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CONTENT

OUTSOURCING PRACTICES IN HOSPITALITY INDUSTRY

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Abstract
Outsourcing is a management strategy that is often preferred by businesses operating in the hospitality industry. Outsourcing can provide the accommodation businesses the chance of giving more attention to their core business activities. In this study, the perceptions of four and five-star hotel managers about the outsourcing strategies of upper grade accommodation facilities operating in Konya and Ankara are going to be investigated. Findings of the research questionnaire which is structured by means of literature review on the previous studies carried out will be analyzed. Valid and reliable responses are going to be analyzed by means of statistical software, SPSS. The relationships between determined factors within the scope of study which are considered as effective on the adoption of outsourcing activities and hotel managers' evaluations on outsourcing activities are examined and interpreted.
Keywords: Hospitality industry, Outsourcing practices, Hotel managers.

INTRODUCTION

Globalization and rapid technological developments further increased competition among businesses. Businesses have to develop new competition strategies in order to be able to sustain their assets and increase their profits. The mainstay of these strategies is to reduce costs and to ensure profit maximization. The way to be followed in reducing the costs is to avoid lowering the quality of services offered in the same direction as costs while reducing costs. Outsourcing in this direction might be evaluated as a strategy to follow the technological developments around the business environment in which the competitiveness is high, to realize the goals of the company, to reduce the costs incurred from the activities.

Although outsourcing has been used in information systems since 1954, it has become popular in the1990s because of Eastman Kodak's success in this application. Outsourcing offers attractiveness with vital prospects for businesses such as reducing costs to businesses, increasing competition and improving production. In the outsourcing theory developed by Williamson in 1975, it is aimed to reduce the costs of

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enterprises, to provide competitive advantage and to provide quality products or services (Kahraman, Engin, Kabak and Kaya, 2009: 1).

Outsourcing has become a management strategy favored by different sectors, especially in recent years. One of the sectors where outsourcing is preferred intensely is the hotel industry. Outsourcing in hotel operations was first implemented in France in 1980s. The first outsourcing in the hospitality sector in Turkey started with the implementation from outside the enterprise of the accommodation service in Atlantis Holiday Village in Seferihisar in 1997 (Türksoy and Türksoy, 2007: 85; Yurtsever, 2004). Hotel establishments tend to use outsourcing in order to increase their profitability and productivity. Outsourcing in hotel businesses can vary depending on the size, location, market level and ownership of the businesses. Generally, reasons for outsourcing in the hospitality industry can be grouped into five main categories. These are (Hiamey & Amenumey, 2013: 1):

- Reduction of costs,
- Development of quality,
- Flexibility,
- Improving services (improving service)
- To ensure competitive advantage.

The increasing development of the tourism sector in Turkey and its position at the same time is to boost the tourism sector. The increasing demand in tourism industry and the inability to respond to the demand side by accommodation industry have led businesses to employ outsourcing. Outsourcing in hotel business is a widely adopted strategy. Managers are trying to reduce operating costs in a challenging competitive environment. Outsourcing strategy aims to improve the production, increase the revenues, reduce the operating costs and reduce risks (Lam & Han, 2005:1).

Table 1. Departments which are employing outsourcing and main areas of outsourcing activities

Department	**Outsourcing activity field**
Front Office	Reception / reservation
Housekeeping	Room cleaning, floor cleaning, laundry
Food and Beverage	Purchasing, catering, restaurant, kitchen
Maintenance / repair	Technical services, pool and garden care
Governance	Administration, in-house training, human resources, sales and marketing, information and communication
Recreational Activities	Animation
Security	Security services

Source: Türksoy and Türksoy, 2007; Rodriquez & Robaina, 2004

Departments which are employing outsourcing and main areas of outsourcing activities are demonstrated in Table 1. According to this table; reception and reservation in front desk department; room cleaning, floor cleaning, laundry services in housekeeping department; purchasing and catering in food and beverage department; maintenance-repair, pool and garden care services technical services department; departmental management, in-house training, human resources, sales and marketing and information services in governance; resting arrangements, animation and entertainment services in recreation services; in-house and environmental security services and related equipment used as part of the services dealt here are widely applied areas of outsourcing.

LITERATURE

Zorlu, Avan and Baytok (2016) have investigated the reasons for avoiding outsourcing activities and strategies. This research was conducted on 42 thermal hotel management enterprises operating in Turkey and not applying outsourcing and surveying technique was used as data collection tool. As a result of the analysis of the data obtained, whereas the risk of losing control of the relevant area among business-driven causes and that outsourcing cause future concern in the operational staff are at the forefront, it was concluded that instability of the suppliers, the adaptation problem of personnel and inappropriate firm image caused by the supplier firm personnel constitute the main reasons resulted from the supplier firms (enterprise providing outsourced services or equipment). On the other hand, it has found out that the thermal units of the hotels are evaluated as core facilities by the managers as being the main constituent of the image of the hotel and thus the application of the outsourcing is not applied.

Yirik, Erdinç and Göçen (2014) investigated the outcome of their outsourcing on the use of accommodation in Antalya and the financial effects on accommodation businesses. In the study, 373 senior managers were interviewed face to face; opinions, suggestions and concerns about the outsourcing of managers have been tried to be revealed. In the study, accommodation business managers preferred the outsourcing because they were less costly than most businesses had to bear; But in the areas with strategic pre-requisites for the enterprise they do certainly not consider leaving as well as not preferring to outsourcing.

Lamminmaki (2011) aimed to explain the factors that encourage outsourcing in hotel business. In the study, transaction cost economics, agency theory and wider literature on external sources were searched. Data obtained from interviews and questionnaires were used in the research. As a result of the research, it is concluded that while for the transaction cost economic and extended support is provided, the model does not provide a robust framework in the capacity of exemplifying the behavior of outsourcing of the model.

The study conducted by Türksoy and Türksoy (2007) aimed to investigate the application areas of outsourcing in hotel enterprises. The survey was conducted on hotel establishments operating in Çeşme district (Turkey) and survey technique was used as data collection tool. As a result of the study, they have achieved the result that the hotel enterprises participating in the researches have been applied the outsourcing more in the various activities such as spraying, laundry, cleaning, maintenance and repair.

Hiamey & Amenumey (2013) tried to determine the reasons of managers' for outsourcing, outsourced activities, and how they perceived the difficulties faced by these hotels. The study was carried out on 3-5 star hotels and qualitative research methods were used. As a result of the study it was concluded that hotel managers understood well outsourcing and the reasons of outsourcing and for the hotel business in case outsourcing turns into a strategy state, some difficulties have to be struggled.

The study by Espino-Rodríguez & Padron-Robaina (2004) aimed to determine the impact of outsourcing on operational strategies and how hotel managers perceived the cost-reduction operations, quality improvement, flexibility and better service goals. Questionnaire was used as data collection tool in the study. In the study, it was concluded that hotel managers thought that outsourcing could be effective not only in reducing costs but also in achieving other strategic goals. In addition, in the study, it was arrived the conclusion that outsourcing affects the hotel performance positively.

Karakaş (2012) aimed to put forward the situation regarding the applications of hotel management in the Alanya Region (Turkey), which is applied in many sectors. Survey technique was used as the data collection tool of the research conducted in 4 and 5 star hotel companies operating in Alanya. In addition, the questionnaires applied to the participants were assessed by subjecting them to a number of statistical analyzes, and as a result of these evaluations it was concluded that the participants thought that activities related to purchasing, basic kitchen services, sales-marketing and personnel selection were more important than other activities and should not be supplied from outside as outsourcing practices.

METHODOLOGY

In this study, it is aimed to measure the perceptions of hotel managers about outsourcing. The research was carried out in 4 and 5-star hotel enterprises operating in Ankara, the capital of Turkey, and in Konya, the largest province of Turkey in terms of surface area. Survey technique was used as data collection tool. In the questionnaire, Lam and Han (2005) outsourcing scale was adopted and used. The universe of the research constitutes a total of 87 hotels ranked as 4 and 5 stars, located in Konya and Ankara. A simple random sampling method was used in the study and the error margin was taken as ± 0,10. Accordingly, the sampling number to be achieved is determined to be 46 as a result of the calculation. In this direction, 50 hotels were subjected to survey questionnaire face to face and because 3 of the questionnaires were incorrectly filled, they could not be taken into the evaluation. The analysis of the data obtained from the 47 valid questionnaires was made by means of the statistical package program. According to the reliability analysis results of the scale, Cronbach's alpha value was found as 0,878.

FINDINGS

Table 2: Distribution of participants according to their positions.

Positions	**Frequencies**	**Percent**
General Manager	7	14,9
Assistant General Manager	9	19,1
Department Director	27	57,4
Other	4	8,5
Total	47	100

The positions of the managerial positions participating in the survey in hotel establishments are shown in Table 2. According to this table when the positions of the participants of the study in the hotel establishments are taken into consideration, it was determined that 14,9% of the participants consist of general managers, 19,1% consist of general manager assistants, 57,4% consist of department director, 8,5% consist of other managerial personnel.

Table 3. Distribution according to the categories of hotel enterprises

Hotel enterprises categories	**Frequencies**	**Percent**
4 star	28	59,6
5 star	19	40,4
Total	47	100

Ratings of the Hotels included in the study are given in table 3. According to this table, it is determined that of the Hotels in the scope of the study; 59,6% are with 4 star, meanwhile 40,4% are with 5 star. In the research universe, because of the fact that 4 star hotels are many more, in the obtained data as well, that the 4 star hotels are more than 5 star hotels has appeared as an expected case.

Table 4. Distribution of hotels according to their ownership.

Statues of the hotel establishments.	**Frequencies**	**Percent**
The hotel affiliated to a national or international chain	22	46,8
Independent	25	53,2
Total	47	100

The statues of the participating hotels are shown in Table 4. While 46,8% of the hotels are connected to a national or an international chain; And 53,2% are independent hotel enterprises. When the statutes of the hotels included in the survey are examined, it is seen that independent hotel enterprises are slightly outweighing.

Table 5. Distributions according to the cities where the hotel enterprises perform activities.

cities where the hotel enterprises perform activities.	**Frequencies**	**Percent**
Ankara	33	70,2
Konya	14	29,8
Total	47	100

The figures in which the survey was done are shown in table 5. While 70,2% of the hotels operate in Ankara, 29,8 % operate in Konya. When we look at the hotels that make up the study's universe, the number of 4 and 5 star hotels in Ankara is 72; The number of 4 and 5 star hotels in Konya is 15.

Table 6. Outsourcing purposes of hotel enterprises (n=47)

Variables	**Mean**	**Ranking***	**Standard Deviation**
Reducing operating costs	4,31	1	,87
Providing vendors with management expertise	4	2	,80
Providing vendors with management expertise for the purpose of competing in the hotel industry.	3,97	3	,98
Ensuring that vendors benefit from brand awareness.	3,94	4	,84
Ensuring that it is benefited from the improved production techniques used by suppliers	3,88	5	,83
Ensuring that the risk of failure of the enterprise decrease	3,82	6	,92
Ensuring that New bazaars are found or the suppliers are benefited for the New bazaars to be found.	3,80	7	,76
Ensuring that the internal sources of the hotel are benefited in better ways.	3,74	8	1,12
Ensuring that more income obtained	3,65	9	1,08

*Rankings were based on mean scores measured on a Likert scale from 1 to 5 (1=strongly disagree and 5=strongly agree)

Table 6 shows the ranking of the hotel managers participating in the survey according to their importance for outsourcing purposes. Accordingly, outsourcing for participants is to reduce the costs arising from primary-purpose activities (m = 4.31). The latter, which the participants attach importance to, is to use the management expertise of the suppliers (m = 4.00). However, hotel enterprises are successful in increasing competition conditions and want to have a say in the market. Participants therefore want to benefit from the expertise of their suppliers in order to compete in the hospitality industry (m = 3.97). The use of brand awareness by suppliers is in fourth place according to their importance (m = 3.94). According to managers of participating hotel management, the statement of outsourcing to utilize the advanced production techniques used by suppliers is in the fifth rank (m = 3,88). Participants were found to be more important in terms of reducing the risk of failure (m = 3,82) and ensuring that suppliers are benefiting from the availability of new markets or the development of existing markets by ensuring that the hotel's internal resources are better used (m = 3.74). The view that outsourcing practices are being used to generate revenue is at the bottom of the list (m = 3.65).

Table 7. The handicaps in outsourcing in the hotel establishments

Variables	**Mean**	**Ranking***	**Standard Deviation**
Insufficiency of the laws about protecting the hotels from failure of the suppliers	4,00	1	,94
That outsourcing is not be able to be understood sufficiently	3,94	2	,99
In the market the difficulty in identifying trustable outsource suppliers	3,85	3	1,09
Risk of redundancy of the employees.	3,71	4	1,07
The worry about the losing control of units which outsourcing is practiced.	3,66	5	1,08
Lack of experience of hotel management in supervising the suppliers	3,63	6	1,30

*Rankings were based on mean scores measured on a Likert scale from 1 to 5 (1=strongly disagree and 5=strongly agree).

In Table 7, the barriers to hotel operations' outsourcing practices are ranked according to their level of importance according to the perceptions of the hotel managers. Participants are most concerned about the inadequacy of the laws protecting the owners if they fail to fulfill their duties (m = 4.00). Outsourcing is not possible in these enterprises due to the fact that managers cannot fully understand the outsourcing of managers (m = 3.94). According to the participants, the problems experienced in determining the outsourcing suppliers in the market are external sources (m = 3.85), which is one of the important obstacles in benefiting outsourcing practices. One of the main reasons why hotel enterprises avoid outsourcing is the risk of dismissing current employees (m = 3.71). As a result of the analysis of the data obtained from the participants, it might be concluded that the loss of control of outsourced units (m = 3.66) is more important than the expression of avoiding outside use (m = 3.63) due to lack of experience of the hotel management under supervision of suppliers.

CONCLUSION

Outsourcing has an important strategic management understanding for reasons such as lowering the cost of hotel operations, focusing on its core activities, taking advantage of the supplier's expertise and brand awareness. In this study, it was aimed to measure the perceptions of outsourcing of hotel managers operating in the provinces of Konya and Ankara. Findings of the study revealed that hotel managers have stated that they prefer outsourcing for mostly the reasons of reducing the costs of the activities, benefiting from the management expertise of the suppliers and utilizing the expertise of the suppliers in order to compete in the hospitality industry more efficiently.

It might be stated based on the findings that for hotel enterprises the most important reason for avoiding outsourcing is the lack of sufficient laws to protect the service demanding parties in case service suppliers fail to fulfill their duties. In a similar study conducted by Lam & Han (2005) on executives of hotels operating in Shanghai-China, the most important obstacle to outsourcing was the inadequacy of laws to protect hotel businesses against suppliers. Besides, it can be said that difficulties in finding a reputable outsourcing supplier and lack of know-how about facilitating outsourcing activities are main obstacles for hotel enterprises and the findings of this research proved the findings of the study applied in Shanghai.

When outsourcing is well used by managers, this can provide the businesses with gaining competitive advantage. Financial development can contribute by reducing the costs of hotel operations with the services provided by outsourcing suppliers. The expertise of management and service provision of outsourcing suppliers can increase the quality of services offered in hotel businesses. On the other hand, a precaution needs to be taken against the adversities such as the risk of redundancy of employees and the loss of control over outsourced units. In addition, on the supervision of outsourcing services suppliers, relevant trainings can be taken in order to overcome the lack of experience and to develop the knowledge of hotel management on outsourcing related employees.

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GREEN CERTIFICATIONS WITHIN THE HOTEL INDUSTRY

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Abstract
A blooming hotel industry has the downside of an increased negative environmental impact. At the same time, many hotel guests and employees have become conscious of eco-friendliness and green practices. In addition, 2017 was by United Nations declared as the International Year of Sustainable Tourism for Development, with the emphasis on (among other elements) resource efficiency and environmental protection. A hotel that has green certification(s) promises more green services, products, and operations, and possesses thereby (potentially) important strategic assets, when it comes to attracting customers and employees. Many green certifications are offered within the hotel industry, such as for example Green Globe and Green Key. However, which certificate(s) to choose is a strategic choice for the hotel management. In this paper, we examine green certifications in order to determine similarities and differences among them. As part of the research, we analyze the usage of certificates in different regions (e.g. Southeast Europe). Even though many of the certifications are offered internationally, we identified clear differences in dissemination across region. In addition to region, the belonging to a hotel chain/brand seemed to highly influence the choice of certificate(s).
Key words: green certification, eco-friendliness, sustainability, hotel industry, strategic asset, strategic choice

INTRODUCTION

The hospitality industry is one of the world's largest and most important industries. It's more than evident that the extent of travels, international conferences and overnight stays have increased significantly and will continue to rise. The industry is not only recognized as a rapidly developing one, but also regarded as one of the most attractive businesses (Pizam and Shani, 2009).

Parallel to this, eco-friendly options are welcomed within the hospitality industry, where both hotels and airplanes opt for greener solutions. The hotel industry is often associated with large energy consumption, food waste, carbon emissions and lots of chemicals for washing and cleaning, but many hotels encounter an increasing number of hotel and conference guests that request more sustainable solutions from their accommodations.

With this background it seems evident that there is a big potential for the hotel industry to rethink business models and services aiming to reduce the consumption and waste,

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and to increase the sustainability oriented experiences of the hotel guests. A new research project (Thomsen, 2017) shows that sustainability in the industry concerns more than saving kilowatt hours – it is as much about the combined care for the environment and for the guest.

Jensen claims that the development towards increased sustainability helps to increase profits, create more jobs and new business opportunities for the hotel industry (Thomsen, 2017). Among others, Graci and Dodds (2008) listed in detail the positive effects of going green, and these include gaining competitive advantage by being a leader in the sector, customer loyalty, employee retention, awards and recognition, increased brand value, risk management, and more. For this reason, thousands of hotels within hospitality industry's leading chains are now required to report their environmental impact to headquarters. According to Hasek (2013), more sustainability reporting is taking place at the corporate level, and the industry has been in agreement on how to calculate the carbon impact of hotel stays and meetings for almost a year now.

The year 2017 was by United Nations declared for *International Year of Sustainable Tourism for Development* with the emphasis on (among other elements) resource efficiency and environmental protection. There are many statements supporting the sustainability importance e.g. the World Tourism Organization (UNWTO) Secretary-General, Dr. Rafai, indicated in 2015 that "[there is a] unique opportunity to advance the contribution of the tourism sector to the three pillars of sustainability – economic, social and environmental, while raising awareness of the true dimensions of a sector which is often undervalued" (UNWTO, 2015).

Our own interest in this research stems from the fact that we have observed a rapidly increasing interest within hotel management of many hotels to let the hotel certify (or by some certification bodies called 'be awarded') with green certificates. A hotel that has green certification(s) promises more green services, products, and operations, and possesses thereby (potentially) important strategic assets, when it comes to attracting customers and employees. However, many different green certifications are offered within the hotel industry, such as for example Green Globe and Green Key. The choice of which certificate(s) to select is a strategic choice for the hotel management. There are gaps in the literature when it comes to factors that cause hotel management to decide for a specific certificate, as well as challenges and practices when it comes to implementation of changes in services, products and operations.

As a first step to understand which factors that influence top managers' decisions to obtain a particular type of certification, we aimed to identify and classify different types of green certifications, and determine their similarities and differences. Further on, we investigated dissemination of the various certificates across regions. In addition, we wanted to identify whether the belonging to a hotel chain/brand would influence the choice of certificate(s).

In sum, the research aimed to answer following questions:

- What are the similarities and differences among global green certificates/certifications within the hotel industry?
- What are the usage within the hotel industry in different regions (e.g. Southeast Europe) of different global green certificates?
- How and to what extent does the belonging to a hotel chain/brand influence a given hotel's choice of certificate(s)?

The paper is structured as follows: First, the theoretical framework is presented. Hereafter, follows a section on research methodology. Next, a section on findings is presented and, finally, a conclusion, limitations and suggestions for further research are offered.

LITERATURE REVIEW

Weeden (2002) stated that in almost four decades numerous debates regarding the importance of global sustainable development have taken place. However, only since the 1990s the hospitality industry has been pursuing and adopting a significant number of green practices, as a result of fluctuating economic levels and a strong focus on customer service and satisfaction (Tzschentke, Kirk and Lynch, 2008). It appears that many travelers around the world now prefer so-called green hotels (Chan, 2013). Using the label "green hotel" has typically the purpose of playing a critical role in customers' decision-making processes and behavioral intentions (Prendergast and Man, 2002) and thereby attract potential customers (Pizam, 2009).

In order to understand the purpose of the concept of certification itself, Black and Crabtree (2007) suggested an extensive definition of certification i.e. "voluntary procedure that sets, assesses, monitors, and gives written assurance that a product, process, service, or management system conforms to specific requirements and norms. A certification/awarding body gives written assurance to the consumer and the industry in general. The outcome of certification is a certificate and usually the use of an ecolabel." (pg. 502)

Going Green has become the "it" topic of concern of the past several years and continues to gain transaction (Morris, 2004). According to Green Globe data, never before has the need for businesses to operate in an environmentally responsible manner been so evident. Many businesses nowadays seek to implement programs that demonstrate their commitment to sustainability as a major part of their Corporate Social Responsibility (CSR) policies, consequently constantly growing multi-billion dollar industries like sustainability related products, services and consulting.

Other studies also showed the beneficial effects of a green certificate as well as a constantly growing tendency for using it. For instance, Gagiolli (2015) stated that "the eco/green/environmentally friendly movement has become popular and shows no sign of stopping. Not only that guests are becoming more and more knowledgeable about green practices, but also they are creating certain expectations from the hotels in requesting them to possess the certificate. This being the case, their decision between booking one property over another depends on their eco-friendliness.” Therefore, third-party certificates can help a hotel attract customers. Gagiolli (2015) supported his previous claims by adding that “obtaining a certification, especially one completed by a third-party auditor, will help confirm [the] team’s effort, as well as convince guests [that the hotel’s] eco-claims are valid”. Similarly, Fukey and Issac (2014) discussed the benefits of green management, stating that many hotels profited from enhanced reputation of the firm and more worth customers, however the financial saving are the most essential reason when it comes to implementation decision. The reduction in cost for posting advertisements is beneficial, and the clear orientation of the hotel might increase employees’ recognition of the workplace. So not only consumers can see the values of green certification, but also current and potential employees. According to Fukey and Issac (2014) “sustainability in business is the growth in lively processes which enable people to understand the potential to protect the Earth’s existent support systems”.

Sedmak (2017) pointed to another perspective of how green certificates can be valuable for the hotels. Green certifications represent a way to enhance consistency on the company level because: (1) it is guiding managers and employees, and (2) it is aligning expectations of customers and even suppliers (both existing and potential).

However, in order to achieve all the positive effects hotels are required to comply with a lot of strict rules and regulations, policies and procedures. Sometimes, it is hard to keep up with ongoing trends. For instance, most of the hotels instituted a changing towel policy, while the latest trend is to not replace them unless it is requested (Fukey and Issac, 2014). It is essential to provide special training to all the employees and offer them training programs about then environment. From the point of view of customers, Fukey and Issac (2014) considered that some guests are not willing to pay more to support a hotel’s green initiative. This can be very risky for the hotels, as if they invest in the implementation, they might not only spend extra money but lose guests as well. The main reason can be low visibility of the certificate, which makes both employees and guests unaware (Bergin, 2010). An example supporting this claim would be ‘low general environmental awareness’ as well as ‘lack of publicity’. (Tsai, Chan, Chou, Schultz, Heike and Yeung, 2003). After analyzing Island Shangri-La, the first hotel in Asia to obtain the ISO 14001 certification, the researchers identified that ‘low employee involvement’ is one of the major issue. After the employees realized that they were not directly affected by the green certification, which at the same time made them work even more, they tended to lose focus. The authors noticed that ‘lack of government and industry support’ can be some of the reasons when facing challenges with green management.

METHODOLOGY

TYPES OF DATA

In summer 2017, secondary data for this study, consisting of websites and newspaper articles, was collected. The purpose of the data collection was to be able to compare dissemination of green certificates in numbers and geographical coverage. Moreover, the theoretical framework is based on research literature on green certifications, the hotel industry and sustainability. Searches have been undertaken through more of the academic databases and search engines, e.g. EBSCO databases, ProQuest, Scopus, and Google Scholar.

Based on the above mentioned data collection, primary data was also collected. A semi-structured interview was used as the data gathering tool and the study was designed as a qualitative research. The interview was carried with the general manager of the only hotel in Serbia that has obtained the ISO 14001. The in-depth interview had the purpose to identify reasons of obtaining the certificate.

Some of the key questions were:

- What are the reasons for implementing Standard ISO 14001/Environmental Management System?
- Have you heard about any other green certifications within the hotel industry? If yes, what are in your opinion the potential benefits of other types of certifications? Have you heard about any other hotels which have green certifications?
- What influenced your decision to implement Standard ISO 14001 among all others globally offered green certifications?

Selection of certificates and data analysis

On a global scale, more than 140 green certification labels exist, e.g. Earth Check, Energy Star, Green Globe, Green Key, Green Key Globe, Green Tourism Active, ISO Standards with ISO 14001 being for Environmental Management, Travelife, Trip Advisor Greenleaders etc. To answer the given RQs within this study, comparison of three certifications was made. As we aimed for doing data collection in Serbia, due to convenience sampling, certificates used in Serbia influenced our choices for two of the chosen certificates. Our choices were: (1) Green Globe, which according to Gagiolli (2015) is one of the most popular/globally recognized green certifications; (2) Green Key, as Radisson Blu Old Mill hotel in Belgrade is announced to be the first hotel in Serbia with Green Key certificate; and (3) ISO 14001- Environmental Management, as this related to the in-depth interview with the general manager at Hotel Prag in Belgrade, Serbia.

In order to determine differences and similarities across the three selected certificates, different aspects were selected: aim, process of certification, general characteristics, and criteria.

FINDINGS

Dissemination of green certificates within the hotel industry

Figure 1 offers an overview of the proportion of hotels with green certificate. It shows the density of environmental sustainability certified hotels per continent. Based on a study of 130 000+ hotels worldwide, 6.2% were certified. It is interesting that Asia, as one of the leading business-growth areas of the world, has the lowest density, however, according to Koeppel (2017) 0.9% of all hotels in Asia with an environmental sustainability certification provides enough potential for improvement, should Asia ever feel the need to match or surpass the % level of hotels in Europe or North America.

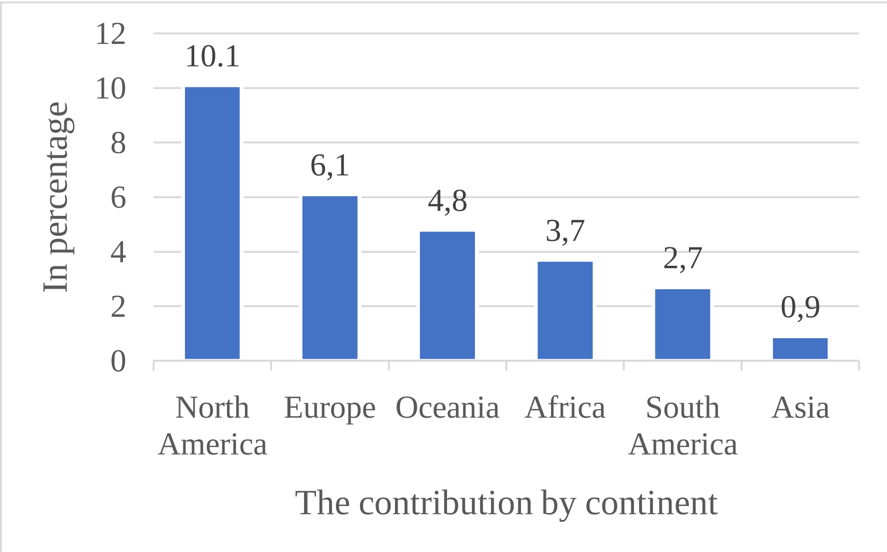

Fig. 1. Study of 130 000+ hotels worldwide

Analysis of the selected green certificates

The focus of Green Globe is on maximizing economic impact and minimizing social impact by investing in community development, local employment and entrepreneurs and fair trade, while Green Key aims to lower environmental footprints through sustainability management and to raise awareness of sustainability among staff and guests (International Tourism Partnership, 2016). Further, according to the Environmental Management System (2015), the aim of ISO 14001 is to provide organizations with a framework to protect the environment and respond to changing environmental conditions in balance with socio-economic needs.

Based on the description presented above, it is clear that Green Globe is the most general one out of the three, whereas Green Key is specific for hotels, and ISO 14001 is generally covering all industries, both manufacturing and services.

In order to understand, why top management at a hotel would choose a specific certificate, we asked the general manager of the only hotel in Belgrade that has implemented the ISO 14001, i.e. an Environmental Management System. The hotel is the first specialized business hotel in Serbia, and in 2017, it was awarded with the Certificate of Excellence by Trip Advisor based on hotel guest reviews. The general manager (Milas, 2017) stated that "ISO 14001 standard was implemented in 2014 with the desire of the hotel to do business according to the latest world standards which relate to the improvement of business through greater orientation and protection of the area in which we work and live." Further, they wanted to be ecologically responsible and to improve, additionally, their business and the outcomes of their work. The reason why ISO 14001 was selected among green certificate opportunities was that the hotel already had successfully implemented ISO 9001. This was due to the fact that the hotel owner had other business (outside the service sector), and they were also ISO certified. Therefore, it seemed like a natural choice for the hotel.

When identifying similarities and differences among the certification processes, it became clear from the certification schemes available online of all the three selected certificates (i.e. Green Globe, Green Key, and ISO 14001) that Green Globe has its own specific stages such as payment of membership, acquiring knowledge about the processes, and implementation of standards (in which minimum 50% compliance rate with the standards is required). However, an independent third party audit on-site as well as a stage on getting the certificate issued is the same for all three certificates. However, Green Key uses another terminology as they don't call it 'to issue the certificate' but 'to award the Green Key'.

Green Key starts the process with a filling out an application form, where the client (i.e. the hotel management) has to self-assess to which degree the hotel complies with the Green Key criteria. Further, companies are asked to improve their compliance with criteria by 5% every year. The Green Key certificate is valid one year. A special characteristic for Green Key is that the awarded hotels (and other organizations) get visible on the website.

When it comes to ISO 14001, this certificate opens the process with enquiry, in a common process for the hotel (or other organization) and the certification body. Afterwards, the certification body has to confirm that the hotel (or other organization) can continue with the process. There are two stages of assessment, first as documentary review, and second an assessment on-site. In order for the certification and registration to take place, criteria have to be met. If they don´t, they have to be improved. Annual surveillance is done, and renewal must happen every third year.

In Table 1 the overview of different characteristics among the three certifications is presented. Obviously, Green Globe has a different level of assessment, however, this certificate has the lowest number of organizations certified.

Table 1. General characteristics of certifications

Certifying body	**Different levels of assessments?**	**Cost**	**Monitoring and Renewal**	**# certified**	**# of countries**
Green Globe	**Yes**	EUR 620-4200 dependent on size plus independent audit fees	Annual renewal period, standard is updated and reviewed twice per year	508	90
Green Key Foundation for Environmental Education (FEE)	**No**	EUR 1000 plus EUR 500 + expenses for audit	Audits are conducted first and second year and then every three years. GK is awarded for one year at a time	2400 hotels	52-60
ISO 14001 Various certifying bodies accred. by national accred. bodies	**No**	Depends on audit time and audit time depends on client size and complexity (EUR 300-2000)	Annual surveillance minimum per year and renewal in every three years	1786 hotels and restaurants	186

Source: provided by the authors.

The last method to differentiate among the three certifications was by looking at their criteria. The findings can be seen in table 2. Please notice that ‘to have indirect criteria’ means that the criteria can only be assessed through other criteria. ISO 14001 has seven main requirements plus 36 others. As ISO 14001 is general standard, meaning that it is applicable for all services and manufacturing, implies that it cannot have specific requirements on hospitality elements as the two others have, especially Green Key. For instance, the difference is that Green Key requires food to be eco-labeled and organic (as well as the hotel is required to buy seasonal food, to consume less meat, and to decrease food waste), whereas the ISO 14001 standard just mention these elements indirectly by referring to protection of environment (e.g. ensuring that no contamination of water is taking place – and thereby securing the food quality). Green Globe (four main requirements plus 41 others) doesn't focus on food and beverage and outdoor activities in details. Health and safety criteria differentiate for Green Globe where it's covering well-being of its customers and staff, while for ISO 14001 the same criteria mean to manage emergency situations, such as a fire, and in that specific way to take care of guests and employees. For indoor activity, last but not least, Green Key (13 main and 128 others) has a special section related to non-smoking.

Table 2. Selected differences among the analyzed certifications

Different Criteria	**Green Globe**	**Green Key**	**ISO 14001**
Implement a Sustainability Management System Sustainability management system that considers environmental, sociocultural, quality, health, and safety issues	✓	✓	ONLY Environmental issues
Legal Compliance In compliance with all relevant international or local legislation and regulations (including, among others, health, safety, labor, and environmental aspects)	✓	✓	ONLY with Environmental aspects
Local Zoning, Design and Construction Design and Construction – Compliance with Legal Requirements; Sustainable Design and Construction of Buildings and Infrastructure – New /Existing Buildings	✓	NO	✓
Health and Safety Well-being of its customers, staff and local community	✓	✓	indirectly
Social/Economic Community Development, Local Employment, Support Local Entrepreneurs, Respect Local Communities, Exploitation, Equitable Hiring, Employee Protection	✓	✓	NO
Fair Trade Local and fair-trade services and goods are purchased by the business, where available	✓	NO	NO
Food and Beverage	NO	✓	indirectly
Indoor Environment	NO	✓	NO

Source: provided by the authors.

The second research question concerned the number of certificates in different regions. The choices of regions were based on relevance and convenience sampling. We chose Northern Europe (as Green Key was founded in Denmark), Southeast Europe (as our interviewed general manager is from Serbia) and Central Europe (as we are situated in Austria). For Green Globe, we have in Figure 2 calculated number of members, whereas data for ISO 14001 is taken from their database, which is based on data provided by accredited certification bodies (please notice that the database is not fully accurate as non-accredited certification bodies exist, and some of them didn't deliver data to ISO). Obviously, Green Key is the most present in Northern Europe. This may be due to its origin there. When it comes to Southeast Europe, the majority of organizations with Green Key certificates is in Greece. The reason may be that Greece is a well-established tourist destination, and that Green Key is specialized for hotels. The results are presented in Table 3.

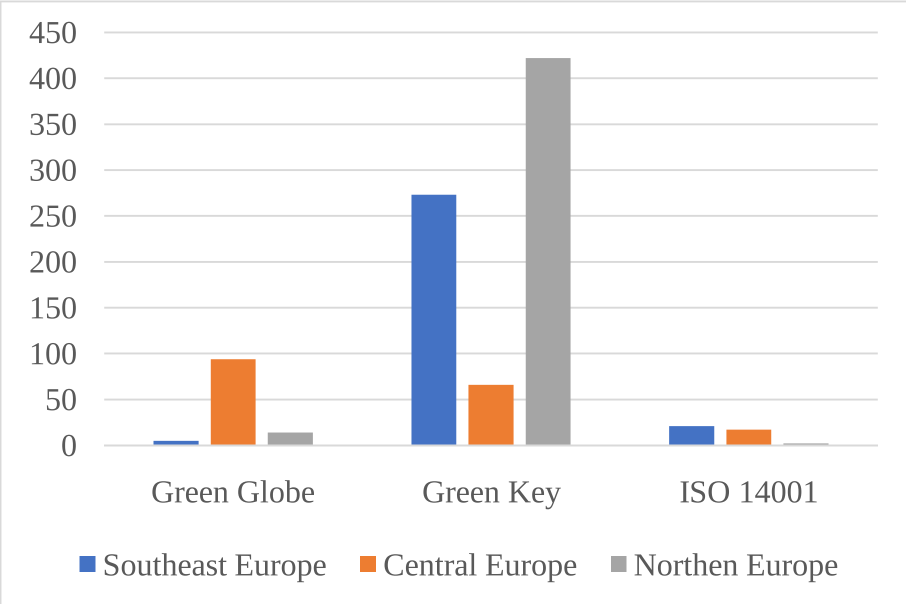

Fig. 2. The number of certificates in different regions

Table 3. The number of certificates in Southeast Europe per countries

	AL	BIH	BU	CR	GR	MA	MO	RO
Green Globe	0	0	0	0	1	0	0	1
Green Key	0	0	1	7	261	0	0	2

Source: provided by the authors.
AL = Albania, BIH = Bosnia and Herzegovina, BU = Bulgaria, CR = Croatia, GR = Greece, MA = Macedonia, MO = Montenegro, RO = Romania

In addition to region, the belonging to a hotel chain/brand seems to highly influence the choice of certificate(s). From the brief analysis presented below it can be seen that a hotel chain seems to be directly influencing the decision concerning the selection of a specific certification. For example, all Radisson Blu hotels must have Green Key, as this is policy of the company. However, in UK, the green certificate, Green Tourism, exists, so therefore the Radisson Hotels in UK tend to have this certificate as well in order to comply with the regional requirements/expectations in order to be competitive on the UK market. In the same line, we identified local eco-labels at other Radisson hotels (e.g. Radisson Blu Resort Malta, St. Julian's. Maltese Eco-label) to supplement Green Key.

Therefore, when a hotel is not influenced by a chain (e.g. the Radisson Blu chain), top management can make its own decision and be influenced by other factors, as can be seen in Table 4 below.

Table 4. Brief analysis on the two hotels with green certificates in Serbia

Name of the hotel	Certifi-cation type	Type of the hotel belonging	Influence of hotel chain on certifica-tion's choice	Influence of hotel region on certifica-tion's choice	Other reason for choosing certain certification
Hotel Prag, Belgrade	ISO 14001	Privately owned company, independent	No	No	ISO 9001 Standard was already implemented the existence of some of the ISO Standards required
Radisson Blu Old Mill, Belgrade	Green Key	Hotel chain	Yes	Yes	No

Source: provided by the authors.

CONCLUSION, LIMITATION AND FURTHER RESEARCH

Existing research points to the positive effects as well as challenges of obtaining green certifications. Our contribution is that we have identified many differences across certifications, when it comes to different aspects like aim, process of certification, general characteristics and criteria. Further on, our research points to the likelihood that already received certifications (like ISO), the region (which could be due to competitors' actions when it comes to green certification) and/or the chain, the hotel belongs to (if it belongs to a chain) will heavily influence decision makers when considering to apply for a green certificate.

The limitations of this research are: (1) it focuses only three certifications only; and (2) only one interview was conducted.

In future studies, we would suggest comparative studies related to green certification usage in different counties. Moreover, our own research could be repeated with interviews in more hotels.

We believe that it would be interesting to examining how voluntary certifications (like green certificates) are associated with corporate branding. Further, we also think that there is a research gap when it comes to insights in the implementation and operation of the green certificates.

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INVESTIGATION OF CRISIS AND CHANGE MANAGEMENT STRATEGIES OF TURKISH HOTELS IN A LARGE SCALE TOURISM CRISIS

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Abstract
This study used an adapted version of both Faulkner and Vikulov's (2001) Tourism Disaster Management Framework (TDMF) and Ritchie's (2004) Crisis and Disaster Management Framework (CDMF) and tested the adapted framework to some Turkish hotels within the context of the 2016 tourism crisis in Tukey. This framework consists of six stages regarding crisis management. The number of research focusing on crisis management strategies of the organisations in the hospitality industry is limited in the literature. This study focused on some five-star hotels specifically and aimed to reveal the types of crisis management strategies used as a reaction to a large-scale tourism crisis. 24 specific questions in Turkish regarding six stages were adapted from the framework. Semi-structured in-depth interviews were conducted with 20 hotels randomly chosen by the researchers. The results obtained from the interviews identified a range of recommendations for the hospitality industry. Turkish hotels were found to remain inadequate in the use of crisis management strategies. Moreover, they were found to lack of awareness regarding crisis management strategies. Of the recommendations suggested in this study, one key suggestion for the hotels is to develop a formal crisis management plan for a future crisis in the tourism sector and regularly practice it in their organisations.
Key-words: Crisis Management, hospitality industry, tourism, Turkish Hotels, Management strategies.

INTRODUCTION

The tourism industry is a sector which often suffers from crises. Therefore, managing crisis is considered to be a major issue for organisations in the tourism sector. As suggested by Faulkner (2001), the issue of crisis management has not been adequately handled in tourism sector whereas it has been facing many crises. Faulkner and Vikulov (2001) have contributed to the literature of crisis management with a framework which is Tourism and Disaster Management Framework (TDMF), and the number of studies in the literature testing this model in the tourism sector is very few. In the literature of Disaster and Crisis Management, many frameworks have been suggested (eg. Murphy and Bayley, 1989; Smith, 1990; Santana, 1999; Faulkner and Vikulov, 2001; Ritchie,

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2004; Paraskevas and Arendell, 2007; Hystad & Keller, 2008; Lyon and Worton, 2007; and Murphy, 2008). Out of these frameworks, Faulkner and Vikulov's framework (2001) has attracted much attention. Faulkner and Vikulov (2001) suggested that this framework (TDMF) could be used in various crises, which makes it a strong framework as it could be used in many different crises in different discourses (Prideaux, 2003). This study uses an adapted version of Faulkner's and Vikulov's (2001) TDMF and Ritchie's (2004) Crisis and Disaster Management Framework (CDMF) to test how applicable it is in a large scale tourism crisis.

Definition of Crisis and Crisis Management

Pauchant and Douville (1993) define crisis as disruptive situation affecting an organisation as a whole and challenging formerly accepted assumptions. Crises often demand urgent and novel decisions and actions leading to the restructuring of both the affected system and the basic assumptions owned by the members of the organisation and system. Faulkner (2001) defines crisis as an event caused by the problems throughout an organisation. Santana defines Crisis Management (1999) as an ongoing comprehensive effort that organisations adapt to understand and prevent a crisis, to manage the crisis with appropriate planning and training activities in line with the interest of their stakeholders. Similarly, Evans and Elphick (2005) suggest four stages for the effective management of crisis as reduction, readiness, response and recovery. They claim that successful management of a crisis is closely related to the effective planning prior to the crisis.

After all those mentioned above, it is evident that there is a need for further research to comprehend what crisis and crisis management in the tourism sector. To be able to effectively cope with the negative impacts of crises in tourism, it is important for both destination and organisation managers to be prepared for the management of a crisis. The crisis is a case when some fundamental impacts exist on the organisations' images, reputation, their future liabilities and abilities to be able to continue their operations in the sector. For such an organisation, to be able to survive in the sector, it is very important to be aware of their roles and responsibilities. In addition to that, the employees employed at such organisations need to be sure about what problems they may face during and after the crisis (Taylor, 1999). If an organisation experiences a crisis, it becomes a major interest of the media organs and thus potential visitors to the country are informed about the crisis, and they change their decisions regarding their holiday plans. Thus, the investor and the organisations experiencing a crisis may face serious risks exposed by the crisis. The businesses and organisations which are not prepared adequately for the crisis are evidently under the risk of losing a lot in the crisis. As suggested by Regester and Larkin (2002), the main focus of crisis management is about finding, cultivating and harvesting the achievements that could be a potential outcome of a crisis. The most basic necessity of a crisis management is to be aware that there is a crisis and then to take appropriate actions. Then making the crisis public comes. A well-managed crisis management process allows organisations to reduce the potential risks of the crisis.

The Importance of Crisis Management in Tourism and Hospitality Industry.

There are a lot of reasons to handle crises in tourism with much care. The first one is that the sector is dependent on the expenditures of the consumers. That means that hospitality industry is much more sensitive to changes in the sector. The achievement of the marketing of the tourism products and services in the sector significantly depend on consumers' perceptions regarding a destination and the degree of the risk arising when a certain product is purchased (Gondlez-Hmero and Pratt, 1998).

Theories and Methods Used in Crisis Management

Crises generally follow three stages; pre-crisis, crisis and post-crisis. The Organisations start to live a crisis beginning from a normal situation and finally, they try to return back to their normal state. A lot of principles have been suggested about crisis management in the literature, and most of these principles are based on the principles of best practices. Faulkner (2001) suggested a model for the management of the crisis in the tourism industry. The key point in the management of a crisis is to be adequately prepared for it. Many decisions need to be made prior to the start of a crisis. There is a need for training, planning, prevention and immediate and effective response to the crisis. To effectively manage crises, the techniques employed in management need to be proactively practised within the organisation to reduce the potential risks.

The Relationship between Organisational Change and Change Management.

Burnes (2004) suggests that change is something which never stops in organisations, and it is something which affects all organisations in all sectors. Tourism is a dynamic sector and it is, therefore, necessary for all organisations operating in the tourism sector to be engaged in the process of managing change (Vanhove, 2005). Cooper et.al (2005) claims that tourism is a sector which continuously suffers from generally unexpected changes resulted from crises. The internal structure of organisations may have some major effects on organisations. The study carried out by Todnem & Dale (2008) claim that managers of most touristic businesses believe that organisational change needs to be continuous at all times. In this study, it is also noteworthy to state that change management is a term which is equivalently used for crisis management. Change is something which does not happen by itself but as a reaction to a certain event. It is also pointed out that there is not a proactive approach adopted by the managers in the hospitality sector. Eight critical factors have been suggested to play significant roles in organisational change, which are; (Tondem & Dale, 2008).

a. *Adaptability and Flexibility*: As modern organisations have always changing characteristic, businesses and organisational systems cannot remain silent for the change. Moreover, it is suggested that ideal managers adopt different approaches which contribute to effective reaction to both internal and external changes as well as reacting and functioning proactive organisations and systems.

b. *Encouraging commitment and being supportive:* **C**ommitment is an important issue in the effective management of organisational changes. Commitment is needed from those at both managing positions and employees at lower positions. The shared and accepted vision of organisations, aims and objectives should also be taken into account in creating a shared commitment at organisations.

c. *Encouraging communication and cooperation***:** A continuous and honest communication among all stakeholders of organisations is very important to ensure the accurate understanding of the current environment, the reasons, importance and implications of the change. It is also very important to help employees feel that their organisations are equipped with enough abilities to communicate well regarding the crisis (Armenakis et al. 1993). Besides, there is a need for a regular communication between management and the employees to encourage a sense of responsibility.

d. *Keeping continuous learning and improvement alive***:** There should always be an attempt to improve the organisation because slackness always poses a risk for organisations especially if they are successful ones. Cicmil (1999) suggests that organisations need to support organisational learning to be adaptable and flexible. Therefore, all organisations should function as learning organisations and encourage their employees to be always learning individuals.

e. *Using formal strategies:* Kotter (1996) suggest that formal strategies employed in the management of organisational changes are very important. Trust and shared values within organisations are to be considered important to create a shared vision, aims and objective. Possessing these values in organisational change management attempts provides a lot of advantages in the change process.

f. *Using motivation and reward techniques:* When organisations are subject to change, employees are empowered to encourage the sense of ownership for the change efforts to increase the motivation of the employees. Besides, as the managing staff and the ones at lower positions are dissatisfied with the situation, any achievement obtained through the change should be shared with all stakeholders actively participating in the change management process.

g. *Being pragmatic*: Pragmatism also plays a critical role in the management of organisational change. However, it is not generally considered and taken into account in change management process in organisations. All stakeholders of organisations dealing with change management need to have a shared sense of being able to achieve the shared aims and objectives. As a consequence of that, those managing change management have to be realistic in the allocation of the time and organisational resources.

h. *Employing the right people*: Employing the right people is the most important issue for the achievement of an organisational change management. Organisations need to be careful in the selection of employees and the employed employees need to be adaptable flexible and interested. They are also interested in learning and improvement. They should also be pragmatic and enthusiastic to change.

Purpose of the Study

The purpose of this study is to investigate how the hotels in Turkey prepared and responded to the 2016 tourism crisis and explore the effectiveness of Faulkner's and Vikulov’s (2001) TDMF and Ritchie’s (2004) CDMF. TDMF and CDMF was the conceptual framework for this study. Another purpose of this study was to examine organisational changes the investigated hotels had to make during and following the 2016 tourism crisis.

Study Focus: the 2016 Tourism Crisis in Turkey

In the period of 2015/2016, Turkey experienced a deep crisis which was rare in its history. The Russian-Turkish tension, which started with the fall of the Russian warplane which violated the border of Turkey-Syria at the end of 2015 started to deepen, and Russia prohibited Russian tourists from visiting Turkey. In the same period, combating the increasing terrorist activities resulted from the Syrian civil war in the region, tourism had been negatively affected. All of these caused a sharp decrease in the demand for tourism acts in Turkey. On the other hand, the terrorist acts all over Europe, which is the main tourism source market of Turkey, are accepted as the main events of the crisis of 2016 tourism season. On the other hand, the unsuccessful coup attempt that took place on July 15, 2015, was also one of the important events that affected Turkey's appearance in the world and therefore tourism.

