slightly higher number of foreign tourists, and this was brought upon by the fact that these sites are mainly located in the border regions (West Herzegovina, Trebinje, Foca and Brcko). The only exception is the Zenica-Doboj region, which lies in the interior of the country. It has a very large transit, but not the tourist importance. Here, its industrial function is primarily expressed. However, it would be a mistake to say that there are no significant tourist potentials in all these regions. A number of natural, cultural and historical attractions can be identified and potentially valorized here. Some regions have become aware of this fact in recent years. As a result, Trebinje region, for example, tripled the number of tourists in the mentioned period. Similar success has been achieved in the West Herzegovina and Zenica-Doboj region. On the other hand, Brcko region was the only one that had a decrease in the number of overnight stays between 2005 and 2014.

The group of tourism passive regions includes Livno, Posavina and Podrinje regions, which have less than 10,000 tourists a year. This is from the population aspect of small region. These regions don't have enough of their own resources to start own tourism development, so it would be necessary to either include them in, or at least co-operation with neighboring regions, in order to achieve significant results in this field. Only the Livno region as the spatially large region has a slightly higher potential for independent tourist development, but its unfavorable demographic structure and economic peripherally is a big problem. In the observed period, the number of tourists in this region has tripled, while the number of overnight stays increased by as much as 3.4 times, which is a record high growth in Bosnia and Herzegovina. This is primarily a result of tourist activation of Kupres Ski center, but for tourism to become a relevant industry in this area, it is necessary to activate the other municipalities in the region. In particular this applies to Livno as its center, whose natural and cultural diversity represents the greatest tourist potential of the region.

CONCLUSION

Results of analysis of tourism trends on the level of regions can represent a contribution not only to the systematization of spatial units in Bosnia and Herzegovina from the tourism aspect, but also to the process of tourism planning, since the different regions require different approaches in the evaluation of their tourism potentials. For this purpose, we used the statistical data on the tourist's arrivals, the number of overnight stays, the movement dynamics of these numbers, as well as the simple structure of tourists (a division on domestic and the foreigner ones). The collected data was a very good basis for assessing the level of success of the tourism industry in certain regions. Based on it, it can be concluded that Sarajevo, Herzegovina-Neretva and the Banja Luka regions are on a significantly higher level of tourist valorization compared to the rest of the country, which is understandable because these regions are the ones in which

the large urban centers are located, that are more suitable for mass forms of tourism. Although, some other regions have exceptional natural, cultural and historical potential, their lag behind said leading regions is much emphasized, which is a clear indication that in these cases the issue of inadequate tourism infrastructure and management plays a critical role.

The obvious disparity in the size and indicators of tourist trends between the tourist regions indicated the need for different spatial organization of tourism development strategy in Bosnia and Herzegovina. However, this in effective terms cannot be reached without changing the political-territorial division of the country. Political structures are those that substantially direct the directions of tourism development and statistical data are collected in accordance with the current administrative division. Therefore, some other type of tourism regionalization cannot completely fulfill its practical function. Nevertheless, it is clear that the number of 17 tourist regions in Bosnia and Herzegovina is too large. Particularly problematic are small regions, which have neither geographic, nor the population or resource potential to create their own tourism development. On the other hand, certain tourist centers are in need of enriching the tourist offer with motives and attractions from a wider area than the spatial coverage of the region to which they belong (e.g. Sarajevo). Also, there is an obvious need for inter-regional, inter-entity and even the cross-border strategic cooperation in the field of tourism.

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SPATIAL PLANNING OF MOUNT VLAŠIĆ TOURIST DESTINATION

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Abstract: The main purpose of the mountain ski centers is to meet the needs of recreation and psychophysical rest. This requires large space advantage, despite the existence of various infrastructure, environmental and socio-psychological advantage that would allow recovery of human organism. However, due to the system disorganization these facilities are very often largely usurped so that their original role is ignored.

One of the biggest problems for the future tourism development of Mount Vlašić is inadequate land management, which has resulted in the construction of a large number of illegal facilities that contribute to the physical and ecological burden of the mountain.

Through the paper current situation on Vlašić will be assessed, and presented natural characteristics, resources and potentials, as well as the cultural heritage of the study area. Also, analysis of the current area usage, planning organization and the environment will be carried out, applying new methodological approaches in the planning and management of space, through the significant usage of GIS.

Space organization and arrangement are viewed from the aspect of natural resources exploitation emphasising tourism development and the construction of sports, recreation and other infrastructure systems.

Main problem, is the fact that when planning the development of tourism and tourism infrastructure in the ski center Vlasic, carrying capacity, which will be, among other things, presented in the work was not taken into consideration.

Key words: spatial planning, tourist destination, environment, carrying capacity, ski center, Vlašić

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INTRODUCTION

With the increase in free time and free money as the two basic elements of tourism trends more and more people are involved in the tourism industry. With the development of tourism, especially without adequate spatial plan, contributes not only to employment and increase economic benefits for local people, but also to large traffic congestion, accumulation of waste, destruction of natural resources, and many social problems.

At the same time, with the development of tourism, particularly recreational forms, concept of carrying capacity was also developed, which goes in the direction of preserving nature. The methodology of determining carrying capacity, has found wide application in spatial planning, especially in planning for special purposes. The forms and intensity of human influence on the area of Vlašić substantially changed during its historical and geographical development. In the earlier development stages, Vlašić was livestock farming area where the remains from this period present complementary part of tourism. Since the 1970's, Vlašić, become tourism oriented, and since 1995 area of uncontrolled, unplanned construction for the development of ski tourism, with a number of geocological problems.

Research on the topic addressed was carried out in three phases: first phase presents literature, statistical and cartographic data collecting, second phase analysis of the collected data and third phase synthesis of results and conclusion remarks.

GEOGRAPHICAL POSITION

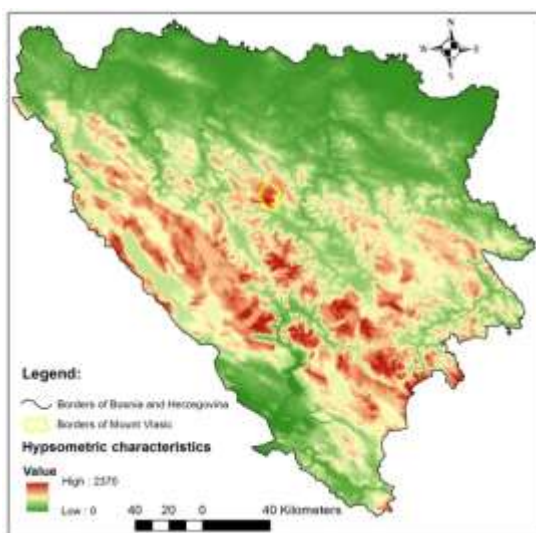


Fig.1. Geographical position of Mount Vlašić

Vlašić Mountain is located in the central part of Bosnia and Herzegovina and belongs to the inner zone of the mountain Dinaric system. According to the administrative organization, Vlašić is located in the Central Bosnia Canton, in the northern part of Travnik Municipality (Fig. 1). The southern border of the mountain makes the urban part of Travnik (village Krike) and Lašva River, southern River Usora, eastern border river Bila and the western mountain Čemernica.

Due to the central location in Bosnia and Herzegovina, Vlašić Mountain is an important crossroads of transport routes, where equally distant from the sea and from the major regional cities (Zagreb 380 km, Split 230 km, Belgrade 400 km), and from the large regional centers of Bosnia and Herzegovina (Banja Luka 180 km, 120 km Sarajevo and Mostar 200 km), while the town of Travnik, 28 km (Fig. 2).