The Figure below shows the sudden decrease in the number of visitors from November 2015 to November-2016. The drop in the summer season when touristic activities are expected to be the highest in a year

especially dramatic. This can be enough to understand the severity of the crisis that the sector had to face and manage.

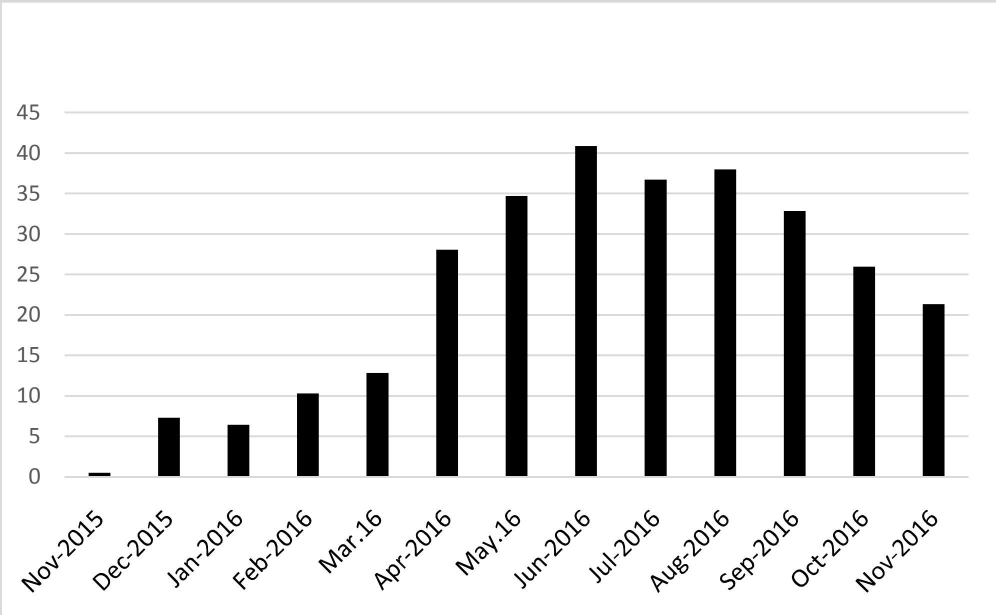

Figure 1: Dramatic drop in percentage in the number of visitors to Turkey in 2016

Research Questions:

The following research questions were developed in this study;

1- What effects did the 2016 tourism crisis have on Turkish Five Star Hotels?

2- What crisis management strategies, consultation and collaboration did Turkish five-star hotels employ to prepare and respond to a large-scale tourism crisis?

3- What organisational changes did Turkish hotels have to make following the crisis?

METHOD

This study used an adapted version of Faulkner's and Vikulov's (2001) TDMF framework. Ritche (2004) also used some elements of this framework adapting to his study. Hotel sector was used through a purposive sampling method to test the framework in the 2016 tourism crisis in Turkey. Kuzel (1992) suggests that qualitative samples are generally purposive as researchers use their knowledge to determine who or what study units are the most appropriate to include. Senior managers are the primary focuses of the study as their knowledge regarding their companies' operational procedures is rich. For this study, data collection was done through semi-structured in-depth interviews with 20 different senior hotel managers from different geographical regions. Veal (2006) suggests that case studies could be used in testing the applicability of a suggested framework. Respondents were asked 24 questions under six stages (See Appendix I). The collected were then analysed using Mile's and Huberman's (1994) three-stage process, Data Reduction, Data Display and Conclusions Drawing and Verifications.

This study is grounded on an interpretative paradigm which attempts to see the events through the eyes of those experiencing the event (Jennings, 2010). The most basic reason for choosing a qualitative approach is to gather rich information from the respondents. As the use of standard qualitative instruments dictates researchers' views on a situation (Veal, 1997), qualitative research is accepted to be flexible. They also allow researchers to be creative through the in-depth analysis of the collected data. The use of an adapted framework which has been tested and validated in many crises contributed to the validity of the study (Yin, 1987). The research questions of this study reveal that this study is both descriptive and explanatory by its nature as it focused on "how" and "why".

The contribution of the Study

This study has valuable contributions to crisis and crisis management literature in tourism by providing a detailed insight into 20 hotels' preparations in response to the 2016 tourism crisis in Turkey. Crisis management was identified as a research gap in the literature in Turkey. In the literature, there is not any available study testing the applicability of Faulkner and Vikulov's (2001) TDMF and Ritchie's CDMF (2004). This study also analyses the preparation, response and recovery of the crisis, and it offers a detailed knowledge of results and also some recommendations for other actors in the sector.

DATA ANALYSIS

Saunders et. al (2003) suggests some principles employed in the analysis of qualitative data, which are categorisation, unitising data, recognising relationships and developing and testing hypothesis to reach conclusions. In this study, the recorded interviews were then transcribed carefully for a detailed analysis of the data. Miles and Huberman (1994) suggest a three-stage method for the analysis of qualitative data, data collection stage which helps researchers to draw a conclusion using the findings. Thus, the collected materials can be put into themes and concepts. The adapted framework has six stages and with the help of these stages, the data were labelled and classified under these stages, which are Pre-event, Prodromal, Emergency, Immediate, Long-term recovery and Resolution. The respondents were labelled numerically between 1 and 20

(R1…R20). For confidential purposes, the table of the coding is not given as an attachment in the study. However, some examples are presented in the results part. This study does not intend to generate its findings to the whole population in the hotel sector. However, it aims to provide a detailed interpretation regarding how Turkish hotels handled crisis management in a serious crisis. As each crisis has some unique characteristics, each of them requires the use of different strategies in the management. Therefore, it is important to note here that each implementation of this study may come up with different findings.

RESULTS

The findings of the study are evaluated under six stages of the adapted framework in this study.

Pre-event Stage

The first stage of the framework is related to the actions taken by the managers of the hotels to reduce the impacts of the crisis. The number of questions asked to the respondents regarding this stage is four. Senior managers were asked if they could expect such a big crisis and almost all of the respondents stated that they were expecting a crisis, but not such a big one experienced in 2016 tourism season. All of them agree on that being prepared for a crisis in this sector is very important, and almost all of them are aware that tourism is a sector which may face a devastating crisis at any time. They also pointed out that tourism sector in the country had been used to crises, but they could survive or they could return to their normal state. They also stated that the 2016 tourism crisis meant more than a crisis for some organisations as it hit all of a sudden.

> "Anyone who operates in the tourism sector is always ready for a crisis in tourism, but that always remains in minds and we never take action to do something about it." (R13)

The number of the respondents who stated they had a clear and well-prepared manual about what to do in and how to respond to a crisis is 3 (Respondent 3-6-11). However, they also added that they had never practised their plan before the crisis hit suggesting as follows;

> "We had draft plans regarding the management of crisis because crises are not rare things in tourism. It is normal to experience; we suffer from a crisis in every 5 or 6 years. We had a draft plan, but I do not know why but we have never thought about simulating it before." (R11)

> **"**We have plans most of which were about financial cuts and effective management of available staff. These were what we mostly focused on in the past" (R3)

The other Respondents did not suggest any reason why they did not have any crisis management plan even in a draft form. Respondents were then asked what pro-active measures they had whereas they did not have any crisis manual although they were somehow aware of a coming crisis. The responses received suggest that the pro-active measures taken by the hotels were at minimal level, and most of the precautions remained unfulfilled. However, the extracts below are worth noting here;

> “We used to involve in talks with our investors or the staff at all levels before the crisis. We talked about the possibility of a crisis in tourism. We seemed to be fully aware of any crisis in the sector. However, we could never put what we talked into practice when a real crisis really hit" (R2)
>
> “We were partly aware of a coming crisis in the sector because reservation rate at the very beginning of the season was very alarming. Anyway there was not much that we could do” (R4)
>
> “We had preparation what cuts we should have in case of a crisis, such as employing fewer employees at the beginning of the season and delaying employment” (R6)

The findings of the study reveal that the attitudes of the respondents regarding their pro-active measures indicated no significant difference. The point that needs to be made clear here is that chain hotels seem to slightly differ from other hotels with regards to their pro-active planning. This could be investigated in detail. Almost all of the respondents claimed that they felt helpless, and they did not believe that they had much to change the crisis. Chain hotels seem to be much better perhaps as they have better organisational structure. One chain hotel suggested as follows;

> "When we realised the huge decrease in the rate of reservation, we were completely sure about the severity of the problem. The board of directors decided to send me and a few other managing staff responsible for sales to England and Germany to take part in fairs in Germany and England. We aimed to increase the sales. We believed we could increase our sales” (R6)
>
> “We have a sales department. We decided to employ more employees in that department giving them more training and to use the latest technology to increase the sales rates” (R9)

The other hotels suggested that they waited for the state authorities to take action as they felt no control over the crisis process and the causes of the 2016 crisis. What makes the things worse is that almost all senior managers were not still aware that they could take some proactive measures which could change the things for better. The next question directed to the respondents was related to environmental scanning. The scanning of the environment is very important as it offers a valuable contribution to the knowledge regarding the possible risk that their organisations may have to face. It was found that none of the respondents reported about any environmental scanning. As the respondents did not offer any positive response to the 3rd question, the 4th question could not be asked of the respondents. When they were asked if they would develop and practice crisis management plan in the future, and if they would carry out environmental scanning, almost all of them suggested that they would, but they were waiting for the current crisis to end. They also seem to have realized the significance of environmental scanning for the survival of their organisation. Respondent 1, 3, 9 15, and 18 stated that they start to deal with problems when they face and when it has become too late to manage. We consider that spending time, money and effort for the development of crisis management plan and especially practising it in real life context seems to be a waste of time and money for the administrator and those investing in the hotel sector.

Prodromal Stage: The second stage of the adapted framework is about the immediate response taken by the hotels to prepare for the crisis. Four questions were developed for the semi-structured interviews to reveal if hotels received any warning about a crisis. The results revealed that all of the respondents were aware of a crisis and the source that they learned about it is usually media organs. However, almost all of them thought that it was still early to take actions just looking at the signs from media, and they did not implement immediate strategies to manage it. They were asked about the exact date when they were fully informed about the crisis, and the most common response from the respondent was late 2015. The response to the last question in this stage received from almost all of the respondents was no.

Emergency Stage: The third stage of the adapted framework is about the actions taken when the crisis hit and emergency procedures. This stage includes communication strategies and methods used to control the organisations' public relations. When the respondents were asked the name of the countries which most frequently sent tourists to their hotel, the responses were Holland, England, Germany, France, Russia, Ukraine and Arabic countries (the respondents did not suggest a specific name but said Arabic countries) and domestic tourists. This is the stage when all hotel seniors started to look for a solution to overcome the impacts of the crisis. All of the hotel senior managers stated that they immediately communicated with their tour operators except two chain hotels which preferred to remain calm and decided to wait for further developments regarding the crisis;

> "We are chain hotels which have been serving in the sector for long years. Most of our hotels host repeat clients who have been visiting us for years. We believed that an adequate number of loyal clients would come. We believed that immediate discount on prices harms our hotels in the long run. If we do it, we lose our loyal clients as they are not happy with the quality of new clients. If you give an early discount, you have a lot of rivals to compete, but if you do not, you have less to compete with" (R6)

When the respondents were asked if they experienced any difficulty in communication with their tour operators, they stated that it was hard to communicate with them as they were too busy. They stated that they were not happy with the reaction of the tour operators. A good example of that was as;

> "We immediately looked for ways to communicate with our tour operator. We were the side feeling the severe impacts of the crisis, but they did not seem to be so, at

least not as much as were because it was an opportunıty for them to get cheaper price offers from hotels.” (R7)

Almost all of the hotels took a reactive approach rather than proactive approach except three chain hotels. The other question asked at this stage was whether they employed and appointed any person and any team whose primary responsibility was to specifically manage the crisis and public relations. The findings suggest that none of the organisations appointed a special person or team responsible for the management of the crisis and public relations. They all stated that they went on managing the crisis with their senior managers and most of them pointed out the experience of the managing staff.

Intermediate Stage. The fourth stage of the framework is about the recovery in the market in the future. When the first question was considered, it was found that all respondents believed that recovery of the image regarding Turkish tourism will be very hard in short term. The extracts below can be given as good examples for that;

“We should not expect everything in tourism to normalize in a very short time. That will not be a realistic expectation. Even we suppose that the chaos in our region stop, I mean the Middle East, I think it will take a few tourism seasons to normalise” (R2)

“Tourism is a sector for which it is difficult to employ qualified employee because it is a seasonal sector. People want to have a job which will offer them a regular income for the whole year. After the 2016 tourism crisis, things regarding staff employment, I do not mean to say qualified, staff employment has become more difficult” (R1-R4-R13-R16)

When the second question was considered at this stage, which is about human and financial resource management, all respondents were found to believe that they needed to be more careful in the use of the present employees. They believed that they should find better ways to use their employees more efficiently and effectively to reduce costs.

"Our investors expect managing team to reduce the costs of salary-based expenses. Therefore, we had a big pressure on our shoulders to employ staff with less cost. We started to look for more seasonal employees to reduce the expense.” (R10)

When the fourth question was considered, it was found that almost all respondents underwent significant organisational changes like keeping the number of the employee at some departments fewer and switching employees among parallel departments. It was also found that they did not undergo any change regarding leadership styles as they did not believe that they had any responsibility in the crisis. When the last question at this was considered, it was found that respondents did not have any plan regarding any collaboration with other stakeholders to assist in the restoration of their organisations’ operations.

Long-term recovery stage. The fifth stage of the framework is about the long-term recovery in operations. Four questions were directed to the respondents at this stage. None of the respondents stated that they received any consultation with external stakeholders to facilitate recovery in their operations in the long term. Much worse, the respondents also stated that they did not have any plan for receiving any consultation in the future. Respondent 17 stated;

> "The things that are supposed to be done for recovery seem to be beyond our control, but it is government's. It is the government's and tourism ministry's responsibility to assist the recovery in the sector. There was not much that we could do to stop the crisis. We had no role in the causes of the crisis"

The responses received from the respondents reveal that media was considered to be the most commonly suggested stakeholder. They also assign a significant role in crisis times as they may worsen the impacts of crises. The following extracts are noteworthy here;

> "Media organs in our country should be very careful in their news not to assist foreign media organs in their reports regarding the crisis not to make things worse." (R6-R8-R13)

> "Hoteliers' Federations should undertake more responsibility for building communication with media organ about how to relieve the effects of this crisis." (R4)

> "Hoteliers' Federation should cooperate with media organs in effective management of the current crisis raising their consciousness that their role in making things better is very significant" (R18)

> "Media does not use its power for the benefit of tourism sector; media should also be trained to encourage them to use their power for the interest of tourism in the country" (R12)

Respondents also have huge expectations from the official authorities like the Ministry of Tourism to take action like starting new state-sponsored flights to the destinations in crisis. 8 hotel managers (R3-R5-R7-R8-R13-R10-R14-R17) stated that they started to use some alternative methods of advertisement such as e-mailing phoning their former clients to let them learn about newly launched campaigns as they believed that it would be easier to sell their products to them. They also mentioned about their virtual media advertisements, especially on social media. They had really big expectations from the social media. The following extracts are noteworthy in this regard;

> "Virtual media, especially social media, is a platform through which we can make quick sale whereas we sell our product with great discount. However, social media is the most common way of obtaining the quickest result in sales" (R18)

> "Communication with our former clients would be one main thing and let them know that we are still delivering the service, comfort and security as they had in the past. We will also survive in the sector with their help" (R7)

When the responses received to the second question at this stage are considered, 5 hotels (three of which are chain hotels) mentioned about their internal consultation with the internal stakeholders in their organisations, such as business partners, their investors, the marketing department of their organisations, employees from all departments. They stated that they organised meetings with them to provide up to date information about the crisis. The following extracts are noteworthy;

> "We are together with our employees from all departments. If we cannot effectively communicate with them, it becomes impossible to manage the crisis. We cannot survive in tourism without employee as they are the ones delivering the services" (R19)

> "We felt the need to get a consultation from internal stakeholders regarding the crisis because the crisis and the causes of the crisis are closely related to the future of everybody within the hotel. We believe that there is still something we can learn from them for our interest" (R7)

Some respondents stated that they decided to re-evaluate their future investments considering the crisis and its effects. They decided to cancel some investments or to change the location of their future investment.

Faulkner and Vikulov (2001) suggest that restoring business and client confidence is very important in effective crisis management. When the last question was considered, the responses revealed that all respondents agreed on the importance of the perceptions of clients or future clients to their hotels. The common perception of almost all hotels was that the tourists from the developed countries were more sensitive to any change in the comfort provided in touristic destinations, but those coming from developing or underdeveloped countries are not much concerned about their comfort, such as those from Asian countries (R1-R4-R7-R9-R13-R16-R17). The respondents (R3-R6-R9-R13-R15) stated that they found accepting visitors from one market was riskier; therefore, they suggest that hotels should diversify their markets to minimize risks in case of a crisis. The following extracts are important as follows;

> "Local tourism should be paid more importance, not only in crisis times. We need them during a crisis. Sticking to only one market is very risky."(R15)

> "I know some hotels which used to speak to only Russian tourists with a minimal domestic share in Antalya region. They most seriously suffer from the current crisis now. So we should diversify our target markets, and we will do so" (R9).

Resolution Stage. *T*he last stage of the framework is the time when hotel operations would return to normal. Only 4 respondents out of 20 mentioned about some permanent changes in their business operations and operation environments resulted from the 2016 crisis. Respondents stated that they had learned a lot about the significance of media in the effective management of crises in tourism, and they would pay special importance to their communication with all media organs in the future suggesting;

> “Media, especially social media has become a very important platform to sell or advertise tourism products. We should find more ways of taking its advantage for the benefit of tourism” (R7-R16)
>
> “We have to have good relations with media. Media organs keep us alerted to any possible crisis in the sector. We can be better prepared with its help. İts importance will increase in the long term” (R2-R11)

Respondent 2 and 11 stated that it is their habit suggesting as follows;

> “We do not take the lesson from a crisis, even we do, it is not long lasting. We easily forget the hard times we had. We start to feel that crisis will never happen again.” (R11)

Almost all of the respondents believe that they did their best in managing the crisis. They did not seem to blame themselves for anything. One hotel chain stated that they took the advantage of investing in quality service delivery with quality staff suggesting that their occupancy rates were much better than similar hotels. Therefore, they evaluate the effectiveness of their strategies and responses to the crisis very successful. It was meaningless to ask the last question in this phase regarding respondents' crisis prevention and crisis planning tools because none of them stated that they had crisis prevention and planning tool except the hotel chains mentioned above.

DISCUSSION AND CONCLUSION

The purpose of this research was to test the adapted version of the frameworks by Ritche (2004) and Faulkner and Vikulov (2001) within the context of Turkish Hospitality organisations in Tukey in response to the 2016 tourism crisis. The analysis of the data collected through in-depth interviews suggests that there is a huge gap between the framework and Turkish hotels’ practices for an effective crisis management planning. The analysis reveals that Turkish hotels do not implement what Faulkner and Vikulov’s (2001) and Ritchie’s (2004) suggest for an effective crisis management such as taking proactive measures. The findings reveal that Turkish hotels tend to implement reactive measures rather than being proactive. As expected, reactive measures did not work out. The findings of this study contradict with the suggestions by Faulkner and Vikulov, (2001) who investigated the level of crisis preparedness in their studies. None of the respondents interviewed with acknowledged having an already developed a crisis management plan except one chain hotel who claimed to have a draft crisis management plan, but they also pointed out that they did not practice their draft plan due to the concerns regarding money, time and effort. However, there is an emphasis on employing experienced senior managers as they considered experience means in crisis. It is also a significant finding that formal crisis plans make things more complex in hospitality organisations. What is well-known is that development of a crisis management plan for future is closely dependent on the implementation of the used strategies and feedbacks from the field and taking the lesson from an experienced crisis. When we consider that Turkish hospitality organisations seem not to practice any plan and receive feedbacks regarding it, it is highly possible that they will fail in developing crisis plans for future. That can be used to draw a conclusion that Turkish hotels seem not to have undergone much organisational change in a large-scale crisis. Emergency reactions of Turkish hotels are mainly immediate financial measures. Pay cuts, not giving any pay rise, decreasing the number of employees, delaying the season start are all considered to be immediate financial measures. That means that Turkish hospitality organisations avoid making long-term plans. It can be suggested that crisis and change management are the issues new to hotel hotels in Turkey. Another finding of this study is that chain hotels seem to partly manage better the 2016 tourism crisis. Chain hotels (R3-R6-R9) seem to be slightly better users of crisis management strategies. This finding can be used to suggest that organisational and financial structures of these hotels need to be examined to draw further conclusions. This study intended to provide a contribution to the literature investigating the crisis management strategies in a large-scale tourism crisis. The findings of this study are expected to shed light on the complexity of crisis management. This study is an attempt to attract attention to the significance of crisis management related problems in hospitality organisations. Further studies in this field are expected to reduce the impacts of the future crisis in the sector. This study claims that the use of appropriate crisis management measures was at the minimal level. Further researches are needed to find out the reasons regarding the minimal use of appropriate crisis management strategies in hospitality organisations.

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APPENDIX I

INTERVIEWS QUESTIONS REGARDING THE SIX STAGES OF THE FRAMEWORK

Pre-event Stage

Q1 Before the 2016 tourism crisis, did your organisation consider about crisis management strategies that might be needed in a crisis?

Q2 Could you explain the pro-active measures your organisation took to manage the 2016 tourism crisis? (If no, go to Q3)

Q3 Did your organisation conduct any environmental scanning, forecasting or risk analysis assessments of your business in case of a crisis? (If no, go to Q5)

Q4 Did you then develop any strategic plans based on your scanning and risk analysis?

Prodromal Stage

Q5 Were you provided any warning about the crisis before it hit? (If yes, go to Q6, if no, go to Q9)

Q6 How did you learn about it?

Q7 What strategies did your organisation implement after the warning?

Q8 Were your strategies implemented based on any plan that was already developed? If yes, please explain.

Emergency Stage

Q9 What countries sent visitors to your organisation?

Q10 What type of crisis communication strategies did you employ?

Q11 Did you appoint any person or team to manage the crisis on behalf of the organisation?

Q12 What other actions were taken in your organisation after the immediate impacts of the 2016 crisis?

Intermediate Stage

Q13 What do you think the main challenges are in the short term with restoring business operations to normal condition?

Q14 How did you manage your resources (human, financial etc.) to restore services back to normal?

Q15 Did you have to change your organisational structure and leadership styles within your organisation? If so, what changes did you make?

Q16 Was there any form of collaboration with any other stakeholders to assist in the restoration of your operations?

Long-Term Recovery Stage

Q17 What type of consultation did you have with external stakeholders to assist in the longer term recovery of your organisation? (Media, tourists and other businesses)

Q18 What type of consultation and collaboration did you have with your internal stakeholders to assist in the long-term recovery? (e.g. employees, managers, shareholders)

Q19 What are the main challenges confronting your operation in the long-term recovery from the 2016 crisis?

Q20 What action did your organisation take to address this recovery?

Resolution Stage

Q21 Did the impacts of the 2016 crisis bring about any permanent changes to the operating environment of your organisation?

Q22 How did your organisation respond to the changes?

Q23 How did you evaluate the effectiveness of your strategies and responses to the crisis?

Q24 After the evaluations, were any changes made to your Crisis Management prevention and planning tools?

MAIN FACTORS LIMITING THE RECOGNITION AND USE OF KEY MANAGEMENT ACCOUNTING TOOLS AND ISSUES IN HOSPITALITY INDUSTRY

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Abstract
As it is in the world, tourism in Turkey has the potential for rapid development and it provides opportunities for many different sectors to develop. It is necessary for accommodation establishments which have a considerable share in tourism sector to provide productivity and efficiency within the internal process of an establishment in order to reach their expected profit goals and continue their existence because they have a labor-intensive structure**,** they encounter many different cultures, demands of consumers continually differ and they carry on a business in a dynamic environment. To manage this purpose, managers of accommodation establishments want to use proper and reliable financial information in the decision-making process in order to protect the existence of an establishment, minimize errors or remove them and evaluate activities of an establishment. In this context, an effective management accounting system supports the decision-making process and enables financial information which is required to minimize cost in further periods, increase sales revenues and provide a competitive advantage for an establishment. The purpose of this research is to investigate management accounting and its applications in accommodation establishments, detect problems and determine to what extent applications of management accounting are benefitted.

INTRODUCTION

It might be stated that leading actors in tourism sector is accommodation establishments. (Doğan,Ö.;Kırlıoğlu,H.;2016). The dynamic structure of tourism sector and rapid developments, competitive market conditions that accommodation establishments experience, technological innovations and customer satisfaction coming to the forefront, unique and different services presented by accommodation establishments among their competitors necessitate an effective management and system understanding in order to provide a competitive advantage and continue their

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operations. In this context, owners or managers of accommodation establishments foresee obtaining reliable information at any time they want and applying this information in time in terms of making plans for future, applying and controlling them. It is only possible with a cost and management accounting organization in an establishment. Management accounting in accommodation businesses defined as a unit that provides information for administrators who are responsible for the management and control of activities (Jagels & Ralston; 2006).

Developing technology and computer systems enable establishments to receive data and information which were not possible before. For accommodation establishments, one of those areas in which these developments are applied most effectively is cost and management accounting. Main purpose lying under these efforts is to increase the efficiency and productivity of decision-makers throughout the organization by providing the required information (Drury; 2012)

Because of the service that accommodation establishments provide for 24 hours a day, 365 days a year, they function like a factory which continuously operates. It is a necessity for managers of accommodation establishments serving in this way to give particular importance to consumer satisfaction. In order to achieve this goal accommodation establishments need to strengthen their financial structures and they require methods related to cost control. At this point, the significance of accounting information system is great for accommodation establishments. Accounting information systems are the backbone of all establishments including accommodation establishments. Accounting information systems in an establishment might be defined as processing units including both operations of traditional accounting and management processes such as management accounting, cost accounting and operating budget.

Management accounting is a branch of accounting which provide digital information that managers of an establishment need while making correct decisions. The purpose of management accounting is to provide necessary information that managers of an establishment need in decision-making process and prepare, interpret, obtain financial reports and supply these reports for management departments in time.

Tourism is a sector in which demands continually vary, uncertainty and risk exist at any time, cost and expense control becomes difficult day by day and rates of obtained profit continually change by the effect of strong competitive environment. Accommodation establishments are also largely affected by these changes because accommodation establishments as establishments using fixed capital in a large measure must be in a state of flux in order to use their investment in a profitable way and meet expectations of customers.

In this case, only those establishments which succeed in managing uncertainty in the best way by making correct decisions might survive. Thus, managers' decision making process which is a vital issue might reach a successful end by supplying required data properly and reliably at the desired time. Since the financial and non-financial information which is required by managers in order to continue the existence of their establishments and struggle against difficulties in market conditions is obtained by means of management accounting, management accounting becomes particularly significant in accommodation establishments.

LITERATURE REVIEW

Before beginning an academic research, the first thing to do is to gather similar researches related to the topic. When previous researches related to the topic are examined, it is often observed that they include topics about accounting. In the research managed by Arzu et. al. (2015) on the hotels in Cappadocia region, the relationship between the intensity of using management accounting tools by the hotels and organizational strategies employed by the hotels was investigated. The results of the research display that the hotels use the detailed budgeting system, which is one of traditional management tools, and strategic management accounting is preferred. This is because the hotels do not have enough technical knowledge as they are small-scale establishments.

In the research done by Özdoğan (2010) on Anemon chain hotels using qualitative research techniques, it was determined that management accounting is one of the most effective systems used by establishments in order to respond to changing conditions and developments positively and shape these changes.

Pavlatos and Paggios (2009) conducted a research to determine the management accounting tools used in accommodation establishments in Greece. The results of the research show that the management accounting tools (such as budgeting, customer profitability analysis) are substantially employed and, besides, techniques such as modern management accounting, activity-based budgeting are also regarded.

In his thesis, Angay (2003) managed a research in order to investigate the cost and management accounting applications of 4 and 5 star hotels in Antalya region. The results of the research show that factors of external environment must be continually followed in order to obtain profit goals of hotels, staff and managers who are among internal environment factors must internalize the same goals, a faster and more balanced development is provided by using management accounting information in decision-making process.

Angelakis, Theriu & Floropoulos (2010) have aimed with their research to determine the rate of use of traditional and new management accounting implementations in Greek businesses and to measure the similarities and differences of the results by comparing with the results of Finland.

Sulaiman Ahmad & Alwi (2004) searched that the adoption level of traditional management accounting and strategic management accounting applications in Malaysia, Singapore, China and India. At the end of the analysis, in four Asian countries, it is determined that the use of strategic management accounting is insufficient, but the use of traditional management accounting is beneficial.

Within the scope of this research the scale developed by Damito and Schmidgall (2010) is used as the foundation of research questionnaire.

FINDINGS

As it is summarized in table 1 findings revealed that all of the participants have idea or a degree of knowledge on the management accounting tools. Nearly 5% of the participants responded that they have no idea about the directed proposals related to management accounting applications in accommodation industry. It might be claimed that this might be due to the professional origins of the managers. In some cases departmental managers might came from the front line operations and they might develop their professional careers by means of internal recruitment. This type of managers might be handicapped with regard to their technical knowledge which is generally gained by university education. High rates of responses provided by the participants might be evaluated as the validation of study and proposal. As the participants have technical knowledge about management accounting applications they are able to evaluate the usefulness of management accounting tools and they might be aware of the obstacles related to these tools and issues. It is apparent from the findings that income statement analysis, financial statements analysis and operation budgeting are three most famous and frequently referred management accounting tools among the accommodation managers. These tools are evaluated as they are easy to learn and could be applied within the hotel reporting system. At least 85% of the respondents reported that these management accounting tools are easy to learn and use. Inventory management, break-even analysis, cash budgeting, financial forecasting, internal auditing, variance analysis and balance sheet analysis seem to be placed as not frequently used or known as the income statement analysis, operation budgeting and financial statements analysis. Regarding to the capital budgeting, flexible budgeting and financial knowledge (use of sources and funds) it might be stated that nearly 28% of the respondents thought that these tools are not widespread among industry professionals and 5% of them thought that these are time taking processes. Break even analysis seem to be evaluated as the most time taking management accounting tool (nearly 11% of the responses) but on the other hand this tool is used nearly 80% of the respondents. Regarding to these responses it might be stated that break even analysis is the most frequently benefited management accounting tool regardless of its time taking nature. With respect to the costs concerns operation budgeting, internal auditing, variance analysis and flexible budgeting are evaluated by a small minority of the respondents (approximately 4% of the respondents) as these management accounting tools are increasing the costs in relation to the number and qualifications of the personnel who are able to apply these tools.

Table 1: Summary of responses regarding to management accounting tools.

	Management accounting tools	Easy to learn and apply		Not widespread among professionals or not easy to learn		Time consuming to apply		Application increases the costs		Not applicable in accommodation industry		No idea	
		%	n	%	n	%	n	%	n	%	n	%	n
1.	**Income statement analysis**	86,2	100	3,4	4	6,9	8	0	0	3,4	4	0	0
2.	**Operation Budgeting**	86,2	100	3,4	4	3,4	4	3,4	4	0	0	3,4	4
3.	**Financial statements analysis**	84,7	104	6,9	8	0	0	0	0	0	0	3,4	4
4.	**Inventory management**	82,8	96	6,9	8	3,4	4	0	0	0	0	3,4	4
5.	**Break even analysis**	79,3	92	6,9	8	10,3	12	0	0	0	0	3,4	4
6.	**Cash Budgeting**	79,3	92	13,8	16	3,4	4	0	0	0	0	3,4	4
7.	**Financial forecasting**	79,3	92	13,8	16	6,9	8	0	0	0	0	0	0
8.	**Internal auditing**	79,3	92	6,9	8	0	0	6,9	8	0	0	6,9	8
9.	**Analysis of Variance**	75,9	88	6,9	8	6,9	8	3,4	4	0	0	6,9	8
10.	**Balance sheet analysis**	75,9	88	6,9	8	6,9	8	0	0	0	0	10,3	12
11.	**Capital Budgeting**	65,5	76	20,7	24	6,9	8	0	0	3,4	4	3,4	4
12.	**Flexible Budgeting**	51,7	60	37,9	44	3,4	4	3,4	4	0	0	3,4	4
13.	**Knowledge on sources and use of funds**	48,3	56	24,1	28	0	0	0	0	13,8	16	13,8	16

Table two summarizes the research responses and with respect to the responses it might be stated that nearly all of the respondents (112 out of 116) evaluate payroll accounting related issues as easy to learn and apply. On the other hand, only 3,4% of the respondents evaluate it as time taking to apply. The rest of the management accounting related issues; respectively pricing, recent developments in accounting and finance, payroll taxation, income tax and tax laws, taxation law and property tax; seems to be evaluated as easy to learn and apply. Payroll taxation, taxation law and property tax issues are evaluated as not widespread known or interested issues among industry professionals. Regarding to the time related concerns of accommodation managers it might be stated that pricing is evaluated the most time taking process among the listed issues. A small minority of the respondents evaluated income tax (3,4%), taxation law (3,4%) and property tax (6,9%) related issues are evaluated as not applicable in accommodation industry. Face to face interviews conducted in order to make clear that why a small minority perceived these issues are not applicable revealed that few hotels are using public accountants in order to monitor and fulfill the requirements of tax authorities related to these issues. Slightly more than 20% of the participants reported that they have no idea about the recent developments in accounting and finance such as green accounting, corporate social responsibility reporting and corporate governance. Additionally none of these issues is believed to be effective on the costs.

Table 2: Summary of responses regarding to management accounting issues.

	Management accounting issues	**Easy to learn and apply**		**Not widespread among professionals or not easy to learn**		**Time consuming to apply**		**Application increases the costs**		**Not applicable in accommodation industry**		**No idea**	
		%	n	%	n	%	n	%	n	%	n	%	n
1.	**Payroll accounting**	96,6	112	0	0	3,4	4	0	0	0	0	0	0
2.	**Pricing**	72,4	84	10,3	12	10,3	12	0	0	0	0	6,9	8
3.	**Recent developments in accounting and finance**	69,0	80	10,3	12	0	0	0	0	0	0	20,7	24
4.	**Payroll taxation**	66,5	76	17,2	20	3,4	4	0	0	0	0	13,8	16
5.	**Income tax and tax laws**	65,5	76	13,8	16	3,4	4	0	0	3,4	4	13,8	16
6.	**Taxation law**	58,6	68	17,2	20	3,4	4	0	0	3,4	4	13,8	16
7.	**Property tax**	55,2	64	17,2	20	3,4	4	0	0	6,9	8	17,2	20

CONCLUSIONS

Findings revealed that a big majority of the hotel managers, 80% on average, participating to this research are aware of the management accounting tools and issues. With respect to their evaluation regarding to the limiting factors about the recognition and use of these tools and issues it might be stated that infrequent use of management accounting tools among industry professionals, time consuming nature of some applications, cost increasing effects of some applications, obstacles related to the adoption of some management accounting tools due to the differences between manufacturing industry and service industry are respectively main limitations in accommodation industry. Regarding to the management accounting related issues it might be stated that lack of knowledge in some issues; especially tax laws and taxation procedure; seem to be the least known among the listed issues. Approximately 15% of the participants reported that they have no idea about these issues. Responses gathered regarding to the “not wide spread among industry professionals” revealed that slightly more than 12% of the respondents believed that prevalent management accounting tools are frequently used in accommodation industry. This relationship might be commented as a management accounting tool is not referred if it is not a prevalent one among industry professionals regardless of its usefulness. On the other hand high rate of responses given as “ easy to learn and apply” might be evaluated as the majority of accommodation managers are learning and applying management accounting tools by means of on the job training by supervisors or senior managers.

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HYGIENE STATUS OF KITCHEN PRODUCTION AREAS OF HOSPITALITY FACILITIES

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Abstract
Tourism sector is service sector. Food and beverage department is one of the important departments in the hospitality facilities. Service quality of this department attracts people to facilities apart from the purpose of the accommodation. Guests who stay in hospitality facilities may face food poisoning if hygiene and sanitation rules are not obey in food and beverage services. Therefore, cleaning in the kitchen is absolutely necessary. In this study, it is aimed to determine the hygienic conditions of the production areas of kitchens of hospitality facilities in Ankara. Method of study is seven different hospitality facilities in Ankara were visited, kitchen production areas were examined and hygiene evaluations were made by taking photographs. According to the findings it has been observed that in the kitchen production areas there were no suitable materials for hygiene in the floors and walls in five facilities and cracks, breachs, slits were found and height of the ceiling was low in four facilities. It has been determined that the work benches were made of suitable materials (steel-marble) in terms of usage but inappropriate in terms of cleanliness and order. It has been determined that the tools used for production was not clean, the work areas were not separated from each other except for three facilities, the garbage cans in the kitchen were not covered, the tops of the prepared food were kept open, the dirty-clean materials were kept together and the lighting and ventilation was not good in most of the kitchens. As a result the most of the kitchens surveyed bear the risk of cross-contamination. In the event of any food poisoning or dissatisfaction, facilities can also harm economically by losing reputation. Hygienic food production is an important issue that needs to be emphasized because of significance to both public health and economic prosperity in international trade. In food and beverage services should be available specialists for provide of hygienic qualities. Hygiene audit lists should be developed and continuously checked at the hospitality facilities.
Key words: hygiene, hospitality facility, food production

INTRODUCTION

The tourism industry is a service industry that requires intensive labor. The hospitality industry, which is one of the important areas of the industry, is examined in two separate divisions as accommodation and catering services. The hospitality industry's

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income from the food and beverage division takes the second place after the income earned from accommodation services. For this reason, it is observed that the catering enterprises are getting more and more to apply hygiene to make a difference and protect the consumer health when the competitive conditions of the market are taken into consideration (Cömert et al., 2008).

Hygiene is defined as a science that applies as a synthesis of health-related information and documents for long-term protection, development, and maintenance of human health as individuals and society. In medicine, hygiene means health knowledge. At the same time, hygiene is compliance of the working environment, working system and works of catering companies to the health and cleaning regulations (Cömert and Özel, 2015). Hygiene which is indispensable for individuals in every aspect of their life plays a significant role in the success of the accommodation enterprises. This is because, as a result of the increasing level of education and awareness about the hygiene of the consumers, production of services offered to consumers as clean attentive, and aesthetic in accordance with the hygiene regulations has become among the qualifications expected from an enterprise. This has been a quite effective to regard the hygiene as a quality indicator. It is also known that it is necessary to give importance to the hygiene practices by enterprises to prevent the health and gain a trust of the people to whom these services are provided and the personnel (Tayar, 2013: 7).

Food, the basic substance of our lives, can harm our health in some cases. Bacteria, mold, viruses, parasites and chemical poisons mixed with food have adverse effects on health (Sökmen, 2003: 58). The most common causes of food poisoning in mass feeding systems are inadequate cooling (46%), one or more days between preparation and consumption (21%), infected personnel (20%), applying wrong heating method (16%), insufficient cooking (16%), insufficient heating (16%), use of contaminated ingredient (11%), cross-contamination (7%) use of bad food ingredients (5%) and use of residual dishes (4%). There are three factors to be aware of to prevent foodborne poisoning in catering organizations. These factors are nutrition hygiene, hygiene of the personnel, kitchen and utensil hygiene, respectively (Sezgin and Özkaya, 2015).

While food hygiene covers the hygiene regulations that should be followed during the purchase, storage, preparation and cooking of food and in the service of the food, hygiene of the personnel includes the whole hygiene of the hands and other body parts that may be possible to contact with the food. (Sevinç, 2010). Certain regulations to be considered for kitchen and utensil hygiene are given in Table 1 (Demirel, 2009).

Table 1. Regulations to be obeyed for kitchen and utensil hygiene

Proper ventilation should be provided in kitchen and dining areas.	The storages should be always checked in terms of temperature, humidity, and harmful organisms like pest, rodent etc.
During the ventilation, necessary measures should be taken to ensure that insects will not enter to these areas.	The necessary care should be taken to ensure that the first material stored in the storage is the first material to be used.
The necessary lighting should be provided in the kitchen, especially for corners and dark areas, to be able to see dead spots clearly where insects can reproduce.	Potentially dangerous foods should be stored under refrigerator conditions.
The kitchen floor should be constructed to be easily cleanable, durable, non-slip, light, smooth, nonabsorbent, and free of cuts, cracks, and voids at joints. Kitchen floor should be washed at least once a day with detergent containing disinfectant.	The garbage cans that can be opened with a pedal and are closed should be placed in places away from the food areas in the kitchen, nylon bags should be placed inside them and they should be washed with disinfectant detergent after each discharge.
The necessary care should be taken to ensure that the walls are washed as they become soiled and that the ceilings are not dirty and swollen and have a contaminating condition.	The lists indicating the use, cleaning and care of every tool used in the kitchen should be placed in the appropriate places.
The personnel should be provided with a room where they change their clothes comfortably, adequate wardrobes, and a shower.	Microbiological controls of the drinking water should be conducted at certain intervals.

It is known that quality and health are an inseparable whole in the catering enterprises. Improper preparation, processing, and sanitation of food and non-obeying personal hygiene regulations can lead to food-borne illnesses and even deaths. Besides, this can result in economic losses due to loss of reputation for an enterprise. For this reason, hygienic quality of foods should be high. The basic conditions for achieving this are to comply with hygiene regulations, identify risky points in terms of hygiene and take necessary precautions. Considering this information, this study was conducted to assess the hygiene conditions of the kitchen production areas of accommodation enterprises.

METHODOLOGY

This study having observational and descriptive design was conducted with the accommodation enterprises located in Ankara city center. According to data of the Ministry of Culture and Tourism of the Republic of Turkey in 2016, there are a total of 201 accommodation enterprises in Ankara province;
26 with tourism investment license and 175 with tourism operation license (http://yigm.kulturturizm.gov.tr/TR,9860/turizm-belgeli-tesisler.html).
For this reason, the research population is composed of 201 accommodation enterprises. The following formula was utilized to choose to sample volume. 90% confidence coefficient and 20% error margin were taken into consideration in that formula. The rule of thumb applied in this type of sampling is (p) = (q) = 0.5. In this case, a constant sampling error results in the largest possible sample volume (Malhotra, 1993).

$$n = \frac{N.t^2.p.q}{d^2.(N-1)+t^2.p.q}$$

N: Study population
n: Sample volume
t: confidence coefficient
d: Sampling error

The sample size was calculated as 16 upon the application of the formula. Random sampling method was utilized in the selection of the sample, but only 7 accommodation enterprises agreed to participate in the study. Three of the accommodation enterprises that accepted to participate in the study are 4-star hotels and 4 of them are 5-star hotels. The kitchens of the visited hotels were examined, and hygiene assessments were made by taking photographs in the scope of this study.

RESULTS AND DISCUSSION

Five of the participating hotels were found to use materials unsuitable for hygiene in the construction of kitchen floors and walls. In addition, fractures and cracks were detected on the floors of kitchens of four hotels and their ceiling heights were low (Figure 1). The material to be selected for kitchen floors and walls is important for the health and motivation of the personnel during the workflow. The material to be selected for the floors of the kitchen should definitely be selected from the non-slip material. A slippery kitchen floor can lead to all kinds of work accidents (Special and Generous, 2015). In this study, it was determined that the vast majority of the hotels do not comply with the regulations in terms of kitchen floor, walls and ceilings.

Fig. 1. Kitchen floor, walls and ceiling

Fig. 1. (Continuation) Kitchen floor, walls and ceiling

It was found that the working benches of the three of hotel kitchens' preparation section are made from suitable materials (steel marble) in terms of usability use, but are not suitable for hygiene regulations in terms of cleanliness and layout (Figure 2). Failure to comply with hygiene rules on workbenches can lead to foodborne illnesses, poisonings, and even deaths. Likewise, hygienically inappropriate conditions were detected in cooking sections.

Fig. 2. Preparation and cooking areas

Garbage cans which are the closed type, cylindrically shaped, of suitable size, made of stainless steel, and can be opened with a lid pedal if possible should be placed in appropriate stations within the kitchen (Ersin and Beyhan, 2001). In this study, it was determined that garbage cans in the kitchen were open in two of the participating hotels (Figure 3). It is known that this condition is not appropriate in terms of hygiene regulations and may cause dangerous consequences for health.

Fig. 3. Garbage cans

The food left in the hotel kitchen is presented in Figure 4. Leaving the food as not being covered is thought to cause multiplication of microorganisms on the food and increase the risk of food poisoning. In addition, cooked foods should be served within 2-4 hours without falling their internal temperature below 60°C and stored at suitable storage conditions with reduced temperatures.

Fig. 4. Cooked foods left open

In the study, it was determined that most of the visited hotels have inadequate lighting and ventilation conditions. Inadequate lighting results in difficulty in the working conditions of the personnel, a decrease in work efficiency, and work accidents. Inadequate ventilation affects health and working conditions of the personnel adversely. Finally, it was determined that working sections in three of the examined hotel kitchens are not separated from each other. It is indicated that such a case will break down the workflow in the kitchen and lead to inappropriate food production by increasing the risk of cross-contamination. Some of the adverse situations described are shown in Figure 5.

Fig. 5. Some images of other adverse conditions

CONCLUSION

Mass Feeding is defined as the feeding of people by non-domestic service providers with foods or dishes and these service providers are called "Catering Organizations" (Hayter 2002). Hygiene is a vital pre-requisite for accommodation enterprises that provide mass feeding services. Success in this sector can be achieved by offering hygienic, safe, clean, high quality and healthy foods and beverages to consumers (Sökmen, 2008). High-cost consequences such as food poisoning, loss of customer and prestige, forbidden practices/punishment, depression in personnel, lack of motivation, exposure through press organs may be resulted in since the hygiene regulations are not complied with in the accommodation enterprises (Demirel, 2009).

This study was carried out to assess hygienic aspects of production areas of the kitchens in accommodation enterprises. The study universe was determined as the accommodation enterprises in Ankara and it was ascertained that 16 accommodation enterprises should be included in the study with the formula applied to the sample to represent the universe. However, the study was conducted with 7 accommodation enterprises since the majority of enterprise owners did not want to show their production areas of the kitchens. For this reason, the sample represented 43.75% of the universe and this constitutes a limitation for the study. As a result of the study, it was determined that the majority of the visited hotels did not adequately apply the regulations to be obeyed for kitchen and utensil hygiene. The study results and recommendations are as follows:

- The most of the kitchens surveyed bear the risk of cross-contamination.
- In the event of any food poisoning or dissatisfaction, facilities can also harm economically by losing reputation.
- Hygienic food production is an important issue that needs to be emphasized because of significance to both public health and economic prosperity in international trade.
- In food and beverage services should be available specialists for provide of hygienic qualities.
- Hygiene audit lists should be developed and continuously checked at the hospitality facilities.
- Implementation of a Hazard Analyses Critical Control Points (HACCP) system, a globally accepted method of food safety and security, in accommodation enterprises will ensure hygiene and nutritional problems are avoided.

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INVESTIGATION OF KITCHEN STORAGE OF HOSPITALITY FACILITIES

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Abstract
Food and beverage service in the hospitality facilities is not for meeting only one physiological requirement for the guests. Preparing food and drink with good quality materials in accordance with hygiene regulations and offering them nicely ties the guests more to operation. Safe food production and services can be performed in a healthy way by providing some conditions. Storage of food in suitable conditions is one of the important steps in the food safety chain. In this study, it is aimed to examine kitchen storage of hospitality facilities in Ankara. For this reason, seven different hospitality facilities in Ankara were visited, kitchen storages were examined and storage conditions were evaluated by taking photographs. At the end of the study, the following results were observed: The shelves used in storage were not properly placed, the materials on the shelves are irregularly placed, the air conditioners were not maintained and the ventilation system was not working well, there was no system in storage and materials were hoarding, containers used were not suitable for storage,the foods stored were not covered, raw and cooked food was stored together, cleaning of the storages was not taken care of**.** As a consequence, it has been determined that the necessary technical and hygienic conditions to ensure the safe storage of food in the hospitality facilities are insufficient. Inadequacies of physical properties of storage areas and storage of foods as it will be leading to contamination are an important threat to safe food production. In order to be able to provide a safe food and beverage service in hospitality facilities, the necessary physical conditions of the stores, the proper storage of the food with hygienic rules should be ensured and supervised.
Key words: food storage, hospitality facility, food safety.

INTRODUCTION

Accommodation enterprises are the enterprises whose main function is to serve and provide services, especially the accommodation and catering services, to their guests. Therefore, the success of these enterprises is determined by the quality of the service they give. Most of the service provided to customers of accommodation enterprises is carried out by the catering division. To meet the nutritional needs of customers, supply them food and beverages, ensure them to rest and enjoy in the enterprise, show the necessary respect and service, make them satisfied for the social and psychological

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aspects, and to improve the success of the enterprise are major tasks of the catering division (Erdoğan, 2002).