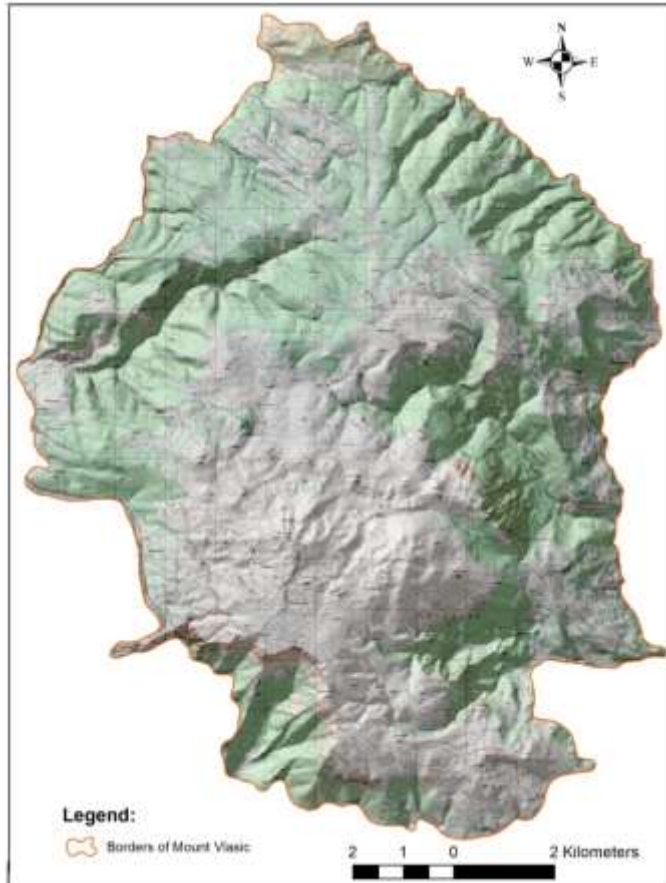


Fig. 2. Topographical map of Mount Vlašić

Vlašić in geologic terms belongs to the zone of Paleozoic and Mesozoic shales and calcite. Cretaceous and Jurassic-Cretaceous sediments have the highest distribution. Also, in smaller area carbon deposits (shale and sandstone), Miocene and Oligo-Miocene (clay and Sands) and fluvio-glacial and alluvial deposits (gravel, Sands) are presented.

In geomorphological terms mountain Vlašić, and its central plateau, is a large plateau with an average altitude of 1400-1500 m. Of the plateau rise numerous peaks (highest is Paljenik, 1963 m above sea level), Vlaška gromila (1919 m above sea level), Čavao (1817 m above sea level), Oštrica (1860 m above sea level) and others. On southern and eastern side, large number of peaks over 1000 m above sea level, can also be found.

Within research area stands out and a large number relief landforms resulting from mainly karst and fluvial exogenous processes.

In terms of climate, sub-mountain climate prevails at the foot of mountains and mountain climate at higher altitudes. The average annual rainfall is in the amount of 1 418 mm, with an average height of snow cover of 40 cm, which in mountain areas (above 1000 m above sea level) can last up to 90 days. Summers are fresh with average temperatures of the summer months below 18°C, and winters with the lowest average temperature in January 6,8°C.

Due to the geological structure of the study area, Vlašić mountain plateau is a poor with surface flows. The only major permanent surface flow is the river Ugar (with tributaries Ugrić, Pljačkovca, Lužnica and Dedić stream). Hydrographically, waters from central, northern and western parts of Vlašić from surface and underground drain to the upper basin of River Ugar, which flows into the Vrbas River downstream of Jajce. Southern and Eastern (river Bila) part of Vlašić, belongs to the river Lašva.

Due to natural-geographical characteristics (geological structure, hypsometric characteristics, climate characteristics) diversity and a great wealth of flora and fauna, with endemic species can be found on Vlašić. Vlašić belongs to continental Dinarides and is characterized by a wide distribution of dark coniferous forests in mountainous and sub-alpine zone, to a height of about 1700 meters above sea level. Above the belt of dark coniferous forests on the tips of Vlašić before anthropogenic influence was developed ecosystem of Coppice coniferous juniper pine, which is now completely disappeared and turned into the ecosystem of mountain meadows on limestone, or in mountain grasslands on acid soils.

TOURIST TRAFFIC OF MOUNT VLAŠIĆ

Although mountain tourism as a form of tourist movement is characterized by two seasons (winter and summer), currently on Vlašić, winter (ski) tourism is the most important.

The backbone of the tourist traffic represents Babanovac, activated in 70's when 90 meter platform was built on which international competitions in ski jumps "Vlašić Cup" were held. In the period after 1995, spontaneously, without an adequate spatial planning, Babanovac is transformed into a winter sports and recreation center.



Fig. 3. Tourist map of Ski center Vlačić
 Source: <http://www.skiportal.hr/skijaliste/vlasic/>

The biggest challenge represents an extension of the tourist season throughout the whole year for which the mountain has all the advantages. So, although Vlačić is known as a ski resort, in recent times, following the trends of tourism, other types of tourism are developed.