The guests who will stay in these enterprises want to be satisfied with the catering division first because catering section in the accommodation enterprises is the section where food and beverage need, which is one of the oldest and greatest pleasures of human-being, is met (Şimşek, 2006). Satisfaction with food and beverages is an important factor creating a destination loyalty of customers. The kitchens, where the food and beverage productions are performed, must have good and sufficient equipment in all respects to increase the profitability of the accommodation enterprises (Özmen, 1994).

The dishes prepared in the accommodation enterprises should not only be suitable only in terms of appearance, flavor or nutrition but also be safe. Food security in these enterprises is extremely important in terms of protecting the health of the customers. It is an obligation that hygienic regulations are adhered to during the purchase, storage, preparation, cooking, and serving the food to ensure food safety and prevent foodborne illnesses. Hygienic storage of the foods that have been purchased is important to prevent them from deterioration and being harmful to health. If the food is not stored in the proper conditions, it will quickly deteriorate, various nutrient loss will occur, and it may become health-threatening (Bulduk, 2003). As a result of any disease or poisoning in the customers caused by the non-hygienic condition of the food produced in the kitchen, there will be irreversible and unrecoverable consequences for the enterprise and its employees (Özdemir 2001).

In the light of the information in the literature, it is aimed to examine the kitchen storages and evaluate the general conditions of them in the accommodation enterprises.

METHOD

This study is observational and descriptive in nature and it was planned to include the accommodation enterprises in Ankara city center. According to the data of the Ministry of Culture and Tourism of the Republic of Turkey in 2016, there are a total of 201 accommodation enterprises in Ankara province; 26 with tourism investment license and 175 with tourism operation license and therefore, the sample of this study was composed of these 201 enterprises (http://yigm.kulturturizm.gov.tr/TR,9860/turizm-belgeli-tesisler.html). The sample size to be reached was calculated by the formula $n = (Nt^2pq) / (d^2 (N\text{-}1) + t^2pq)$ (Saka, 2004). 90% confidence coefficient and 20% error margin were taken into consideration in that formula. The rule of thumb applied in this type of sampling is (p) = (q) = 0.5. In this case, a constant sampling error results in the largest possible sample volume (Malhotra, 1993). The sample size was calculated as 16 upon the application of the formula. Random sampling method was utilized in the selection of the sample, but only 7 accommodation enterprises agreed to participate in the study. Three of the accommodation enterprises that accepted to participate in the study are 4-star hotels and four of them are 5-star hotels. The kitchen storages of the visited hotels were examined, and hygiene assessments were made by taking photographs in the scope of this study.

RESULTS

The general problems observed in the kitchen storages of accommodation enterprises were also listed below with the photographs taken:

- The shelves used in storage were not properly placed and the materials on the shelves are irregularly placed.

Fig. 1. The products are irregular and the open and closed packages were placed mixed.

Fig. 2. This is a dry legumes store but empty shelves have been placed in different materials and created irregularities.

- The air conditioners were not maintained and the ventilation system was not working well.

Fig 3. The air conditioning is old and maintenance-free.

Fig. 4. The air conditioner be covered with ice
because of extreme cooling.

Fig. 5. The ventilation is maintenance-free,
the meat was frozen.

- There was no system in storage and materials were hoarding.

Fig. 6. Vegetables, eggs and the product to be cooked were stored together. There was no storage system, everything was stored together.

Fig. 7. There's clutter in the racks. Vegetable products and raw pastry products stored together.

Fig. 8. This is a pastry store but there were onions, plastic caps, legumes.

- Containers used were not suitable for storage.

Fig. 9. Storage has been made with cardboard boxes.
Carton boxes can absorb moisture.

Fig. 10. Materials used in making pastries
were stored in the yoghurt cabinet.
There may be food spoilage.

- The foods stored were not covered.

Fig. 11-12. The top of the food had been left open.
there is a risk of contamination and deterioration.

- Raw and cooked food was stored together.

Fig. 13. Cooked meals and meats are stored together.
there is a risk of contamination.

- Cleaning of the storages was not taken care of.

Fig. 14. Storage facilities scattered.
There are food scraps in the ground.

CONCLUSION AND RECOMMENDATIONS

One of the shining stars of the service industry is the hospitality industry in which accommodation enterprises are also included. Catering divisions are the most income-generating part of the accommodation enterprises after room services. For this reason, the importance of kitchens where food and beverage productions are conducted in is an inevitable reality for these enterprises. The main purpose of kitchens of accommodation enterprises is to produce good quality, healthy and low-cost food. Storages are the parts of kitchens that have a significant share in producing quality, reliable and healthy food. It was determined that the accommodation enterprises involved in this study for the purpose of assessing the general conditions of the storage facilities of them are insufficient in the technical and hygienic conditions required to ensure the safe storage of the food. Storing the food in such a way as to cause contamination is an important threat to safe food production. The necessary physical conditions and appropriate storage of the food according to hygiene regulations should be ensured in the storage facilities of the accommodation enterprises and they should be periodically and regularly inspected to be able to provide a safe food and beverage services.

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THE FOOD CULTURE IN DEVELOPMENT OF RURAL TOURISM IN HERZEGOVINA

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Abstract
Gastronomy is an important part of rural tourism and in all its authenticity is a part of the immaterial cultural heritage of a particular region or a local community.
Gastronomic tours are specific tourist products that represent some areas in the international tourist market, for example cheese, wine and olive roads.
Among the numerous tourists visiting Herzegovina and the Adriatic coast every year, there are so-called Existential tourists whose aim is to taste and feel the authenticity of the Herzegovinian area and it's gastronomic culture.
Tasting food in authentic rural areas is a kind of ritual for getting to know the history and cultural heritage of the local community. Each dish has its own story and origin.
Modern rural tourism promotes specific food and wine destinations through the Internet, specialized travel agencies, smartphone applications and the media. Electronic media, like television, play a big role in promoting the gastronomy and the culinary world, through special programs and channels.
Herzegovina has preserved numerous traditional meals, primarily by word of mouth, but in reality only a few meals (japra and dolma, pancakes, sour polenta, meals under the sač) are recognizable. The authenticity of the area represents a significant tourist potential by incorporating traditional meals into the restaurants offer, family farms and the opening of food and wine roads, as well as the tourist's active participation in the preparation of food.
The article analyzes the existing conditions of gastro tourism in the rural areas of Herzegovina. The survey was conducted at the level of owners of touristic facilities, tourists and local residents. By using the interview method it was attempted to determine if the local population was preserving the tradition of autochthonous food.
Key words: gastronomy, rural tourism, traditional meals, promotion, Herzegovina

INTRODUCTION

Every country in the world has its own unique gastronomic tradition and personality. Gastronomy is an important part of the cultural heritage of each region and state.
The Committee on Culture and Education of the European Parliament approved the adoption of a resolution of "European gastronomic heritage: a cultural and educational aspect". Food and gastronomy are recognized as part of artistic and cultural expression,

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and as an integral part of social relations in the family and society (Cavicchi, Stancova, 2014: 6).
Food has a great sociological significance, since it touches the local population and tourists, people of different ages, gender, religious affiliations, different cultural traditions and habits, as well as a different social status (Cavicchi, Stancova, 2016).
The gastronomy conveys knowledge, information about people and culture. Thanks to gastronomy we recognize the identity of a particular destination. (Jimenez - Beltram, 2016).The concept of “Foodscarves” (Cavicchi, Stancova, 2016) integrates local culture, tradition and food, which becomes a significant factor in linking authenticity at the local and global level.
This creates the idea of glocarization by which local products become globally recognizable.
Mass forms of tourism, and food globalization, lead to the saturation of globally recognizable food and search for an autochthonous original product.
Today, the globalization of the food industry has caused increasing acceptance of the mainstream in nutrition, ignoring and neglecting its own gastronomy in the region or the state. Saturated by foods of various pizzerias, MC Donalds, KFCs, Starbucks, Burger Kings or Sunway, gastronomists reveal forgotten dishes, explore small local inns and taste old dishes. Gastroturizam allows a certain area to "live in tourism" all year, encourages the opening of family farms and opens jobs to local people. At the same time, there is an increase in the number of tourists who spend almost a third of their resources on food (Quan, Wang, 2004). Gastroturist does not seek an industrial monotonous landscape. In this way, the awareness of the local population is also enhanced to preserve cultural heritage and traditional customs (Drpić - Vukman, 2014).
Gastroturizam, as an integral part of cultural tourism, explores the culture and history of a certain area (Long, 2004, Kalenjuk at all., 2013).
The food of an area has its own genesis of origin, a story of its origin through which one can perceive a wider geographic image of space, its natural - geographical features, such as climate, soil or relief, as well as sociological and cultural characteristics.

GASTROTURISM AND BRANDING DESTINATION

Gastro-tourism plays an important role in branding destination. According to Richards (2015), food is a part of destination marketing because it allows tourists to get to know the destination by contact with the local culture.
Eating habits differ in certain cultural communities, depending on the time of their diet, the way they eat and what they eat. Food is used to recognize the landscape from which the ingredients originate. This is done through the research, recognition and education of tourists. According to Hall and Sharples (2008) and Hall (2012) there are several touch points that link the public and private interests of gastronomy - tourism and branding.

1. Gastroturists are high-income tourists
2. Gastro-tourism is closely linked to other tourism products, such as culture and / or natural attractions
3. Gastroturizam opens the possibilities for development of individual urban districts with autochthonous cuisine
4. Food becomes synonymous with a geographical location through which the cultural features of the space are recognized

Today there are numerous tour operators who have focused on gourmet tourist tours around the world and organize trips that include (Hall (2012):

- Cooking schools
- Dining in elite restaurants at elite locations
- Visits to farmers' markets
- Visits to food manufacturers
- Or more frequent tours of street food

Tikkanen (2007) thinks that there are five main motives driven by gastro tourists (Williams, Williams,. and Omar, 2014):

- Food is an attraction
- Foods are a product that gastro tourists consume
- The value of food is in taste and smell
- Food is perceived as a cultural phenomenon
- There is a multiple benefit by linking tourism and local food producers

Today, digital communication is an indispensable part of deciding on a travel trip. Online communications, such as Facebook, Twiter, Trip Advisor, Booking.com or blogs, have an important, crucial role in choosing a travel destination and in expressing opinions, perceptions of destination, discussion and feedback (Kempiak, at all., 2012 .).
The Internet is a common global tool for promoting the destination both by tourists and by the destination itself. Photos of destination, photos of food and photos of local autochthonous restaurants, through social networks, are exchanging. This is very important for gastronomic tourists (Kempiak, at. All., 2012). The gastronomy of Herzegovina can also be found in the application of Taste of Herzegovina, through which tourists can find out about traditional food products („Livno“ cheese, cheese „Shkripavac“,collard greens named „rashtika“, asparagus, rose hip. The product descriptions mention the location of the space for which a certain space is bound) .
Local food tourists more often bring to homes, as some kind of souvenirs, to meet their neighbors. Some souvenirs can be purchased at local markets, on family farms or along

the main roads. That souvenirs (such us food) are not specially designed or specially packed. They are completely indigenous. Such cheeses or honey that are sold along the road in Herzegovina, but also fruits, such as pomegranate, mandarins, figs, grapes, or specially homemade garlic on the thread. These souvenirs are mainly used for personal use. Another type of souvenir is those that tourists buy as gifts for friends or family. They are specially designed, branded and purchased in specialized stores of local delicacies or souvenir shops (wine such as Blatina, Žilavka, flavored brandy, liqueurs and etc.).

GASTROTURISM OF HERZEGOVINA

Herzegovina is a region located in the southern part of Bosnia and Herzegovina. Despite its specific cuisine, it is still not sufficiently recognized on the gastronomic map of the world. Today's kitchen originates from the earlier cultures and civilizations of the people who lived in this area, and whose heritage has survived to this day.

In the Bosnian-Herzegovinian cuisine intertwine the customs and traditions of Christianity, Islam, Judaism and all the peoples who lived for centuries. Therefore, the Bosnian - Herzegovinian gastronomy is a part of cultural heritage and belongs to cultural tourism (Halilović - Šarić, 2015). Food is changing from region to region, depending on the natural and social characteristics of the region. At the same time, the diet differs in the summer and winter. Food of the rural and urban population are also different, and the social status of the family in society also affects the type of diet (Alibabić at. All, 2012).

Over time some meals have disappeared, and some have acquired a wider, even global significance. The most popular are barbecue meals, such as kebabs.

The food, which is a kind of brand of Bosnia and Herzegovina and which has expanded, and has hosted in neighboring countries, is a burek, who comes to this area around 1462 from Persia (Alibabić at all, 2012).

Herzegovina's gastronomy consists of: salty and sweet meals, sweets, liqueurs, wines. From salty meals in the kitchen of Herzegovina are dominated different types of soup (Collorad greens, Herzegovinian pot, sour cabbage), which are prepared mainly with meat , with light cooking and mild spices (ground pepper, pepper, parsley, celery (Pervan, 2013). A special part of Hezegovina’s gastronomy is cold meals, mainly consisting of prosciutto, various types of cheeses, pancakes, etc. Apart from the soup, the Herzegovina’s gastronomy is also known for the lamb that is baked on the open fire, and roast lamb can be found in specialized restaurants along the main roads (Udovice Mostar-Čitluk, Zdrava voda Jablanica-Sarajevo etc.). An inseparable part of Herzegovina’s gastronomy is pura or palenta, most often made with sour milk, butter and garlic (Fig. 1.) Previously she was cooking in wooden dishes and mixed with special wooden spoons, called mixers. Pura originates from the Italian gastronomy and imported from Dalmatia to the territory of Herzegovina, and for a long time it is one of the main food of this region.

Fig. 1. Pura with sour milk
Source: Putica, restaurant Borak Široki Brijeg, July, 2017.

An integral part of all Herzegovinian meals is bread, and especially important is the one cooked traditionally under the sach. Region of Herzegovina is famous in the world for the cultivation of grapevines, especially indigenous varieties Žilavka and Blatina, from them have prepared quality wines. One of the most valued stone wines have produced in the area of Brotnjo. Herzegovina can be divided regionally into two parts: the region of the Low and High Herzegovina. These two parts are different in physical and geographical characteristics (relief, climate and soil). They differ because of different culinary habits, which means that natural geographical conditions have determined and shaped the traditional Herzegovinian cuisine.The gastronomy of the High Herzegovina (Rakitno, Risovac) have based on the production of dairy products („cheese in a sack" made from „mijeh"[21], Škripavac cheese, butter, pork rind) and meat products

[21] Cheese in a sack / "mijeh" cheese -is one of the oldest dishes whose source connects with the nomadic Illyrian and Thracian tribes in the mountain and mountain regions of Dalmatian Zagora, Lika, Velebit, Herzegovina. It has made in the areas where livestock breeding, primarily sheep and goat farming, was the main economic activity. In the neighboring Republic of Croatia, this cheese received the status of an intangible cultural heritage (Ministry of Culture, December 20, 2007). Today it has been producing from sheep, goat, cow milk and is not producing in an industrial way, it is producing only from domestic milk from 22 farms. Cheese is keeping in lamb skin ("mijeh") for two to three months and has a strong smell and aroma (Kalit,2016).It is a gastronomic product, former cattle dessert, and today it is a delicacy for tourists who are ready to dedicate more money for that product. With the cheese one more specificity of Herzegovina is sour cream named " kajmak".aroma (Kalit,2016).It is a gastronomic product, former cattle

(prosciutto, pancetta). The area of High Herzegovina is known for baking various types of brandy, the most famous is one which is obtained by fermentation and distillation of plum juice. Traditionally, this area is known for the production of apple and plum jam.

The cuisine of Low Herzegovina is known for fruit. From fruits various biscuits are making,such as dessert of fig named „smokvara“, Sponge cake named „patišpanja“, homemade cake of puff pastry named “salenjaka”, hurmashica, tufahia, apple pie, cherries and carobs pie. Part of the sweet dishes like hurmashica and tufahia have roots in Turkish gastronomy, while patispanj ("Pan di Spanga") brought Dubrovnik sailors from Spain to these parts. From southern Dalmatia it spread to surrounding regions, which today have considered a traditional cake (Montenegrin patishpanj, Dubrovnik patishpanj, Istrian patishpanj, Bosnian nutma or lutma). The space of the Low Herzegovina, ie. the ends along the Trebižat and Neretva rivers (Ljubuški, Čapljina) are also characteristic for cooking frogs, river crubs, eels and fish soup. (Fig. 2.)

Fig. 2. Brudet
Source: Perutina, valley Neretva, june, 2017.

Rural areas of Herzegovina are known for traditional food preparation, such as slaughtering pigs, wintering and brandy production.In the earlier time winter stores prepared for the need and lack of vegetables in the winter months, but nowadays they mostly prepared for fostering tradition and transferring customs to younger generations. Most of the meals recipes is transferring from the knee to the knee.

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dessert, and today it is a delicacy for tourists who are ready to dedicate more money for that product. With the cheese one more specificity of Herzegovina is sour cream named “ kajmak”

Unfortunately, there is no significant work that would include a historical overview of Herzegovinian gastronomy, but it is important to emphasize that a few books of traditional recipes in these regions have been issued in the area of the region.

Gastronomic manifestations are positive example of the promotion of Herzegovina and also the preservation of customs and tradition. Local autochthonous gastronomic products are presented to visitors, as well as the way of preparing certain dishes, which are very often different from place to place. Gastro manifestations alongside food combine different tourist products, such as (dances, songs, souvenirs).

Since in the area of Herzegovina is the largest number of visits recorded in the summer months, the most significant gastronomic events are held just outside the summer season in order to attract a certain number of tourists. The calendar of the most important gastronomic events in Herzegovina is shown in Table 1.

Table 1. Calendar of gastronomic events in Herzegovina

City	**Maintenance**	Month of maintenance
Bileća	Cicvariada	June
Čitluk	Days of harvest grape	September
Grude	Collard maintenance	October
Mostar	Fair of chocolate and delicacies	April
Prozor	Days of plum	September
Stolac	Herzegovinian fruits of the Mediterranean	September
Široki Brijeg	BH Dukat Taste Herzegovina	November
Trebinje	Days of wine and honey in Trebinje	August
Trebinje	Days of open wine cellars	December

Source: Autors, june, 2017.

RESEARCH

The paper analyzes the existing state of gastroturism in Herzegovina with an emphasis on rural areas. The aim of the research is to determine the extent to which some traditional gastronomic products are represented in the offer of catering facilities. The research also established the satisfaction of tourists with a gastronomic offer on the territory of Herzegovina.

The survey was conducted on the following questionnaire:

a) Owners of tourist facilities

The survey questionnaire included 17 tourist catering facilities in Herzegovina. The questionnaire contained 15 closed-type questions and the survey conducted from June to September 2017, via an on-line questionnaire.

b) Tourists (80)

The questionnaire also contained 15 closed-type questions, and the survey conducted from June to September 2017 in the area of Western Herzegovina. (Mostar, Medjugorje, Široki Brijeg, Ljubuški). The collected data are processed using the Excel program software.

RESULTS

The first part of the survey relates to the analysis of catering facilities in the territory of Herzegovina.According to the type of catering facilities, 55% of the facilities are restaurants and taverns, 30% of the facilities are agrotourism, 10% are ethno and 5% are eco villages. (Table 2. Fig. 3.)

Table 2. Structure of analyzed tourist facilities

Analyzed catering facilities			
Place	Restaurant	Taverns	Tourist facilities of rural tourism
Buna	1		
Čapljina			1
Grude			1
Konjic	1		1
Ljubuški	1	1	
Međugorje			2
Neum			2
Risovac	1	1	
Ravno	2	1	
Široki Brijeg	1		

Source: Putica, according to the survey, 2017.

Fig. 3. Cartographic presentation of analyzed tourist facilities
Source: Putica, according to surveys, 2017.

Considering the elements of tourist offer in catering facilities, most of them (38%) offer guests only food services.The reason for this is that rural tourism in the area of Herzegovina still has only an excursion character. Tourists visit the property, taste traditional specialties, but do not stay in the buildings for more than a few hours. 58% of the analyzed facilities in the catering industry also deal with the cultivation of agricultural crops (fruits, vegetables) and the storage of traditional gastronomic products (cheeses, liqueurs, honey, etc.). The results of the research related to the promotion of catering facilities show that everyone uses the Internet as a way of promotion but also other media like television and radio.

In addition to the mentioned media used for promotion, one part of the facilities also promotes 25% of them at fairs (Mostar Fair, Plum Days in Prozor, Trebinje Days of Wine and Honey). Following the new tourist trends (the return of man to nature, greater contact with hosts), 44% of the agrotouristic facilities offer the possibility of so-called. "Self-service" where guests can participate themselves in housework. Agrotourist farms in the area of Herzegovina offer opportunities to participate in harvesting vineyards, making fruit liqueurs and various kinds of cheese etc. In the last ten years, some owners of agrotourist farms also cultivate medicinal herbs (curry plant –"smilje", lavender, rosemary) from which souvenir products are made, which with a bigger promotion can become one of the brands of rural tourism in Herzegovina.

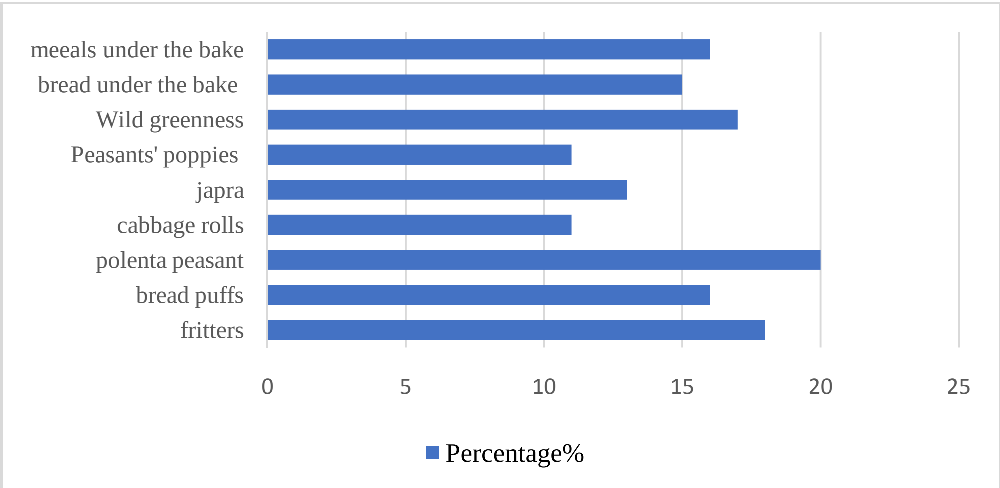

Fig. 4. Representation of some salty traditional products in catering facilities
Source: Putica, according to the survey questionnaire 2017.

Most of the gastronomic offer on farms and rural tourism facilities is based on salted dishes, among which the largest share are peas, poultry, meals and bread under the sach, then various kinds of soup such as collorad greens, japrak and others (Fig.4).

Geographical features of Herzegovina have been reflected in the differences in the preparation of the same food at different locations, for example, in the area of Low Herzegovina japrak is made from leaves of vine branches, while on the territory of High Herzegovina is prepared with the leaves of rashtika (collorad greens).

Research has shown that both the space and gastronomy of Herzegovina follows the modern global trends of fast food and the growing share of fast food restaurants, which surprasses some of the traditional specialties from the culinary arts. Traditional sweet products are dominated by hurmasice, patishpanj and various types of pies. (Fig. 5).

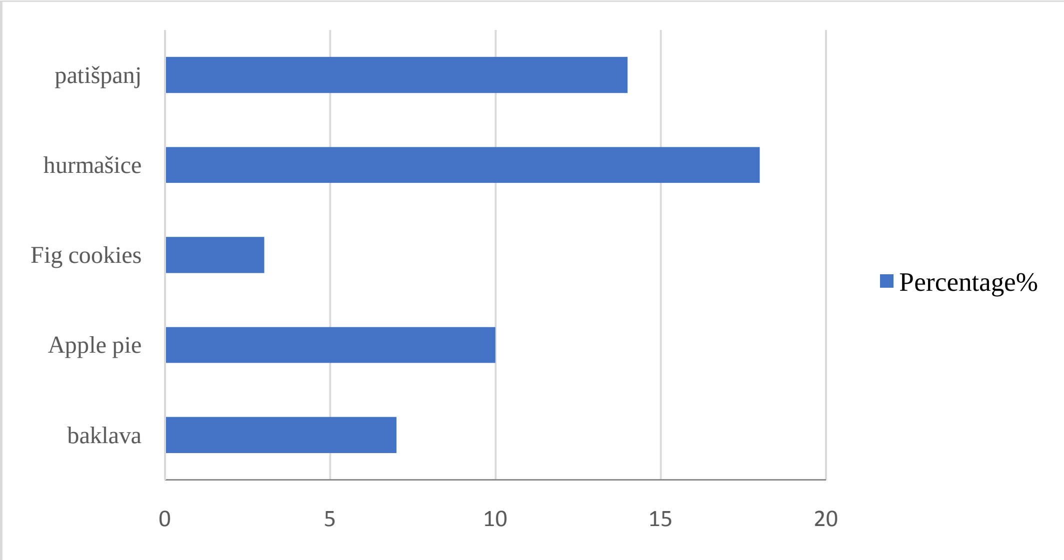

Fig.5.Representation of some sweet traditional products in catering facilities
Source: Putica based on survey 2017.

Unfortunately, some of the traditional sweet products like figs, (Fig. 6), grape cakes are all less represented in restaurant dining menus and replaced with sweets like pancakes, muffins and other cakes that are easier to prepare or buy in nearby pastry shops.

Fig. 6. Cake of fig
Source; Pervan, 2013.

When it comes to traditional beverage offerings, all catering establishments offer wines from indigenous blatina and fennel varieties. 75% of the objects produce local liqueurs

and brandy such as „medovača“ honey brandy, „višnjevača“ cherry brandy, „jabukovača“ apple brandy, „travarica“ herbs brandy, „orahovača“ walnut liquor.
The rest of the survey explored the satisfaction of the tourists with the tourist offer of Herzegovina. According to the country of origin, most of the respondents were 25% tourists from Italy, (Fig. 7), while the smallest number was from Ireland. The survey was conducted in the summer months, when most tourists visit Medjugorje, which is the leading tourist destination of Herzegovina.

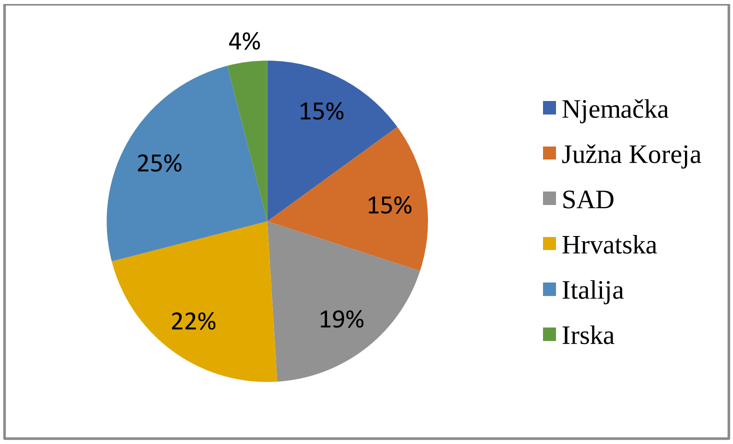

Fig. 7. Structure of respondents by country of origin
Source: Putica, according to surveys, 2017.

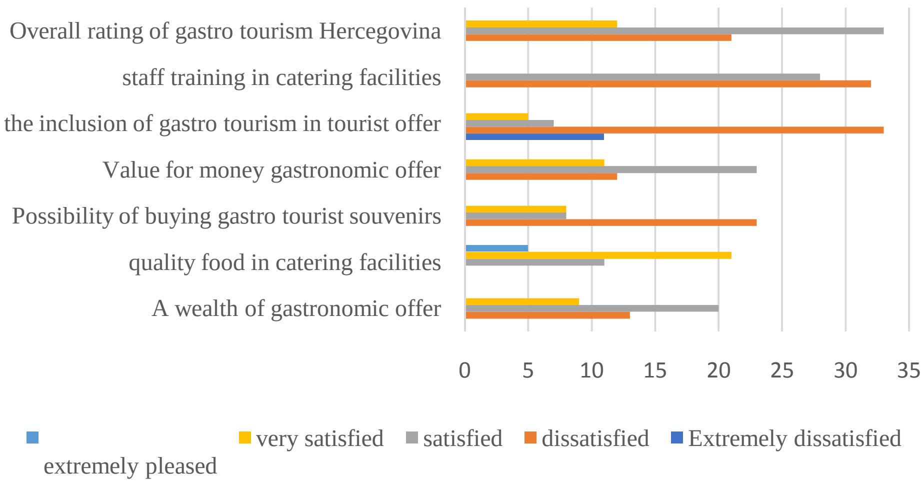

Fig. 8. The pleasure of the elements of the gastro tourist offer of Herzegovina
Source: Authors based on survey 2017.

The satisfaction of respondents was shown using the Likert scale (Fig. 8). The survey showed that the majority of respondents are satisfied and very satisfied with the quality of food in catering facilities, as well as the ratio of price and quality of food.

The richness of gastronomy has received high marks, which testify to the quality and variety of food offered. Respondents expressed dissatisfaction with the small amount of gastronomic traditional souvenirs in the territory of Herzegovina, as well as the poor inclusion of gastronomy in the tourist offer.

The presented ratings show that Herzegovina as a destination should base its tourism primarily on autochthonous products, in order to be recognized as a gastronomic destination on the tourist market.

CONCLUSION

Traditional gastronomy is the basic resource for the development of gastronomic tourism in Herzegovina, which has the same importance in rural tourism as in urban tourist destinations. The territory of Herzegovina offers visitors authentic and quality food, but the region is not promoted as a gastronomic tourist destination.

The development of gastronomic tourism would surely contribute to greater protection and branding of certain gastronomic products, such as “pura” and “lučnica”, “rashtika”, “smokvara”, etc. The research also found some other shortcomings such as poor gastronomy involvement in the tourist map of Herzegovina, as well as the lack of gastronomic souvenirs.

Since it is not conditioned by climatic conditions, gastronomy can be a solution for the extension of the tourist season. Connecting catering facilities to wine cellars within the Wine Road of Herzegovina can also contribute to the development of Herzegovina as a recognizable gastronomic destination. The development of gastronomic tourism as part of cultural tourism would also encourage the development of urban destinations that have negligible significance in the tourist offer of Herzegovina. Even, Mostar is not the destination that tourists visit because of recognizable gastronomy.

Geography, due to its interdisciplinarity, connecting natural and social characteristics of the area, plays an important role in gastronomic cultural tourism and determining the particularities of certain foods as a cultural heritage of Herzegovina. At the same time, through food, the local environment opens its potentials to the global tourism market, gastronomy connects agricultural production, crop farming, cattle breeding and service activities and opens up opportunities for educating high-quality staff both in agriculture and in tourism.

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STEĆCI - MEDIEVAL TOMBSTONES AS GREAT POTENTIAL FOR DEVELOPMENT OF TOURISM IN WESTERN HERZEGOVINA REGION

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Abstract
Stećci - medieval tombstones, in all aspects of their appearance, represent a specific segment of cultural and historical heritage of Bosnia and Herzegovina, the western parts of Serbia and Montenegro and the central or southern parts of Croatia. (UNESCO, 2105, 123)
This paper analyses current situation of the medieval necropolises of tombstones in western Herzegovina in order to draw attention to insufficient valorisation in the tourist offer, despite the fact that this cultural heritage is on the UNESCO World Heritage List.
The situation on the field, points to the conclusion that cultural and historical heritage is not particularly appreciated in the local or wider context.
Collective awareness of its conservation is at a low level, because of insufficient knowledge of the same matter. Medieval tombstones disappear daily because of the climate change and atmospheric action, inadequate legal protection, but also insufficient education of human factor.
Survey research was conducted with the local population, which is a key factor for a higher degree of valorisation in the analysed area. The main goal is to get to know and educate the population about the importance of the tombstones, which have left a significant trace in the culture and traditions of modern times.
Key words: tombstones, culture, Herzegovina, tourism

INTRODUCTION

There is not a universal definition of cultural tourism given that different authors, in accordance with available resources, have different approach to the term of cultural place in which they are situated but also contribute to their conservation. Besides the term of cultural tourism, very often there are other terms in the literature such as: cultural heritage, cultural tradition and similar. According to Dictionary of Travel, Tourism and Hospitality cultural tourism is defined, as a general term that relates to leisure time travel motivated by one or more cultural factors of a certain space. (Harris, Howard, 1996).
Richards (1996) in his work *Cultural tourism in Europe* defines culture as a composite unit that is based on organisational concept of broad spectrum of lifestyle. With this comprehensive definition the author has given broader possibilities to perceive cultural tourism that do not necessary embrace a visit to cultural attractions. The visit to every

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new tourist destination, interaction with their inhabitants is also introduction to cultural tradition. The World Tourism Organisation (WTO) interprets detailed definition of cultural tourism, according to which it is "movement of people because of basic cultural motivations, such as study tours, artistic and cultural tours, travel on festivals and other cultural events, visiting historical areas and monuments, travel to learn about nature, folklore or art or pilgrimage. That type of tourism meets the needs for different cultural experience and looks for possibilities to increase cultural level, knowledge of experience, and encounters" (WTO, 1995).

Culture can be both primary and secondary motive of tourist travel. Primary motive have those tourists who plan their travel because of a certain cultural event or visit to cultural attractions. Secondary motive is defined by those tourists who, within their travel, have also included a visit to some of cultural attractions or events.

Cultural tourism resources can be divided into:

1. Monuments
   - sacral monuments
   - public monuments
   - historical buildings
   - castles and palaces
   - parks and gardens
   - fortresses
   - archaeological areas
   - industrial – archaeological buildings
2. Museums
   - folklore museums
   - art museum
3. Routes
   - art routes
   - cultural – historical routes
4. Entertainment centre
   - cultural – historical centres
   - archaeological centres
   - architectonic centres
   - music centres
5. Cultural – historic events
   - religious festivals
   - secular festivals
   - folklore festivals
6. Artistic events
   - exhibitions
   - festivals (adapted from: Pančić-Kombol, 2006).

METHODOLOGY

During the research non-destructive field work methods such as detailed research of the sites with medieval tombstones using topographic maps, web satellite images, local population interview and current literature review were used. The aim was to determine actual situation on field to get completely exact data, which served as a basis for the analyses mentioned in this paper. The result was increased number of medieval necropolises and tombstones than it was recorded in the literature. (Figures 2, 3, 4, 5).
Questionnaire on local population (100 examinees) was used as a research method. Out of 100 examinees, 26,5% were male and 73,5% were female. Examinees had to answer 15 questions of closed type. Research was conducted with on-line questionnaire during the time period from June to August 2017. Regarding the education level, 58,2% of the examinees had Master degree, high school education 24,5%, and Doctoral degree 17,3 %. Concerning the age of the examinees 87,8% were 20-60 years old, 11,2% were 0-19 years old and 1% were over 60 years old. Collected data were processed in Excel.

Medieval tombstones – *stećci* at the area of western Herzegovina

Western Herzegovina is a region placed in south-western part of Bosnia and Herzegovina. It consists of two relief units, namely area of Low Herzegovina 1/5 and High Herzegovina 4/5.

Fig. 1. Geographical position of western Herzegovina 1267km^2
Source: Authors, 2017.

The borders of western Herzegovina are Čabulja mountain ridge, a part of Čvrsnica, Oštrec and Zavelima on north, and on south and southwest there is a border with the Republic of Croatia. According to Šimunović, the geographic borders of west Herzegovina are matching the administrative borders of West Herzegovina Canton. (Šimunović, 1997, 125-144). (Fig. 1.). Administrative-territorial area of West Herzegovina Canton is divided on the area of Široki Brijeg City, and municipalities of Ljubuški, Grude and Posušje.

Fig. 2. Necropolises in municipality of Grude
Source: Authors 2017.

Fig. 3. Necropolises in municipality of Posušje
Source: Authors 2017.

Fig. 4. Necropolises in Široki Brijeg City
Source: Authors 2017.

Fig. 5. Necropolises in municipality of Ljubuški
Source: Authors 2017

Representation of necropolises of medieval tombstones in certain municipalities is shown in the Figures 2, 3, 4, and 5, and it is based of authors' field work.

Term *stećak* refers to a tombstone that is characteristic for the time period of developed and late Middle Ages. Out of 70,000 registered tombstones on 3,300 sites there are 60,000 in Bosnia and Herzegovina, 4,400 in Croatia, around 3,500 in Montenegro, and around 4,100 in Serbia. (Bešlagić, 1982; Bešlagić, 2004).

Although, data in literature indicate appearance of tombstones from the late 12th century, it certainly can be claimed that these tombstones were intensively made during the 14th, the 15th and at the beginning of the 16th century when they slowly started disappearing. The importance of medieval tombstones is additionally emphasised by their acceptance for UNESCO List of Protected Monuments (Figure 6. necropolis Bijača in municipality of Ljubuški is the only necropolis from West Herzegovina Region on the UNESCOs List of Protected Monuments).

Fig. 6. Bijača necropolis - UNESCO
Source: Authors 2016.

Due to dominant and specific location where they emerged, the shape of tombstones, motives and inscriptions on them, since the 17^{th} century *stećci* have started to attract the attention of highly educated western circles. The first papers concerning late Middle Ages necropolises in western Herzegovina were mostly related to their short descriptions, listing and sporadic interpretation of their symbolism. At the end of the 19^{th} century the medieval tombstones have become the subject of multidisciplinary research of both domestic and foreign experts, after Austro-Hungarian occupation and establishment of the National Museum in Sarajevo in 1888. The first systematic listing of late Middle Ages necropolises of Bosnia and Herzegovina has started in 1960s and 1970s and has been initiated by the National Museum's archaeologists, followed by publication of 9 monographies. There are two monographies related to the medieval necropolises in Široki Brijeg and Ljubuški municipalities, as well as review on necropolises in Grude municipality. (Benac, 1952; Vego, 1954; Vego, 1964) Some of more significant necropolises within the area of West Herzegovina are certainly Bijača, Grabovine-Zvirići, Kočerin, Ledinac, Mramorje, Šarampovo-Uzarići, Kočerin-Lipovci, Varda etc.

Fig. 7. Ričine necropolis
Source: Authors 2017.

Tourist valorisation of *stećci* at the area of western Herzegovina

Cultural heritage makes an important resource of western Herzegovina tourist offer, which unfortunately is not sufficiently valorised in terms of tourism. Rich cultural heritage gives an opportunity to this part of Bosnia and Herzegovina to be recognisable destination of cultural tourism with its authenticity. Changes in lifestyle, higher level of education and other socio-cultural changes lead to increased demand for selective forms of tourism and thus cultural tourism. Thanks to positive trends in tourist demand growth, cultural tourism at this part of Herzegovina has bright future. Culture can be primary, secondary and random motive of tourist travels. [24]

When it comes to western Herzegovina, cultural tourism is not the primary motive of tourist arrivals, but with greater dedication of local and state authorities it is, certainly, one of the biggest potentials. Herzegovina should seek an opportunity in cultural tourism to extend tourist season and to develop tourism throughout whole year (Humac, Široki Brijeg, Grude). The pilgrims who come to Međugorje, worldwide known religious destination, might also visit nearest cultural destinations in West Herzegovina.

[24] Primary tourist destination is the one that is being visited solely for the purpose of participating in its cultural offering. In secondary tourist destination a tourist is attracted by some other motivation, such as sun and sea with cultural offering not being a priority. Accidental destination means that a tourist did not intend to visit it but during their travels they came into contact with locals and that's how they get introduced to their culture.

Culturists are mostly those persons who have higher or high level of education, and therefore higher standard that makes them good consumers at some destination.
The inclusion of *stećci* necropolises in Herzegovina's tourist offer requires a certain degree of financial resources, but also a number of provisions to protect them from natural and anthropogenic deterioration. It is necessary to regulate traffic access to certain sites, necropolises protect, work on the better promotion of the cultural heritage itself (brochures, promotion at fairs and the Internet). Also, cultural resources and sightseeing are not enough, they need to create attractions in order to get visitors to get acquainted with historical and cultural value, but to make the visit of attractions attractive and cause a certain part of the emotions (Vrtiprah, 2006). Cultural tourism could become important issue in conserving and promoting of the culture and tradition of West Herzegovina.

RESEARCH RESULTS

Collected data analysis has shown very low visits of local population to necropolises (Fig. 8). The highest number of examinees have visited the necropolises in Kočerin, Bijača and Zvirići, while Mramorje, Ričine (Figure 7), and Šarampovo were the least visited necropolises. More than 40% of examinees have not visited any of necropolises, and 60% of them did not know that the Bijača necropolis is on the UNESCO World Heritage List. Having regard that more than 60% of examinees, who took part in this research, have higher level of education, we have to emphasise that this data is alarming.

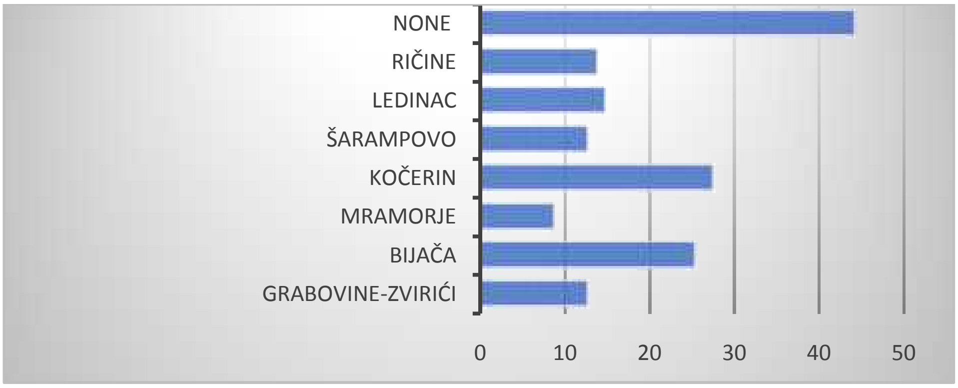

Fig. 8. Visiting rate of necropolises in western Herzegovina/percentage of visitors
Source: Authors based on survey in 2017.

The authors suggest, as a solution of this problem, necessary change of curricula in which studying of cultural-historical heritage is insufficiently represented, and also additional organisation of expert seminars and workshops to promote above-mentioned cultural destinations better.

When it comes to characteristics of *stećci* (origin, age, motives they are decorated with- figure 10 and 11), 21% of examinees are familiar with them, while over 50% of them are only partially familiar with. (Bešlagić, 1982; Miletić, 1982; Wenzel, 1965).

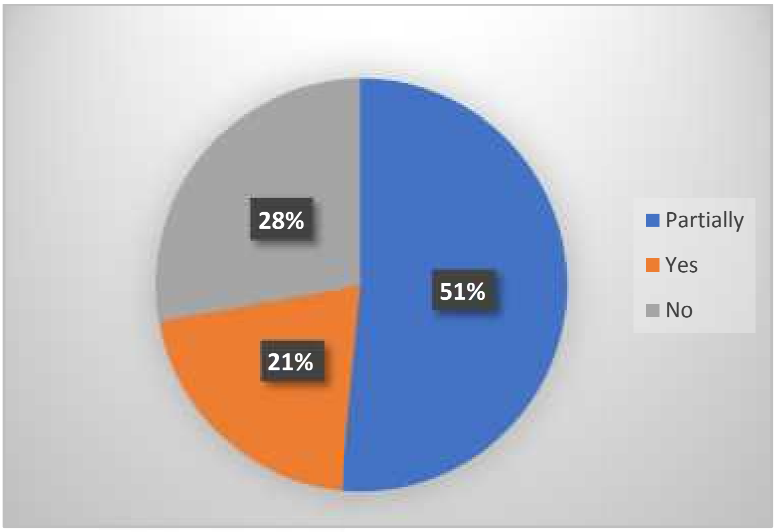

Fig. 9. Local population knowledge of medieval tombstones' characteristics (origin, age, motives)
Source: Authors based on survey in 2017.

Fig. 10. Motives on *stećci*
Source: Authors 2017

Fig. 11. Motives on *stećci*
Source: Authors 2017.

When it comes to tourist valorisation of *stećci*, only 4% of examinees consider that *stećci* are sufficiently represented in tourist offer of Herzegovina. It has been concluded that Tourist Association have to create new plans and programmes for management of cultural assets and work on implementation of them in due time by employing new staff. Stronger engagement of public sector is necessary, as well as cooperation at local and regional level in order to open new markets, and fostering local entrepreneurship for sake of making promotion materials and opening of catering facilities.The research has also analysed satisfaction of local population with education of persons employed in tourist sector. The results are shown by Likert scale (Figure 12).

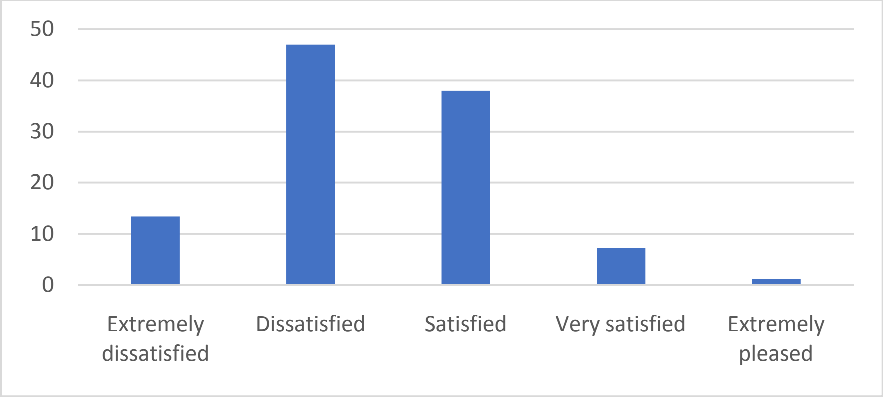

Fig. 12. Level of local population satisfaction with education of employees in tourist sector
Source: Authors based on survey in 2017

The highest number of examinees, over 50% is dissatisfied with education of employees in tourist sector and with their knowledge about cultural-historical heritage of the region. Since this concerns resources that have inestimable value, it is necessary to engage public sector and to not only establish higher cooperation with the public sector but also local population. Due to a general lack of education, but also inadequate functioning of authorised bodies and institutions responsible for protection of cultural-historical heritage at the area of western Herzegovina, great number of necropolises is endangered with human activities, and some of them are either partially or completely destroyed.

CONCLUSION

The research has been conducted with the aim to indicate general state of indifference in context of cultural-historical heritage of western Herzegovina presentation. Field work/research has confirmed that great number of necropolises, and also other archaeological units are abandoned to deterioration because of both atmospherics activities and irresponsibility of human factor. Registering *stećci* on the UNESCO World Heritage List, their importance has been emphasised in context of world material and non-material heritage, but that importance is not recognised at local level.

The situation described in this paper is also exacerbated by the problem of lack of archaeological research and anthropological analyses of osteological materials, which would serve as the main indicators for reconstruction and interpretation of lifestyles of late medieval populations that would greatly strengthen idea of their inclusion in tourist offer. We are of the opinion that it is necessary to make changes in curricula and educational institutions at all levels with the aim of raising awareness on role and preservation of cultural-historical heritage for all future generations.

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THE INFLUENCE OF THE TRACES OF ART ON THE TEXTURE OF THE CITY

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Abstract
The city is a living space in which the social, political, administrative and economic spheres exist for all citizens. The concept of city; It contains all the dimensions surrounding and influenced by the urban people. By living in the formation of urban intelligence, visual learning also has an important place. The cities or parts of the city, which have been preserved and repaired and, if necessary, renovated in accordance with this urban fabric, are becoming settlements or regions that provide the identity of the city and describe the difference of urbanization. In this phase, "urban design" is also an integral part of urban protection. The integration of human settlements with new urban meeting spaces and the support of a quality new architecture enable the social tension to be reduced and to be met in common pavilions. Urban History- Urban identity-urban culture, urban texture reflects the people living in the city. Cities are defined by their cultural assets. Just as in the case of the Istanbul mosques, the Ankara Anıtkabir, the Paris Eiffel Tower, the New York Statue of Liberty, the Egyptian Pyramids, the city stands out with its unique architectural element or spatial arrangement. Living a city; it is the history, culture and art of the city. In tourism, there is also a growing interest in historical, educational, cultural, artistic and travel routes. It is necessary to identify the sources that allow tourism in the cities. While emphasizing the preservation of old tact in the declaration; how to get artistic touch and how to bring it to tourism.
Keywords: Urban texture, identity, culture, artistic traces, touristic places

CITY-URBANIZATION

Cities are the living spaces of the individuals. Cities are the places where production and consumption items are realized, where they plan to spend the entire time for the living, working and recreation functions, growing in rural areas [1].
The concept of city has a meaning beyond just being a physical space and population definition. At the same time, the city's work and research are being carried out by many different disciplines, since it expresses the process of radical structuring. For this reason, the city is a multidimensional and unbounded study area, and as the city is trying to explain a single definition, it is very difficult for the city to be a multidimensional element and to change society from different times. When the definitions are combined, the city has become a place where non-agricultural production is made, where control functions are gathered and have reached a certain level of size, heterogeneity and integration levels.

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The urbanization; it is the natural outcome of the urbanization process, which, together with the environment, technological and economic organization, enables individuals to integrate with society and leads to the settlement of cultural items.

CITY IDENTITY

Cities are separated from each other by showing various character traits in terms of natural conditions, structures and humanity. Everything that distinguishes one city from the other and differs from others is its identity.[26] As urbanization, urban transformation and tourism come to the agenda, the identity of the city is at the forefront and it has an impact on the planning and implementation of the activities to be carried out. Today, the disappearance of urban identities and the emergence of mutually resembling tissues are not only a cultural problem, but also have economic, social and psychological consequences. When we look at the cities lacking identity, it is observed that these cities are not satisfied with their urban spaces, physical conditions and the experience formed within them. It is seen that the strong, identifiable cores of these cities had been carried out in certain periods and could not have been carried out limitedly and daily well [2].

CITY CULTURE

The concept of culture explains why people are similar or unequal to each other and why they have changed. In contrast to different definitions, the way culture meets the needs of a society can be regarded as an organic and volatile entity formed by institutions and groups, beliefs and traditions. While man reproduces nature, he also produces himself.

URBAN FABRIC / URBAN TEXTURE

The remaining settlements and remains from past civilizations constitute historical circulation. In today's conditions in which traditional values are rapidly destroyed; zoning changes, population growth, industrialization, and other factors cause the degradation of the historical environment of the cities and the confusion of identity. These distortions observed in the history of the cities have started a process which is impossible and irreversible in the historical environment [3]. The end result is a process that is not possible to protect cities as prestige areas. As a result, the historic city textures, which must be protected as prestige areas of cities, are transformed into decaying areas. However, the historical city textures are special areas that are important contributors to the urban environment, so long as they are able to maintain their viability and maintain a harmonious coherence with the development and change of the city.

HISTORICALL PROCESS; FIRST CITY - CITY PLAN - LANDSCAPE ARCHITECTURE - CITY ICONS

According to the scientists, the first cities to be founded are Greek and Roman cities. But the prevailing opinion is that the first cities appeared in Mesopotamia, Meso-America and the Nile, Indus and Yellow River. In the kingdoms gathered under the name of Mesopotamian civilizations, there are first examples of urban plan (Çatalhöyük-Hattuşaş), landscape architecture (The hanging gardens of Babylon), religious architecture (Ziggurats) [4]. It can be said that Anatolia has experienced a unique evolutionary process in terms of urban history. The first settlement that can be considered as the beginning of city life is Çatalhöyük on the Konya Plain in Turkey. (5700-6700 B.C.) Çatalhöyük, believed to have 500-600 inhabitants, was the most important 'urban core' on earth. The city plan was seen in Hattusas, the capital of the Hittites, who settled in Anatolia in early 2000 BC.

Almost all of today's art is found in Sumerian culture. According to Sumerian belief, before people were created, gods made cities and appointed a chief god to govern them. And art has taught people by gods. II. Nabukadanaezar have built "hanging gardens" in 605-562 BC for his wife Semiramis in Babylon was accepted as a magnificent palace garden. In this park; facilities, sightseeing spots, entertainment spots have also emerged in this civilization for the first time. These gardens can be shown as the first examples of landscape architecture [6].

In this period, the symbol of cities among the temples in almost every city, “Ziggurats” are rising. The Ziggurat is the temple tower, which resembles the pyramids of the former Mesopotamian valley and the terrace of Iran. Multipurpose Ziggurats contain important artistic and architectural items [4]. Illustration of Ziggurat, illustration of Çatalhöyük urban plan, illustration of Hanging Gardens of Babylon and Hattuşaş urban plan are given in Fig. 1.

Fig. 1: a. Illustration of Ziggurat, b. Illustration of Çatalhöyük urban plan, c. Illustration of Hanging Gardens of Babylon, d. Hattuşaş urban plan

URBAN TOURISM AND ART

Urban tourism can be defined as the development of different types of tourism and its participation in the tourism sector according to the qualities of the cities, the resources and values they possess.

For cities, tourism is an important factor with the input, the employment opportunities and the social-cultural interactions it provides.

The population movement based on the source of development such as tourism and commerce and thus the increase in the structure and the increase of the living standards are causing the increase of the living standards. The factors affecting each other are the ones that must be balanced in urban development. In this context, it is important to protect the potentials and resources of cities in accordance with urban identity.

Travel to urban areas, recognition of urban cultures and interest in urban recreational activities are increasing. In this context, urban spaces and tourism relations have gained importance. Street art examples are given in Fig. 2.

Fig. 2: Street art examples: Tbilisi/Georgia(left), Zagreb/Croatia(right)
Source: Photographs were taken during cultural visits
in Tbilisi-Georgia and Zagreb-Croatia.

FEATURES WHICH ARE UTILIZING URBAN TOURISM IN URBAN AREAS

- Facilities and structures related to activity places, concert halls, exhibition areas, museums, art galleries, sports organizations and special events.
- Entertainment elements, ancient-antique cities-structures, monumental buildings, monuments, ports, historic urban dwellings, parks and green spaces, special structures
- Social-cultural elements, language, folklore, local activities, traditional activities
- Trade, shopping, special programs and events can be counted.
-

SOURCES TO PROVIDE TOURISM IN CITIES

- Historical and cultural values
- Religious, faith and places that are made important from the traditional point of view
- Fair and Exhibition activities, Congress.
- Water resources (Lake, Sea, River etc.)
- Festivals and local special events, celebrations
- Culture-Arts, entertainment, sports activities
- Local shopping can be classified as trade opportunities [1]

Local methods in cities; art and artistic festivals to bring together the arts. At the same time, introducing the people of city to art, city culture, city to introduce the tourists. For example, I can show the international festival performed by Kadikoy municipality in Turkey. The wall paintings that the artists made in the scope of the festival changed the silhouette of the city. The artists of the festival took Kadiköy, Istanbul, Turkey to reflect the different cultures and to bring an urban look into the city. Street art samples (Wall art) of Kadıköy are given in Fig. 3.

Fig. 3: Street art samples (Wall art) of Kadıköy, Istanbul, Turkey
Source: 8. The Magger, 2014. *Kadıköy Street Art, Yel değirmeni,*

The DUMBO Arts Festival was a multi-site celebration of the arts, bringing innovative and challenging artwork to a diverse audience and providing a career-making platform for artists from around the world. Dumbo festival, held in new york, and the works of the artists meet people on the streets. Children and adults are sometimes involved in the construction of works. Other than that, graffities and moss art can be considered as artistic traces seen in urban areas. Arts performances of DUMBO Festival are given in Fig. 4.

Fig. 4: Arts performances of DUMBO Festival
Source: Schulz, D., 2014. *Dumbo Arts Festival, Multiple Brooklyn Locations,*

SUGGESTIONS

Urban tourism in the world; culture-arts can be categorized as resources that allow tourism in urban areas or as resource elements. To increase the visibility of the artistic traces in the city, art improves and stimulates urban tourism. This is another way of seeing tourists as artisans and tourists. In order to modernize their own culture, it is necessary to include local artists in the creation of artworks. It is important to make a living art.

CONCLUSION

It is necessary to determine the characteristics of the cities, which have their own unique and tourist attractions, and to bring them to the foreground and gain tourism. In this context, it is important that the assets forming the image of the city are introduced effectively in international and local government-promotional bodies.

The cities, historical buildings, green spaces, ancient cities, cultural places, museums, artworks (such as sculptures, wall paintings, mosaics, etc. artistic traces) and festivals and fields that make up the historic texture of the cities increase the tourism potential of the cities. a product diversification in this direction; tourism movements and incomes will spread all over the world. The artistic visible traces contributing to the city's image contribute to the tourism image of the cities, as well as to the cultural and natural resources as well as tourism.

In addition to this, the increase of the arts in the cities and the fact that the art is intertwined with the city, the tourism potential of the cities will be considerable. However, it is very important that the city and art are compatible with each other. It is very important that the elements of modern art that are applied are in the direction of developing the historical and cultural existence of the city. In other words, it is necessary to investigate the historical and cultural structure of the city before the application of art. Otherwise, the applied works and thoughts will become grotesque. Therefore, the type of art and its method of application should be well thought out and investigated.

At the same time, the art that we can characterize as a supporting element of tourism activities should be accessible by the visitors and locals. This is a reason why urban culture and urban texture are intertwined. So, art should be an element that associates people, cities and art, and makes sense of this association.

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HUNGARY IN THE CONTEXT OF TOURIST VISITS FROM SLOVENIA – SPATIAL DISTRIBUTION OF TOURIST TRAFFIC AND INTERNET TOURISM OFFER

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Abstract

Hungary established itself as a major tourist destination already decades ago, when it became renowned for its thermal spas and rich cultural and architectural heritage of the former Austro-Hungarian monarchy. In the recent years, the country has attracted tourists and daily visitors with a diverse tourism offer, which ranges from activities in natural protected areas with high levels of biodiversity to international festival events and famous traditional culinary and wine products. In 2015, the country recorded over 10 million tourist arrivals, among which foreign tourists prevailed. Due to geographical vicinity, as well as historical, social and political similarities, Hungary also represents a popular destination for visitors and tourists from Slovenia. According to the Statistical office of the Republic of Slovenia, about 46,000 tourists from Slovenia visited Hungary in 2014. This number is based on the criterion of at least one overnight stay in Hungarian accommodation establishments and is therefore underestimated in the aspect of Slovenian visitors, since many Slovenians visit this country in a single day. In the paper, authors analyse the spatial distribution of tourist traffic and present the main characteristics of (organized) Slovenian tourist visits to Hungary. The main part of the research is focused on the analysis of the internet-based tourism offer, provided by Slovenian travel agencies. The offer was subjected to a detailed review that concentrated on its spatial distribution.

Key words: Hungary, tourists from Slovenia, organized travel packages, analysis of the internet-based tourism offer, travel agencies.

INTRODUCTION

Hungary has established itself as an important tourist destination already decades ago, attracting tourist flows from all over the world. In 2015, the country recorded more than 10 million tourist arrivals, with a sharp increase in the number of foreign tourists experiencing record growth in recent years. In Hungary, 3.5 million foreign visitors arrived in 2008, reaching 4.9 million in 2015 (Hungarian Central Statistical Office [HCSO], 2016a). The country boasts with a varied tourism offer covering many thermal spas, extensive protected areas of nature with a high level of biodiversity and a rich cultural and architectural heritage of the former Austro-Hungarian monarchy, which is particularly pronounced in the capital of Budapest. The United Nations Educational,

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Scientific and Cultural Organization (UNESCO) recognized the exceptional nature of the selected places, which included 8 sites in the country on the list of world natural (1 unit) and cultural heritage (7 units) (UNESCO, 2017). Tourists are also impressed by the Hungarian culinary and wine products, specialties and internationally recognizable festival events.

Hungary began to open to the foreign visitors in the early 1960s, when the communist regime was relaxed, and since then there has been a steady increase in the tourist visit (HCSO, 2016c). Tourism has developed in this area already in the period of the Austro-Hungarian Monarchy, when visitors to particular destination would visit it mainly for health reasons, since the main focus was on thermal spas (Kocsis and Schweitzer, 2009). Hungary today invites guests with the slogan "Think Hungary, more than expected", where the main tourist destination is the capital of Budapest (Tourism in Hungary, 2015). If we classify the tourism sector according to the motive of the visit, we can find out that the following types of tourism are present in Hungary: 1) visiting cultural and natural sights, with the focus primarily on the capital of Budapest and the places under the protection of UNESCO's cultural heritage; 2) visiting health resorts and the spas, since this type of tourism has a favorable geological composition of the soil for development possibilities throughout the entire territory of Hungary; 3) attendance at congress events (Kocsis and Schweitzer, 2009; Pečoler, 2013).

Due to its geographical proximity, historical, social and political circumstances, Hungary is traditionally a popular destination also for visitors and tourists from Slovenia, who are visiting it throughout the year for various reasons. According to the Statistical Office of the Republic of Slovenia, the debated country attracted about 46,000 tourists from Slovenia yearly, who traveled there individually or in an organized group, thus creating at least one overnight stay. This ranks the country on the eighth place according to the number of trips from Slovenia to foreign countries (SORS, 2016). In 2014, the Hungarian Central Statistical Office recorded the arrival of 26,314 Slovenian tourists, who generated 51,503 overnight stays (HCSO, 2016b). In this research, we want to define the main characteristics of (organized) tourist trips of Slovenian tourists to Hungary, focusing in particular on the spatial orientation of their visit through the Hungarian tourist regions.

METHODOLOGICAL APPROACH

The paper is divided into two parts. The first part we analysed the official statistical data of the tourist visits from Slovenia to Hungary, using data from both the Slovenian and Hungarian statistical offices. The second part of the paper contains an overview of the online offer of the Slovenian travel agencies that organize trips to Hungary. This part of the research is methodologically based on previously conducted analyses of the tourism offer of Slovenian tourist agencies for the Croatian coast (Kerma, Koderman and Salmič, 2009), Bosnia and Herzegovina (Koderman and Kerma, 2010) and Austria

(Kežar and Koderman, 2014). We used the database of the Chamber of Commerce and Industry of Slovenia (CCIS), which manages the register of the tour operators (CCIS, 2015). In the first phase, the survey included the identification of all Slovenian tourist agencies or tour operators offering tourist services in the Hungarian territory. The offer of selected companies was then subject of content analysis and covered various aspects of the advertised services.

The analysis was based on the diploma thesis of Tomaž Kostanjšek, where the authors of this paper participated as supervisors and collaborators. In his research, Kostanjšek also investigated the frequency of the advertised destinations, the type of services, duration and price (Kostanjšek, 2016).

CHARACTERISTICS OF TRAVELS OF SLOVENIAN TOURISTS TO HUNGARY

In the early 1990s, Hungary was among the Slovenian tourists, along with the sights offered by Budapest, known especially for shopping tourism, as the border towns of Hungary and the villages were full of buyers from Slovenia. At the time, special shopping coaches drove visitors to the most famous shopping center in the border town of Lenti. The peak was reached in 1995, when more than 20,000 day-to-day shopping buses were registered at the Dolga vas border crossing. Their number later dropped rapidly. The reason for this lies in the fact that in the mid-1990s, stores and larger shopping centers began to appear in Slovenia, where cheaper or cheap goods could be bought as well (Litrop, 2003).

Today, Slovenian tourists in Hungary are no longer connected (only) with cheap shopping, but are attracted by city tourism (sightseeing of cultural and historical sights, cuisine, cultural events) and health or wellness tourism. These facts were evident from the completed analysis of the offer, which was advertised by Slovenian tourist agencies in case of a visit to Hungary. Pečoler (2013) elaborated the image of Hungary as a tourist destination for tourists and tour operators in Slovenia. The author concludes that the Slovenian tourists do not recognize Hungary as a tourist destination sufficiently, since most of the visitors connect the country in question only with Budapest and partly by the Lake Balaton, while the rest of the offer is not well known to them (Pečoler, 2013).

ARRIVALS AND OVERNIGHT STAYS OF SLOVENIAN TOURISTS IN HUNGARY

The data of the Hungarian Statistical Office show the data only for the period after 2011, which makes it difficult to determine the trend of the actual tourist traffic since the five-year period represents an insufficient time frame for more precise conclusions. The table 1 shows that the number of tourist arrivals from Slovenia is decreasing (exception is 2014). The decline in arrivals is also followed by a decline in the number of overnight stays (exception is 2012) (HCSO, 2016b).

Tourists from Slovenia represented a modest 0.25% of all tourist arrivals to Hungary, while the share of Slovenian tourists compared only with foreign visitors is 0.53%, which ranks Slovenia to the 35th place according to the number of tourist arrivals to Hungary (HCSO, 2016b).

Tab. 1: Number of arrivals and overnight stays of tourists from Slovenia in Hungary and index between 2011 and 2015

YEAR	NUMBER OF ARRIVALS	INDEX (%)	NUMBER OF OVERNIGHTS	INDEX (%)	AVERAGE LENGTH OF STAY
2011	27,571	100.0	55,451	100.0	2.0
2012	27,171	98.5	61,453	110.8	2.3
2013	26,906	97.6	53,587	96.6	2.0
2014	28,530	103.5	54,383	98.1	1.9
2015	26,314	95.4	51,503	92.9	2.0

Source: HCSO, 2016.

The statistical data show that Slovenian tourists travel to Hungary only for a short period of time, which results in an average length of stay of about 2 days (in 2015). The latter corresponds to the fact that the majority of (online) tourism offer available to Slovenian tourists included shorter trips, which usually last up to two overnight stays.

TOURIST TRAFFIC FROM SLOVENIA BY TOURIST REGIONS OF HUNGARY

In the analyzed five-year period between 2011 and 2015, we found that Slovenian tourists mostly visit the tourist region of Central Hungary, which is in line with the fact that this region is the most visited Hungarian tourist region in general. This tourist region registers about 15,000 arrivals of Slovenian tourists each year (14,945 in 2015). The region of Central Hungary is followed by the Balaton region with approximately 5,000 tourist arrivals from Slovenia (4,974 in 2015), while the other regions recorded a smaller visit (Table 2, Figure 1). Other tourist regions are also facing fluctuations in the number of arrivals, while the most visited regions are characterized by a smaller number decline in the last debated year. The regions of Southern Transdanubia and the Southern and Northern Great Plains recorded a slightly higher number of arrivals in 2015 (HCSO, 2016b).

Tab. 2: Number of arrivals of Slovenian tourists by tourist regions of Hungary between 2011 and 2015

Tourist region	2011		2012		2013		2014		2015	
	ARR.	%	ARR.	%	ARR.	%	ARR.	%	ARR.	%
Central Hungary	16,587	60.2	15,093	55.5	15,912	59.1	16,450	59.1	14,945	56.8
Balaton	5,476	19.9	5,183	19.1	4,956	18.4	5,795	18.4	4,974	18.9
Western Transdanubia	1,813	6.6	2,273	8.4	1,902	7.1	2,532	7.1	2,158	8.2
Southern Transdanubia	997	3.6	1,427	5.3	1,149	4.3	954	4.3	1,046	4.0
Northern Great Plain	795	3.3	1,186	2.9	1,071	2.5	665	2.5	908	3.0
Central Transdanubia	451	2.9	654	4.4	746	4.0	882	4.0	873	3.5
Southern Great Plain	904	1.9	787	1.7	682	1.6	543	1.6	784	2.2
Northern Hungary	521	1.6	459	2.4	434	2.8	663	2.8	578	3.3
Lake Tisza	27	0.1	109	0.4	54	0.2	46	0.2	48	0.2
TOTAL	27,571	100.0	27,171	100.0	26,906	100.0	28,530	100.0	26,314	100.0

Source: HCSO, 2016b

In 2015, Slovenian tourists registered the longest average length of stay in the Northern Hungary region (2.5 days), while the average length of stay in the Northern Great Plain, Southern Great Plain, Balaton and the Western Transdanubia region was 2.3 days. Although it is difficult to evaluate these indicators only from the statistical data, we can conclude that the number of overnight stays is also related to the distance of each region from Slovenia. The tourist region of Balaton and the Western Transdanubia are closest to the Slovenian border, but we can assume that in their case, the average length of stay is influenced also by the purpose of the trip. These regions are mainly known for spa tourism, therefore we can assume that individual tourists from Slovenia also spend vacation in this area and usually stay here a longer period of time (HCSO, 2016b).

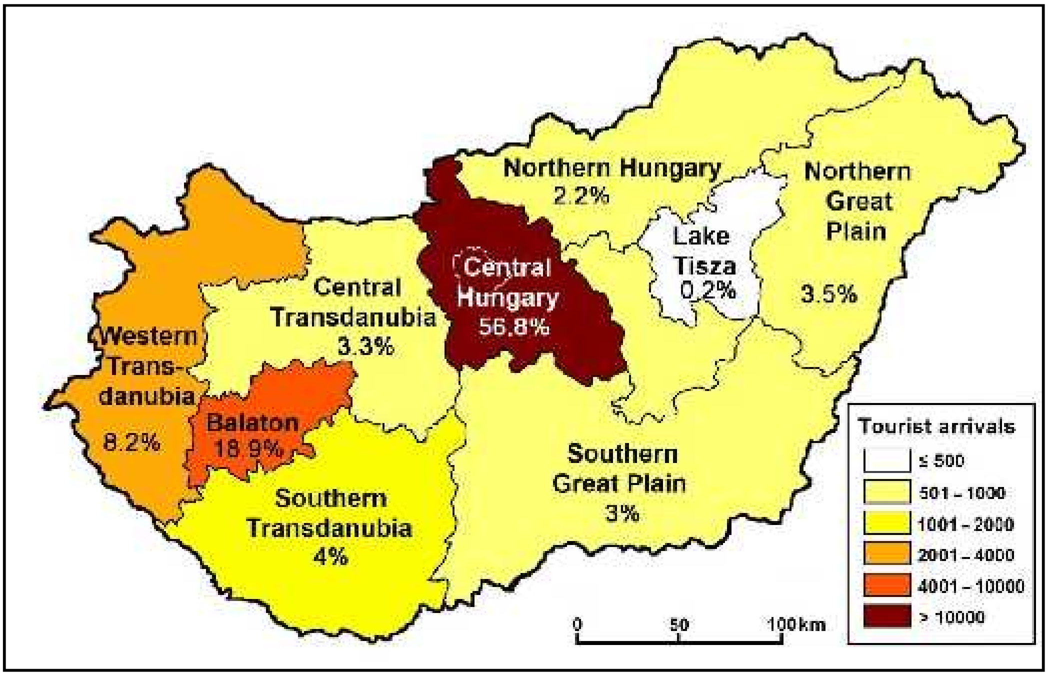

Fig. 1: Share of tourists from Slovenia in Hungary by tourist regions in 2015.
Source: HCSO, 2016b.

THE INTERNET TOURISM OFFER OF SLOVENIAN TOURIST AGENCIES FOR HUNGARY

At the time of the research, 455 travel agencies with a license of the tour operator were registered on the CCIS website (CCIS, 2015). In the first phase of the data collection, we excluded 84 tourist agencies (18.5%) who did not meet the criteria that the agency should have its own website. Out of the remaining 370 tourist agencies, only 86 (23.2%) offered tourist services referring to Hungary on their websites. The latter were then subject to a more detailed analysis.

SPATIAL DISTRIBUTION OF TOURISM OFFER BY INDIVIDUAL TOURIST REGIONS OF HUNGARY

An analysis of the online tourism offer of the Slovenian tour operators gave us a good insight to destinations in Hungary that are the most attractive for Slovenian tourists. We focused on the spatial distribution of the tourism offer of individual regions, and the analysis showed that tourist agencies in their online offer most often advertise the Hungarian capital and individual places near Lake Balaton (most often Tihany village). From the online tourist programmes of the agencies it is evident that a significant segment of the offer also refers to the visiting of the historically important cities (for example the package tour entitled Castles of Hungary), where a visit to Budapest is usually also included. Only a small part of the offer excludes the capital and focuses on tourist areas in the south and west of the country. The most frequently advertised tourist destinations in Hungary are presented in Table 3.

Tab. 3: The most frequently advertised tourist destinations in Hungary in the online offer of the Slovenian travel agencies

REGION	TYPE OF SERVICE	DURATION (days)
Central Hungary	Excursion, trip – shorter	1–2
Balaton / Western Transdanubia	Excursion, trip – shorter	1–2
Balaton, Central Hungary, Central Transdanubia	Trip – shorter	2–3
Southern Transdanubia	Excursion, trip – shorter	1–2
Western Transdanubia	Excursion	1

If the results of the analysis are compared with the data of the Hungarian Statistical Office, which deal with the share of arrivals of Slovenian tourists in regions of Hungary, we can find out a significant matching. The latter is also evident from Figure 2, which shows that a significant matching between the online offer and the share of arrivals can be traced in most of the Hungarian tourist regions. The Hungarian Statistical Office records 3.5% of the Slovenian tourists in the Northern Great Plain region, while this region could not be found in the online offer of the analysed tourist agencies. The differences between the online offer of tour operators and the data on the arrivals of the statistical office of Hungary can be partially explained by the fact that the categories are difficult to compare with each other, since we are not dealing with the related data. In addition, we have faced different time data acquisition - data on arrivals refer to the entire year of 2015, while we analyzed the online offer only in the winter (more precisely the New Year) period of 2015.

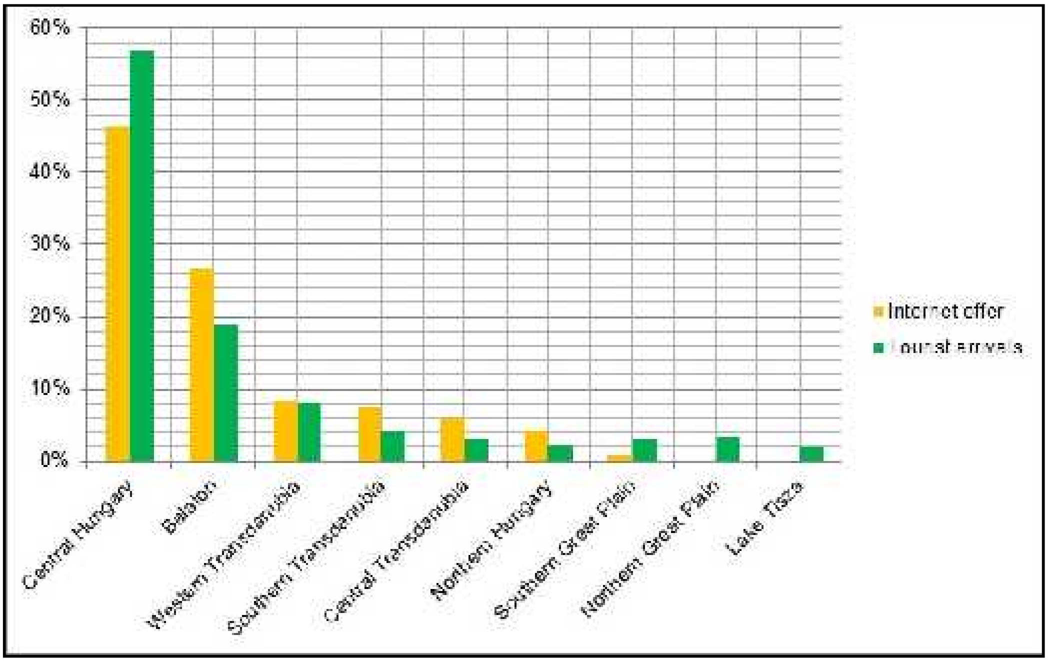

Fig. 2: Comparison of the shares of online tourism offer and arrivals of Slovenian tourists in the tourist regions of Hungary

In the Central Hungary region, which refers to 46.4% of all advertised online offers, the most represented destination is the capital of Budapest, which appears in the online offer both on its own and in combination with other destinations. The Budapest tour is often combined with a tour of cultural and historical towns in the vicinity of the capital (Szentendre, Visegrad, Gödöllő, etc.). Some of the tourist arrangements also included a tour of the capitals of different countries (for example Budapest, Bratislava and Vienna). The most frequently advertised offer combines the sightseeing of the two regions – Budapest in the Central Hungary and the village of Tihany in the region of Balaton. If we focus on the sights that were exposed in Central Hungary, we can conclude that, in the case of Budapest, the tourist programs of the agencies were almost identical. Itineraries often offer a tour of the following main attractions: national parliament, opera house, Stefan's Church, walk along the Heroes Square, the city park, Vajda Hunyadi Castle and Vaci Street, tour of the city market and the Castle Hill, and the view over the city from the Citadel. In tourist itineraries with an overnight stay in Budapest, visitors were usually given the possibility of a dinner in a typical Hungarian *csárda*, which is usually not included in the price of the trip. The other towns of the Central Hungary, which were found in the online offer, invite visitors with their baroque buildings and visible remains of the formerly powerful Serbian community (the city of Szentendre), or in the case of Visegrad, the former capital of medieval Hungary, the city walls and the Salamon's tower.

The biggest tourist attraction of the region of Balaton is the lake itself; the region is ranked second among regions with 26.6% of advertised arrangements. The most advertised online offer in this region included Tihany village, and the key tourist attractions of this lakeside village – pointed out by many tourist agencies – are the ethnological outdoor museum and the Benedictine monastery. Apart from the Tihany village, Keszthely is also mentioned several times in the tourist programmes, where visitors see the Festetics Palace and the Marzipan Museum, and Siófok, which is known for its diverse street festivals with various events.

The area of Lake Balaton is a part of the Western Transdanubian Region, but they are considered individually as tourist regions for the needs of the Hungarian Statistical Office, which is why we also show them separately. The share of online offer that refers to the Western Transdanubian Region is considerably lower compared to the Central Hungary and the Balaton (8.4%), however, tourist agencies offer a wide range of destinations in this region. Numerous arrangements related to the places that are close to the Slovenian-Hungarian border and are interesting for Slovenian visitors because of the Slovenian minority living there, as well as the places near Lake Balaton.

In the westernmost part of Hungary, which lies directly along the Slovenian border, the offer was mainly focused on the two locations of the Slovenian Porabje, namely Monošter (Szentgotthárd), which is considered the center of the Slovenian ethnic community in Hungary and where one can visit the largest Baroque church in Hungary, and Gornji Senik (Felsőszölnök), where visitors can visit the church of St. John the Baptist and the memorial house of writer Janoš Kühar. The analysis of the online offer also showed that in this part of Hungary tourist can visit the national park Őrség and the smaller places connected with the Slovenian ethnic territory (Sola, Verica-Ritkarovci). The Western Transdanubian region was included in a small number of online arrangements, and here is a brief explanation of their sights: Sopron (visit of the old city center with a fire tower and a tour of the old Roman settlement), Kiseg (castle fort, Baroque houses), Fertőd (Baroque castle of Esterhazy) and Gyor (Baroque old town area). In the vicinity of the Lake Balaton there is a well-known thermal spa Hévíz, one of the largest thermal lakes in the world. When reviewing the offer for the Western Transdanubian region, we see that it is much more diversified than in the case of Central Hungary, while it is more difficult to compare it with the region of Balaton, which is a much smaller area with a smaller number of places we can visit.

Considering the online offer of tourist agencies that relate to the remaining Hungarian tourist regions, we can conclude that it is quite monotonous, offering little choice for potential visitors. In the case of South Transdanubian region (7.5% of all offers), the largest number of packages referred to the city of Pécs, also known as the city of porcelain, and visits to this central city of the region can be combined with a tour of the city of Villány (visiting wine cellars and wine tasting). Only a few arrangements in this region advertised a visit to the city of Szombathely (the oldest Hungarian city lying on the former amber trade route, where the Roman remains are very well preserved). The

tourist online offer also included the opportunity to visit the region of Central Transdanubia (5.9%), with some of the arrangements related to the places near Lake Balaton, such as Sümeg (castle and a visit of the medieval games), Tapolco (a branched system of karst caves with the underground river) and Veszprém (cathedral, town hall, fire tower, door of heroes, ascent to the castle hill). In the analysis, we also missed the offer of handball matches in this, otherwise well-known Hungarian sport city.
Tourist agencies also advertise Hungary as a land of wines (mostly with the sweet Tokaji) in their arrangements and organize excursions to the Northern Hungary region (4.3%), where tourists visit the towns of Eger and Tokaj. A small part of the online offer was related to the Southern Great Plain Region (0.9%), where individual tourist agencies invite visitors to the Ópusztaszer National Park and to harvest peppers in the village and towns such as the Kalocsa (visit of the Paprika Museum), Kecskemét (sightseeing of the city with the Baroque market), Hajós (visit of the wine cellar), Kecel (visit of the military museum). Additionally, the Southern Great Plain region is also known for the extensive grassy landscape called *pusta*, and many tourist agencies had included a visit to one of the traditional Hungarian farms in their programmes.
During the analysis of the online tourism offer, we did not find a programme or arrangement, which would offer the possibility to visit the Lake Tisza or the Northern Great Plain regions.

CONCLUSION

Despite its relatively small size, Hungary is one of the most attractive destinations, both at European and global level. In the period from 2001 to 2015, the state increased the number of tourist arrivals of domestic and foreign visitors for more than 71 percent. Tourists from Slovenia made 26,314 arrivals and 51,503 overnight stays in this country in 2015, and thus do not represent a significant share in the structure of Hungarian tourism (their share among all foreign tourists in that year is only 0.53%, which according to the number of tourist arrivals ranks Slovenia on 35th place). It should be added that these data are only those tourists who spend at least one night in this country, so we can conclude that the number of visitors from Slovenia would be much higher, in addition to one-day individual excursions to Hungary.
After completing the analysis of 86 Slovenian tourist agencies that offered tourist services for Hungary, we found that shorter trips were dominant among the most frequently advertised packages (with a majority share of 56% within all analyzed types of services), followed by organized excursions (with a 26% share). These short trips and excursions were generally geographically oriented to the city of Budapest and to the Lake Balaton area. There were 82% of all analysed tourist services concentrated in the mentioned tourist regions during the survey, while 75.7% of all registered tourists from Slovenia were attracted by these two regions in 2015.

In the central part of the paper, we analyzed the various sets of data, which resulted in a comparison of the spatial orientation of the tourism offer advertised by the Slovenian travel agencies and recorded indicators of the Hungarian statistical office on realized arrivals and overnight stays of Slovenian tourists. The matching can be described as high, as illustrated in Figure 2 (Comparison of the online tourism offer and arrivals of Slovenian tourists by tourist regions of Hungary). Finally, we can critically add that for a deeper understanding of the characteristics of organized tourist trips from Slovenia to Hungary, it would be also important to conduct structured interviews with the main agency providers who organize excursions and trips to this country. In addition, it would be beneficial to explore the online tourism offer of Slovenian agencies in several periods of the year, since such a study would undoubtedly give a more comprehensive picture of the spatial orientation of the tourism offer in Hungary, as well as its forms and intensities in different seasons of the year. In this respect, a survey conducted on the demand side, that is, among Slovenian tourists visiting Hungary, would also be appreciated in order to be able to verify the actual motives for their visit to the debated country.

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ANALYSIS OF CONTEMPORARY TRENDS IN TOURIST MOVEMENT IN SARAJEVO CANTON WITH A SPECIFIC FOCUS ON THE TOURISTS FROM EU AND EUROPEAN COUNTRIES

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Abstract: Sarajevo Canton is by far the most visited tourism region in Bosnia and Herzegovina, considering that it has a share of over one third (35,6% in 2016) of all registered tourists in Bosnia and Herzegovina. Sarajevo is a leader also in the context of percentage of foreign tourists (over 85% in 2016). In the paper, certain elements of contemporary tourism movement are taken for analysis from the aspect of quantitative indicators, by method of dynamic temporal comparison. Special focus was put on tourists from EU and other European countries. For the purpose of getting valid indicators of tourist movement trends, authors applied the analytical approach based on monthly quantitative data. Papers objective is to point out temporal dimension of these elements within the taken period, through analysis of monthly values of number of tourists and nights during the five-year tracking of specific trends, as well as to determine annual tourist distribution. Besides comparison of monthly and annual data about tourist movement, the paper is peculiarly oriented toward recognition of trend related to tourists from Europe.
Key words: tourism, Sarajevo Canton, tourist movement, tourism trends.

INTRODUCTION

Statistical monitoring of tourism and measuring its effects is very important for the public and private sector. The absence of quality and permanent statistical monitoring of tourism and its parameters means the inability to look at the objective effects, which is directly reflected in the potential measures and legal regulation of tourism-oriented policies. Tourist statistics mainly deals with data collection in the field of complex components of the tourist offer and tourist demand.

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In the earlier period in which tourism in the Sarajevo Canton was not recognized as a strategic direction of socioeconomic development, tourist supply statistics mainly referred to non-permanent monitoring of a smaller number of indicators (number of beds, rooms, places in complementary capacities, etc.) while he tourist demand was refered to statistics on number of arrivals and overnight stays. In recent years, thanks to the information and statistical innovations and the improvements of the methodology of tourism monitoring and its real effects in cantonal and municipal institutions (The Office of Information and Statistics of the Sarajevo Canton, Tourism Association of Sarajevo Canton, competent municipal and cantonal administration institutions), statistics of different aspects of tourist offer indicators and demand has reached qualitative and quantitative progress.

This step enabled the exact approach to study tourism trends that are necessary for the scientific and technical analysis of the position and role of the Sarajevo Canton in the tourism market in the national and regional frameworks. Based on the available data, the results of the scientific analysis enabled the recognition of changes in qualitative and quantitative indicators in the tourism market. Based on a critical analysis, enables the implementation of faster and more efficient adaptation, especially in the field of trends or changes, as a fundamental basis for taking more competitive market position.

Monitoring of tourism trends is done through the analysis of numerical data on the movement of tourists in an area. In this sense, one can single out a series of indicators – general, specific, temporal and structural, indicating the existing tendencies and most often correlated with some factors of social as well as natural character. Precisely, establishing such causal relationships is the main area of activity of geographers in the field of tourism. In this way they can recognize the potentials and disadvantages of a particular region in terms of tourism development, and accordingly make a significant contribution to creating a proper development policy or a set of necessary measures to improve the tourism industry's conditions. Inadequate or incomplete statistical data often make it difficult to reach an objective understanding of the state of tourism, so that the states and regions that recognize the development of this tertiary branch as an important strategic goal of the domestic economy must keep relevant statistics on arrivals, overnights and income from tourists, and have an insight in their structure. In the case of Sarajevo region, such data is collected at the cantonal level, and over the past few years with explosive growth in the influx of tourists, more attention is devoted to this segment. This paper uses data on the number of foreign tourists between 2012 and 2017, as well as the countries from which they came, with a special reference to European ones.

Sources and methods of data collection conducted by the Institute for Information Technologies and Statistics of the Sarajevo Canton are based on the data of tourism statistics that is collected through regular statistical survey of monthly statistics indicators of accommodation in tourism (tu-11 form). Reporting units are business entities (companies, crafts, co-operatives, institutions, associations, etc.) and their respectful units involved in providing accommodation services to tourists or only mediating in providing these services. The reports are compiled based on the records in guest books. What is to be noted is that the correction of the data is done on a monthly basis (http://zis.ks.gov.ba, accessed on 11th December 2017)

In the monthly reports on tourism capacities, tourists and overnight stays in the Sarajevo Canton, in the observed period and according to the mentioned methodology, the following indicators are monitored and statistically processed:

- number of business units, number of available capacities, number of beds (by municipalities and the Sarajevo Canton);
- number of tourist arrivals - domestic and foreign (by municipalities and the Sarajevo Canton);
- number of overnight stays - domestic and foreign (the municipalities and the Sarajevo Canton);
- arrivals and overnight stays by different types of a facility (at the cantonal level, for domestic and foreign tourists);
- hotels and similar accommodation, resorts and similar facilities for short breaks, camps and the camping areas, and other accommodation;
- arrivals and overnights of foreign tourists by country of residence - at cantonal level.

In this respect, the Institute for Information Technologies and Statistics of the Sarajevo Canton, methodologically uses the following definition: Foreign tourists are persons who do not have a permanent residence in Bosnia and Herzegovina and who spend at least one night in a hotel or other accommodation facility for guests' accommodation (http://zis.ks.gov.ba, accessed on 11th December 2017).

GENERAL TOURISM TRENDS IN SARAJEVO CANTON

Sarajevo Canton is one of the 17 tourism regions in Bosnia and Herzegovina (Mirić et al., 2017). This type of tourism regionalization was carried out on the basis of the administrative structure of the national (state) territory as well as the planning documents. This type of territorial organization of tourism in an area is considered suitable for statistical monitoring of relevant trends, as well as process management in the tourism industry. Based on the comparison of all 17 regions, it can be said that Sarajevo Canton is by far the most attractive area for tourists in Bosnia and Herzegovina, since in 2014 more than one third (35.6%) of the total number of tourists in this country visited Sarajevo. This especially relates to foreign tourists, where among those registered in Sarajevo Canton, 84% are foreigners. Only slightly less than half of the total number of foreign tourists (47%) who visited Bosnia and Herzegovina stayed in Sarajevo Canton. Sarajevo is also among the regions with the fastest growth of tourists . Between 2005 and 2014 this number increased by 2.5 times. Only three regions (West Herzegovina, Livno and Trebinje) had a stronger growth over the same period, but are areas with a very low base, that is, the regions whose tourism development is at its initial phase. However, it is necessary to point out to the trend of decreasing the average number of overnight stays by tourists in Sarajevo (less than two nights per tourists in 2014), which can be interpreted also through the lack of different tourist activities (greater offer) that would keep visitors longer.

Sarajevo Canton is located in the central part of Bosnia and Herzegovina, with a total of 1277 km² and has about 414.000 inhabitants according to the latest census of 2013. It represents the most populated part of the country, and among other cantons in the Federation of Bosnia and Herzegovina, it is the second most populated canton (after Tuzla Canton). It is territorially divided into nine municipalities, of which four (Stari Grad, Centar, Novo Sarajevo and Novi Grad) make the City of Sarajevo, the capital of Bosnia and Herzegovina. The Ilidža and Vogošća municipalities have a typical suburban character, while Hadžići, Ilijaš and Trnovo have quite small urban centers, dominated by rural and natural landscapes. The majority of tourist attractions and the largest concentration of tourists is linked to the city of Sarajevo, primarily along the old part of town. The newer (western) parts of Sarajevo have primarily a housing function and are not of a great importance for the tourism industry. In the suburban area, Ilidža represents an important tourist location, primarily due to the great concentration of modern hotels in the area, but also the specific combination of the natural and cultural-historical heritage. The outer ring around Sarajevo is characterized by a spacious forest areas and other types of natural mountain environment, which is suitable for the development of alternative forms of tourism.

Cultural-historical motives prevail in the tourist offer of the Sarajevo region (Nurković et al., 2006). Their greatest concentration lies in the Old Town area, which is the historical center of urbanization of Sarajevo. The Oriental Town Square on Baščaršija represents a historical center, which is followed by the functional center of the city, dominated by the structures of the Central European architecture from the Austro-Hungarian period (Žunić, 2014). This blend of eastern and western style gives Sarajevo a visual characteristic of a multicultural and multiconfessional city. This fact builds the tourist image of Sarajevo as one of the most specific cultural and historical destinations in the world. Sarajevo is also an Olympic city because it hosted the Winter Olympics in 1984, but in the modern tourist offer this segment is not sufficiently emphasized. Greater interest among tourists causes the more recent history, which is marked by a long siege of the city during the war between 1992 and 1995. Natural attractions in the vicinity of Sarajevo make an important addition to the basic tourist image of the city. This primarily refers to the mountains Bjelašnica, Igman, Treskavica, etc., as well as the protected areas of Vrelo Bosne, Skakavac, Bijambare and Trebević.

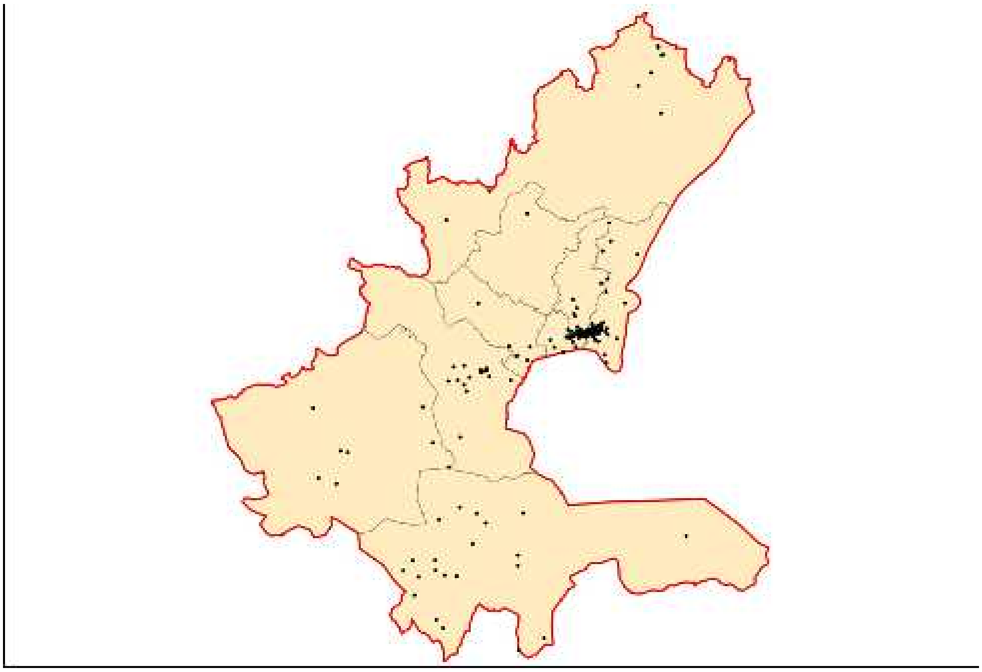

Fig. 1. Territorial distribution of tourism attractions in the Sarajevo Canton

Affirmation and promotion of the mentioned tourist motives has led to the rapid and continuous growth of the tourism industry in Sarajevo after the war. The available statistics show that between 2002 and 2016 the number of registered tourists increased six times (from 80.271 to 482.494). The figure of 100.000 tourists for the first time after the war was recorded in 2004, 200.000 was achieved in 2010, 300.000 already in 2013, and 2016 was the first in which the total number of tourists in the Canton Sarajevo exceeded the figure of 400.000. In the analysis of this general growth trend is evident the slowdown of this pace in the time of the global economic crisis at the end of the first decade of this century. Furthermore, the decline in tourist traffic was recorded twice in the observed period – 2003 and 2014, as a result of the worsening of the security situation (first in the global and then at the local level). It is interesting that in the observed period, the number of domestic tourists stagnates or slightly increases, while the international tourist traffic has achieved exceptionally rapid progress.

TERRITORIAL DISTRIBUTION OF TOURISTS

When it comes to the territorial distribution of tourists in Sarajevo Canton, then the interpretation of statistical data on registered visitors of accommodation facilities are only partially relevant, since the existing hotels are not necessarily in the area with the biggest tourist attractiveness. Thus, for example, the largest number of tourists (over 150.000) were registered in the suburban municipality of Ilidža. Due to the spatial reasons and close proximity to the airport, some exceptionally large and modern hotels have been built in this area, and it is where almost a third of all tourist stays are registered in Sarajevo (Hrelja, 2012). However, this does not make Ilidža the top tourist destination in this area.

As already mentioned, the subject of interest of the vast majority of visitors to Sarajevo is the old part of the city and the municipality of Stari Grad with the largest number of registered tourists in the city of Sarajevo (around 100.000 in 2016). This number would certainly be significantly higher if there was more space available for construction, thus there would be more accommodation capacities, and consequently the accessibility would be higher. A similar example represents the municipality of Centar, which has about 65.000 registered tourists. The remaining urban municipalities (Novo Sarajevo and Novi Grad) have between 30.000 and 40.000 visitors, having in mind that these are densely populated parts of Sarajevo. The municipalities of Trnovo, Vogošća and especially Hadžići have a relatively small number of registered tourists, while in Ilijaš there are no capacities at all.

COMPOSITION OF TOURISTS BY COUNTRY

Most tourists in Sarajevo have traditionally consisted of visitors from neighboring countries, but the situation in recent decades changed significantly. While tourists from Serbia, Croatia and Slovenia remained important clients, meanwhile, the rapid influx of visitors from other parts of Europe and the world led to major changes in the direction of the development of tourism industry in the capital of Bosnia and Herzegovina. Not so long ago, the tourists from non-European countries were rare in Sarajevo, and today they have a significant share of 29.5% in the overall structure of the foreign visitors in Sarajevo. Over the past few years, there has been a significant increase in the number of tourists from the Arab states (Kuwait, United Arab Emirates, Qatar, Oman and others). Still, over 70% of visitors to Sarajevo come from Europe, and this paper focuses on this segment of tourist traffic. Tourists from the European Union make up 44.1% of registered foreign tourists, while the recorded percentage of tourists from other European countries in the last five years is 26.3%. The same goes largely to tourists from Turkey and Serbia.