Developing the image of health resort, high-altitude center for the preparation of athletes, congress center, center for adventure, ecotourism, fishing and hunting, Vlačić is trying to create the image of mountain center that is active throughout the year. Also, promoting Vlačić increases number of visitors through school trips and excursions.

Table 1. Number of nights on Vlačić for 2005. and 2009.

| Year | Number of nights |
|-------|------------------|
| 2005. | 7077 |
| 2009. | 8421 |

Source: Strategija razvoja turizma općine Travnik 2011.-2015. godine, Travnik, 2011.

From the table (Tab. 1), can be concluded that in this period (2005-2009.), significant increase in number of tourists was registered, taking into account aforementioned indicators that should be added and a large number of accommodation capacities (10.000 beds), which are not registered. The largest number of nights on Mount Vlačić was realized by tourists from Bosnia and Herzegovina and Croatia in the winter period, with the length of stay between 7 to 10 days.

CARRYING CAPACITY OF SKI CENTRE VLAŠIĆ

For proper spatial planning and spatial planning for special purposes it is important to take into account the carrying capacity of the area. The carrying capacity of the ski centers are related to primarily the physical carrying capacity of the area, and ski terrain.

Under normal capacity of ski terrain is considered maximum number of skiers who can ski at the same time, not to interfere with each other. There are several categories of ski slopes capacity due to the comfort of skiers. According to some estimates, 0.1 ha/skier surface of the track is rated as comfortable capacity of 0.05 ha/skier as normal, and 0.02 ha/skier as a minimum. Capacity saturation is considered to be double the normal capacity, ie. 0,025 ha/skier. Number of skiers on mountain areas is calculated so that the total number of visitors is divided by 1.3, because it is considered that about 30% of all visitors to the ski centers are non-skiers (Martinović-Uzelac, A., 2001).

Table 2. Overview of parameters needed to calculate the carrying capacity

| Parameters | Values |
|---------------------------------|---------|
| Trail surface(ha) | Cca. 50 |
| Trail length (km) | 14 |
| Average trail width (m) | 35 |
| Beds in accomodation facilities | 9469 |
| Parking area for daily visitors | 350 |

Source: Ćatović, A., Hrelja, E, 2013.

According to the indicators of tourism revenues, it can be concluded that on Vlašić was 6477 skiers in this year. As the ski tourism season is expressed during two months of the year, then it can be said that on Mount Vlašić were average per day 108 skiers, or 0.46 ha/skier on the ski slopes. When comparing standards of carrying capacity and the available surface area per skier on Mount Vlašić, one can conclude that this ski center has a category of trails that have a comfortable capacity. However, if we take into account the tourists in private accommodation who are not registered, number of nights and visitors is much higher, and therefore comfort of the ski slopes is reduced.

For the purpose of ski tourism development planning vertical transport infrastructure or capacity transport (skiers/hour) are very important. Babanovac has 5 ski lifts with a capacity of 4300 skiers/hour; in comparison with the number of tourists meets the standards of modern ski centers. However, as noted the main problem is, in the calculation are not included visitors staying in private accommodations, which contribute to the vertical transport.

INADEQUATE SPATIAL PLANNING AND PROBLEMS OF SUSTAINABLE DEVELOPMENT OF SKI CENTRE VLAŠIĆ

Inadequate spatial planning created numerous geocological problems caused by various factors, which relate primarily to the low level of concern for the environment, resulting in a number of shortcomings in meeting the many tourist needs. As a problem, it is primarily emphasized illegal construction of housing and other tourist facilities, during which has not taken into account the environmental carrying capacity and degradation of ambient space, which is caused by a series of psychological and physical effects on tourists.