According to the annual average for the period 2013-2016, tourists from Turkey represent the largest group among all foreign tourists. As of 2013, around 48.000 of tourists from turkey come to Sarajevo annually. In the context of this paper, the same are referred to as European tourists due to fact that the Republic of Turkey has been classified by the UNWTO as the Eastern European Mediterranean region. Among other countries contributing to the Sarajevo region on average with more than 10.000 tourists per year are the three former Yugoslav countries - Croatia (37.000), Slovenia (18.000) and Serbia (13.000). The only other European country whose tourists were recorded with the average number of more than 10.000, is Germany (11.000). There is also a relatively significant number of tourists from other major European Union countries -

Italy, Austria, Poland, the United Kingdom, France and Spain (over 5000 tourists a year).

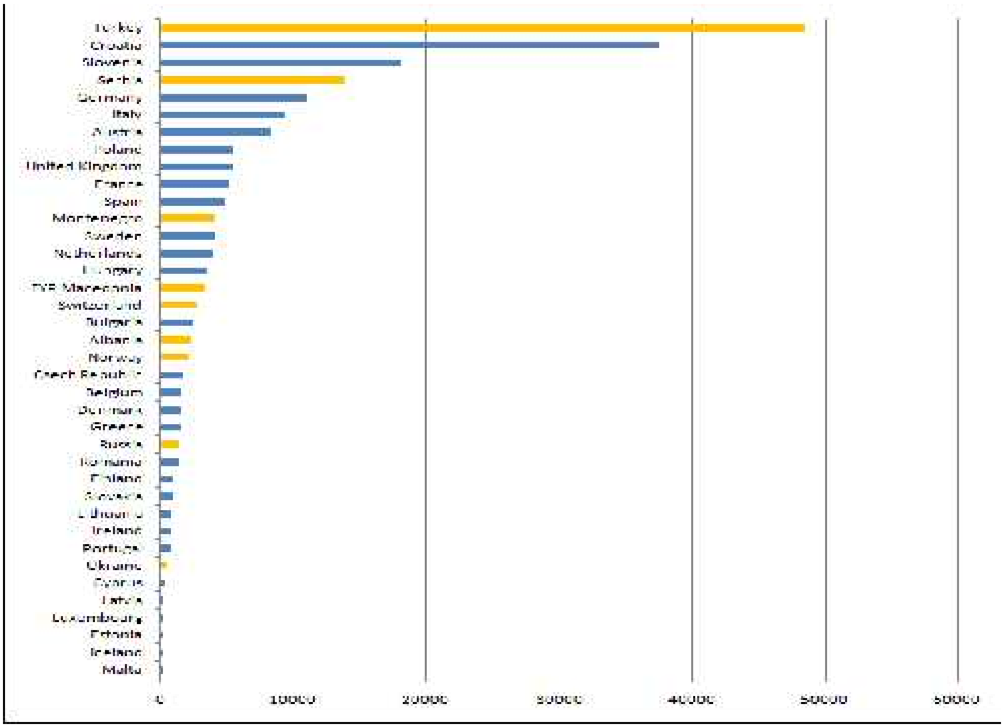

Fig. 2. Average annual number of tourists from European countries in Sarajevo Canton for the period of 2013-2017

Source: http://zis.ks.gov.ba, accessed on 11th December 2017

It is very interesting to observe the stated period (2013 - 2016) in the context of tourist traffic trends structured in different European countries. Thus it it is evident that in spite of the general increase in the number of tourists, there is a continuous declining trend when it comes to the countries of the region. There is a particularly negative data for Croatia showing more than 20% of the decline of tourists from this country in comparison to the 2013. There is also a decline in the number of Slovenian tourists by 17%, and the Serbian by 2%. These data clearly confirms the already noted fact that Sarajevo is experiencing a transformation from a regional tourist center into the continental and the global center. This is evidenced by the steady increase in tourist arrivals from the large and developed European countries. In relative terms, the highest growth is achieved by countries whose tourists still do not have the status of statistically significant clients in Sarajevo. These are, for example, Iceland, Cyprus, Luxembourg, Ireland and Switzerland, with a growth of over 50%, with the latter having a more pronounced tendency to gain a greater significance for the development of Sarajevo tourism in the future. In absolute numbers, the largest growth is realized by Turkish and German tourists, and it should be pointed out that tourists from Sweden and the

Netherlands are becoming more and more active, with a growth rate of over 30% between 2013 and 2016.

SEASONAL DISPARITIES

Seasonal tourism activity also represents an important segment of the general tourist profile of a destination. Given the rather pronounced oscillations in this regard, neither the Sarajevo Canton case is an exception in this context. For example, certain months in Sarajevo can have up to four times the number of registered tourists compared to the months with the lowest tourist turnover. The monthly average for the period from 2013 to 2016 was taken for analysis of this dimension too. In this way it was found that the most active periods in the arrival of foreign tourists late spring and late summer, which coincides with periods of the most favorable weather conditions for the development of tourism. August is a record month with nearly 40.000 registered foreign tourists, which is the result of another factor - the Sarajevo Film Festival, the largest event of this kind in this part of Europe. The high level of tourist visits extends also in September, as well as in May and June. In all these months more than 30.000 foreign tourists are registered. In July, the number of tourists drops, primarily due to the fact that global and regional tourist movements are primarily geared towards seaside destinations. In the Sarajevo canton, every month, from November to February, records a significantly lower level of tourist traffic (less than 15.000 tourists), indicating insufficient attention to the winter tourist offer of this once Olympic city, as well as to the frequent problem of air pollution in the Sarajevo valley in these months.

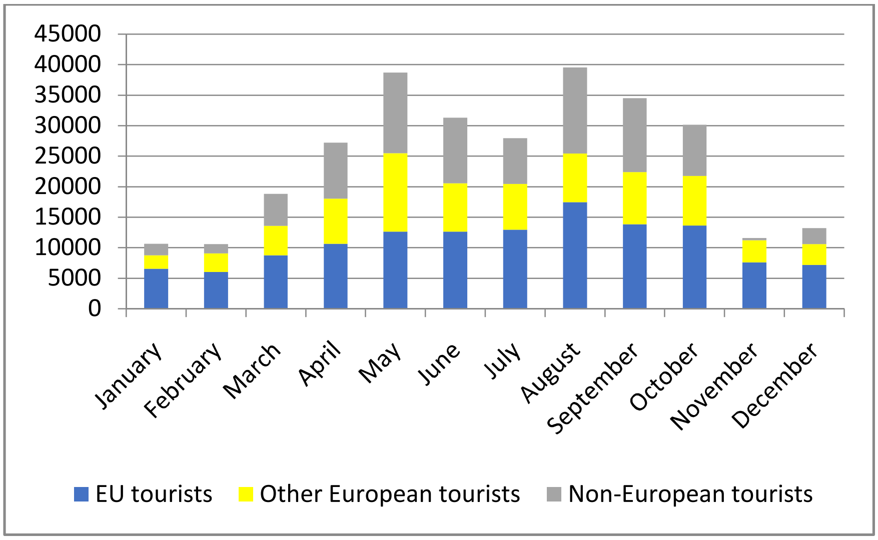

Fig. 2. Average annual number of tourists from European countries i Sarajevo Canton for the period of 2013-2017

Source: http://zis.ks.gov.ba, accessed on 11th December 2017

From the analysis of the structure of tourists in Sarajevo Canton by months it appears that, unlike the visitors from the European Union countries who prefer August as the time of the Sarajevo Film Festival, and the early fall, the visits of Turkish and Arab tourists are significantly more connected with the spring period. Particularly noticeable are large seasonal variations when it comes to the number of tourists from Turkey. The average number of Turkish visitors for the period 2013-2016. in May is much higher than in other months, exceeding the figure of 9000. In the winter months, this number is drastically smaller, up to 20 times. On the other hand, it can be said that the situation with tourists from neighboring Croatia is totally opposite (Glamuzina, 2009). A relatively large number of tourists from this country are registered in December and January (over 3000) and is only slightly higher in October and March. In the case of Slovenian tourists, there is a clear preference for the spring and autumn months, especially those of April and October, when more than 2000 visitors from this country are registered. Tourists from Serbia show a trend of relative seasonal consistency unlike the Germans, who, to a greater extent, visit Sarajevo during the warmer period of the year.

CONCLUSION

Sarajevo Canton, or Sarajevo Region, is the bearer of tourism development of Bosnia and Herzegovina, and Sarajevo as the city becomes more recognizable tourist destination in the European and global terms. This fact triggers various processes that lead to the transformation of Sarajevo and its environment in various aspects - spatial, economic, cultural, ecological, infrastructural, etc. At the same time a certain transformation of the tourist offer, as well as the profile of tourists visiting this destination occurs. These changes are best evidenced by monitoring the visitor structure and recent trends in this regard. In general it can be said that Sarajevo becomes less and less oriented towards domestic tourists and those from neighboring countries, and that the focus of tourism development is put to tourists from major generating markets, which are located on the European continent, but also outside. All these changes have a very dynamic character, and require the development of a planning approach in the creation of tourism policy, so that the uncontrolled action would not lead to unwanted contradictions in future trends. In this respect, the European Union countries, besides being an important space for attracting tourists, can also serve as an example of an adequate tourism management, in which the Sarajevo region could also fit.

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TOURISM SECTOR IN BOSNIA AND HERZEGOVINA – STATE AND DEVELOPMENT PERSPECTIVE

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Ranko Mirić[35]
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Abstract
Basic characteristics of contemporary tourism development of Bosnia and Herzegovina and its administrative-political organization units are essentially linked to still insufficient infrastructure and legislative-institutional tourism organization. Regardless of the fact that in most development strategies of all administrative and political-organizational units in Bosnia and Herzegovina tourism is recognized as one of the basic strategies, the development level of tourism industry towards all indicators is significantly lagging behind at the level of the entire European tourism market. According to data from the Travel and Tourism Competitiveness Report of the World Economic Forum (WEF), Bosnia and Herzegovina is only 113 out of total of 136 countries, according to tourism traffic, out of a record number of 1,235 billion. Of international tourists' arrivals, which were taken worldwide in 2016, Bosnia and Herzegovina has averaged less than 0.1%. The total number of tourist arrivals was around 1.149 million in 2016, of which international arrivals accounted for about 62.6%, while the remaining 37.4% were domestic arrivals. The total number of nights spent in Bosnia and Herzegovina during the year 2016 was 2,377 million. In relation to the above mentioned indicators, positive trends in the number of tourists have increased in the past 10 years with an average annual rate of about 2.5%. These data indicate that Bosnia and Herzegovina, with the improvement of institutional and infrastructure capacities, should significantly improve the overall tourism traffic and achieve a significantly better position within the regional European market in the next ten year period.
Keywords: Bosnia and Herzegovina, tourism development, World economic forum, international tourist arrivals, year-on-year growth rate

INTRODUCTION

Tourism sector in Bosnia and Herzegovina is poorly documented in terms of its size, value and economic impact. Despite that, it is considered that this sector can and should make a significant contribution to improvement of the current stress situation of the balance of payments on one side and creation of opportunities for employment on the

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other side. At the global scale, tourism's development outcomes are influenced by broad-based economic change, evolving structures of corporate governance and the unrelenting evolutionary pressures of demographics and technological change (Milne and Ateljevic, 2001). Global institutions, such as the IMF and World Bank, play a vital role in shaping the economic environment for tourism investment and development in much of the world (Mowforth and Munt, 1998). The successful tourism sector brings another benefit to the country, which is an improvement of the current "post-war country" image of Bosnia and Herzegovina at the international level. Unlike in other countries, such as Croatia, the tourism sector in Bosnia and Herzegovina is not strong enough to partially balance trade deficit and it seems that no changes are to be expected in the near future. However, there is a wide opinion that this sector has the potential for growth, and that it can be the driver of a number of related service activities, as well as links between various sectors of economy. The tourism sector has an impact on many other service sectors and manufacturing industries, such as the food industry, construction and financial services. Its success is closely related to the image of the country, its political and economic stability, and the quality of its transport infrastructure and information services. Indeed, by its very nature, in terms of connections between generating areas, destinations and travel routes or paths, tourism is perhaps a phenomenon which depends more than most not only on transport, service and trading networks, but also on social, political and environmental relationships between the consumers and producers of the tourist experience (Hall, 2014). The tourism sector depends on the citizens of any country, but also affects them. It is a sector in which cash is converted, and is so prone to opening gray areas. Sustainable development of tourist destination requests controlled growth, integration of natural, economic and socio-cultural environment, and long-term planning and strategies that integrate key stakeholders in ecotourism: visitors, tourist agencies and operators, local people, hotels and supplier of services at destination (Babić-Hodović et al. 2016). However, it is noticeable that Bosnia and Herzegovina has an undeniable natural wealth, as well as cultural, historical and religious sites that are attractive to foreign tourists. The majority of guests still come from the neighborhood countries, that is, the first round of countries that have more information about Bosnia and Herzegovina than tourists from other parts of the world. This is in itself an indicator that promotion is one of the weak points of the tourism sector and that information does not reach potential guests. There is no targeted tourism market to which tourism development is oriented, and the amount of the promotional budget is unknown. Oral recommendations and diaspora, along with occasional groups of tourists in search of adventure, continue to reach the country. Many guests come for one-day or two-day visits which are part of the larger tourist arrangements in the surrounding area (eg. from the Croatian coast to Mostar, Sarajevo or Međugorje). In accordance with the strategic decision of the Council of Ministers of Bosnia and Herzegovina to determine tourism in Bosnia and Herzegovina as one of the primary economic activities that should generate economic growth and employment in the coming period, all administrative-organizational units in Bosnia and Herzegovina intensified their own efforts to establish an organizational improvement of all segments of the tourism industry. The results of practical government work have so far resulted in weak and mostly partial results, thus the mentioned process of systematic improvement of the tourism industry in Bosnia and Herzegovina did not give the expected positive economic effects. These shortcomings are evident in many sub-definitions of tourism market regulation, particularly from the aspect of suppressing gray economy and increasing the share of tourism in total GDP and a significant increase in employment in this area. The obvious disparity in the size and indicators of tourism trends between the tourist regions indicated the need for different spatial organization of tourism development strategy in Bosnia and Herzegovina (Mirić et al., 2017). From what has been said so far, it can be concluded that significant improvements are needed in this sector of the economy, but in the medium to long term, it can make a significant contribution to the employment of the population and the promotion of other products from Bosnia and Herzegovina. The basic indicators for this sector are given in the paper, but data reliability is to a certain point questionable because the statistical system in its current form does not provide comprehensive and accurate data in the very complex structure of this sector. Accordingly, the information given in paper corresponds only to the data of reported revenue. It is believed that the actual income is higher.

INSTITUTIONAL FRAMEWORK, LEGISLATION AND LAWS

The institutional structure of Bosnia and Herzegovina, often referred to as one of the main obstacles to overall economic development, is also an obstacle to tourism development. However, slow progress in the development of tourism in Bosnia and Herzegovina cannot be justified only by a complex institutional structure. Local authorities and local communities, as well as private business entities and tourism organizations, may be more active in enabling tourism development within its competence and at the micro level. Indeed, the regulatory, institutional and legislation framework is complex, leaving little space for the efficiency and coordination of tourism activity in Bosnia and Herzegovina. Such a stratification of regulatory infrastructure is shown in the Fig 1.

When it comes to the institutional framework for supporting the promotion and strengthening of the tourism sector in Bosnia and Herzegovina, there is no institution at the national level, but at the entity levels there are Tourist Board of the entity of Federation of Bosnia and Herzegovina and a Tourist Organization of the entity of Republic of Srpska. The primary role of these institutions is the promotion and strengthening of the tourism sector. However, the Tourist Association of the Federation of Bosnia and Herzegovina is further organized in 10 cantonal tourist communities, while the Tourist Organization of entity of Republic of Srpska is further organized in 32 municipal tourist organizations, whose main task is also the promotion of tourist facilities. The Foreign Trade Chamber of Bosnia and Herzegovina, whose primary task is promotion, the strengthening of the tourism sector and the representation of the interests of legal entities in the Tourism and Hospitality Affiliation, is further organized in the chambers of commerce of both Entities, which are in charge of promotion, sector strengthening and representation of legal entities in tourism and hospitality associations. There are also two important associations at the state level: the Association of Tourist Agencies of Bosnia and Herzegovina and the Hotel and Restaurant Association of Bosnia and Herzegovina, which primarily deal with the representation of their members' interests.

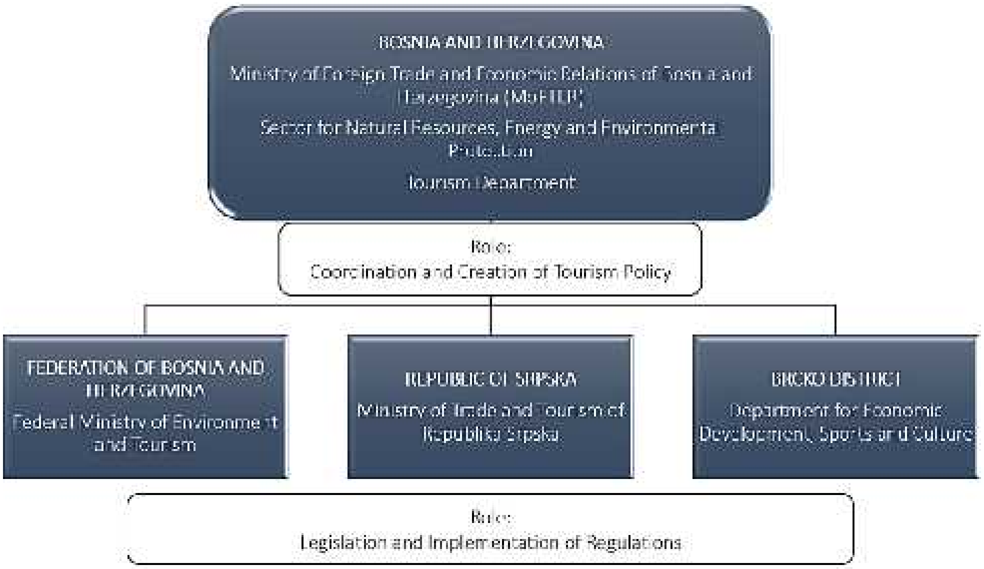


Fig. 1: Organization of Tourist Sector in Bosnia and Herzegovina – Regulatory frame

There is no Law on Tourism at the state level in Bosnia and Herzegovina. In accordance to the Dayton Peace Agreement, entities and Brčko District have jurisdiction in the field of tourism, while the state harmonizes and coordinates existing laws. The legal regulation of tourism and hospitality in Bosnia and Herzegovina is solved by the entity Laws and the Laws of the Brčko District, which sum to 11 laws and 2 strategies.

State level:

1. The Law on Ministries and Other Bodies of Administration of Bosnia and Herzegovina (Official Gazette no. 5/03, 42/03, 26/04, 42/04, 45/06, 88/07, 35/09, 59/09 and 103/09). Deputy Minister of Foreign Trade and Economic Relations of Bosnia and Herzegovina (MoFTER) in the sphere of tourism is responsible for defining policies, basic principles, coordinating activities and harmonizing of entity authorities and institutions at the international level.

Entity level:

Entity Federation of Bosnia and Herzegovina

2. The Strategy for Tourism Development in the FB&H, covering the period 2008-2018 (not adopted)
3. Law on Tourism ("Official Gazette of FB&H", No. 32/09)
4. Law on Hospitality Industry ("Official Gazette of FB&H", No. 32/09)
5. Law on Tourism associations and Tourism promotion ("Official Gazette of FB&H", No. 19/96 and 28/03)

Entity Republic of Srpska

6. Tourism Development Strategy of the Republic of Srpska for the period 2010-2020
7. Law on Tourism (Official Gazette RS, 101/07)
8. Law on Hospitality Industry ("Official Gazette of RS", No. 57/12)
9. Law on Tourist Accommodation Taxes ("Official Gazette of RS", No. 78/11)
10. Law on Public Ski Resorts ("Official Gazette of RS", 15/10)
11. Law on Spas (24/09)

Brčko District:

12. Law on Tourism ("BD Official Gazette", No. 3/06, 19/07)
13. Law on Hospitality Industry ("BD Official Gazette", No. 31/05, 19/07)

Legal regulation is not harmonized, ant it is only applied at the territories of entities and Brčko District. The regulations on categorization and classification of hospitality facilities are also inconsistent, because they are solved at the entity and Brčko District levels. In the forthcoming period, it is necessary to harmonize the above-mentioned laws in accordance with EU Directives and Standards. This task is in charge of the Working Group for Tourism, which is established within MoFTER.

TOURISM INDICATORS AND ITS CURRENT PERFORMANCE

Bosnia and Herzegovina has been a top performer in postwar period in terms of tourism development, as tourist arrivals have grown by average of about 8% annually from 1999 to 2016. However, there is an exponential growth trend in the recent years averaging up to 13% in past decade, with the highest annual growth of 24% in 2015. That was also the year in which the number of tourist visits to Bosnia and Herzegovina exceeded the figure of 1 million for the first time. The deregulation of the airline industry in Europe, the decline of pre-packaged tours that tend to stick to Western Europe and the greater recognition within the industry are important factors driving this growth. This increase is also partly due to the fact that Bosnia and Herzegovina has the advantage of being an inexpensive destination in Europe, even relative to southern states that boast relatively cheap accommodations and popular beaches. Air traffic, however, has proven an obstacle to attracting Western European tourists, the majority of international arrivals in the region. However, the explosion of budget airlines has helped overcome this barrier. In addition to that, in 2012, the Lonely Planet listed Sarajevo as a 2nd best Eastern European getaway destination, and the year after that, the World Economic Forum reported in its Travel and Tourism Competitiveness Report that Bosnia and Herzegovina was the world's eighth friendliest nation towards tourists.

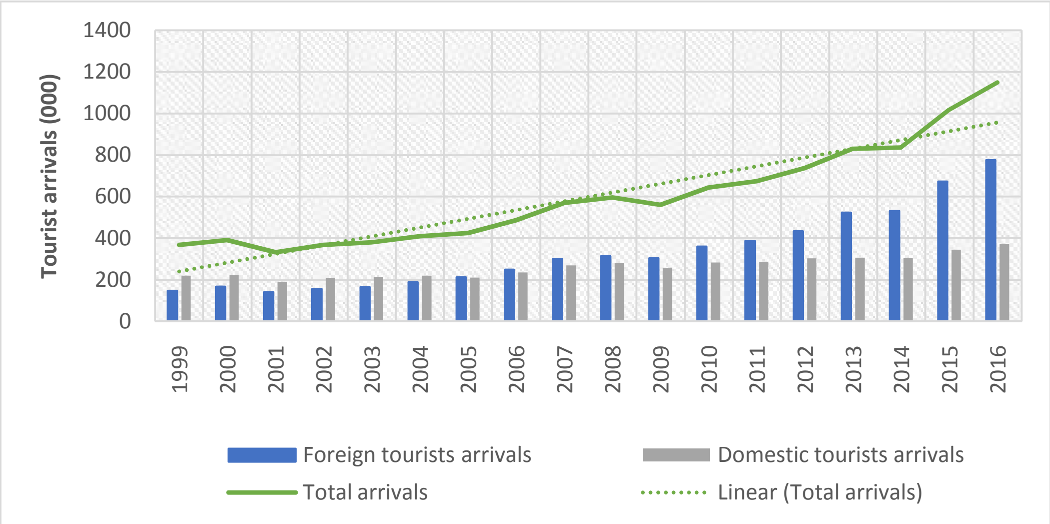


Fig. 2: Tourist arrivals in Bosnia and Herzegovina 1999-2016

The same year, The Huffington Post named Bosnia and Herzegovina the 9th greatest adventure in the World for 2013, adding that the country "boasts the cleanest water and air in Europe; the greatest untouched forests; and the most wildlife". To a small country that carries the image of a post-war destination, recognizing its numerous potencies in the aforementioned, and numerous similar articles and recommendations, have come as a very significant wind at the back and an incentive for its further development of tourism. According to an estimate of the World Tourism Organization, Bosnia and Herzegovina will have the third highest tourism growth rate in the world between 1995 and 2020 (UNWTO 2008).

Fig. 3: Year-on-year rates of change in total tourist arrivals in Bosnia and Herzegovina (%)

In conditions of global tourism business, tourism is constantly facing the crises that affect its development, and those of course have their impact in Bosnia and Herzegovina as well. At the beginning of the 21st century, several significant crises have had a negative effect on the world's tourism industry, beginning with terrorist attacks on the United States, the epidemic, the World Economic Crisis, natural disasters, political crises, etc. Tourism resulted in a decline in tourism and revenue, with fewer or greater impacts on world tourism trends. The biggest, negative effects were achieved under the influence of the World Economic Crisis, when the indicators of tourism development were unfavorable throughout the world. At the height of the economic crisis, the rate of tourist arrivals in Bosnia and Herzegovina fell below zero and amounted to -6.07% for 2009. While many economic challenges like these continue to represent hurdles to sustained growth in Bosnia and Herzegovina, another, less predictable challenge also emerged during 2014, significantly hampering growth in the country and across the region as a whole: weather. Extreme weather events, including devastating floods in May, plagued much of the country throughout 2014 and negatively impacted nearly every economic sector in it – from agriculture, to energy, to tourism. Nevertheless, these major floods didn't result in another "below zero growth rate" episode for Bosnia and Herzegovina, but they did lead to stagnation of tourism sector, with growth rate of 0.66% in 2014. However, as mentioned before, just year after that country has reached the growth rate of 24%, with the uprising trend ever since.

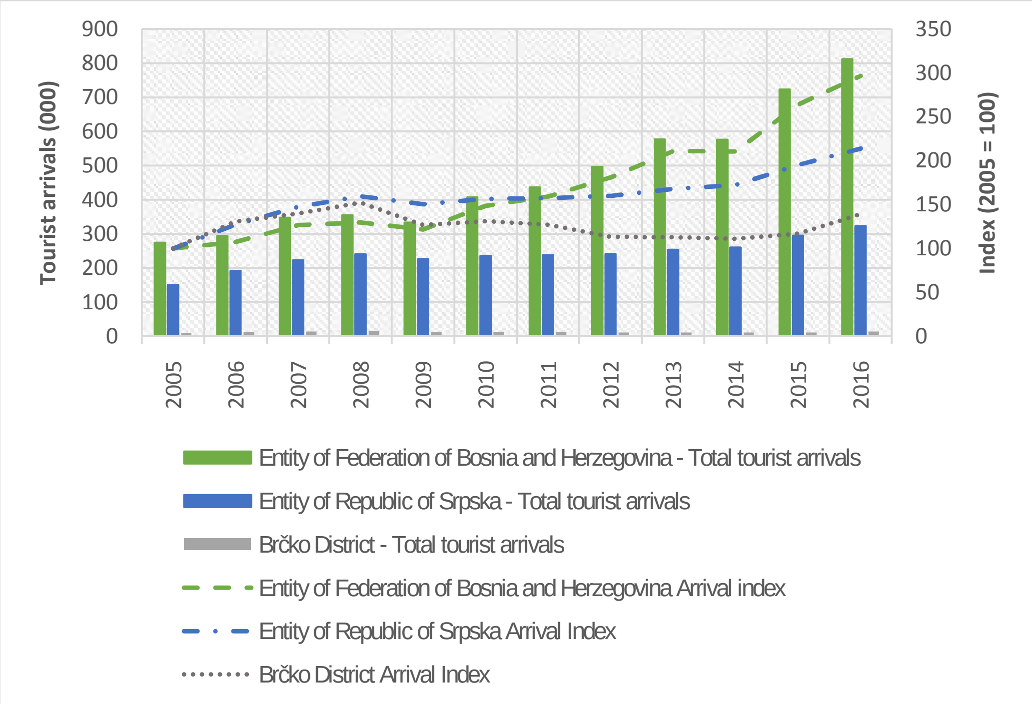


Fig. 4: Tourist arrivals at the entity and district level in Bosnia and Herzegovina

In the structure of overnight stays of foreign tourists in 2016, the highest number of nights were recorded by tourists from Croatia (11.9%), Serbia (8.4%), Turkey (8.1%), Italy (6.5%), Slovenia (6.0%), Poland (4.1%) and Germany (4.0%), which is a total of 49 percent. Tourists from other countries made 51 percent of overnight stays. The countries of the region are characterized by a trend of a slight decrease in the number of tourist arrivals (an average of around 1% in the last two years), but at the same time an increase in the length of stay, which is on average about 2.1 nights. Tourists from Malta stay on average the longest (5.9 nights in 2016), then from Kuwait (3.7 nights), Ireland (3.5 nights), Qatar (3.3 nights), France and Iran (3.2 nights), Romania (3.1 nights) and the United Arab Emirates (3.0 nights in 2016).

Table 1: Tourism traffic and growth rate in Bosnia and Herzegovina 1999 - 2016.

Year	*Total arrivals*	*Rate, % (Total tourist arrivals)*	*Foreign tourists arrivals*	*Rate, % (Foreign Tourist Arrivals)*	*Domestic tourists arrivals*	*Rate, % (Domestic Tourist Arrivals)*	*Total nights*	*Rate, % (Total tourist arrivals)*	*Foreign tourists nights*	*Rate, % (Foreign tourists arrivals)*	*Domestic tourists nights*	*Rate, % (Domestic tourists arrivals)*	*Average stay*
1999	367	-	147	-	220	-	948	-	345	-	602	-	2.6
2000	391	6.4%	168	14.2%	223	1.1%	952	0.4%	391	13.3%	561	-6.9%	2.4
2001	332	-15.0%	142	-15.7%	190	-14.5%	781	-18.0%	331	-15.3%	450	-19.8%	2.4
2002	367	10.4%	157	10.8%	210	10.2%	890	14.0%	394	18.8%	497	10.4%	2.4

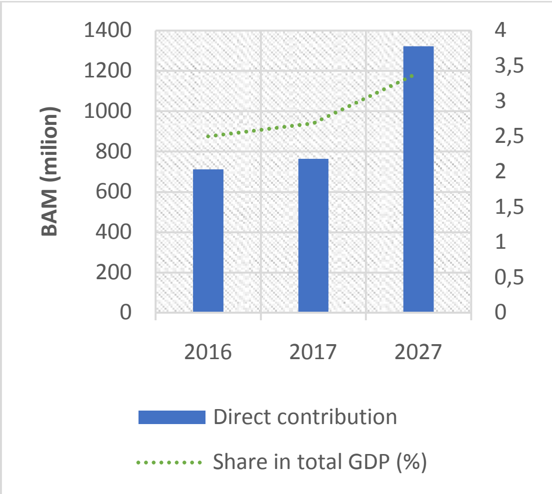
2003	380	3.7%	166	5.9%	214	2.1%	901	1.2%	407	3.4%	494	-0.5%	2.4
2004	409	7.6%	190	14.0%	220	2.6%	970	7.6%	458	12.5%	512	3.6%	2.4
2005	425	3.7%	213	12.4%	212	-3.7%	994	2.5%	474	3.4%	520	1.7%	2.3
2006	486	14.5%	250	17.4%	236	11.6%	1150	15.7%	584	23.4%	566	8.8%	2.4
2007	570	17.2%	300	19.9%	270	14.4%	1313	14.1%	683	17.0%	630	11.2%	2.3
2008	596	4.6%	314	4.8%	282	4.4%	1370	4.3%	706	3.3%	664	5.4%	2.3
2009	560	-6.1%	305	-3.0%	255	-9.5%	1248	-8.9%	662	-6.3%	586	-11.6%	2.2
2010	643	14.9%	360	18.1%	283	11.0%	1397	11.9%	764	15.5%	633	7.9%	2.2
2011	674	4.7%	387	7.6%	286	1.1%	1485	6.3%	827	8.2%	658	3.9%	2.2
2012	737	9.4%	434	12.0%	303	5.9%	1628	9.6%	923	11.6%	705	7.1%	2.2
2013	831	12.7%	524	20.7%	307	1.2%	1765	8.4%	1100	19.2%	665	-5.7%	2.1
2014	836	0.7%	531	1.4%	305	-0.6%	1694	-4.0%	1079	-1.9%	615	-7.5%	2.0
2015	1018	21.7%	673	26.7%	345	13.0%	2038	20.3%	1478	37.0%	707	14.9%	2.0
2016	1149	12.9%	777	15.4%	372	8.0%	2377	16.6%	1641	11.0%	735	4.0%	2.1

In the top 20 countries from which the most tourists come, some Asian countries are included such as Saudi Arabia, Kuwait, China and South Korea (BHAS, 2017). However, there is a strong trend in the increased number of arrivals and overnight stays from other Asian countries, which primarily relate to the countries of the Persian Gulf, such as Qatar, Bahrain and UAE. Most tourists actually come from Kuwait, then Qatar and the United Arab Emirates. In the structure of arrivals, married couples, as well as groups of mostly male friends and acquaintances, prevail. But when school breaks occur, many families come to a "collective holiday", so families who count 20 members often arrive. The phenomenon of a rapid increase in the number of tourists from Persian Gulf countries is evident through the fact that in 2013, only 3.004 tourists from Saudi Arabia visited Bosnia and Herzegovina, while the number of their visits increased up to 18.373 tourists in 2016, an increase of more than 600%. The key question is why Bosnia and Herzegovina suddenly became interesting to tourists from the countries of the Persian Gulf, as tourist boards of Bosnia and Herzegovina do not lead any additional marketing campaign to attract tourists from these countries. It is certain that the opening of the air routes between Dubai-Sarajevo and Qatar- Sarajevo has contributed to the increase in the number of tourists from these countries. However, according to tourist guides, the greatest incentive for travel is actually created by social networks, and after that by recommendations of relatives, friends and acquaintances who have already visited Bosnia and Herzegovina. When studying trends in tourist arrivals, it is indispensable to analyze their geographical distribution. The methodology of our research was primarily based on the administrative division of the state, and therefore we analyzed the tourism traffic at the level of the two entities – the entity of the Federation of

Bosnia and Herzegovina, which is divided into 10 Cantons, the entity of Republic of Srpska, which is dived in six Regions and the Brčko District. Even though the Republical Statistical Office of entity Republic of Srpska publishes statistical data on tourism on the municipal level, this paper considers only the figures on the regional level in the entity of Republic of Srpska, due to comparison ability with Cantons in entity of Federation of Bosnia and Herzegovina. When it comes to the entity level, we only considered the data from the year 2005 on, due to the lack of information on tourism trends for earlier period for the level of entity of Republic of Srpska. From Fig.4, one can notice that there is a trend of an increase in the number of tourists in both entities of Bosnia and Herzegovina, with a large entity disparity. Thus, the number of arrivals from the beginning to the end of the measurement period is significantly higher in entity of Federation of Bosnia and Herzegovina. The trend line points to a higher index of growth in the entity of Republic of Srpska by 2011. However, this can be attributed to the very small number of tourist arrivals in this entity in the base year. In any case, the number of tourists in both entities has a tendency to rise, especially in the recent years. District Brčko participates with roughly 1% in total state area, and its number of tourist arrivals does not have an important impact to total tourist arrivals. However, it had a downward and then stagnation trend in tourism in the period 2008-2015, which is primarily attributable to the fact that the former core of tourism development - the biggest Balkan open market, has moved to indoor premises, after which the number of visits to the area has dropped, and therefore the total number of tourist visits has decreased. But the number of tourist arrivals grew for 25% in 2016 in Brčko District, so it can be stated that this administrative unit also follows the linear trend of increase in tourism traffic along with the entities of Bosnia and Herzegovina. Canton Sarajevo is actually the bearer of the tourist offer in Bosnia and Herzegovina, with more than 35.5% share in total arrivals in 2016 and more than 50% of the arrivals at the level of entity of Federation of Bosnia and Herzegovina, followed by the Herzegovina-Neretva Canton with around 20.4% of total arrivals at the state level in the same year. Banja Luka Region shares about 12% of total tourist arrivals in 2016, which is roughly 40% of total arrivals in the entity of Republic of Srpska. Central Bosnia, Tuzla and Una-Sana Cantons in entity of Federation of Bosnia and Herzegovina as well as Regions Doboj, East Sarajevo, Trebinje and Zvornik – Bijeljina in the entity Republic of Srpska each share about 4% of total arrivals, while remaining five Cantons of entity of Federation of Bosnia and Herzegovina (Posavina, Bosnian Podrinje, West Herzegovina, Canton 10 and Zenica-Doboj Canton) along with Region Foča in the entity of Republic of Srpska together share about 5% of total number of tourist arrivals in Bosnia and Herzegovina in the measurement year. These data indicate the presence of significant regional disparity, as there are three major cores of tourism development – Sarajevo, Mostar and Banja Luka, while some other parts of Bosnia and Herzegovina have an exceptional natural, cultural and historical potential but their problem with an inadequate and insufficient tourist infra and supra-structure and lack of an adequate tourism planning approach prevents their faster touristic development.

ECONOMIC IMPACT OF THE TOURISM SECTOR IN BOSNIA AND HERZEGOVINA

Despite the fact that Bosnia and Herzegovina is getting more tourists each year and that it has an obvious potential for furtherer development of this branch of economy, the fact is that with the increase in the number of tourist visits, gray economy in the field of tourism is also increasing. Non-registration of accommodation capacities and guests and non-payment of residence tax are just some of the ways in which extra profit is being sought. The budget and tourist workers who work according to the Law are at a loss, and finally the tourist offer as well. According to the report of the World Tourism Organization (UNWTO, 2016), Bosnia and Herzegovina is on the list of countries that recorded the most significant growth in tourist visits, but it is assumed that the real number of tourist arrivals is far greater than that indicated by official statistics. Tourism Associations all over the country are facing a major problem with the mass phenomenon that the large number of accommodation facilities are not reporting tourist overnight stays to the Tourist Board. There is no accurate data when it comes to income from tourism, but it is estimated that the so-called gray zone in Bosnian-Herzegovinian tourism takes up to 500 milion euros annually. In order to introduce more order in BH. Tourism, the Government of the Federation has established a Draft Law on Tourism, which, among other things, envisages the introduction of the so-called Tourism Register, in which categorized and unclassified catering facilities will be recorded.



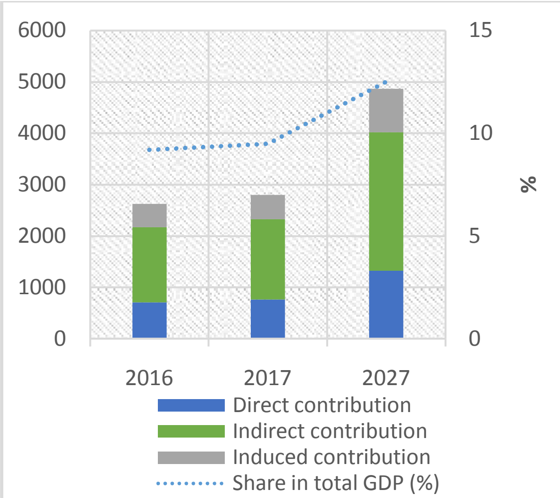
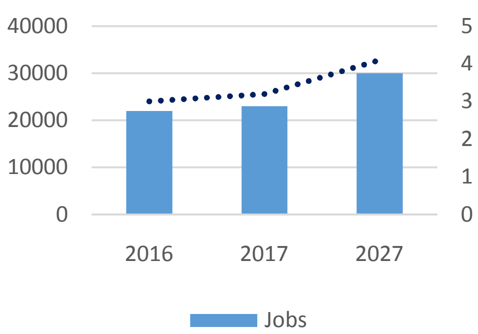


Fig. 5: Direct contribution of tourism sector to Bosnia and Herzegovina's GDP

Fig. 6: Total contribution of tourism sector to Bosnia and Herzegovina's GDP

Until gray economy in the field of tourism is regulated, everyone is at a loss, due to the fact that quality standards of tourist services are decreased. According to the World Travel and Tourism Council (WTTC) report for 2016, the direct contribution of travel and tourism to Bosnia and Herzegovina's GDP was 711 milion BAM, which is 2.5% of total GDP in 2016 and is forecast to increase by 5.6% annually to 1,3 bilion BAM in 2027 (Fig. 5). On the other hand, the total contribution of travel and tourism (which has a wider impacts, i.e. the indirect and induced impacts to economy) to GDP was BAM 2.6 bilion or 9.2% of GDP in 2016, and is forecast to by 5.7% to BAM 4.9 bilion (12.5% of GDP) in 2027 (Fig. 6). In 2016, travel and tourism directly supported 22.000 jobs (3.0% of total employment). Direct contribution to employment is expected to increase by 2.6% to 30.000 jobs (4.4% of total employment) in 2027 (Fig. 7) while the total contribution of travel and tourism to employment, including jobs indirectly supported by the industry is expected to take up to 15% of total jobs in the same year



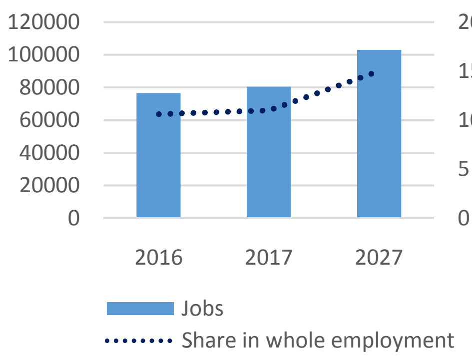


Fig. 7: Direct contribution of tourism sector to employment in Bosnia and Herzegovina
Fig. 8: Total contribution of tourism sector to employment in Bosnia and Herzegovina

DISCUSSION AND CONCLUSION

Future tourism development perspectives in Bosnia and Herzegovina are positive, as indicated by 10+ year trends as well as the strategic assessments at the state and entity levels. There is a linear trend of increasing the number of tourist arrivals and overnight stays at all levels of strategic organizational units in Bosnia and Herzegovina - the entity of the Federation of Bosnia and Herzegovina, the entity of the Republic of Srpska and even Brčko District, where the development of tourism has stagnated for the past few years. The above stated claim is also supported by the fact that tourism is set on the 2nd place in strategic macroeconomic orientation of Bosnia and Herzegovina and it is also recognized as one of the key branches of economic development in spatial plans of the highest order. The aforementioned positive trends are also in line with the World Travel and Tourism Council forecasts, according to which the direct contribution of tourism to Bosnia and Herzegovina's GDP will increase by 200% over the next decade, the total (direct, indirect and induced) contribution of tourism to Bosnia and Herzegovina's GDP will increase by 88% in the same period, providing the 15% of total jobs in 2027. In addition, professional staff in tourism is increasingly more educated, as a result of the fact that at the high school and programs of higher education institutions create curricula that are consistent with market trends and needs and tourism infrastructure and supra-structure are constantly improving. However, the fact is that the gray economy in the country cannot be ignored. Despite the shifts made by the Federal Government by drafting the new Law on Tourism, it is necessary to define the priorities in the development of this area at the state level. This primarily relates to the adoption of the Law on Tourism at the State level, and the harmonization of entity laws with it. An establishment of the Agency for Tourism or a special administrative organization at the State level is also an imperative and it should be followed by an institutional strengthening of the tourism sector in the organizational structure of ministries and tourist associations – organizations. In order to furtherly develop this economy sector it is also necessary to establish a development strategy of tourism in Bosnia and Herzegovina and to establish a continuity in creating an annual marketing and tourism promotion plans. Bosnia and Herzegovina can improve its position in the regional market by building higher quality tourism with innovative concepts. Standard development models should be avoided as the focus of tourism development should be tourism of special interests, such as adventure tourism, ethno villages, wine tourism, cultural - historical tours etc. This is due to the fact that, in order to maintain a positive trend in tourism traffic, Bosnia and Herzegovina must compete with a wide choice of tourist destinations, which have a significant budget to attract tourists. For Bosnia and Herzegovina, in order to create its competitive advantage in relation to those destinations with similar tourism resources and natural beauties, it must first be clearly positioned. Tourism promotion should be based on research of the visitors' needs, and reflecting the products and experiences that have been developed on the basis of market trends. Destination management should be perennial, with the foresight of trends, themes and emerging markets. It should also be well integrated, from the first point of contact to the visit and after-sales service after-sales effects and customer/visitor satisfaction, in order to provide the necessary data for adapting and changing tourism development strategies as needed. Finally, an establishment of an operational team for the development, implementation and evaluation of the effects of the implementation of measures is necessary in order to continue the positive trends in tourism in Bosnia and Herzegovina.

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A CONSUMER TENDENCY SURVEY ON RURAL TOURISM IN ANKARA, TURKEY

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Abstract
With its underground resources, rich flora and natural beauties Ankara has one of Turkey's most outstanding rural areas. Yet, these beauties are recognized neither by natives nor by foreigners. The main aim of this research is to determine the factors which affect the choice of the population who lives in Ankara city center to visit rural areas as well as general preferences of visitors. Ankara city center population is assumed approximately 5 million and with 99% confidence interval and 5% error margin the sample size is found as 661. Before the application of surveys in the field, surveys are shared with 10 people and proper adjustments made according to the feedbacks received. Face-to-face interviews with 661 people are applied. During the data evaluation process, surveys which contain missing and inconsistent data are excluded from the sample size. Missing and inconsistent surveys which was 7% of total are removed and ultimately with 616 surveys analyses continued. Probit model is preferred due to the small sample size. The model in which independent variables affecting decisions of people who visit rural Ankara biweekly are investigated, whereas people who prefer guide and have a connection with current rural settlement have a positive effect and birthplace has a negative effect.In consequence of the survey research it came out that citizen's awareness level about rural and tourism destinations in Ankara is low. To increase awareness it is needed that institutions and organizations conduct collaborative work for rural area. As continuation of the research, people living in the country side and their expectation from tourism are going to determine more reliable deductions.
Key words: Rural tourism, rural areas, rural visitors, shopping malls, Ankara

INTRODUCTION

Tourism sector play a vital role for the economic development of the countries. New searches in tourism, shifting attitudes of visitors' expectations, increasing interest for discovering local culture and new places as well as reaction to mass tourism have increased considerably the role of alternative tourism activities. Of tourism alternatives, rural tourism, as an economic instrument in the rural development, become even more important in the last decades. According to the World Bank data, international tourism income increased to $ 1.437 trillion from $ 486,753 billion in 1995. For those years, international tourism income for Turkey reached to $ 35,413 billion. The number of the

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international tourists in Turkey reached to 39,4 million in 2015. Those figures clearly show that how tourism is important for Turkish economy even though rural tourism and other alternatives tourism break downs have not developed yet.

Tourism has been found to be linked to food and beverage service companies by 37.4% in urban areas and 40.1% in rural areas. Similarly, it was found that tourism activities contributed to real estate activities by 13.7% in urban areas and by 13.6% in rural areas according to the Statistical feature report issued in 2011. In other words rural tourism should be perceived as a mean of sustainability which creates new jobs which is one of the most crucial needs by declining rural area or by reviving traditional customs. Rural tourism including eco-tourism, farm-based tourism, agro-tourism, nature tourism and village tourism has a big potential for tourists/visitors seeking adventure and locals living in rural and have a bond with tourism activities. Tourism infrastructure in rural areas are vital importance. More developed infrastructure acquires more tourism revenues. For example, France, Austria and Greece represent 23.4%, 9.3% and 6.8% of the "rural" bed places in the EU-27 and only 21%, 3.4% and 3% of the total EU-27 bed places, respectively (EC, 2012). As the tourism revenues increase, growth simultaneously triggered in rural areas.

Rural areas in Turkey, particularly in Ankara, cannot benefit from economic growth as expected. The main problem of this research is why rural areas are not preferred by the urban residents and to find the main preferences and tendencies of the rural visitors. This study thus aims to identify perceptions and tendencies of urban people about rural tourism. Not only is Ankara a place where per capita income is one of the highest in Turkey, but the share of high technology in industry is also high. However, rural Ankara, with its natural resources and scenic beauty, is one of the outstanding places in Turkey. But, this beauty is not discovered both by international visitors and national visitors. Of the districts, only a few districts have been successful to promote what they have.

During the improvement of rural tourism, one of the most important issues is to pay attention to selection of tourism volunteers and employees. On one side they reflect the rural culture in villages and towns and on the other side they will improve the technological infrastructure that will enable rural tourism to attract foreign tourists. To achieve that approach, establishment of more tourism cooperatives and improvement of their institutional capacity is extremely needed.

The proximity to the domestic and international transportation networks again constitute an important potential for Ankara's tourism. The extravert approach of the village people and the adoption of tourism may differ from north and south of Ankara to east and west. There is thus a need for a number of awareness activities and extension trainings for the public to embrace tourism, especially in areas that are lagging behind of development in terms of socio-economic indicators. It will also be important to consider tourism as an economic tool and to develop in this direction. Within the scope of village tourism, lack of enough accommodation facilities and inadequate infrastructures; within the scope of nature tourism lack of cycling and walking routes, use of natural jeopark areas unconsciously, and lack of tourism-village tourism-oriented strategy and concept tour programs are the issues that are needed to improve mostly (Ankara Development Agency, 2017).

The statistics show that the nightly accommodation in rural Ankara is too low due to a number of factors such as lack of infrastructure, lack of product diversity, promotional activities etc. in contrast to studies showing that growing numbers of city settlers get away from urban areas to rural areas (Telfer, 2002). Therefore, some local strategies aiming to attract city dwellers need to be implemented in the poorer regions. Those districts need to be connected with urban centers surrounding them regarding physical infrastructure, common events, training activities of local people. With respect to urban consumers, promotional activities need to be organized in consultation with related institutions. The research also shows that the rural values and historical places are not known by urban people. Awareness raising activities are quite important. Even though there is a historical tourism corridor called “Silk Road” in Ankara, all the districts taken in this route are lack of integrated management. So, the management of that corridor through local municipalities is insufficient for the whole corridor. The developing institutional capacity of the related NGO’s and municipalities plays a vital role for the development of this route. Although some vocational schools in the last decades have launched some tourism programs, the number of local guides is still insufficient to meet the demand and to promote the region.

Rural tourism contributes greatly to socio-economic rural development by employing the female population living in rural areas, revitalizing local economies as well as preventing out-migration. In addition, it prevents rural cultures from disappearing, supports the conservation of natural environments, easily integrates with other types of tourism, allows tourism to be done for twelve months, and does not lead to mass tourism by targeting small groups. When all these benefits of rural tourism are taken into account, it is understood that Turkey should be applying the similar policies in a planned and controlled manner.

When analyzed the instruments and measures which can encourage rural visits in Ankara, more affordable prices regarding accommodation, transportation as well as diversified rural activities, more effective promotional activities and advertising and more attractive rural tourism regions with a good physical infrastructure are the main expectations. Additionally, actively using e-trade and e-commerce for local products as well as promoting accommodation facilities through internet and becoming member for international tourism organizations are becoming more and more popular and gross value added for the local economies.

Rural visitors prefer to have different experience on activities, lifestyles and traditions of communities. This inclusion in daily life of rural people provides travelers a unique experience. Rural tourism means more small travel agencies and more niche products. It also means smaller communities; smaller accommodation objects, smaller groups or individuals' travels will gain more and more popularity in future. Bessière (1998) states that "rural areas are now increasingly seen as places for entertainment, leisure activities, and second homes and as an alternative to urban residential areas". In a similar stance underlined by Tyran (2008) that expectations and tendencies rural tourism fits perfectly to all those needs. Telfer (2002) concurs with this view that rural areas are becoming increasingly popular for urban residents since they need to get rid of the hectic life of urban areas.

As provided by the researches that tourism sector has a strong linkages with other sectors. Giannakis (2014) found that the output of the other sectors increases by 0.43 million euro if the output of tourism sector increases by 1 million euro. Another research conducted by Tatar&Köroğlu (2017) in Beypazari, Ankara reveals that female labor force working in tourism sector triggered an increase of female employment increased the entrepreneurship and the number of female that shifted from being housewife to entrepreneur isn't low. Traditional eating and drinking activities that develop with rural tourism, pensions, and handcrafts are the main areas in which women in rural can create jobs for themselves. The study shows that when the sex ratios of the entrepreneurs are examined, it is seen that the rate of female entrepreneurs is much higher than in many places in Turkey. This has had positive effects on social life balances in rural areas. According to study almost half of the entrepreneurs in Beypazarı with 46.8% are females. It shows that there are new areas of employment and employment opportunities are created for women who have no alternative than to contribute to family affairs in the countryside. In other words, proposition of "rural tourism development is causing an increase in the rate of female employment" has been confirmed by survey results.

Same study indicates that majority of people think that rural tourism will contribute positively to the economic development of the region, increase the incomes, the standard of living and provide new jobs for local people. In addition to that expectations entrepreneurs, in all sectors think that the potentials of Beypazarı district are not used with high rates. Study revealed that if lack of promotion and advertising; lack of qualified staff and infrastructural problems such as parking and transportation are solved tourism activities would flourish apace. In other words the rural tourism potentials located around Beypazarı are not used as much as the potentials in urban by entrepreneurs and local people.

Supporting farmers' cooperatives which are non-functional and turn them into functional tourism co-operatives will provide important contributions to protect the vitality of rural areas and raise rural tourism activities. As emphasized by Soykan (2001), instead of adopting normative approaches in creating exemplary co-operative structures, it is necessary to adopt approaches that priority is given to entrepreneurship and creativity that takes place in the whole process of education, which arises from regional necessity. Again Soykan (2001) summarizes formula of success achieved by Şirince Village in 3 facts which are historical and cultural heritage, geographical

location and natural attractions, extravert attitude of the people and their motivation on tourism.
Based on this information, it is assumed that there are a number of efforts can be done to increase tourism incomes in Turkey. For istance, Luxton (2015) highlighted that there is a need to create services and products that will appeal to consumption habits of countries such as China, US, Germany, and UK which spend most on tourism activities. In addition to package tours targeting mass tourism, there is a need to develop rural tourism, which serves smaller and niche groups targeting rural areas. Traveling with more relaxed and smaller groups has becomes trend in 2010's. With increasing income and mobility, tourists tend to plan their own vacations through web-based software that guarantees the best price and quality service. Internet and applications pops up in every point, from room reservation to the event that will be participated; from food that will be ordered to taxi service. Thus it may be beneficial for countries to organize their tourism practices and measures in such a way as to conform to these trends.

MATERIALS AND METHODS

General Framework of the Survey and Methodology

DETERMINING SAMPLE SIZE

Ankara city center population is assumed approximately 5.000.000 and with % 99 confidence levels and %5 margins of error the sample size is found as 661. Before the surveys are applied in the field they are shared with 10 people and the feedbacks are received. As the result of the feedback questions which cannot be understood and questions which are thought unnecessary are removed and questions which are thought to have missing expressions when they are read are corrected. Surveys are conducted by team of experts including 8 people in January-February months with the way of face to face surveys. While the surveys are conducted it is benefitted from common areas such as shopping malls where urbanites go in peak hours. Although normal sample size is found as 661 as the result of the equation, face to face surveys are applied to total 777 people. In the process of the evaluation of survey’s data questionnaires involving missing or inconsistent data are not included. Surveys indicating missing and inconsistency [which equals to approximately 15 % of the total applied survey in number are removed] and in the end with 616 surveys continued to analysis.

ANKARA REGION

Ankara region is located in central part of Turkey with 24.521 square km. In total there are 25 districts, 16 of them are in the periphery while 9 districts are located in the centre. Serefoglu and Yalcin (2015) indicated that population density in rural Ankara is quite low, the main economy in the periphery districts are mainly based on the agriculture and tourism. The basic features of rural areas are aging population, low fertility rate, negative net migration as much as lack of infrastructure regarding health, education and public finance while the region has one of the highest GDP shares in Turkey. The rate of advanced technologies in the industry is much higher than other regions. The rural part of Ankara is not preferred by urban residents.

REGRESSION ANALYSIS

Probit and logit models take place in literature as non-linear functions of unknown coefficients which are used commonly in optional models consisting of two option answer. Amemiya (1981) states that sample sizes which have heavier tailed are more suitable for logit models. Likewise, Amemiya also indicates that Çakmakyapan and Göktaş (2013) logit models are more suitable to sample sizes like 500 and 1000 and smaller sample sizes can be preferred for probit models. Probit model is used in analysis because the sample size is less than 500 for the determined dependent factors.

Probit Model

Wooldridge (2006) probit model is Zn=Xnβ+u. Whereas β is a vector of parameters which is the junction point of covariate variables; xn is a vector of covariates; u is the error term either in standard logistic distribution or in standard normal distribution. In either case u shows symmetrical distribution about zero. Zn represents unobservable factors which affect decisions of people who prefer guide.

RT represents observed dichotomous variable which shows whether individuals prefer a guide or not.

It is formulized as the following;

RTn=0 if RTn*≤0; (2)

RTn=1 if RTn*> 0 (3)

Dual answers which have two options like Yes/No explain the effects to answer which follows probability of x.

P(RT=1|x)=P(RTn*>0|x)=P[e>-(β0+xβ|x]=1-G[-(β0+xβ0]=G(β0+xβ). (4)

Xj’s effect direction over E(RT*|x) = β0+xβ and (5)

Over E(RT|x) =P(y=1|x)=G(β0+x β) is the way that similar with one another (6)

As stated by Wooldridge (2006) The Smallest Square method is not possible because of E(y|x)’s non-linear nature. That is why maximum likelihood methods have to be used for calculating limited dependent variable models. Maximum likelihood can be written as the following;

ƒ(RT|xi;β)=[G(xiβ)]y[1-G(xiβ)]1-y, RT-0.1 (7)

It ends up with y=1, G(x, β) and the time y=0, we get 1 – G(xiβ). Observed function of log likelihood is a function of parameters and (xi, yi) data is found as the following.

li(β)=RTilog[G(xiβ)]+(1-RTi)log[1-G(xiβ)]. (8)

In the light of formula stated above independent variables which affects decisions of people who visit rural areas at least once every two week and people who visit shopping malls at least once every two week are calculated.

FINDINGS

As indicated in Table 1, 53.4 % (329) of the 616 respondents that were considered in the study are males, and 46.6 % (287) are females. The educational attainment of the respondents is in favour of higher level of education, 48.92 % (295) acquired a university degree followed by 11.77 % (77) of post graduate degree. When comparing the above figures with the data elaborated on the basis of TURKSTAT data shown in Table 2, our sample has higher income and education levels while female rate and median age are quite similar with Ankara's average. Regarding working status, the share of respondents employed in private and public sector are 33 % and 31.7 %, respectively. 18.2 % of the respondents including students indicated themselves as unemployed. Taking into account income level of respondents, it was found that the middle income group was significantly predominant with 78 % while 17 % of the respondents come from higher income group. Interestingly, more than 60 % of the respondents living in Ankara have roots with countryside and farming. With respect to marital status of the respondents, 63 % of those is married and 57 % have children.

Table 1. Characteristic of the Sample

Sample Size:616	**Freq.**	**%**
Gender	616	100
Male	329	53.4
Female	287	46.6
Age	616	Median: 35.6
Employment Status	615	100
Public sector	195	31.7
Private sector	203	33
Unemployed	112	18.2
Student	32	5.2
NGO's	73	11.9
Marital status	616	100
Married	389	63.15
Single	227	36.85
Having children Status	607	100
Yes	348	57.33
No	259	42.67
Education	603	100
Pri&High School	237	39.30

Graduate	295	48.92
Post Graduate	71	11.77
Monthly Income (1 TL=€0,24)	612	100
≤1,350 TL	26	4.25
1,351 TL-2,500 TL	153	25.00
2,501 TL-4000 TL	197	32.19
4001 TL-6000 TL	127	20.75
>6000 TL	109	17.81
Any roots in the country or farming	616	100
Yes	384	62.3
No	232	37.7

Table 2. Comparison of Sample Socio-demographics Versus Ankara's Population.

Socio-demographics	**Sample**	Ankara's Population*
Female (%)	46.60	50.37
Graduates (%)	61	25.54
Median Income (TL)	3,290	1,703
Median age	35.6	32.3

*Elaborated from data extracted from TURKSTAT

71 % of the respondents indicated that they were born in city centre while 29 % of those were born in rural areas and migrated to urban areas. So, it can be said that the interviews were made with people who experienced the urban life from early childhood. It is thus expected that the majority of the respondents have knowledge about rural areas of Ankara.

According to the TURKSTAT data, 59 % of the expenditures per capita have been made by domestic visitors while 41 % was made by international visitors. This rate needs to be increased regarding foreign currency returning. In general terms, the most challenging issue for rural areas is lack of product diversification in tourism. Besides, there are some significant problems regarding introducing natural beauty of the region. Therefore, the rural districts are either planned as product oriented or as tourism corridors.

This study aims to identify perceptions and tendencies of urban people about rural tourism. Not only is Ankara a place where per capita income is one of the highest in Turkey, but the share of high technology in industry is high. However, rural Ankara, with its natural resources and scenic beauty, is one of the outstanding places in Turkey. Hardly, this beauty is discovered neither by international visitors nor national. Of the districts, only a few districts have been successful to introduce what they have. With this study, the similarities and differences between visitors of shopping malls and rural areas have been identified and focused on why rural areas are not preferred by the visitors.

The interviews were collected and evaluated with 616 persons living in urban areas. 60 % of the respondents have at least a bachelor degree. The rate of workers and officials are 27 % and 24 %, respectively. With respect to monthly salary, only 18 % comes from higher income groups while a significant number of respondents (61 %) indicate that they come from middle income groups. Also, the rate of private car ownership, which is very important to make travelling easier from urban to rural area, is 59 %. Only 81 % of those prefer to visit rural Ankara with their cars while 19 % prefer to travel with local bus services. More than 75 % of the respondents indicated that they were born in urban areas. Supporting this figure, more than 70 % of those indicated that they spend the first 12 years in their life in urban areas while 29 % of those spend in rural areas. With respect to having rural roots, 62 % of the respondents indicated that they have no roots or connection with rural areas while the rest of those (38 %) have rural connection and roots. Regarding travel preferences, 43 % of the respondents prefer to travel to rural districts of Ankara in a way of daily visits (57 %). The rate of visitors preferring to accommodate in the places where they go is only 10 %. 37 of % of those prefer to stay in the hotel while the rest prefers to stay in their family house or friends' house. Taking into consideration of average spending per travel, a question was asked how much money is spent per travel. 87 % of the respondents overwhelmingly indicated that they spend less than TRY 300 for their own travel and accommodation while 10 % spends between TRY 300-500. Only 1 % indicated that they spend above TRY 700. With respect to benefiting from a tourist guide, only 10 % indicated that they would need a tourist guide for their travels. When asked to respondents whether or not they have an idea about Ankara's districts, more than 80 % indicated yes I know, but when asked specific places, more than 60 % of those indicated that they do not know that place. Most of the respondents indicated that they don't visit a lot of rural districts of Ankara. When a question was asked why people do not want to visit rural districts, lack of infrastructure, distance from city centre, lack of financial support of local institutions and insufficient number of local guides in the districts come into prominence as main reasons.

When analyzed the instruments and measures which can encourage rural visits in Ankara, more affordable prices regarding accommodation, transportation as well as diversified rural activities, more effective promotional activities and advertising and more attractive rural tourism regions with a good physical infrastructure are the main expectations.

Table 2. Variables and Definitions

Dependent variable: Rural visits	
Variable	**Definition**
Rural holiday frequency	Rural areas are visited at least one time in every two weeks. (1= yes; 0= no)
Guide preference	Preference for guide (1= yes; 0= no)
Birth of place	1= village; 2= town; 3= city
Marital status	1= man; 0= woman
Daily travel length	1=<1 hour; 2=1-2 hours; 3= 3 hours; 4= more than 4 hours
Having rural roots&connections	1= yes;0= no
With whom the visitors usually visits rural Ankara	1=my own; 2= with friends; 3= with wife;4= wife and children; 5= with children; 6= with group of people; 7= other

In the model, which analyses the independent variables that are effective in decision making for visiting rural Ankara (dependent variable) at least once in two weeks, people preferring to use guide services and those having rural roots or connections were found to have positive impact on the probability to visit rural areas at least once in two weeks while birth of place was found to have a negative impact. In explaining with economic terms, those preferring guide in their visits increases the probability to visit rural areas by 6 %. Similarly, those having rural roots or connections increase the probability to visit rural areas. In this regard, the basic features of people visiting rural areas need to be analyzed. Lastly, people who were born in rural areas prefer to visit rural areas more than those which were born in urban areas.

Table 3. Promit Model Number of Observation:183; LR chi2 (6)=20.63; Prob>chi2=0.0021; Log likelihood=52.825293;
Pseudo R^2=0.1634 Dependent variable: Frequency for rural Ankara

Variable	Coefficient	Standar error	Marginal effect	Standar error
Constant	0.002353	0.6476485	_	_
Guide preference	0.411301*	0.2341401	0.0589914*	0.0341
Birth of place	-0.26891*	0.1572973	-0.0385687*	0.02233
Marital status	-0.33908	0.2829955	-0.0524659	0.04653
Daily travel length	-0.20847	0.1443693	-0.0298997	0.0205
Having rural roots&connections	1.066651***	0.2889731	0.2149784***	0.0694
With whom the visitors usually visits rural Ankara	-0.1171	0.0880699	-0.0167945	0.01257

***= indicates significance at 1 % level; **= at 5 % level; *= at 10 % level

CONCLUSIONS

Rural tourism makes great contribution to socio-economic development of rural areas with employment, particularly for the female population living in rural areas, revitalizing local economies as well as preventing out-migration. In addition, it prevents rural cultures from disappearing, supports the conservation of natural environments, easily integrates with other types of tourism, allows tourism to be done for whole year, and does not lead to mass tourism because its target is mostly small groups. When all these benefits of rural tourism are taken into account, it is understood that Ankara should be applying the similar policies in a planned and controlled manner.

Promit model shows that people preferring to use guide services and those having rural roots or connections were found to have positive impact on the probability to visit rural areas at least once in two weeks while birth of place was found to have a negative impact. In explaining with economic terms, those preferring guide in their visits increases the probability to visit rural areas by 6 %. Similarly, those having rural roots or connections increase the probability to visit rural areas by 21 %.

In conclusion, it comes out that the awareness level about rural Ankara among urban population is found quite low. Therefore, a strong collaboration among relevant institutions is needed. Regarding rural tourism, the human capital in the rural districts is insufficient to carry out the required promotional activities. So, creating or developing the existing local capacity through universities or relevant institutions is extremely important for developing rural tourism. This study only takes into account the perspective. In the following study rural perspective should be included for allowing necessary comparison between urban and rural.

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TYPES OF CAMPSITES IN CROATIAN TOURISM SUPPLY – A CASE STUDY OF THE TOWN OF KRK

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Abstract
The paper presents the main features of camping tourism in Croatia through the stages of its development, as well as its significance in recent Croatian tourism supply. The goal of the research is to contribute to the development of the campsites' typology in contemporary tourism supply of Croatian coastal tourism destinations, based on differences in the capacity of campings, location factors, spatial impacts and the consequences, characteristics of supply in campings as well as motivations, attitudes and habits of camping tourists in each of the types of campsites.
Krk, the largest settlement on the island of Krk, was chosen as a representative case study. Krk is a tourism destination with traditionally developed camping tourism. Campsites, as a type of accommodation capacities that occupy the largest areas in the town, have had a significant impact on its spatial and economic development, primarily through changing the usage and the value of land, socioeconomic and socio-cultural transformation of the local population, changes in the structure of tourism supply and environmental implications. In the example of the town of Krk, three types of campsites are identified: a) traditional camping, b) exclusive camping, and c) small family run camping. This typology can be applied on a wider scale Croatian level.

In addition to literature overview, quantitative tourism statistic data interpretation and continuous field research, direct questionnaire survey in July 2016 was conducted. A nonprobabilistic occasional sample included a total of 127 camping tourists in Camping Ježevac (example of a traditional camping), Camping Resort Krk (example of an exclusive camping) and Camping Bor (example of a small family run camping). In order to identify differences in the motivation, attitudes and habits of respondents in different types of campings, the results of the survey are processed using standard descriptive statistics methods.
Key words: camping tourism, typology of campsites, traditional camping, exclusive camping, small family run camping, Krk, Croatia

INTRODUCTION

Although the first campsites along the Croatian coast were founded before the Second World War, mainly in the Northern Croatian Littoral, most of them were opened on the coast and on the islands in the second half of the 20th century in the period of socialist Yugoslavia. According to Cvelić-Bonifačić (2003), in the development of camping tourism in Croatia five stages can be distinguished: a) beginnings of camping (from the

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end of the Second World War to the end of the 1960s), b) intense growth of camping (from the late 1960s to the end 1970s), c) the peak of camping tourism (in 1980s), d) crisis in camping tourism caused by the Croatian Homeland War (in the beginning of 1990s), and e) the recovery of camping tourism with the implementation of new supply. The development of camping tourism in Croatia during the period of socialism was based on traditional camping, while the concept of modern ("high-tech") camping appears in the stage of recovery of camping tourism after the end of the Croatian Homeland War (1995) with its high volume in the last 15 years (Hendija, 2006) (Fig. 1).

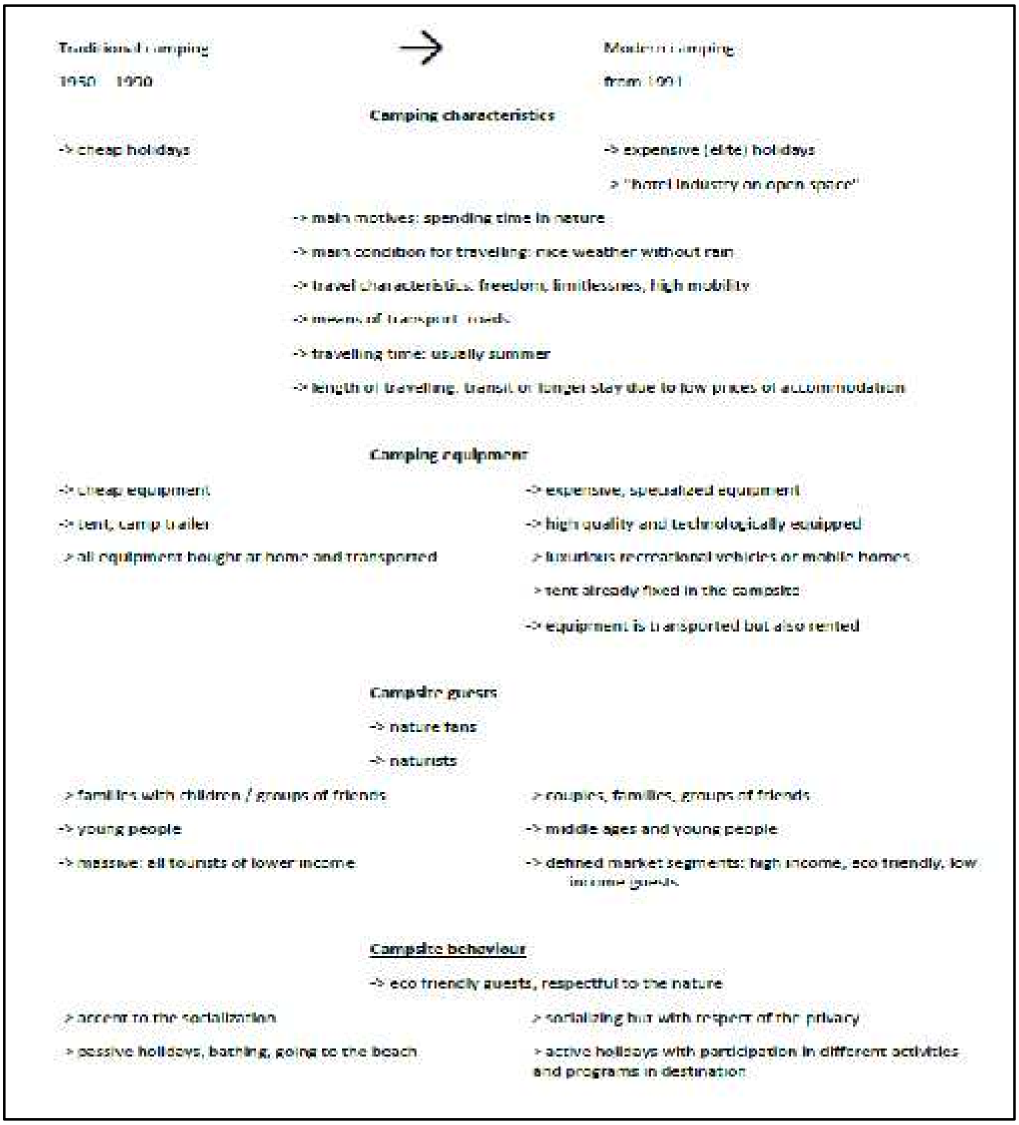

Fig. 1. Comparison between traditional and contemporary way of camping
Source: Hendija, 2006

In the initial developmental stage of Croatian camping tourism, investment in building campsites was one of the most cost-effective tourism investments. For their openings it was necessary only to provide the attractive plot of land near the sea and initial capital for the investment in basic, relatively modest infrastructure. In that time there was more than enough suitable land for converting into the campsites, because of emigration of local inhabitants that occurred in many parts of Croatian littoral and on the islands. Due to the modest infrastructure, Croatian campsites were less competitive compared to campsites in other Mediterranean countries. During the period of socialism, Croatian campings were often part of larger socially-owned tourism companies, and the realized profit was generally used to moderate the deficit of other segments of the company, i.e. in hotels and tourist resorts, in case of losses. Such management policy has resulted in low investments in upgrading infrastructure as well as tourism supply in campings. Naturist campings were one of the specialties of the Croatian camping supply (Camping Koversada, near Vrsar in Istria, was the first naturist camping in Europe - opened in 1961). Consequently, Croatia has become one of the most popular naturist destinations in Europe (Sladoljev, 2001; Smolčić Jurdana et al., 2009).

The absolute peak of Croatian camping tourism was achieved in 1986 when 18 million tourist nights were realized and the capacities of campsites were full for more than two months (64.5 days) (Sladoljev, 1998). Since the simple camping tourism supply based on “Sun and Sea” concept was no longer interesting for tourists from the emissive tourism markets of Western and Central Europe, a slow stagnation of Croatian camping tourism began, followed by a sudden fall caused by the Croatian Homeland War.

In the last two decades, especially in the last few years, both increase of the tourism flow in campings and upgrading quality and camping supply appears. In 2016, there were 2,544,000 tourist arrivals and 17,084,000 tourist nights recorded in all Croatian campings (Croatian Bureau of Statistics, 2017). Campsites, campsites in households and campsites in rural households are the third most visited type of tourist accommodation facilities in the Republic of Croatia (Fig. 2). Foreign camping tourists prevail in the structure of camping tourist arrivals in 2016 (97.33% of all tourist arrivals in Croatian campsites were realized by foreign tourists), mostly from Germany (27.88%), Slovenia (19.53%), Italy (9.94%), Austria (9.54%) and the Netherlands (7.60%) (Croatian Bureau of Statistics, 2017).

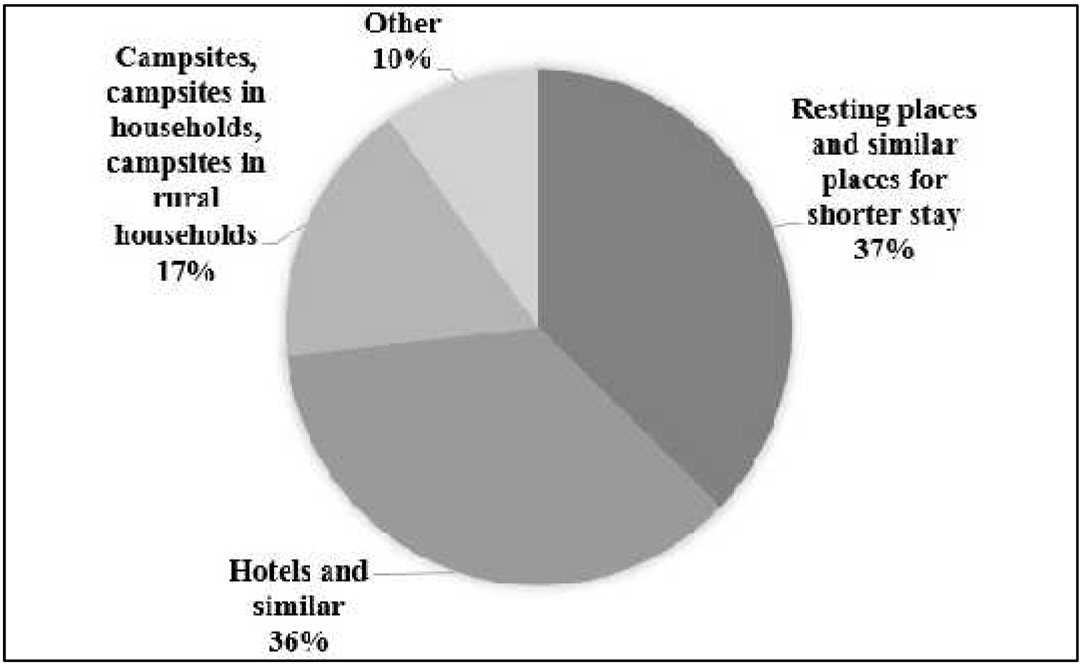

Fig. 2. Arrivals of tourists in Croatia in 2016 by accommodation type
Source: Croatian Bureau of Statistics, 2017

The favorable tourism-geographical position and the proximity of emissive tourist regions is the main reason for the spatial distribution of camping capacities in Croatia. Thus, the convincingly largest number of campsites and campsites pitches is recorded in Istria and Primorje-Gorski Kotar County (Seleši, 2010) (Fig. 3).

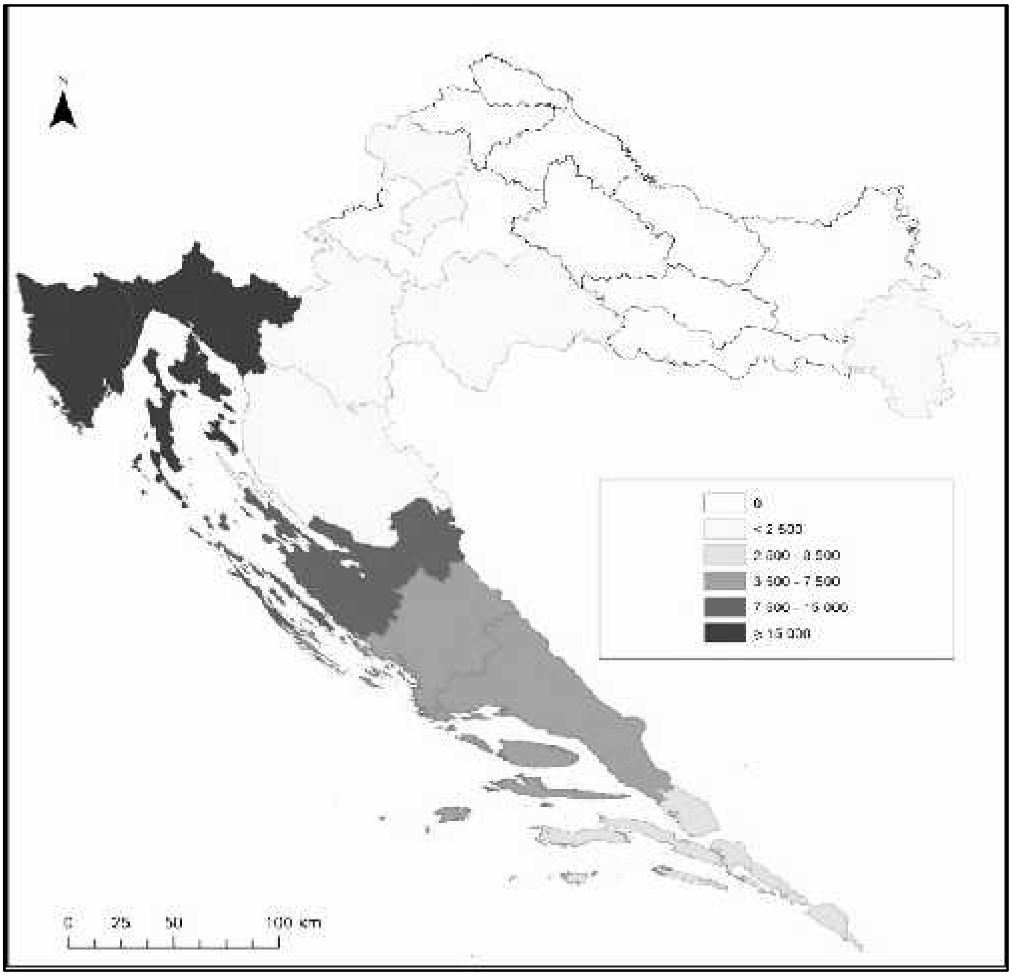

Fig. 3. Number of campsite pitches in Croatia in 2013
Sources: Croatian Bureau of Statistics, 2014; State Geodetic Administration, 2005

Same as in more developed European tourism countries, in Croatia the concept of camping tourism is changing. Modern ("high-tech") camping is slowly strengthening, while the share of traditional camping is decreasing at the same time. Camping equipment is becoming more sophisticated, camping supply more diverse and expensive, and the degree of built areas in campsites, as well as share of built, i.e. fixed, buildings in campsites (apartments, mobile homes, tents for glamping) is increasing. Raising the quality of the supply also affects the camping tourist profile change. Along with camping tourists who are accustomed to camping (most of them prefer camping from their childhood) and camping tourists of lower financial ability, camping tourism becomes increasingly attractive to camping tourists of higher incomes, resulting in higher profits.

In order to optimize the future development of camping tourism in Croatia, it is necessary to identify the types of campsites in its recent tourism supply, which is the main goal of this research.

RESEARCH GOAL AND METHODOLOGY

The goal of the research is to contribute to the development of the campsites' typology in contemporary tourism supply of Croatian coastal tourism destinations, based on differences in the capacity of campsites, location factors, spatial impacts and the consequences, characteristics of supply in campsites as well as motivations, attitudes and habits of camping tourists in each of the types of campsites. In the example of the town of Krk, the largest settlement on the island of Krk, three types of campsites in the contemporary tourism supply in Croatia, are identified: a) traditional camping, b) exclusive camping, and c) small family run camping.

In addition to literature overview, quantitative tourism statistic data interpretation and continuous field research, direct questionnaire survey in July 2016 was conducted. A nonprobabilistic occasional sample included a total of 127 camping tourists in Camping Ježevac (example of a traditional camping), Camping Resort Krk (example of an exclusive camping) and Camping Bor (example of a small family run camping) (Tab. 1). In order to identify differences in the motivation, attitudes and habits of respondents in different types of campings, the results of the survey are processed using standard descriptive statistics methods.

Tab. 1. Socio-demographic characteristics of the respondents in three types of campsites in the town of Krk

	BOR (small family run camping) (N=36)		**JEŽEVAC (traditional camping) (N=62)**		**CAMPING RESORT KRK (exclusive camping) (N=29)**	
Gender	F = 20	M = 16	F= 32	M = 30	F = 19	M = 10
Average age	43.42		42.80		39.41	
Level of education	Elementary school	2	Elementary school	4	Elementary school	1
	High school	5	High school	24	High school	6
	College, university and higher	25	College, university and higher	31	College, university and higher	21

	Unknown	4	Unknown	3	Unknown	1
Nationality	Slovenia	4	Slovenia	23	Slovenia	3
	Germany	10	Germany	11	Germany	10
	Netherlands	10	Netherlands	2	Netherlands	14
	Croatia	0	Croatia	13	Croatia	0
	Switzerland	0	Switzerland	3	Switzerland	1
	Austria	2	Austria	1	Austria	1
	Other	10	Other	9	Other	0

CAMPSITES IN THE TOWN OF KRK

The town of Krk stands out among the other towns/municipalities on the island by the number of campsites. In the town area there are 3 campsites: Camping Bor (3-star category), Camping Ježevac (4 stars), and Camping Resort Krk (5 stars since the 2016 tourist season) (Town of Krk Tourist Board, 2017). Same as in other coastal and island Croatian tourism destinations, in the second half of the 20th century, in the town of Krk mass tourism has been developed, and for this purpose a socially-owned tourism company "Hotelsko poduzeće Krk", later renamed in "OOUR Zlatni otok" was established. Within the company several hotels and 2 camps were opened: Camping Ježevac (in 1961) and naturist Camping Politin (1986), today Camping Resort Krk (Zlatni otok hotelijerstvo, turizam, trgovina, 2017). Camping Bor, opened in 1985 as the third campsite in town, was the first private camping in socialist Yugoslavia (Independent Internet Site of the Island of Krk, 2015).

As it is usually the case, campsites in the town of Krk are located on the edge of the town, away from the center. Unlike campings Ježevac and Politin, which were built on the coast, Camping Bor is situated in the inner part of the town, away from the coast, on the former olive grove on private land. There were plans for building hotels on the locations of campings Ježevac and Politin, but this did not happen due to the lack of funds. The intensive apartmentalization in the town of Krk has led to the fact that the campings Ježevac and Bor are no longer separate from the town. Contrary, naturist Camping Politin, which became the conventional Camping Resort Krk in 2013, is still situated away from the built area of town. According to the Spatial Plan of the Town of Krk (2007a), land intended for the expansion of tourism activities is mostly located in the eastern parts of the settlement (along Camping Resort Krk) and, somewhat in the southern parts along the Camping Ježevac (Fig. 4).

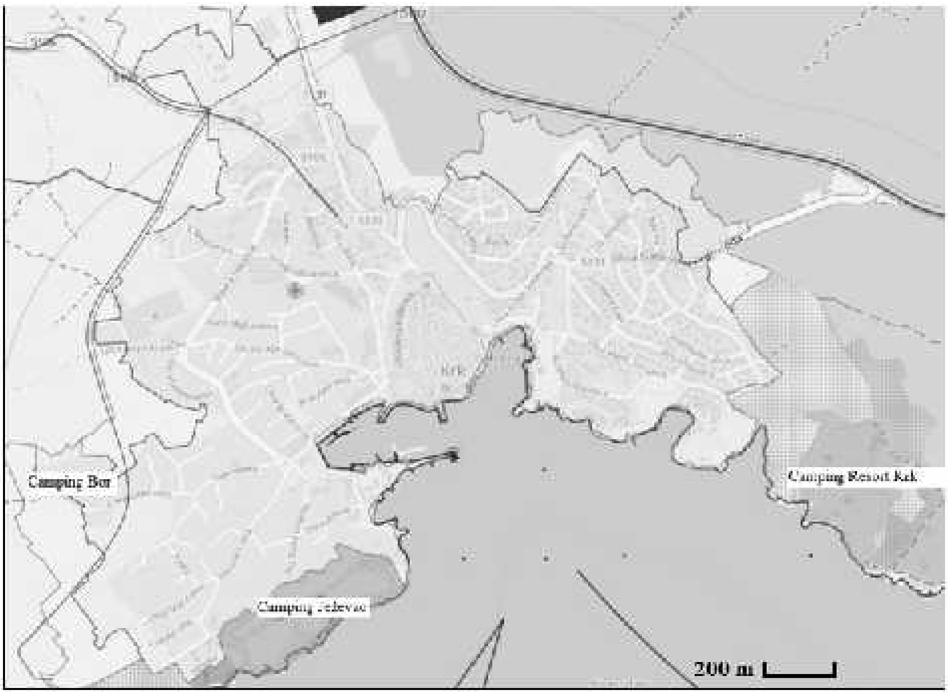

Fig. 4. Campsites in spatial structure of the town of Krk
Source: Spatial Plan of the Town of Krk, 2007b

Because it is a campsite on private land, Camping Bor has not changed its surface since its foundation. Camping Ježevac spread in the period from 1984 to 1986 when it occupied its today's area. Although, according to the Spatial Plan of the Town of Krk (2007a), along the Camping Ježevac there is more area intended for tourism use, the campsite did not expand because of the unresolved property-legal relations.

Naturist Camping Politin did not enlarge its surface until 2013 when it became a conventional campsite, Camping Resort Krk. Then the changes of the surrounding area were made to provide new campsite pitches. A large number of mobile homes, as well as wellness center were built, sanitary facilities (toilets, showers etc.) were expanded, a forest next to the campsite was cut, the area was cleansed from rocks, the drywalls were removed from the shabby surrounding area and asphalted access roads and roads in new parts of the camp were built. All of these actions have led to increased environmental pressure than it was before. In order to compensate for negative environmental impacts, the camping itself has put more emphasis on ecology and sustainable tourism development. In 2014, a facility for biological wastewater treatment and ecological irrigation was established (Camping Adriatic, 2017). Maintenance of the environment is now one of the main tasks for camping management, and partly because of it, the camping became a family eco-camp with 5-star category in 2016, the first and the only campsite with the highest categorization in Croatia (Camping Adriatic, 2017). A new category was followed by the facilities in the camping supply. An aquapark was opened, new luxurious mobile homes and tents for glamping were set up, sanitary facilities were enlarged, a cinema amphitheater was made etc. Observing all the facilities of Camping Resort Krk it is obvious that the traditional way of camping in its supply no longer exists and that there has been a exclusive camping resort established. As a consequence, there is a stronger spatial impact identified in the Camping Resort Krk than in the case of the other two campsites in town. This leads to the conclusion that the increase of the tourism supply influences on the enlargement of the spatial and environmental impacts, usually in negative way. Camping Resort Krk, which once used to be one of many accommodation facilities in the town of Krk, has now become the camping tourism destination for itself, because the majority of camping tourists can find all they need and want for their vacation inside the campsite. Although Camping Resort Krk became a conventional camping, Tomaževo, the only naturist beach in town, is located right next to the campsite, so camping did not lose part of old guests who prefer naturism.

As camping tourists continue to link concept of camping closely with nature, it can be assumed that the tourism development in the town of Krk has had a negative influence on camping tourism, since the campings Bor and Ježevac practically merged with the built parts of the settlement. On the other hand, Camping Resort Krk is still surrounded by coniferous forests and macchia. In order to preserve the identity and main characteristic of camping tourism (stay in nature environment), in all campsites in the town of Krk at least 40% of their total surface have to be green and park areas (Spatial Plan of the Town of Krk, 2007a).

QUESTIONNAIRE SURVEY IN THE CAMPSITES OF THE TOWN OF KRK

Camping Ježevac - example of traditional camping

In Camping Ježevac, traditional way of camping can still be recognized. Although, German tourists are presented in highest percentage, the most important and influential guests in this campsite are Slovenians (who are often calling themselves, "pavšalisti" or seasonal guests – these guests are renting camping pitch for the whole season and that same pitch cannot be leased to other guests in the same time). Apart from Slovenians, it is possible to notice higher numbers of guests from Italy and Austria. Local guests - Croatians – are more presented in this traditional way of camping, which is not a case in other campsite types. One the other hand, more demanding guests who are willing to pay more for the given service, i.e. from Belgium and Denmark are underrepresented. Dutch guests are also present, but not in such a high percentage as in exclusive and small family run campsites (Fig. 5).

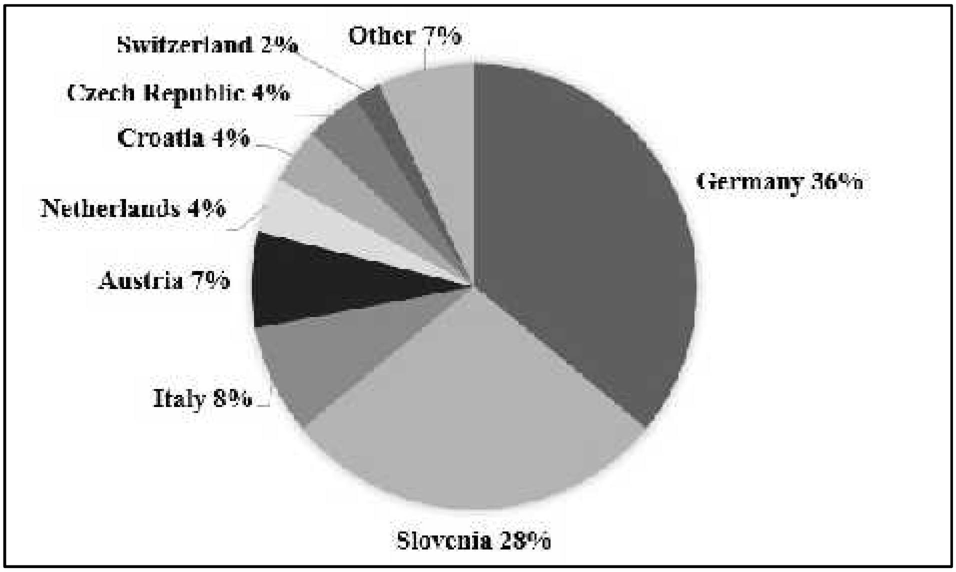

Fig. 5. Tourist nights by nationalities in Camping Ježevac in 2015
Source: Camping Ježevac Internal Statistics, 2015

In Camping Ježevac 62 guests were interviewed (30 M and 32 F). Excluding Croatians, almost 49% of foreign participants have already visited Camping Ježevac 10 or even more times. From this data it is easy to conclude that traditional camping tourists are very loyal guests who are coming quite a number of years in Ježevac (there is more than one case where several generations within same family have been spending holidays together).

Some of the most important characteristics of holidays in traditional campsite Ježevac were: “atmosphere as at home”, socializing with family and friends, children safety and location within town of Krk. Although there is a wide tourism supply in this campsite: sports courts and fields, animation, restaurants etc., guests are quite unsatisfied with the quality of its facilities: beach, congestions, lack of children areas, sanitary facilities, lack of multilingual signs (lack of Slovenian language) etc.

In general, guests from Slovenia are the most unsatisfied camping tourists of Krk’s campsites, but the vast majority of them are sure that they will come back again next year to Camping Ježevac. One of the major characteristic of traditional camping is loyalty. Guests who are coming year by year are attracted by the campsite facilities, and less by the tourism supply in town. It is possible to conclude that campsite is tourism microdestination by itself. To support this thesis, several guests noted: “It is unlikely that I can imagine at all spending my holiday in any other place rather than Ježevac!”

Because traditional campsites have their regular guests, most of them leave their camping equipment in the campsite all year round. Moreover, traditional camping tourists are proud of their camping lifestyle and they don't want to change it at all. They are used to spend time socializing with other guests (playing cards, cooking, partying etc.). This opinion is specially spread among older population and one of them said: "I don't need either swimming pool, nor waterpark, nor A/C in the trailer like those over there have (e.g. in Camping Resort Krk). As long as we have "our" people and fishermen festivities, we already have all".

Camping Resort Krk – example of modern and exclusive camping

Camping Resort Krk can be recognized as a role model for exclusive campsites. Because of wide spectrum of supply, many facilities, high service level, but also quite high price of camping, Camping Resort Krk follows all the trends of modern camping. National structure of the guests also follows the same pattern: most of the guests are coming from Germany, the Netherlands, Austria and Scandinavia (some of the European richest and most developed countries). As a result, national structure of the guests is completely different from the traditional campsite example – Camping Ježevac (Fig. 6).

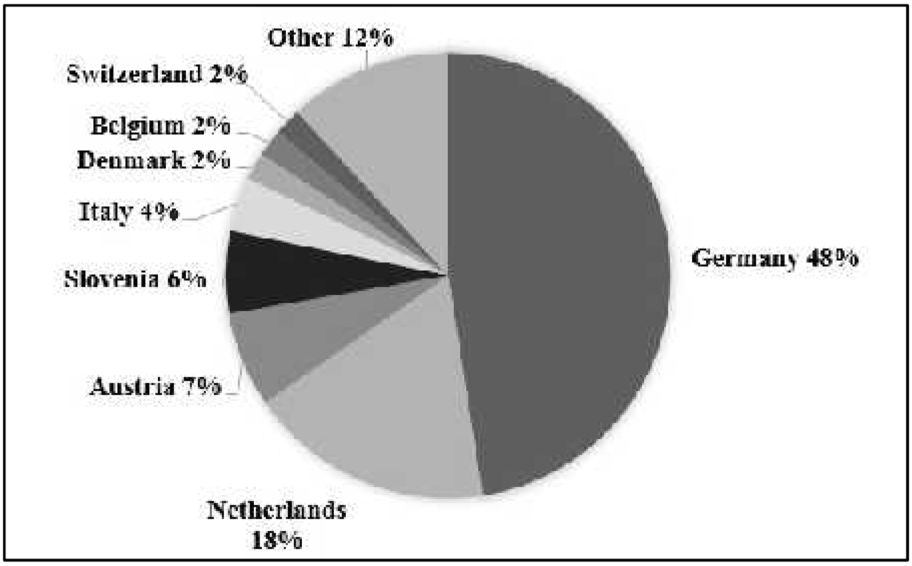

Fig. 6. Tourist nights by nationalities in Camping Resort Krk in 2015
Source: Camping Resort Krk Internal Statistics, 2015

Camping tourists are loyal to Croatia as a destination (79% of them have already visited Croatia at least once). Due to the fact that Camping Resort Krk is a new campsite, it is hard to conclude on guests' loyalty, although there are several cases of those who have already been guests of this camping resort. Many of them (65% of respondents) would like to come back to the Croatia, but returning to the exact same campsite was not so frequent answer as in traditional campsite (48% of respondents in exclusive compared to 58% of them in traditional campsite). This type of camping tourists, i.e. modern camping tourists, could be more eager to explore as much as possible different places.

Guests of the Camping Resort Krk are paying a lot attention on the service and the facilities, similarly as guests in other exclusive campsites. On this example can be shown consistency in tourism: if you are paying more, you are expecting more to get for your money. More than any other campsite guests, guests in the exclusive campsites want to feel value for money, high level of service, good care and entertainment for their children, recreational options (such as rent-a-bike, swimming pools, massages etc). Camping Resort Krk guests are also showing satisfaction with the nature and surrounding area. Here can be also confirmed another thesis of modern camping tourism: socializing and making new connections is also important for modern camping tourists, but still, individuality should be respected, personal space is restricted (strictly separated pitches with the beds of flowers or bushes). Some of the Resort guests are not identifying this place like campsite but like 5-star hotel in the open space (mobile home village and glamping tent village).