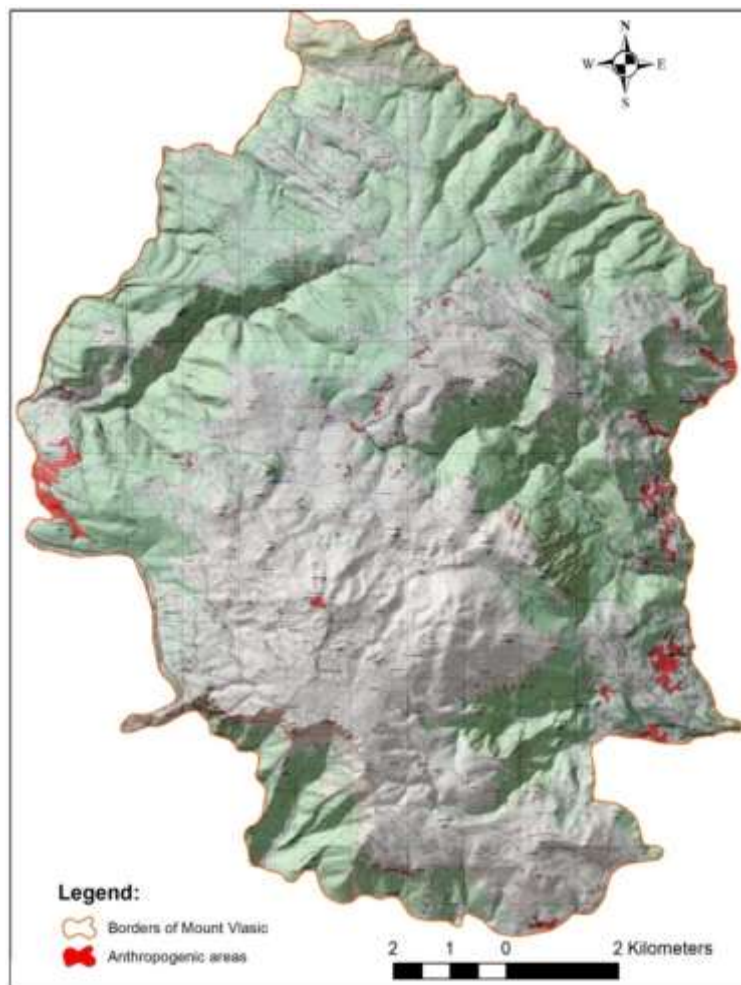


Fig.4. Anthropogenic areas on Mount Vlašić (autors)

One of the many examples of inadequate planning represents the end of the ski slopes in accommodation facilities (hotels and apartments) and recreational facilities built in front of them (Fig. 5. and 6.).



Fig. 5. and 6. End of main ski path on Babanovac

Unsupervised, "wild" and illegal construction in the end results with adequately unsolved communal infrastructure. Law on Principles of Local Self-Government, the Law on communal activities and the Statute of Travnik Municipality defined the decision on communal order in the area of the Tourist center Babanovac. Problem arises because law on communal activities is not respected. Literature and cartographic data sources and field observations, indicate that a large number of sewage pipe ends in the woods or forest streams, and even in the river Ugar. (Fig. 7. and 8.).



Fig. 7. and 8. Unsolved sewerage infrastructure in the Ski center Vlašić

These problems highlight the need for space management based on established spatial plans for special purposes and development strategies. Also, it is necessary to revise the existing and new legislation, and its implementation in terms of space management. Further it is necessary to carry out strict control of the number of tourists and define the limits in accordance with the carrying capacity of the area. Also, one of the measures for improving this area is the need for strengthening environmental awareness among

local residents, local businesses and visitors, emphasizing the harmony between the natural values through the development of tourism and environmental protection.

CONCLUSION

Based on the research, it was found that Vlašić Mountain attracts large number of visitors, primarily due to naturalgeographical specificity and next to the Olympic Mountains is one of the most attractive mountains in Bosnia and Herzegovina. Also, research has found that the main concentration of tourists at Mount Vlasic is in wintertime. The main reason for such concentrated seasonal movement of tourists is the lack of complementary touristic motives, which may result in increase of tourists in the winter season. As a result of high demand of tourists in winter period (due to the favorable geographic position), everything is subordinated to satisfying their needs (construction of tourist accommodation and supporting infrastructure) in which environment is not taken into account or carrying capacity. Certainly, environmental problems contributes current political situation in Bosnia and Herzegovina, as well as lack of adequate legislation, management plans for special purposes and development strategy.

Therefore, if we want to develop sustainable tourism (that is not counterproductive and based on the principles of sustainable development), it is necessary to define stricter legislation and in accordance with it define management plans (based on carrying capacity) and strategies for sustainable development of the ski center Vlašić.

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