Since Camping Resort Krk does not provide opportunity of leaving equipment in the Resort, many guests will store their equipment in the camping depots during the winter (again, higher income and standard is proved). Ownership structure is also an indicator of difference between the campsites: majority of guests are staying in the rented vehicles or in mobile homes and the tents rented by one of the agencies. Agencies do not even offer this service in other campsites due to the fact that mentioned service is too expensive for their guests.

Camping Bor – example of small family run camping

Comparing small, family run campsite (Camping Bor) with other types of campsites, it can be noticed that campsites of this type are transitional types of campsites. In Camping Bor traditional camping characteristics (such as importance of socializing, atmosphere) can be found, but they are combined with characteristics of modern and exclusive camping: wide supply of service and entertainment facilities. In small family run campsites, nationality structure of camping tourists is similar to Croatian camping tourism in general, but also, sometimes it is possible to find much more diverse nationality structure than in other campsite types (Fig. 7).

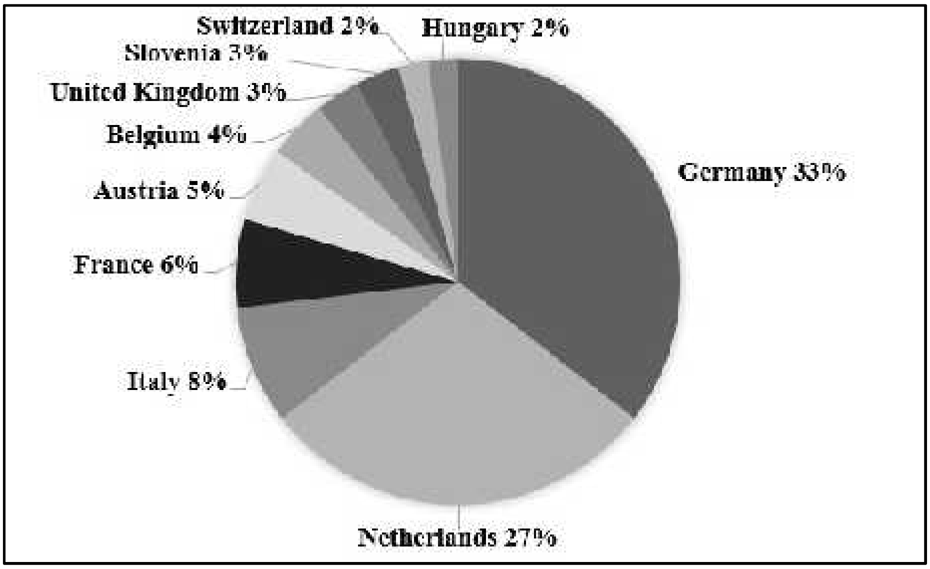

Fig. 7. Tourist nights by nationalities in Camping Bor in 2015
Source: Camping Bor Internal Statistics, 2015

Similar to other two types of campsites, campsite guests in small family run campsite are showing loyalty to the Croatia as a destination, but not to the island of Krk and Camping Bor. More than two third of the questioned guests stated that they are for the first time in this destination (campsite and an island) and it is quite likely that this guests won't come back next year to the same place. Six of them, all from the Netherlands, gave the same answer: "Every year we are choosing new destination at the Adriatic in Croatia." Higher level of loyalty is noticed among German and Slovenian guests (60% of German and 75% Slovenian respondents have visited this campsite and they are planning to visit it also next year). Majority of the respondents (69.44%) in this campsite was attracted by recommendation in tourist guide (for example in Dutch ANWB or German ADAC). One of the differences between traditional and exclusive campsites on the one side and small privately and family run campsites on the other side is the fact that for the guests in small family run campsites surrounding area (the town of Krk or the island of Krk) has bigger importance as a tourism destination than the campsite by itself.

These camping tourists are not such demanding guests, as for example in exclusive campsites, but value for money and given-taken balance is very important for them. Guests in this type of campsite also tend to visit more destinations during their holidays (several campsites during their trip) and also it is logical to conclude that their average stay is much shorter than in other two types of campsites. Although it is possible to store the equipment in the campsite during the winter, only small number of guests does so because of already mentioned fact that it is not likely that many guests will come next year to the same destination.

Most of the equipment is privately owned (similar to the traditional camping) and type of the camping can be connected with the age groups: older campers are tending to have motorvans and trailers (bigger comfort but also higher income groups), while younger guests are coming more often with the tents. Unique feature in this small family run campsite is significant proportion of guests (22.2%) who are going on the holiday with their motorcycles. Guests on the motorcycles are also one of the most mobile guests who stay shorter in one campsite, but tend to visit more campsites during their holidays.

Differences in attitudes and habits of respondents in the campsites of the town of Krk

Although spatial distance between campsites in the town of Krk is not wide, characteristics, but also attitudes and habits of the guests are significantly different (Tab. 2). Differences can be noticed through habits of camping: for example, guests in traditional campsites are choosing camping as their lifestyle during holidays and transfer this to their children, while for guests in exclusive campsites, camping is not the only type of spending holidays.

Differences are noticed in the way of storing equipment (in campsite for traditional guests and at home or in camping depot for guests of exclusive campsites and small family run campsites). Storing their equipment in camp-depots is more likely for the guests from exclusive campsites due to the price of depo and their higher income. Guests of traditional and small family run campsites are most often owners of their equipment (usually older and lower quality than the equipment of the guests from the exclusive campsites). Within exclusive campsite guests, due to their higher income, it is noticed that they more often than guests from other campsite types rent or borrow camping equipment. While analyzing importance of camping supply elements and guest satisfaction, it can be concluded that between some elements there are not significant differences (for example categories: “nature” and “safety”). In some other elements of supply there are differences connected with the campsite price range but also with the expectation of the guests. It is logically to expect that guests who are paying more for their holidays expect more and value for money will be quite important. Guests in exclusive camping are the most demanding ones and for them additional facilities, animation, entertainment, cleanness, gastronomy etc. are very important. It can be observed that for these guests, supply and possibilities in the campsite (resort) are more important than the tourism destination where the campsite is located. Completely opposite situation is in traditional campsites. For traditional campsite guests location of campsite within destination is very important. This importance can be seen through their main habits: walking, entertainment/clubbing, shopping etc. Although, same elements are having importance in other types of campsites, the most important elements to the guests of small family run campsites are: price (these are guests with the lowest income) and the distance between destination and their home. Also, for this types of guests is important that roads and connections between home and destinations are good because it is noticed that guests who are preferring to stay in small family run campsites during their holiday are often combining stay in several different campsites.

Tab. 2. Results of questionnaire among the guests of campsites in the town of Krk

	BOR (small family run camping) (N=36)		**JEŽEVAC (traditional camping) (N=62)**		**CAMPING RESORT KRK (exclusive camping) (N=29)**	
How often do you go camping?	First time	4	First time	3	First time	4
	1 – 4 times	6	1 – 4 times	16	1 – 4 times	7
	5 – 9 times	12	5 – 9 times	12	5 – 9 times	9
	10 – 14 times	3	10 – 14 times	6	10 – 14 times	6
	≥ 15 times	11	≥ 15 times	24	≥ 15 times	3
Camping equipment	Tent	11	Tent	11	Tent	8
	Trailer	15	Trailer	30	Trailer	12
	Recreational vehicle	10	Recreational vehicle	13	Recreational vehicle	3
	Mobile home	0	Mobile home	8	Mobile home	6
Property of equipment	Private	34	Private	49	Private	19
	Rented	2	Rented	9	Rented	10
	Borrowed	0	Borrowed	4	Borrowed	0
Equipment location in the off-season	In camping depot	5	In camping depot	4	In camping depot	10
	At home	29	At home	19	At home	16
	At the campsite	2	At the campsite	38	At the campsite	3
Level of satisfaction with the attractions and facilities in camping (1=lowest; 5=highest)	Nature	4.25	Nature	4.26	Nature	4.34
	Safety	4.53	Safety	4.38	Safety	4.58
	Distance from home	3.92	Distance from home	3.91	Distance from home	3.72
	Location within town of Krk	3.81	Location within town of Krk	4.88	Location within town of Krk	4.20
	Gastronomy	3.88	Gastronomy	3.88	Gastronomy	4.17
	Roads and the traffic	3.97	Roads and the traffic	3.79	Roads and the traffic	3.89
	Prices	4.17	Prices	3.37	Prices	3.48
	Service, entertainment	3.39	Service, entertainment	4.02	Service, entertainment	4.55
	Cleanliness	4.31	Cleanliness	4.36	Cleanliness	4.72
	Beach	3.64	Beach	3.88	Beach	4.62
	Value for money	4.08	Value for money	3.74	Value for money	4.00

CONCLUSION

Based on differences in the capacity of campsites, location factors, spatial impacts and the consequences, characteristics of supply in campsites as well as motivations, attitudes and habits of camping tourists three types of campsites can be identified: a) traditional camping, b) exclusive camping, and c) small family run camping.

Traditional campsites are often located at the former edges of residential areas of cities and towns, which, due to the intensified primary and secondary housing, as well as building of tourism capacities, have come close to the camping or simply surround it. In traditional campings classic (or "old-fashioned") camping supply prevails. The majority of guests stay in tents, trailers or caravans, but nowadays supply in traditional campsites has been upgraded with mobile homes as accommodation capacities. Although the spatial impacts are smaller than in exclusive campsites, due to building of mobile homes they are becoming more and more intense. Traditional campsites attract a part of their old, loyal guests whose primary motivation during the stay is socializing, friendly atmosphere and staying in a familiar environment. For those camping tourists the primary tourism destination is the chosen campsite and the town or city in which the campsite is situated has the secondary importance. Guests of the traditional campsites combine their stay in the camping with visits to the town or city where the campsite is located for shopping and entertainment, but most of the time they spend in the campsite or at the nearby beach (traditional "Sun and Sea" concept of vacation).

Exclusive campsites have been appearing in Croatian tourism supply over the last fifteen years. They are emerging on new, remote locations from the local settlements or by modernization of former traditional campsites. Richer and more luxurious accommodation (mobile homes, tents for glamping) and other facilities are the main reasons for the more built areas than in traditional campings, although the environment is striving to be improved with well-maintained greenery. Due to the large supply of facilities, high quality and services, these campsites look like "outdoor hotels" in which guests still have a sense of staying in nature, but in a more luxurious way than in a traditional campsites. Large areas of this type of campsites are occupied by mobile homes as well as tents for glamping as a new camping supply. For guests in exclusive campings, camping supply (wide choice of catering, entertainment and wellness facilities) is the main reason for choosing a tourism destination. For that reason exclusive campsites could be recognized as a self-contained tourism destinations and for their guests tourism supply of surrounding towns and cities have less importance in choosing the holiday destination, so they do not leave the chosen campsite very often during the stay. It is important to note that the spatial and environmental impacts of these campsites are much stronger than in traditional campsites. Parallel with the rise of the camping category impacts (mostly negative) on the surrounding area are increasing.

Small family run campsites stand out for the smaller area and the ambiance they offer. The basis of their attractiveness is a more quiet, family atmosphere, with quality, but no such diverse supply as in exclusive campsites. In this way, they follow the new concepts in camping industry. Although there are less built accommodation facilities (i.e. mobile homes, tents for glamping), due to the exclusive, more private atmosphere this type of campsite could also attract camping tourists of higher income. Guests of small family run campsites often visit a town or city where the camp is located, as well as the surrounding areas, and during vacation often combine stays in campsites in several different destinations.

In line with the qualitative transformation of camping tourism in the world, in the further development of camping supply in Croatia, an increase of the number of exclusive and small family run campsites can be expected, together with the decrease of the number of traditional campsites, part of which will surely be transformed into exclusive campsites. In general, this trend should also result with an increase of the category of Croatian campsites, as well as ecological standards and the specialization of campings towards to certain market segments of camping tourists. Thus camping tourism would remain an important place in the Croatian tourism structure.

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COMPARISON BETWEEN SPATIAL DISTRIBUTION OF SECOND HOME PHENOMENON AND OTHER LEISURE MOBILITY FORMS IN KOPRIVNICA-KRIŽEVCI COUNTY

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Vuk Tvrtko Opačić[43]

Abstract
Unlike other forms of leisure spatial mobility (tourism, excursions, outdoor recreation), the second home phenomenon includes elements of habitation or place attachment to the receiving area. Although all leisure activities are generated by the desire for temporarily change of the dwelling place and escape to recreational amenity rich areas, the leading second home and tourism-excursion-outdoor recreation areas do not fully coincide. The goal of the paper is to examine the spatial overlapping of the second home phenomenon and other leisure mobility forms in Koprivnica-Križevci County to provide scientific contribution to the research of spatial (non)matching of the mentioned phenomena in rural areas of Croatia. Koprivnica-Križevci County was therefore chosen because it is a typical rural area in the Peripannonian region of Croatia, which does not stand out on a national level either according to a large number of second homes, or according to more prominent tourism flow, but in the near future a stronger development of leisure spatial mobilities can be expected.
The spatial overlapping of the second home phenomenon and other leisure mobility forms in Koprivnica-Križevci County was examined through the following steps: a) identification of the leading second home areas in the County according to the number of second homes at the level of the settlement in 2011; b) identification of leading tourism-excursion-outdoor recreation areas in the County at the level of the settlement according to four indicators: number of overnights in 2016, number of tourist beds in 2016, number of catering facilities linked with tourism-excursions-outdoor recreation in 2017, number of tourist attractions in 2017; and c) analysis of spatial overlapping of second home phenomenon and other leisure mobility forms.
Key words: second home phenomenon, tourism, excursions, recreation, Koprivnica-Križevci County, Croatia

INTRODUCTION

All leisure activities are generated by the desire for temporarily change of the dwelling place and escape to recreational amenity rich areas. Thus, second home phenomenon, as a specific form of spatial mobility initiated by the consumption, combine several aspects of mobilities with regard to their temporality and spatiality, for example: a) one-day visits to the second home after work (day excursions), b) stays in second homes on weekends and during short holidays, c) stays for longer holidays (seasonal migrations), d) stays in the majority of the year, which can be transformed into e) permanent

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migrations of retired second home owners, but also of other owner profiles (Williams et al., 2004).

Unlike other forms of leisure spatial mobility (tourism, excursions, outdoor recreation), the second home mobilities include residential elements or place attachment elements to the receiving area, as well as leisure mobility elements. Considering the level of attachment to a receiving area, second home owners belong to a category in between the tourist or excursionist that symbolizes mobility, and the local recreationist (permanent resident of the nearby area) characterized by the strongest place attachment.

Although all forms of leisure spatial mobility are basically motivated by the same or similar reasons, they differ between themselves and therefore their spatial distribution does not always coincide. Generally, non-matching of the spatial distribution of second home phenomenon and other forms of leisure spatial mobility are more prominent in the leading mass tourism regions (e.g. seaside or ski tourist resorts) (Opačić and Mikačić, 2009), than in rural areas away of mass tourism demand. However, in rural areas at the local level, differences in spatial overlapping of second home phenomenon and other forms of leisure spatial mobilities (tourism, excursions, outdoor recreation) can also be noticed, because the second home phenomenon is more dispersed (Opačić, 2009; Opačić, 2012; Miletić et al., 2017). Whereas, other forms of leisure spatial mobility are usually more concentrated around the most attractive locations for leisure activities in the countryside.

Analyses of the spatial overlapping of second home phenomenon and other leisure mobility forms is an introductory step in the research of the relationship between leisure mobility forms in rural areas of Croatia. Their complex linkages are difficult to analyze for rural areas of Croatia in whole. Therefore, they can be analyzed more precisely in a smaller area. Koprivnica-Križevci County was chosen as an illustrative case study because it is a typical rural area in the Peripannonian region of Croatia, which does not stand out on a national level either according to a large number of second homes (only 4,079 second homes or 1.64% of total number of second homes in Croatia according to Population Census data in 2011; Croatian Bureau of Statistics, 2013) or according to more prominent tourism flow (18,864 tourist arrivals in 2016 or 0.12% of total tourist arrivals in Croatia in 2016; Croatian Bureau of Statistics, 2017), but in the near future a stronger development of leisure spatial mobilities can be expected (Fig. 1).

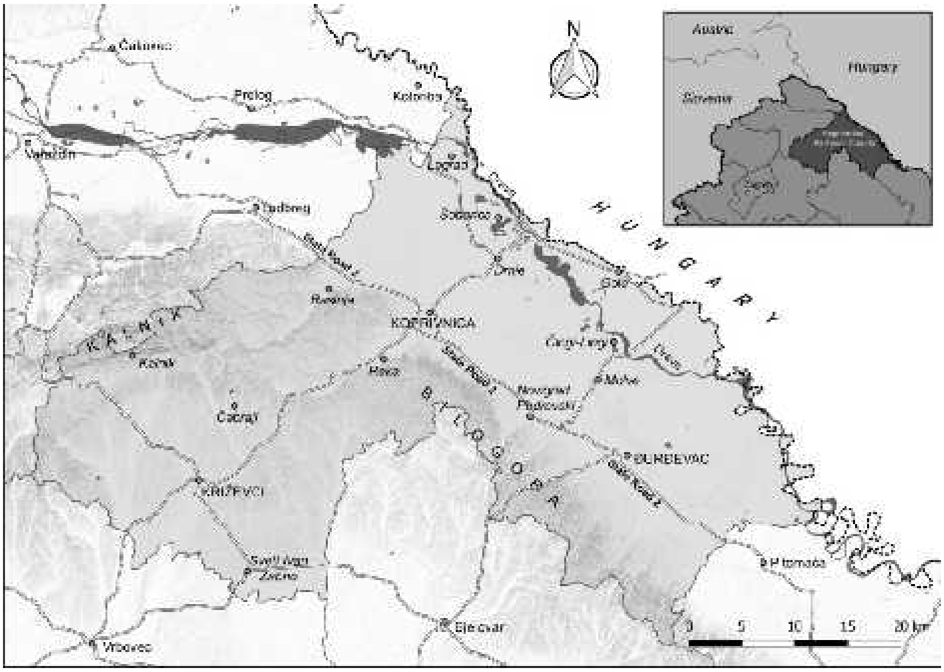

Fig. 1. Koprivnica-Križevci County

Sources: GISDATA d.o.o., 2005; State Geodetic Administration, 2005; State Geodetic Administration, 2015

Koprivnica-Križevci County is located at the contact of several physical-geographical spatial units. Along the Drava river, and state border to Hungary, a wide Podravina plain is stretching. It is the leading agricultural area in the County, with a dense network of rivers and streams that have formed numerous meanders and swampy areas in former river flows. To the west, the Podravina plain gradually exceeds into the forested slopes of the Bilogora and the Kalnik hills, whose southern parts are marked by vineyards in the cultural landscape (Dugački 1974; Feletar and Feletar, 2008; Magaš, 2013; Opačić and Fijačko, 2017). Most of the second home mobilities, as well as the tourism-excursion-outdoor recreation spatial mobilities towards the rural areas of Koprivnica-Križevci County are generated from the regional and subregional urban centers from the County (e.g. Koprivnica) as well as from neighboring counties (e.g. cities of Varaždin and Bjelovar) (Fijačko, 2016, Karaula, 2016).

RESEARSCH GOAL AND METHODOLOGY

The goal of the research is to examine the spatial overlapping of the second home phenomenon and other leisure mobility forms in Koprivnica-Križevci County to provide scientific contribution to the research of spatial (non)matching of the mentioned phenomena in rural areas of Croatia. The research has been based on the methodological instruments of geographical analysis and synthesis and includes analysis of statistical data (descriptive statistics), as well as visualization of spatial data in GIS program QGIS Desktop 2.18.11.

The spatial overlapping of the second home phenomenon and other leisure mobility forms in Koprivnica-Križevci County was examined through the following steps:

1) identification of the leading second home areas in the County according to the number of second homes at the level of the settlement in 2011(Croatian Bureau of Statistics, 2014);

2) identification of the leading tourism-excursion-outdoor recreation areas in the County at the level of the settlement in 2016 or 2017;

3) analysis of spatial overlapping of second home phenomenon and other leisure mobility forms.

Quantitative methods of classification in GIS (quartile, Jenks, geometrical interval, standard deviation) did not prove to be useful for this purpose; hence class boundaries in all steps were determined intentionally, in order to reflect differences in the intensity the second home phenomenon and other leisure mobility forms in Koprivnica-Križevci County.

For the purpose of identification of the leading second home areas in the County all settlements with at least one registered second home were grouped into one out of five classes assigned from 1 to 5 points according to the Census 2011 data (Croatian Bureau of Statistics, 2014) as follows: a) ≤ 10 second homes = 1 point, b) 10-50 second homes = 2 points, c) 50-100 second homes = 3 points, d) 100-300 second homes = 4 points, e) > 300 second homes = 5 points.

For identification of the leading tourism-excursion-outdoor recreation areas in the County, four individual indicators were used: a) number of overnights in 2016 (Koprivnica-Križevci County Tourist Board Internal Data, 2017), b) number of tourist beds in 2016 (Koprivnica-Križevci County Tourist Board Internal Data, 2017), c) number of catering facilities linked with tourism-excursions-outdoor recreation in 2017 (Kalnik Tourist Board Official Website, 2017; Koprivnica Tourist Board Official Website, 2017; Koprivnica-Križevci County Tourist Board Official Website, 2017; Križevci Tourist Board Official Website, 2017) and d) number of tourist attractions in 2017 (Kalnik Tourist Board Official Website, 2017; Koprivnica Tourist Board Official Website, 2017; Koprivnica-Križevci County Tourist Board Official Website, 2017; Križevci Tourist Board Official Website, 2017). Each indicator in each settlement was assigned according to the criteria in Table 1. The higher points were scored to classes with higher value and lower points to classes with lower value. By counting points for all four individual indicators, an integrated indicator for the total presence of other forms of leisure activities was obtained for each settlement whereupon all settlements were classified into 5 classes assigned from 1 to 5 points.

Tab. 1. Indicators and assignment values used for identification of the leading tourism-excursion-outdoor recreation areas in Koprivnica-Križevci County

INDICATOR	POINTS				
	1	**2**	**3**	**4**	**5**
Number of overnights (2016)	≤ 100	100-500	500-1,000	1,000-10,000	> 10,000
Number of tourist beds (2016)	≤ 10	10-20	20-50	50-100	> 100
Number of catering facilities linked with tourism-excursions-outdoor recreation (2017)[44]	1-2	3-4	5-9	≥ 10	
Number of tourist attractions (2017)[45]	1-2	3-4	≥ 5		
Integrated indicator for the total presence of other forms of leisure activities	**1**	**2-3**	**4-5**	**6-9**	**≥ 10**

In the analysis of spatial overlapping of second home phenomenon and other leisure mobility forms, for each settlement in the County level of overlapping of both indicators (number of second homes scored 1-5 points, number of points 1-5 for total presence of other forms of leisure activities) was identified and scored 1-5 afterwards all settlements were classified into 5 classes as follows:

a) no overlapping – one of two analyzed indicators is not registered in settlements of this class;

b) weak overlapping – point difference between two analyzed indicators is 3 or 4;

c) moderate overlapping – point difference between two analyzed indicators is 2;

d) strong overlapping - point difference between two analyzed indicators is 1;

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[44] Only catering facilities included into tourism supply on official web pages of tourist boards of the County or Towns/Municipalities were taken into analysis (Kalnik Tourist Board Official Website, 2017; Koprivnica Tourist Board Official Website, 2017; Koprivnica-Križevci County Tourist Board Official Website, 2017; Križevci Tourist Board Official Website, 2017).

[45] All settlements with at least one attraction in tourism-excursion-outdoor recreation supply (according to official tourist boards of the County or Towns/Municipalities (Kalnik Tourist Board Official Website, 2017; Koprivnica Tourist Board Official Website, 2017; Koprivnica-Križevci County Tourist Board Official Website, 2017; Križevci Tourist Board Official Website, 2017) were taken into analysis. Attractions taken into account can be classified into following groups: nature attractions, museums/galleries, wineries, events, popular fishing areas, popular excursion areas.

e) complete overlapping – without point difference between two analyzed indicators.

IDENTIFICATION OF THE LEADING SECOND HOME AREAS IN KOPRIVNICA-KRIŽEVCI COUNTY

According to Population Census 2011 data, in Koprivnica-Križevci County second homes were registered in 169 out of 264 settlements (Croatian Bureau of Statistics, 2013). Based on the above described methodology, settlements with the appearance of second homes were classified in 5 classes (Fig. 2).

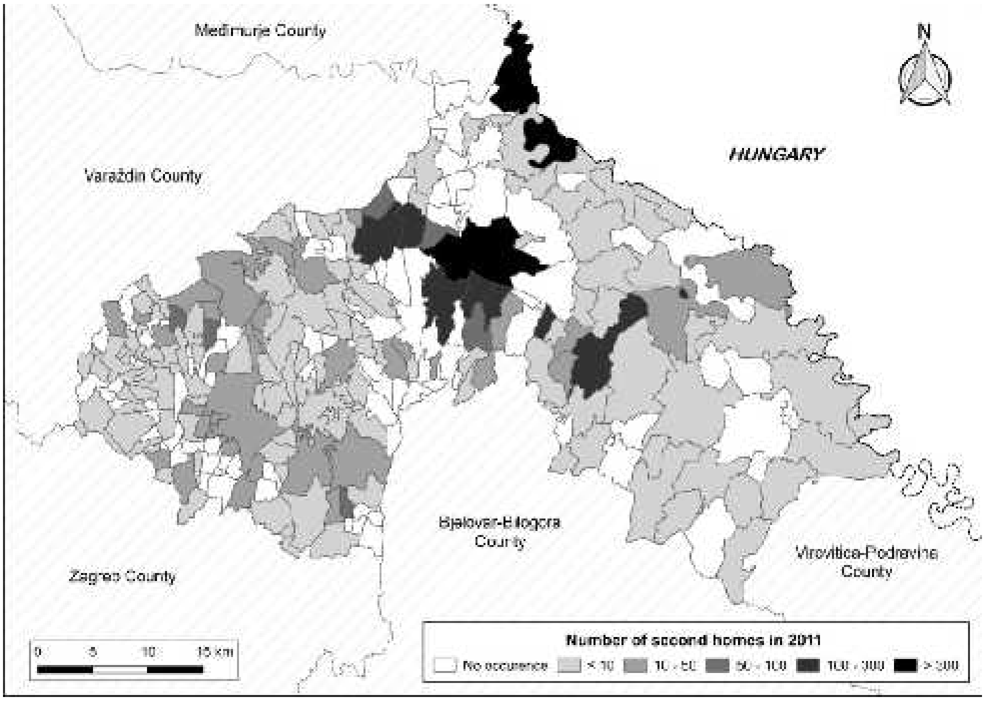

Fig. 2. Number of second homes in settlements of Koprivnica-Križevci County 2011

Sources: Croatian Bureau of Statistics, 2014; State Geodetic Administration, 2005

The only two settlements in Koprivnica-Križevci County in the top class, with more than 300 second homes in 2011 were Koprivnica (802 second homes) and Legrad (384). Most of second homes registered in Koprivnica are located within the area of local council of Vinica authority, situated between the flat part of the city and slopes of the Bilogora hills. That points to the fact that the majority of second homes are located in the outskirts of the city and in its rural recreational countryside. In the administrative borders of the settlement of Legrad there is the most developed second home resort in Koprivnica-Križevci County – the Šoderica lake. Šoderica is a typical second home resort that has been spontaneously developed along the artificial lake built for the extraction of gravel for construction purposes (Feletar, D., 2016, Feletar, P. 2016

Fijačko, 2016). It is the leading second home resort in the County and the only one settlement that is continuously from 1971-2011 in top five settlements according to the number of second homes. In 1971 and 1981 Šoderica was the leading second home resort in the County, while in 1991, 2001 and 2011 it was on the second place according to the number of second homes (Opačić and Fijačko, 2017, 101).

Eight settlements were classified in the second class with 100-300 second homes: Starigrad, Subotica Podravska, Borovljani, Reka, Novigrad Podravski, Čingi-Lingi and Rasinja. The majority of the second homes in these settlements is purposefully erected at the suitable locations on the contact of the Podravina plain and the Bilogora hills in the rural recreational countryside of Koprivnica. Most of the settlements listed above are situated along or near "the Podravina Highway" (state road No. 2). The exception is the village of Čingi-Lingi, another typical second home resort spontaneously formed on the shores of the artificial lake in the Podravina plain.

Six settlements in the "50-100 second homes class" are located on two distinct locations: a) near Koprivnica, at the contact of the Podravina plain and northern slopes of the Bilogora hills (Cvetkovec, Kunovec Breg, Jagnjedovec) and b) in the Kalnik hills area (Šopron, Črnčevec). The only exception is Brdo Cirkvensko on the southern slopes of the Bilogora hills. Second homes in these settlements were mostly purposefully built by their owners.

In the "10-50 second homes class", 36 settlements were identified, primarily in the Kalnik hills, but also in other locations of the County (e.g. slopes of the Bilogora hills, the Podravina plain). In the settlements of this class, two main ways in the genesis of second home phenomenon have been noticed: a) purposefully construction of second homes by their owners, and b) conversion and adaptation of former houses for permanent residence into second homes after the death of the older generation. Latter particularly appears in scattered settlements in the Kalnik and Bilogora hills, which were early affected by the emigration of the younger population (Opačić and Fijačko, 2017, 113).

In the bottom class with 1-10 second homes, 117 settlements were classified. Those settlements can be found in different parts of the County, so the regularity in their spatial distribution could not be recognized. In this group of settlements, the second home phenomenon is a random occurrence, and it usually arises from conversion of former houses for primary housing into the houses for secondary housing after the death of older family members.

As the leading second home areas in Koprivnica-Križevci County can be recognized: a) second home resorts Šoderica and Čingi-Lingi on artificial lakes in the Drava river floodplain, b) slopes, especially northern ones, of the Bilogora hills and southern slopes of the Kalnik hills, as well as c) the city of Koprivnica together with certain settlements in its rural recreational countryside, particularly near "the Podravina Highway" (state road No. 2).

IDENTIFICATION OF THE LEADING TOURISM-EXCURSION-OUTDOOR RECREATION AREAS IN KOPRIVNICA-KRIŽEVCI COUNTY

According to the earlier clarified methodology, and based on the level of development of accommodation, catering and tourist attractions supply of all settlements in Koprivnica-Križevci County, each settlement was assigned points for the total presence of other forms of leisure activities (tourism, excursion, outdoor recreation) (Fig. 3). It should be pointed out that from the total of 264 settlements in the County, appearance of other forms of leisure activities was registered in only 58 settlements.

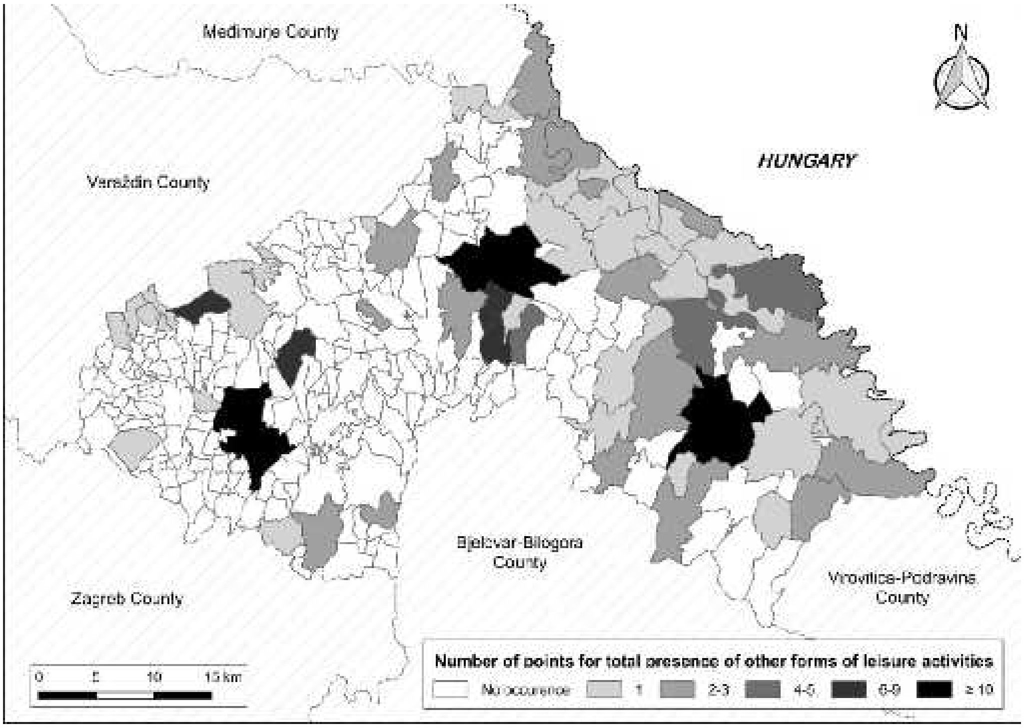

Fig. 3. Other forms of leisure activities in settlements of Koprivnica-Križevci County
Sources: Kalnik Tourist Board Official Website, 2017; Koprivnica Tourist Board Official Website, 2017; Koprivnica-Križevci County Tourist Board Internal Data, 2017; Koprivnica-Križevci County Tourist Board Official Website, 2017; Križevci Tourist Board Official Website, 2017; State Geodetic Administration, 2005

Most points for the total presence of other forms of leisure activities were assigned to urban settlements – Koprivnica (17 points), Križevci (16) and Đurđevac (15). Koprivnica has about 200 registered tourist beds, approximately 20,000 overnights, 15 catering facilities linked with tourism-excursions-outdoor recreation, two museums (“Museum of Koprivnica”, “Food Museum Podravka”), one gallery, two big events –

“Motives of Podravina”, “Renaissance Festival”,[46] and one protected area of nature (“Old Sweet Chestnut Tree in the Močile Area” – monument of nature), and therefore lead the category of urban settlements. Križevci has a few registered tourist beds more, but four time less overnights, dozens of catering facilities and three protected areas of nature (“Župetnica Forest”, “The Park near the Vladimir Nazor Primary School in Križevci” – monument of park architecture, “The Park near Agricultural School in Križevci” – monument of park architecture), two museums (“Museum of Križevci”, “Library and Small Museum of Greek-Catholic Diocese”), one gallery, few wineries and one big event – “Križevačko veliko spravišče”. Đurđevac also has about 200 registered tourist beds, 15,000 overnights, while lower number of catering facilities linked with tourism-excursions-outdoor recreation (3) is partly compensated by relatively diverse tourist attractions supply which consists of “Đurđevac Sands” - special geographical and botanical reserve, museum/gallery/interpretation center placed in the fort of “Old Town Đurđevac”, several wineries, excursion sites, fishing area and event called “Picokijada”.

Generally, cultural heritage is often concentrated in urban areas (Pančić Kombol, 2006). Towns or cities are usually centers of sacral, secular and other architectural buildings often gathered into old town cores of great cultural value. Also, urban settlements are areas of more developed functions and greater possibilities for leisure activities, so it is obvious that these areas are leaders in accommodation, catering and tourist attractions supply in Koprivnica-Križevci County.

Settlements with 6-9 points for the total presence of other forms of leisure activities are settlements in the outskirts of Koprivnica – Jagnjedovec (7) and Starigrad (6). Those settlements have smaller number of accommodation capacities, but stand out by quality catering facilities (e.g. “Podravska klet”) and excursion sites (“Sunny Village”, “Podravka Recreation Center”) which are common attractive locations for visitors, mostly residents of the nearby Koprivnica. In the same class are also the following settlements: Kalnik (9) and Čabraji (6). In Čabraji, there is a fishing area and an excursion site. Kalnik, on the other hand, is significant natural landscape and well-known hiking destination. That confirms the hypothesis that vertical relief dissection is one of the most important natural recreational attractions (Halseth, 2004).

Following by the number of assigned points for the total presence of other forms of leisure activities (4-5) are settlements Bakovčica (5), Ždala (5) and Molve (4). To their classification, together with the existence of certain accommodation capacities, also contributed presence of excursion sites (Jastrebov vrh - Bakovčica), galleries (“Gallery Tomo Balažin” in Bakovčica, “Gallery Mijo Kovačić” and “Gallery Molve painters

[46] Historical-tourism event “Renaissance Festival” in Koprivnica gathers more than 1,000 participants from dozen of European countries and attracts about 45,000 visitors during the four days (Koprivnica Tourist Board Official Website, 2017). It was declared as a top event of Croatia and assigned Superbrands status (Koprivnica Tourist Board Official Website, 2017).

circle” in Molve) and/or attractive natural sites (e.g. Čambina near Ždala) gathered under the protected natural area of the Regional park Mura-Drava.

The Regional park Mura-Drava is the main reason for assigning points for the total presence of other forms of leisure activities to most of the settlements from the “1-3 points class”, and especially to the following settlements: Botovo, Đelekovec, Gola, Legrad, Čingi-Lingi, Novo Virje, Podravske Sesvete. Preserved natural forest vegetation and vicinity of protected areas are important natural recreational amenities (Opačić, 2010; 2011), to which the presence of water-based attractions should be added – the Drava river, as well as artificial lakes in the Drava river floodplain (Šoderica, Čingi-Lingi). Areas with plenty of forest and water amenities are the most attractive for recreation. Presence of water is considered as a basic precondition for outdoor recreation, either as a source where recreational activities are being held on, or as an attractive landscape element (Pigram and Jenkins, 1999; Cooper, 2006; Poniży, 2010).

Other settlements which were assigned 1-3 points for total presence of other forms of leisure activities are primarily situated on the slopes of the Kalnik hills and the Bilogora hills (settlement Rasinja), as well as in the surroundings of Koprivnica (settlement Reka) and Đurđevac (settlements Virje, Hampovica, Čepelovac), near “the Podravina Highway” (state road No. 2).

As the leading tourism-excursion-outdoor recreation areas in Koprivnica-Križevci County can be recognized: a) urban settlements: Koprivnica (23,955 inhabitants in 2011; Croatian Bureau of Statistics, 2013), Križevci (11,231 inhabitants in 2011), Đurđevac (6,349 inhabitants in 2011), b) certain settlements in the Drava river floodplain and c) several settlements in the vicinity of Koprivnica and Đurđevac near “the Podravina Highway” (state road No. 2).

ANALYSIS OF SPATIAL OVERLAPPING OF SECOND HOME PHENOMENON AND OTHER FORMS OF LEISURE SPATIAL MOBILITIES IN KOPRIVNICA-KRIŽEVCI COUNTY

In 85 of 264 settlements in Koprivnica-Križevci County, presence of second home phenomenon or any other form of leisure spatial mobility has not been registered (Fig. 4). These are generally smaller rural settlements characterized by depopulation features. In 131 settlements, there is no overlapping because only one phenomenon has been registered, mostly second home phenomenon.[47]

[47] Number of second homes is somewhat higher in the following settlements without the presence of other leisure mobility forms: Subotica Podravska, Borovljani, Cvetkovec, Kunovec Breg, Šopron, Brdo Cirkvensko and Dedina.

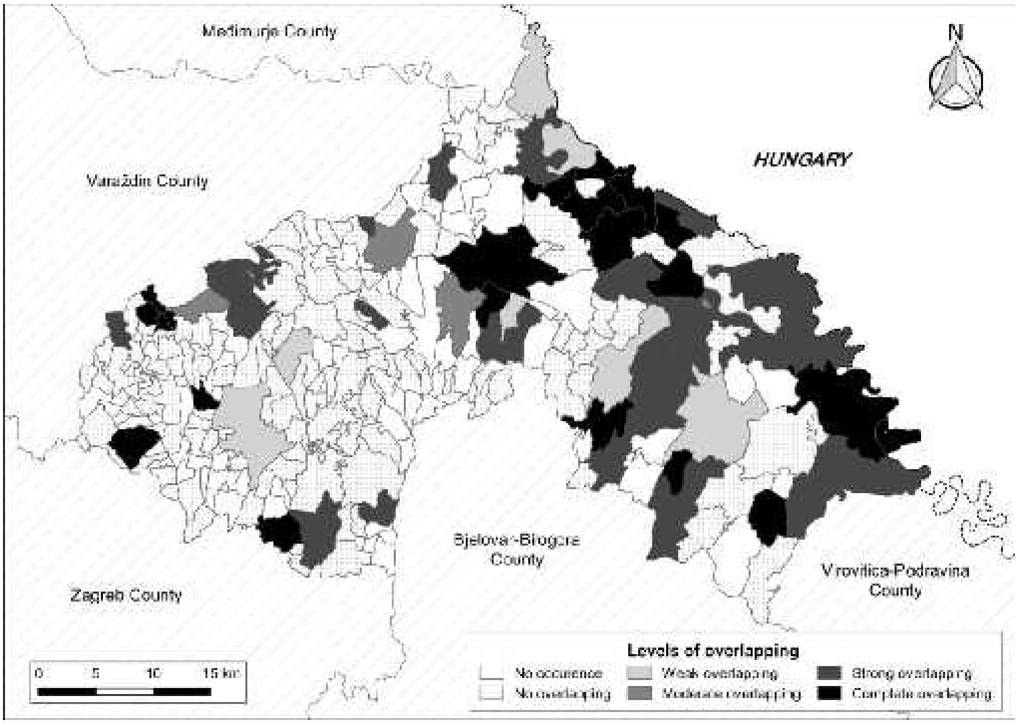

Fig. 4. Spatial overlapping of second home phenomenon and other forms of leisure spatial mobilities in settlements of Koprivnica-Križevci County
Sources: Croatian Bureau of Statistics, 2014; Kalnik Tourist Board Official Website, 2017; Koprivnica Tourist Board Official Website, 2017; Koprivnica-Križevci County Tourist Board Internal Data, 2017; Koprivnica-Križevci County Tourist Board Official Website, 2017; Križevci Tourist Board Official Website, 2017; State Geodetic Administration, 2005

For the weak overlapping, it is characteristic that there is a large difference between the number of points assigned to each indicator. Therefore, in settlements Legrad, Draganovec and Novigrad Podravski, number of points for the presence of second home phenomenon is larger than the number of points for the presence of other forms of leisure activities. These settlements are typical second home resorts: part of the settlement Legrad is the most developed second home resort in Koprivnica-Križevci County – the Šoderica lake (Opačić and Fijačko, 2017), while settlements Draganovec and Novigrad Podravski are typical vineyard areas with significant concentration of second homes. Reverse situation is in the urban settlements Križevci and Đurđevac where other leisure mobility forms are more prominent due to the stronger function of primary housing, more diverse cultural tourism supply, and larger number of accommodation capacities and catering facilities. Beside those urban settlements, rural settlement Čabraji has to be mentioned. That settlement is also characterized by larger number of points for the presence of other leisure mobility forms than the number of points for the presence of second home phenomenon, but it should be emphasized that, in this case, the real reason for such a result is a small number of second homes in the observed area.

Moderate overlapping is registered in the settlements where the presence of one indicator is more prominent, but other indicator is also “strong” enough and its presence shouldn’t be neglected. Specifically, settlement Čingi-Lingi is another lake resort where second home phenomenon traditionally prevails, but which has sufficient attractiveness for other forms of leisure activities too. Second home phenomenon is also more prominent in settlements Reka and Rasinja, but those settlements are suitable for other forms of leisure activities too, due to favorable traffic position and the vicinity of Koprivnica. This category also includes the settlement Kalnik, which is characterized by a reversed situation – as a hiking site and protected area of nature, Kalnik is more exposed to the other forms of leisure activities, especially excursion and outdoor recreation. However, attractiveness of such a landscape also creates desire to spend more time in such area and, accordingly, has influence on the development of the second home phenomenon.

Strong or complete overlapping is identified in settlements in the Drava river floodplain (Molve, Ždala, Podravske Sesvete, Hlebine, Gola, Đelekovec, Novo Virje, Sigetec, Torčec, Drnje, Ferdinandovac, Gotalovo, Brodić, Gabajeva Greda, Otočka). This is the area of Regional park Mura-Drava, which is, with all of its attractive components, the leading area in Koprivnica-Križevci County considering both indicators. Beside those settlements, strong or complete overlapping is registered in several settlements on the slopes of the Bilogora hills (Jagnjedovec, Bakovčica, Lukovec, Prnjavor Lepavinski) and the Kalnik hills (Osijek Vojakovački, Vojnovec Kalnički, Obrež Kalnički), as well as in settlements in the vicinity of Đurđevac (Čepelovac, Hampovica, Miholjanec, Mičetinac, Prugovac), near “the Podravina Highway” (state road No. 2). High level of overlapping is also noticeable in some settlements from the Križevci area (Gornja Rijeka, Cepidlak, Sveti Ivan Žabno, Kapela Ravenska, Guščerovec, Brezovljani), but this is the result of an equally small number of assigned points for both indicators.

However, the only representatively complete overlapping of second home phenomenon and other forms of leisure activities is registered in settlements Koprivnica and Starigrad, where the number of assigned points for both indicators is high or very high. Koprivnica, as the leading population and functional center of Koprivnica-Križevci County and relatively diverse area regarding relief, has developed supply and demand for both second home phenomenon and other forms of recreational activities. As a suburban settlement of Koprivnica, Starigrad is so closely connected with Koprivnica that they form a continuous urbanized area, so the observations from above can be partially transferred to this area as well.

CONCLUSION

In general, the overlapping between spatial distribution of second home phenomenon and other leisure mobility forms in Koprivnica-Križevci County was identified. Second home resorts Šoderica and Čingi-Lingi on artificial lakes in the Drava river floodplain, slopes, especially northern ones, of the Bilogora hills and southern slopes of the Kalnik hills, as well as certain settlements in rural recreational countryside of the city of Koprivnica, particularly near "the Podravina Highway" (state road No. 2) were recognized as the leading second home areas in the County. Urban settlements: Koprivnica, Križevci, Đurđevac, certain settlements in the Drava river floodplain and several settlements in the vicinity of Koprivnica and Đurđevac near "the Podravina Highway" (state road No. 2) were recognized as the leading tourism-excursion-outdoor recreation areas in the County.

Though the leading second home areas in the County are at the same time the leading tourism-excursion-outdoor recreation areas, several exceptions were noticed. At the Kalnik hills and the Bilogora hills second home phenomenon is more prominent than the other leisure mobility forms (tourism, excursions, outdoor recreation). On the other hand, in towns of Križevci and Đurđevac the other leisure mobility forms (tourism, excursions, outdoor recreation) are more prominent than the second home phenomenon.

Based on the research in Koprivnica-Križevci County, it can be concluded that in the rural second home areas the water-based attractions (e.g. artificial lakes and rivers) are equally attractive for the second home phenomenon and the other leisure mobility forms (tourism, excursions, outdoor recreation). The hilly areas are primarily characterized by the second home phenomenon, and in the following stage of the leisure activities development, rural tourism could be expected. In urban settlements (cities, towns) other leisure mobility forms (tourism, excursions, outdoor recreation) are more developed than the second home phenomenon, due the stronger function of primary housing, wider cultural tourism supply (events), as well as larger number of accommodation and catering facilities.

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NATURAL GEOGRAPHICAL TOURISM ATTRACTIONS OF PRENJ MOUNTAIN

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Abstract
Prenj mountain is located in the southern part of Bosnia and Herzegovina, in the area of the high karst of Bosnia and Herzegovina. Administratively, it belongs to the municipalities of Konjic, Mostar and Jablanica. Geological, geomorphological and biological diversity identify this area as a representative example in Bosnia and Herzegovina. Magnificent landscapes, exceptional relief characteristics, specific karst areas, glaciation marks, marked hiking trails, excursion sites, numerous endemic species, etc. present potential tourist attractions for the development of mountain, alpinistic and excursion tourism, as well as the stay of scientific expeditions and field research. Along with the favorable traffic-geographical position and the richness of tourist attractions, Prenj has been recently established as a tourist destination, of mainly adventurous tourism, and in 2012 this mountain was chosen as the best destination for mountain biking according to National Geographic. Bike park Prenj consist of 360 km of mapped and field-marked forest and uncategorized trails intended primarily for cycling but also for other types of recreation and sports. Via Dinarica, an adventure and hiking path that connects tourist attractions in seven countries (through which the mountain range of the Dinaric Alps stretches from Slovenia to Albania), has also contributed to the development of this tourism type. The White Trail (Bijela staza) represents the main path that stretches along the entire length of the Via Dinarica and links the mountains of Prenj and Čvrsnica in the research area. This paper presents geographical analysis of the natural segment of Prenj mountain tourism attraction base and gives a brief overview of tourism development from the aspect of adventure tourism.
Keywords: Prenj, tourist attractions, natural geographical sights, mountain tourism, adventure tourism, Via Dinarica.

INTRODUCTION

In general, it can be said that the mountainous areas of Herzegovina-Neretva Canton represent a great potential for the development of almost all tourist activities related to

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mountain areas. This fact applies especially to the Prenj mountain. Beautiful landscapes, marked hiking trails, steep cliffs, mountain springs, clean air, icebergs etc. represent the attraction base for tourist valorisation of the mentioned geographic elements for the development of mountain tourism. Karst terrain and glaciation marks, represent an attraction for scientific expeditions and field research. Slopes between 25° - 45° with enough snow cover represent an attraction for the development of ski tourism. It is important to note that the features of the mountain relief, as tourist attractions, cannot be analysed separately without other natural and social elements of the geographical environment, especially climatic and hydrographic characteristics, as well as potential accommodation capacities and traffic infrastructure.

The most common types of tourist valorisation of mountain areas are: hiking and other recreational activities, adventure activities on wild waters and recreation on the snow. Hiking will allow tourists to enjoy the aesthetic uniqueness of mountain landscapes and gain new experiences in observing mountain flora and fauna. The specific scenarios of walking in the mountains can be very different depending on the season, and this kind of tourist valorisation can be a particularly important source of income in the summer season for areas that are generally dependent on snow related tourist activities. Adventurous activities include cycling, mountain biking, quad biking, horse riding, and less frequent ice climbing, skating and paragliding. Recreational activities on wild waters include canoeing, sailing, windsurfing, kitesurfing, kayaking, rafting and freshwater fishing. Such tourist activities, though related to hydrographic objects, can be part of tourist offer in mountainous areas. Snow recreation activities include cross country skiing, alpine skiing, heliport, snowboarding, sledding, bob, biathlon, etc. Such recreation is mostly limited to higher mountainous areas in a snowy winter tourist season. (Charters, Saxon, 2007)

GEOGRAPHICAL POSITION

Prenj mountain is located in the southern part of Bosnia and Herzegovina, in the area of the high karst of Bosnia and Herzegovina (Fig. 1). Massif Prenj is a part of the high karst zone of the Outer Dinarides of Bosnia and Herzegovina (Lepirica, 2008). It is bounded by Neretva river valley from Glavatičevo to Bijelo Polje near Mostar, and on the south-east by mountain ranges of Velež (1969 m), Crvanj (1921 m) and Visočica (1964 m). Administratively, it belongs to the municipalities of Konjic, Mostar and Jablanica and it is often called „Heart of Herzegovina“. It is surrounded by natural and artificial lakes Boračko, Jablaničko, Grabovičko, Salakovac and rivers Neretva, Ljuta, Neretvica, Bijela and Drežanka. In the foothill of Prenj are three cities Konjic, Jablanica and Mostar.

Prenj has relatively good traffic connections; in addition to the M-17 highway, there are many forest paths leading to mountain valleys. Most popular paths are from Konjic via Borak to Ruišta, 35 km long (Borci - Ruišta 22 km), then from Konjic via Rapca to the Tisovica valley (25 km) and from Konjic via Borak to the top of Borašnica (25 km). In the mountainous areas of Herzegovina-Neretva Canton, especially on Prenj and Boračko Lake there is a large number of accommodation facilities with 1231 beds among which 10 mountain lodges.

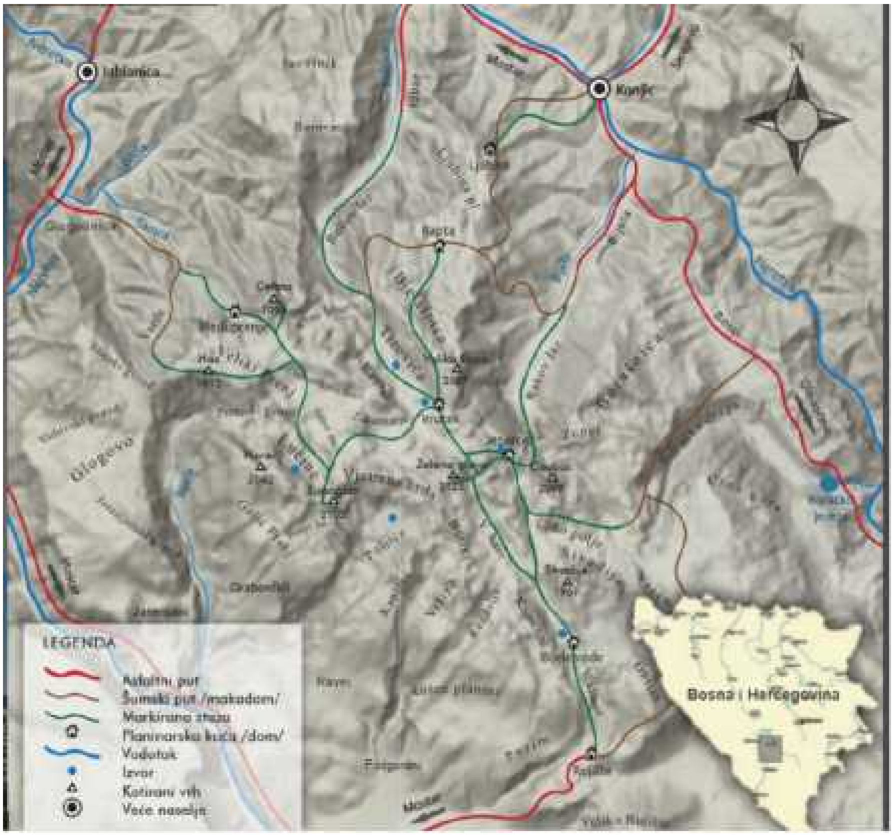
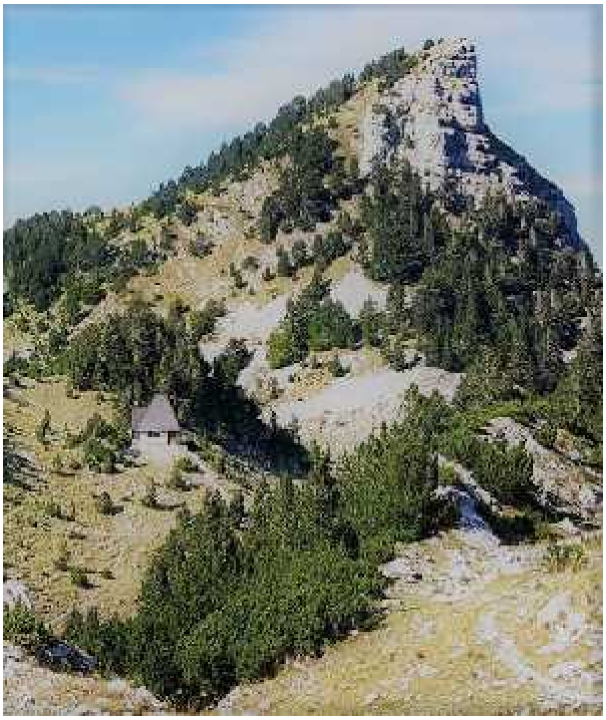


Fig. 1: Geographical position of Prenj mountain
Source: http://www.zeleni-neretva.ba/pdf/Brosura_Prenj.pdf

NATURAL GEOGRAPHICAL TOURISM ATTRACTIONS

Geomorphological specifications are the basic attribute that makes Prenj recognizable and attractive in every aspect. It is considered as one of the most beautiful and most impressive mountains in whole Bosnia and Herzegovina. Mountaineers say that Prenj is not a usual mountain but kingdom of mountain beauty and Bosnian Himalaya. Prenj deserved this title because of the diversity of mountaineering challenges, endemic species and beautiful peaks.
By its geological composition, Prenj is a complex of Mesozoic formations. Mountainous ridge consists of Triassic dolomites, which dominate in the northern part of the Prenj massif, while the rest of the Veliki Prenj, a central and southern parts, are made up of Jurassic limestones, with the exception of the smaller parts of central Prenj with the Cretaceous limestone. Prenj is distinguished by a special type of limestone - dolomitic limestone.

Prenj presents mosaic of various relief forms. Three levels of relief differ from the altitude: low valley, middle karst and high altitude forms. Two peaks - Taraš (1742 m) and Zubac (1916 m), ponikva in Jezerci below Tareš and valleys at the northeast part of Prenj – Crno polje, Vlasni do, Velike Bare, Tisovica - represent the most famous tourist destination on the mountain.
Prenj makes a border between the Herzegovina karst towards the south and the wide plateau to the north, whose relief influence specific mountain climate (Varišić, 2012). Mediterranean influences penetrates from the south and cold masses from the north of the continent penetrate through the spacious plateaus and river valleys.



Mountain peaks from the north keep the penetration of cold masses from the interior of the continent, as well as the Mediterranean streams in the interior. According to general climatic conditions, the entire Prenj area is located in a transition zone where moderate continental influences from the north are only slightly stronger than the Mediterranean from the south. Snow cover lasts until May.

Fig. 2: Peak Taraš and mountain hut Jezerce

Undoubtedly, the most famous spring is under Taraš known as Jezerce. There are three springs in the Tisovica valley: Zagon, Novak and Vrutak. Below the Velika Kapa and Borašnica, is the spring of Konjička Bijela. Lake Boračko (402 m) is located in the foothills of Prenj (Fig. 3).
Prenj is a typical representative of the Dinaric ecosystem. The rare and endemic plant species of Prenj and Čvrsnica have attracted researchers since the late 19th century. The importance of this area in the biological and ecological perspective is evidenced by the fact that about 235 plant communities are present in this area, representing about 75% of plant communities established in Bosnia and Herzegovina (Gafić, Džeko 2009).

Fig. 3: Boračko lake

Prenj and Čvrsnica are called Herzegovinian endemic development center due to the fact that 308 endemic, subendemic and relicted plant species of the Dinaric area were identified in this area, of which 44 species are the strict endemic areas of Prenj and Čvrsnica, so-called, stenoendemics. In the whole area of Prenj foothills, the most common are beech forests (Fagus sylvatica L.). The most attractive and most impressive are Black pine forests (Pinus nigra J.F.Arnold). Heldreich's Pine or Bosnian pine (Pinus heldreichii), as an endemic and endangered species, is protected by the law.

Tourist offer

Landscape contrasts with high green ridge and pointed peaks, beneath which are spacious pastures, beautiful forest landscapes and marked hiking trails, combined with relief and climatic conditions allow the development of various types of tourism:

- Mountain tourism (mountain hiking in Prenj and surrounding mountains);
- Winter mountain tourism (Rujište);
- Mount-biking;
- Rural tourism (accommodation within rural households);
- Fishing tourism (trout);
- Hunting tourism.

The length of sunshine and clean air allow for the development of heliotherapeutic and health tourism. Karst and glacial relief forms and processes represent an attraction for scientific expeditions. Numerous springs, and the wealth of hunting wildlife, enable the development of hunting tourism.

Peaks of Prenj mountain are interesting and attractive for hikers and mountain bikers. Summer is the high season time for hiking on Prenj and some of the most popular trails are:

- Rujište – Zelena glava;
- Mostarska Bijela – Lupoglav;
- Rujište – Jezerce;
- Rujište – Boračko jezero.

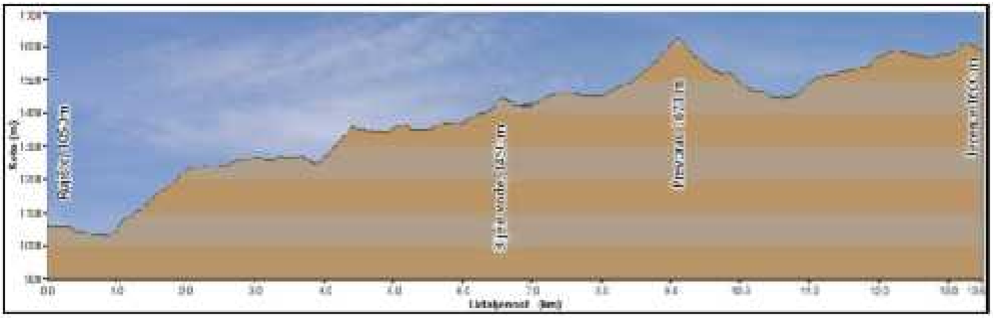


Fig. 4: Profile of mountain path Rujište – Jezerce

There has been a big shift in mountain tourism on Prenj with the development of Via Dinarica; from a localized recreational activity to a tourism product.Via Dinarica is a concept that serves to promote and develop local communities and their role in tourism and agriculture development. This project is an initiative of USAID and UNDP which connects seven countries of the Dinaric Alps mountain range: from Slovenia to northern Albania. Intention of Via Dinarica in Bosnia and Herzegovina is to reduce economic and regional disparities through the promotion of regional tourism attraction especially in less developed regions.

Via Dinarica consists of the three main Trails – Green, Blue and White (Fig. 5). White Trail is the main trail that includes all of the highest peaks of the Dinaric Alps. It’s main function is hiking, but it also includes activities like mountain biking and rafting. BH-W-06 Prenj Mountain is a part of White trail that crosses Prenj from west to south. The trail leads across peaks Zelena Glava (2155m) and Otiš (2093m), and continues further to Bijele Vode. From Bijele Vode, the trail descends down towards Rujište.

Fig. 5: Via Dinarica trails
Source:http://www.ba.undp.org/content/dam/bosnia_and_herzegovina/img/News/BiH_Via_Dinarica_trails.jpg

Mountain biking is now one of the most popular tourism activities on Prenj, due to development of Bike park Prenj. According to National Geographic, Prenj was best mountain biking (MTB) adventure destination in 2012.

Bike park Prenj consists of 360 km of forest roads which have been mapped and marked. These roads are primarily intended for mountain biking but also for other recreational purposes. Info panels show maps of the entire area as well as other useful information. They are located at the following locations:
- Rujište ski resort (in front of Snježna kuća motel);
- Jablanica (at plateau in front of museum);
- Konjic (on the pedestrian path beside the city tunnel);
- Boračko lake (at the entrance).

Mountain sides and snow cover on Prenj, in the colder period of the year represent a huge attraction for the development of ski tourism, especially in the area of Rujište. Rujište is the second built ski resort in the area of Herzegovina-Neretva Canton. From the nearest town of Mostar is only 25 kilometers away. The Rujište ski resort is located on the slopes of Prenj on topographic maps marked as Moljevina (Jahić, 2016). The

starting point of a relatively short ski path is at the altitude of only 1160 meters, while the end of the path is in the area of the village on the Rujište at an altitude of 1050 meters, with a total denivelation of only 110 meters. The average slope of the ski slope at the Rujište is only 16%, which is classified as a blue ski slope for beginners. The ski resort of the Rujište, considering its character, has only a local tourist significance because the total length of the track is only 700 meters.
In addition, climate characteristics of this area, on average, of 1100 meters above sea level, do not allow skiing season to last longer than three months. Rujište is committed to the development of all-year tourism, with the emphasis on the development of many different types of tourism. There are optimum conditions for the development of a wide range of recreational types of tourism, such as excursions, mountain climbing, mountaineering, adventure and winter skiing. Thanks to the enthusiasm and private investment of the owner of the Snježna kuća on Rujište, a 507-meter ski lift was also renovated, with a capacity of 900 skiers per hour. Night skiing is also available at this ski resort.

CONCLUSION

In general, it can be said that Prenj mountain represent an extremely important attraction for the development of almost all tourist activities related to mountain areas. The exceptional aesthetic uniqueness of its mountain peaks, hiking and bike trails, mountain lodges in Rujište etc., represent extremely significant tourist attractions, which today are unfortunately still not sufficiently recognised as tourism potentials. Geographical characteristics of Prenj represent an exceptional tourist attraction for the development of tourism. High potential of natural geographical attractions at the recent level of tourist valorisation is extremely poorly used. Problems with relatively weak tourism offer and valorisation should be sought in management, poor selection of ski slopes, extremely poor road communication, lack of significant accommodation facilities and unplanned construction of weekend houses. In the future, it is necessary to improve the governance structure, marketing and promotion activities.

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ARE THERE LIMITS FOR TOURISM DEVELOPMENT IN MEĐUGORJE?

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Abstract
Međugorje is the biggest pilgrimage center of Southeastern Europe. It is located in the southern part of Bosnia and Herzegovina, in western Herzegovina. Before the apparitions in Međugorje, it was a karst agricultural region in which its population mostly lived off agriculture, namely cultivating tobacco and grapes. Despite the fact that the official Catholic church does not recognise Međugorje as the place of the Marian apparition, that has never prevented religious people from all over the world to visit. Since 1981, when, according to the belief of the local people, the Virgin Mary appeared, until 2016, this little Herzegovinian place was visited by more than 30 million pilgrims. More than 80% of pilgrims are foreigners (Italians, Czechs, Germans, Koreans, Lebanese, Poles, Ircs and others), so Međugorje has become an international marian shrine. The Appearance of Our Lady of Međugorje as a specific event has had multiple consequences for the development of this poor peripheral Herzegovinian village: development of pilgrim tourism, landscape transformation, development of the tertiary sector, change of socio-economic structure of the population and population growth. The village greatly expanded in buildings and the landscape is transformed beyond recognition. Nowadays, tourism is the dominating activity – agriculture is becoming rare, apart from viticulture and, only recently, growing olives. This paper analyzes characteristics of tourism and urban development of Međugorje that generated a series of negative consequences, since it completely ignored the need for destination management and spatial planning.
Keywords: Međugorje, religious tourism, tourism development, urban chaos

INTRODUCTION

From prehistoric times people had proclaimed certain places as holy, where they went to seek help and mercy from their gods and saints (Leutar, et.al., 2007). These pilgrimages were usually small villages, like the Catholic Fatima, Lourdes, Nazareth and Marija Bistrica.

With time, these religious places and shrines became tourist attractions, actually destinations that annually got tens of thousands tourists who were pilgrims, “classic” tourists or merely just inquisitive visitors.

First pilgrims, also being tourists[55], were most probably people travelling to places considered as shrines. With time, those religious places and shrines became tourist

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attractions, actually destinations that annually got tens of thousands tourists who were pilgrims, classic tourists or merely just inquisitive visitors. In this manner those shrines become important factors in the development of modern tourism (Collins, 2012; Krešić et.al, 2012). Considering the most frequent locations of shrines, religious attractions are an important factor in initiating rural tourism. In peripheral rural regions religion is the mean to promote local industry and a way to regenerate rural areas.

As a consequence of religious pilgrimage tourism, the economy in those areas starts to diversify (Pourtaheri et. al., 2012). Traditional activities – such as land management and animal husbandry – become less important source of income while the population turns to catering and tourism, i.e. the tertiary sector. The peripheral area is thus economically activated which means that pilgrim tourism opens up new dimensions in development of the entire community: economic, social, and physical (Figure 1).

The arrival of tourists to a shrine brings forth the need for accommodation; beds and food as well as entertainment in their leisure time. Thus the need to build motels, hotels, guest houses, restaurants, museums and other facilities arises. Revenue brought about by such tourism is not limited to the individual, but becomes the income of the whole community, interwoven in the management of the steady supply chain. Tourism thus enables the creation of new jobs, particularly those for local residents.

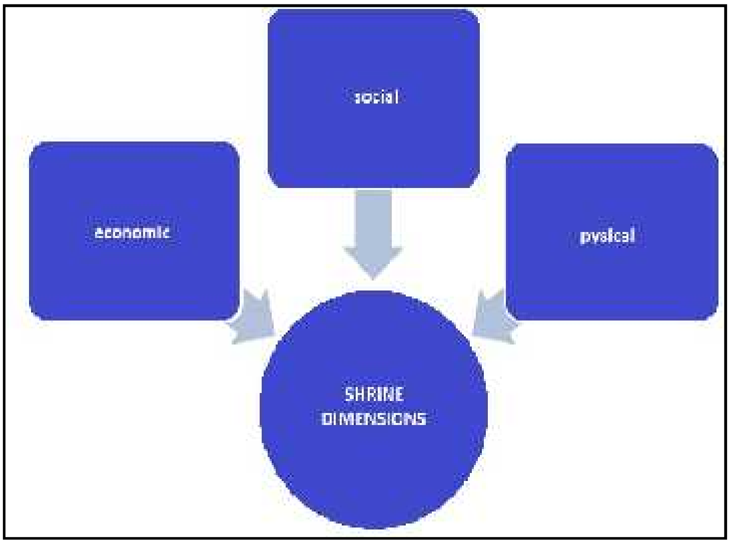

Figure 1: Dimensions of the development and transformation of the shrine

Source: Pourtaher et.al., 2012.

[55] This happened in the 8th century when organised travelling took place in France where the nobility travelled to Palestine and other countries in the Near East. Later those journeys became medieval historical itineraries, the oldest being "Way of the roses" or "Abbot Daniel to the Holy Land" created in the 12th century. The manuscript was published in 1895 in London as an illustrated guide “The Pilgrimage of the Russian Abbot Daniel to the Holy Land, 1106-1107 A.D.” by C.W. Wilson.

Tourist are encouraged to spend, among other places, in shopping malls and restaurants; they enable reopening of forgotten crafts, artefacts that will make pilgrims reminiscent of the visited shrines, the development of gastronomy, etc. In such places, previously extremely cheap, almost worthless land gets expensive.

The social dimension of the pilgrim society can be seen not only in the connection between the local population and the pilgrims, in the rise of the social status of the local population and reduced emigration, but also in the influx of a new population that permanently inhabits the region.

Pilgrimage shrines are universally considered to be safe areas where fear of getting mugged or robbed is unnecessary, yet such beliefs are not always justified. Shrines are places of false begging, crime and fraud.

Increased economic power of the local population leads to an increase in the quality of life in households and the community in general: there is investing in construction - infrastructure (water supply, power supply network, sewage) and high-quality traffic facilities are built - all of these elements become physically visible dimension of the site of the pilgrimage (Pourtaher, et.al., 2012).

This well-established and adopted matrix of the development of the tourist centre is not applicable to every tourist destination, particularly not to the fourth in Europe Marian shrine - Međugorje.

CASE STUDY – MEĐUGORJE

It can most certainly be concluded that one of the most famous and most visited shrines in the Christian world is the Marian shrine of Međugorje, in the southern part of Bosnia and Herzegovina, in western Herzegovina. Međugorje is a world famous tourist brand with all the symptoms of anarchic development and urban chaos.

Međugorje is situated in a karst area which covers barely 5 km^2. It is surrounded by a mountain ridge, to the south by Kukovac and Križevac, to the east by Gradina, none higher than 600 m above sea level. The Međugorje field is located approximately at 180 m above sea level. Along the field flows the stream Lukoč, mainly in the rainy season. Arable land, red soil or 'terra rossa' which is good for growing grapes and tobacco is located in the lowest part of the field.

Before the Marian apparition, Međugorje consisted of five villages (Šurmanci, Bijakovići, Međugorje, Miletina and Vionica) in the area of karst plateau Brotnjo. The distance from large urban centres on the Adriatic coast (160 km Split, Dubrovnik 150 km), is almost the same as from the capital city of the state (Sarajevo 150 km), while only 20 km from the regional centre of Mostar.

In such naturally poor conditions there was no potential for development and Međugorje was a poor farming region. Traditionally, the son who stayed in the village on the property inherited all the land. Female members of the family did not have that right; even when a legal system was later established in which all the children had the right of inheritance, it became customary law that women "donate" their share of the inheritance to their brothers. This led to fragmentation of estates which became typically ten times their length than width, and on which it became difficult to apply agricultural machinery. In the sixties of the past century, the farmers traded their hard work mostly in the vineyards with working at construction sites in Western Europe. Emigration from these regions began even earlier, and proceeded sporadically mainly into overseas countries.

Figure 2. Fragmentation of land in Međugorje

Source: https://www.google.com/maps/@43.1888198,17.6756276,571m/data=!3m1!1e3

In such circumstances of economy and poor resources in an impoverished state, the Marian apparition was salvation. Although the government at the time opposed the expansion of the importance of the shrine, still Međugorje started getting more and more significant role as a place of pilgrimage which first started in central Bosnia, and then in Dalmatia.

Economic dimensions of tourism development in Međugorje

Before the apparitions in Međugorje, it was a karst agricultural region in which 90 % of its population lived off agriculture, namely cultivating tobacco (200-300 tons per year) and grapes (400-800 tons per year) (Belaj, 2011).

Figure 3: An old house in Bijakovići

The poor rural village with simple single story stone houses on the border of the karst field of Međugorje transforms dramatically from 24th June 1981 when, in the village of Bijakovići, where children claimed they had seen visions of the Blessed Virgin Mary. The transformations started gradually until the end of the 1980s, i.e. until the fall of Socialist governing.

Figure 4: An example of a hotel situated 50 metres from the church, today.

In the beginning Međugorje had only a local inn. There was no accommodation in any of the villages for the pilgrims (Madžar, 2010). The first pilgrims stayed at village households without financial compensation. In the utterly agrarian area, the pilgrims visited three sites: the central St. James Church (completed in 1969), the hill Križevac 520 metres high (with its 8.56 metre tall concrete crucifix built in 1934) and the apparition site which could and can be reached by a steep, rocky path. Only one segment of the narrow village road is paved so the pilgrims use the same track as the buses and cars (Belaj, 2011).Agriculture, once the main activity in the area, has nowadays been almost eradicated. Up to 1980, the population was engaged in the production of tobacco, grapes and vegetables. Some fruits, like cherries and table grapes, were the earliest in the season to reach western European markets. Nowadays, tourism is the dominating activity – agriculture is becoming rare, apart from viticulture and, only recently, growing olives. Food in the shops is imported from other areas, or from Croatia and the neighbouring countries. The main source of income for 90 % of households is tourism, only 10 % treat tourism as an additional activity (Madžar, 2010). This fact is explicit in the change of the total number of the agricultural population in the period from 1971 to 2011 (table 3).

Table 1: Population growth in Međugorje

Area /Year	**Total population**			**Agricultural population**			**% of agricultural population**		
	1971	**2001**	**2013**	**1971**	**2001**	**2013**	**1971**	**2001**	**2013**
Međugorje with Bijakovići	2081	2419	3797	1311	97	35	63%	4%	1%

Source: The Federal Institute for statistics, 2015

Tourism brought Međugorje significant changes in the standard of living of its inhabitants. Up to 1981 most of its households had no basic infrastructure facilities.

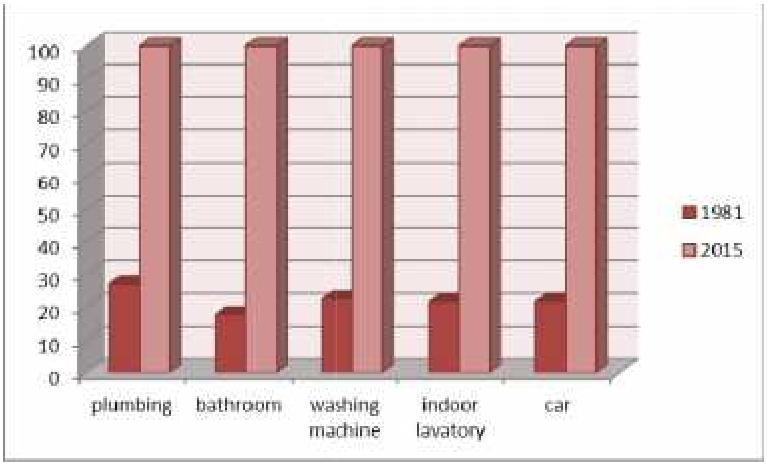

Figure 5: Infrastructural facilities in Međugorje households

Source: Madžar, 2010, research by the author, research by the authors in May 2015

Despite the fact that the official Catholic church does not recognise Međugorje as the place of the Marian apparition, that has never prevented religious people from all over the world to visit. The estimated number of visitors to Međugorje from 1981 to 2013 is

28 million pilgrims, mostly (80 %) foreigners. According to the research by Čuljak (2014), Međugorje earns €90 million (1981-2013 2.85 billion Euros), i.e. has 1.9 million overnight accommodations.

Figure 6: Area conditions and the road network in the Međugorje region
Source: *https://www.google.com/maps/@43.1888198,17.6756276,571m/data=!3m1!1e3*

The roads through the village were not paved or even gravel but simple patches of dirt. The whole area around the church was comprised of cultivated vineyards, tobacco fields or vegetable patches. The surrounding hills were grasslands.

Figure 7: View of cultivated fields in 1980’s

Figure 8 and 9: The agricultural landscape in the area around the church in Međugorje until 1980 (left) and the erected buildings of today (right)

Urbanization begins shortly after the Marian apparition (1983). Multi-storey houses are built for the reception of pilgrims, mostly in the vicinity of spiritual centres and along the road to the neighbouring municipal centres, Čitluk and Ljubuški. The deployment of new buildings, even their appearance, is determined by the size, shape and the ownerships of the plots of land.

Physical dimensions of tourism development in Međugorje

The social and urban dimensions of urban construction in Međugorje for the purposes of tourism has extraordinary implications for the ecological problems of the region (massing concrete, closing natural caves and pits, the lack of well-kept green areas, large asphalt areas, stamped out courtyards etc.).
The municipality of Čitluk in the time of the apparition had just adopted the spatial development plan for the next 20 years. Međugorje was and would remain to be an agricultural area. The apparition brought along pilgrims. They seek accommodation within families that receive them without financial compensation. An increasing number of visitors demands the building of accommodation facilities (table 1). The first buildings to accommodate guest are built on the existing narrow plots along narrow roads without sidewalks. Arable land disappears. The courtyards are paved as parking spaces for buses and cars. The municipality no longer has the power to control the construction. Every year the number of pilgrims increased.

Table 2: Rise in the number of beds in Međugorje

OBJECTS	UP TO 15 BEDS	15-30	30-50	MORE THAN 50
1989.	36	49	26	9
2003.	18	32	65	5
2015.	10	25	52	31

Source: Madžar (2010) and research by the author

The urban development of Međugorje generated a series of negative consequences since it completely ignored the need for management of the destination, and that led to an anarchy of urban and infrastructural development (Vukonić, 1992). After the initial domination of local pilgrims (from former Yugoslavia), and a large number of those from the United States, today the most frequent visitors come from Slovakia, the Czech Republic and Poland, followed by the Irish and Italians.

Intensive construction of residential and service facilities and hotels, apartments and guest houses used for accommodating of tourists from developed countries called for an increase categorization of hotels and guest houses, thus renovating construction work became ubiquitous. The locals claim that every five to seven years they have to renew their bathrooms, beds, kitchens, etc. which creates a huge amount of solid structure waste material which is not recycled but dumped in karst pits, natural caves and mostly illegal dumpsites.

Additional facilities, such as restaurants, cafes, shops, souvenir stands, clothing, and recreational facilities (for football, basketball, volleyball and tennis, and also swimming pools) are constantly being built. In the region of the city of Čitluk, the number of beds in accommodation units from 1980 to 2005 tripled, while naturally, more than 95 % of the accommodation capacity is connected to Međugorje. It is believed that today there are approximately 50,000 beds, yet there is no official data (table 3).

Table 3: Number of beds in special categories of accommodation, the official data from the Federal Institute for statistics in Bosnia and Herzegovina.

NUMBER OF BEDS	HOTEL	MOTEL	APARTMENTS	GUEST HOUSE	ROOMS	CAMPING	RESORTS	TOTAL
1980.	32	0	0	0	0	0	0	**32**
2005.	880	160	88	3960	880	120	0	**6088**
2015.	1026	180	115	4230	960	120	0	**6631**

Source: Madžar (2010) and research by the author

The village greatly expands in buildings and the landscape is transformed beyond recognition. Međugorje is becoming chaotic, a place of anarchy with no urban plan, no legalised objects (57 % of the buildings constructed are illegal), no sewage network, insufficient electric supply and no constructed rubbish deposits[56] (Belaj, 2012).
The environmental awareness of the local population is not at a high level. There is an enormous production of communal waste, the air is polluted, and light pollution is excessive. A special problem is the closing of karst pits and natural caves which have become dumpsites. Local stream beds are often used as roads, whereas they get paved. Green areas, sometimes even vineyards, often become paved parking lots.
Such unplanned tourism produces a continued negative impact on the environment. Illegal construction sites, tax evasion, objects in a non-traditional architectural style, a cultural lack of awareness of the population are all problems which the shrine has to face. A great many vehicles – buses, vans, commercial vehicles and passenger cars have no parking spaces; the streets are narrow, clogged by vehicles and pedestrians. The biggest number of pilgrims arrive at the month of the apparitions (June), during the Feast celebrating the Assumption (15th August) and to celebrate the birth of Virgin Mary (8th September); yet the number of sacred days has risen to nineteen burdening the traffic more often. A big problem is to determine the number of accommodation facilities today. According to the website www.booking.com, there are 118 dwellings for the reception and accommodation of tourists, eight of which are 4-star hotels, one five-star hotel and 26 three-star hotels in Međugorje at present. All facilities are equipped with Wi-Fi, parking and restaurants, some organise transport to airports while those with higher categories have wellness and spa centres with swimming pools.
Pressure on the environment is reflected in the efforts of building proprietors to get their hotel or restaurant as close to the central premises – the church of St. James, it is thus becoming quite common that hotels are built at a distance of 100 metres or less from the church.

Figure 10 and 11*:* The premises around the church in 1981

[56] Entire area of Herzegovina has problems with waste managment. So far, there is only one organised landfill site on the territory of the municipality of Neum and it is overloaded as it is used also by some Croatian tourist cities from Pelješac and Korčula.

The expansion of tourism has led to the settlement of newcomers from Herzegovina seeking temporary or permanent jobs in the vicinity. Inhabitants from central Bosnia also arrive; they mostly get poorly paid jobs (construction workers, maids, cleaners, etc.), while 1,500 employees – around 60 % – work illegally.
Međugorje also has an influx of foreigners – the owners of numerous hotels are Irish people.

Table 4: The fluctuation of inhabitants of Međugorje from 1948 to 2013

Village	1948.	1953.	1961.	1971.	1981.	1991.	2013.
Bijakovići	660	611	608	687	565	811	1491
Međugorje	1453	1400	1263	1394	1159	1367	2306
Miletina	484	487	410				413
Šurmanci	496	459	461			403	305
Vionica	469	476	404	425	356	398	713
Total	2582	2487	2275	2506	2080	2979	5228

BiH Census 1948 - 2013, Federal Statistics Institute, Sarajevo, 2015

The increasing population also intensifies the demand for more building land, so arable land is converted to new purposes. The cost of land, and thus real estate, is twice higher than in the nearby villages (table 5).

Table 5: The prices of apartments and land in Međugorje and neighbouring villages

SETTLEMENT	PRICE PER m^2	
	LAND	APARTMENTS
Mostar	15 €/m^2	800- 1000 €/m^2
Široki Brijeg	15 €/m^2	800 €/m^2
Međugorje	65 €/m^2	1700 €/m^2

Source: www.nekretnine.hr

Social dimension of tourism development in Međugorje

Apart from the negative and devastating impact that tourism has on the environment of Međugorje, there is also a positive socio-cultural impact on the population.
An increasing number of young people stay on in the village because of tourism; they are educatingto work in tourism (both in high schools and universities), and learn foreign languages. However, such uncontrolled tourism causes a loss of moral values, religious feelings of the local population change due to the rapid accumulation of

wealth, so do cultural habits; a new system of values is established, old traditions are replaced, etc.

Table 6: List of important dates for the testimony of faith in Međugorje

1.	18th March: Our Lady appears to Mirjana on her birthday - the most frequent guests are Italians
2.	2nd -6th March: Seminar held for organizers and tourist guides from all over the world
3.	25th March: The Annunciation of Our Lady - a feast in Međugorje
4.	4th June: Corpus Christi, Brešančevo
5.	12th to 14th May: Seminar for married couples - renewal vows
6.	13th to 16th May: Seminar for physicians
7.	24th June: Peace March from Humac in Međugorje – hiking
8.	25th June: The visionary Ivanka has special apparitions
9.	25th June: The day of the Apparition of the Virgin Mary
10.	6th – 11th July: Seminar for priests - super 500 priests Spiritual Renewal – making contacts
11.	25th July: St. James the patron of the parish of Međugorje James
12.	1st – 6th August: International youth festival Međugorje
13.	5th August: Our Lady of the Snows
14.	15th August: the religious feast of the Assumption of Mary
15.	7th September: the religious feast of the birth of Virgin Mary - the Holy Mass on Križevac
16.	24th November: Anniversary of Father Slavko Barbarić – he is the founder of Mother's Village in Bijakovići, which always hosts around 60 children; also, he founded Cenacolo Community, two houses - one for the rehabilitation of men, the other for women.
17.	Every 2nd day in the month, Virgin Mary appears to the seer Mirjana
18.	At Christmas on 25th December the virgin Mary appears to Jakov Čolo
19.	2nd November: All Saints' Day
20.	26th December: St. Stephen the first martyr, is particularly celebrated in Međugorje
21.	27th December: Holy Family – a grand feast in Međugorje
22.	Every day the seer Vicka – in Krehin Gradac, Vicka and Ivan and Marija
23.	Every 25th day in the month the seer Marija Pavlović Luneti has apparitions, the Virgin Mary sends messages through her.

Research has shown that the number of important dates for the testimony of faith, when pilgrims more often than usual come to Međugorje compared to 1981 has increased two hundred times (table 6). Even a superficial glance at these important dates indicates the violation of cultural traditions of the region. In the past, the village acknowledged the patron Saint James day, the Apparition and the Assumption. Today, there are 19 important days of the year, beside the apparitions of those who were the first seers. Some of them reportedly have daily apparitions, others every 2nd day of the month, others on the 25th of every month.

Figure 12: Unsuitable architecture in the local urban ambience of Međugorje – Nancy and Patrick’s castle

Figure 13: Pilgrims walk to with cars and buses in a single lane. The second route, in the drawing to the left, in brown, is a hiking trail through the vineyards the apparition site along

Even though religious people are not common tourists as they are motivated by their faith and hope, they do bring incredibly large financial benefits. Their demands concerning additional tourist privileges are modest and are reduced to the satisfaction of form: holy mass in the language of the pilgrims, a reception by one of the visionaries, simple accommodation and three meals a day of standard European kitchen. The

Međugorje region has no traditional individuality, no old way of life, creative tourism is non-existent. The tourist market in the destination of religious tourism in not organized. It happened spontaneously and by chance. There is no unique market with comprehensive marketing activities, especially no joint promotion of religious tourism. There is no vision, mission, or goals of the religious tourism development. No new products are being offered to tourists. The offer is becoming poorer and less inventive. There are no attractions or cultural facilities built. There is no concept of long-term development and no management strategy. The cooperation between the public and private sectors is insufficient.

The economic aspect of religious tourism in Međugorje is certainly evident in the wider region of the village, in the change of the landscape, density of dwellings, in the change of land use, in urban villas, but only in a narrow aspect.

These achievements fail, for example, to provide financial support for public consumption of the Čitluk Municipality in which Međugorje is located. Each year Čitluk almost goes bankrupt, there is no money for public investment, no new roads, no modernization of roads or electric networks, and no sewage. Further range of the economic benefits of Međugorje is unknown. Vegetables and fruits are imported from the EU. And Herzegovina had once exported to Europe the first cherries of the season; it had supplied Dalmatia and Bosnia with its vegetables. Guests from Međugorje come to Mostar on a two hour trip, pass an hour visiting the waterfall Kravica where they spend money just for a few souvenirs. They go back to their hosts for lunch. Domestic producers of meat, milk and cheese have no chance of coming into the Međugorje market and there is no will to establish a cooperative collaboration for the production of vegetables, fruit, jams or juices. Data from the parish office in Međugorje shows that they annually use about 2 million sacred hosts, which might indicate the approximate number of pilgrims. Although such number of visitors indicates the possibility of employing a far greater number of participants in the realization of tourist visits, local economy is not developed. A good example is the terrycloth factory ‘Fratea’ in Čitluk; before the war it manufactured high quality towels, terrycloth blankets etc. but has been shut down.

CONCLUSION

Until 1980 the area of Brotnjo with Međugorje was a typical emigration area. Due to its weak geographical potential, its inhabitants left to larger industrial centres like Mostar, Sarajevo and Zagreb, and also to Western Europe. With the Marian apparition in 1981, emigration ceased, even immigration started, both domestic and foreign. It is mostly comprised of the Irish, big Catholic believers, who open hotels and travel agencies sometimes together with the local people, but also on their own. Agriculture ceased to be the dominant occupation; today it is almost entirely neglected. Vineyards and wine cellars prosper. They use sophisticated technology, produce quality wines and employ a small workforce. They represent a secondary employment, which is in the function of tourism. The population is entirely devoted to tourism and trade with the percentage of agricultural population in total – from the pre-war almost 50 % – decreased to only 1 % (Federal Statistics Institute, 2015).

Urban development in Međugorje took place impetuously. The infrastructure didn't accompany the development. Today, the roads are narrow, pedestrian pavements non-existent, there is no sewage system, the electric supply is insufficient etc. Urban transport as communication with the main urban centre in Herzegovina runs only two times a day. The process of urbanization is a prerequisite for an organised city way of life, it is the basis for the development of social life in general. Among other things, it implies a sewage. It is not yet an element of urbanization in Međugorje, so in addition to illegal civil constructions and bad roads, it present even greater threat for the environment.

A special cultural, social and economic problem in Međugorje is its infrastructure. The region which annually receives at least a million visitors has no sewerage. Waste water from bathrooms and toilets, and also from laundries end in karst area of the Brotnjo plateau on which Međugorje is located. It is tectonically cracked, crisscrossed with faults, sinkholes and karst valleys, which form a whole system of underground connected cracks with the waste water usually ending in karst springs along the rim of the Brotnjo plateau or into the Adriatic Sea. Due to poor environmental awareness, the inhabitants often throw mercury into their septic tanks with the aim to expand the cracks in the ground enabling faster drainage of waste content into the karst underground. What are the immediate consequences, or the future ones is difficult to perceive. The fact remains that compared to the pre-war data, prevalence of lung cancer has increased 400 times in the Neretva River valley.

Pilgrimage tourism is specific because it is reflected in the fact that tourists return to the place of pilgrimage. According to Madžar (2010), 62 % of pilgrims have visited Međugorje more than three times. They do not experience problems with a non-existent sewage. Organized chaos in spatial planning, economic development and political decision-making are images that make Međugorje today. However, tourists who come to Međugorje today are better educated, more demanding, more selective and therefore Međugorje as a brand has to change its current trend of chaos.

The modern global society is fast, concentrated, creative, and Međugorje has to align its services, its culture and heritage with the marketing standards and thus create its own development strategy. Although a brand of religious tourism, Međugorje exists in the world of ICT, intellectual capital and knowledge which must be built in the tourist development of this destination.

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ENERGY SAVING AND EFFICIENCY PROPOSALS FOR SUSTAINABLE TOURISM DEVELOPMENT AND CONTINUATION: TURKEY EXAMPLE

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Abstract
The concept of sustainability emerging within the environmental movement is closely related to the tourism sector as well as to many sectors. In this study, suggestions are given to reduce harmful emissions in Turkey, especially by facilities based on mass tourism. In addition, renewable energy-based energy performance enhancing technologies that can be applied to the energy efficiency and efficiency of tourism facilities are also proposed to reduce carbon footprint. Considering the incentives and discounts applied by the Ministry of Culture and Tourism of the Republic of Turkey for "environmentally sensitive accommodation facilities", the advantages and advantages of Photovoltaic Thermal (PV-T) Collector Technology which is suitable for use of the facilities are introduced and the advantages of these technologies are discussed. As a result of the cost analysis, the system which will be applied at a sample tourism facility is amortizing itself in 3.5 years.
Key words: Sustainable tourism, energy efficiency, renewable energy, photovoltaic thermal collectors

INTRODUCTION

The general outline of sustainable development, a concept emerging within the environmental movement, was defined in the Brundtland Report published in 1987 and was described as "meeting today's requirements without sacrificing the ability of future generations to meet their needs" [1].
The environmental aspect of the concept of sustainable development is related to the natural environment of human activities. People are able to find all the resources they need in a natural environment, provide energy from natural ecological systems to convert the material into economic goods, while at the same time helping to absorb the wastes generated during this conversion process. Unconsciously consuming our natural resources, trees from renewable natural sources used before being rebuilt, water creatures; in short, all the wildlife is negatively affected, and many minerals consumed more rapidly than the rate of reproduction naturally are destroyed. From here it should not be overlooked that limiting the use of non-renewable resources, limiting the

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consumption of renewable resources or requiring careful use [2]. Successful progress of environmental sustainability is possible through ecological diversity and the preservation of sustainable resources.

The most significant reduction in people's impact on the ecosystem is another important point in terms of environmental sustainability. Minimization of human impacts is necessary and important in terms of ecosystem sustainability and biodiversity. Protecting ecosystem health and protecting species threatened by extinction, avoiding consumption of renewable resources at more than the rate of regeneration, avoiding the use of renewable sources (fossil fuels and minerals) at a higher rate than displacing renewable ones, natural absorption of pollution and garbage; so that the harmful effects can not be removed more quickly than if they were removed and re-enriched, and that the per capita resource utilization is within the bounds of carrying capacity [3]. Goodland has defined environmental sustainability as "sustaining natural capital" and stated that sustainability should include the following three rules [4]:

1. Output rule: Emissions originating from the project or activity must be kept within the confines of the acidic capacity without reducing the waste absorption capacity in the future, and without any deterioration of its lucrative benefits.

2. Input rule: The consumption rate of renewable resources must be kept within the capacity of the natural system to regenerate resources.

3. Operational Principles:

a. Renewable resources must be used in sustainable efficiency, in a way that optimizes utility and within fully sustainable rules.

b. The technological development of sustainable development should be energy and material enhancing, not enhancing.

c. If the scale of the human economic subsystem, the technology used per unit of population, is not optimal, transport capacities should be kept at least sustainable.

It is impossible to think independently of the tourism sector. Sustainability and tourism can be said to be the whole of the environment, sustainability and tourism when it is thought that the region can benefit from the natural resources of the region to live its life in the region visited by tourists moving between the regions or if it can give up the desire to travel with the destruction of any natural source which is a tourist attraction. The fact that the tourism sector can operate in a balanced and continuous manner depends on the existence of natural and cultural resources. Goods and services produced by tourism enterprises are formed around natural and cultural resources.

The World Tourism Organization (WTO) defines sustainable tourism as: Sustainable Development in Tourism; adopts the principle of meeting the needs of today's tourists and the hosts who are hosting them, protecting and developing future opportunities. Management of all resources in this way; cultural integrity, compulsory ecological processes, biological diversity and life support systems are to be sustained while economic, social and aesthetic requirements are met. Sustainable tourism products;

products that are handled in harmony with the local environment, society and cultures that are useful instead of being damaged by tourist development.
According to the World Bank estimates, around 6.8 billion people live in the world in 2010 and this figure is expected to reach about 8 billion by 2025. This means that about 93% of the population growth will be due to the population increase in low and middle-income countries[5]. Again according to the same data, the population living in cities in 2030 will reach twice the rural population. The key to sustainable tourism sustainable development can be considered in two dimensions: the contribution of the tourism sector to the sustainable development through the structure of developing countries and the adverse effects on the ordinary traveling tourism sector.
International tourism grew about four times in the past 30 years, during which time local tourism has increased intensively, especially in developing countries. These developments have made the tourism industry one of the important economic sectors that generate foreign exchange and create income and employment [6].
Tourism has some environmental consequences of its development on a global basis at high speed. For example, in the world scale, tourism accounts for about 5% of greenhouse gas emissions, but it is estimated that by 2035 this ratio will increase by 130% [7]. It is thought that it is already affected by climate change and will change the course of tourism, which has undergone geographical changes at this scale. In this respect, the United Nations called on the sector to adopt "sustainable tourism" practices and this call responded to both to reduce environmental impacts, to ensure efficient use of resources, and to ensure the social and economic sustainability of regions and companies.
Sustainable tourism does not mean to control the sector or to manage the adverse effects of tourism. Tourism has a very special place in terms of providing economic and social benefits to the local people and protecting the environment. Economic development and environmental protection in tourism should not be considered as contradictory goals. With the right policies, these two facts will strengthen each other. However, policies and actions should be shaped to increase the benefits of the tourism sector and reduce costs.

INCENTIVES AND REGULATIONS IN THE TOURISM SECTOR IN TURKEY ON BEHALF OF ENVIRONMENTAL AWARENESS AND SUSTAINABLE ENERGY USE

Within the scope of sustainable tourism, "Environment Friendly Establishment Certificate" is given by the Ministry of Culture and Tourism of Republic of Turkey to accommodation facilities which have demanded and sought after qualities since 1993 in order to protect the environment, develop environmental awareness, encourage the positive contribution of tourist facilities to the environment. "Communiqué no 2008/3 on the Issuance of Accommodation Facility Responsible for Tourism Facilities

Certified Accommodation Facilities" was published in the Official Gazette dated 22.09.2008 and numbered 27005 and entered into force. The Communiqué provides that the consumption of energy, water and environmentally harmful substances and the reduction of waste amount, the improvement of energy efficiency, the promotion of the use of renewable energy resources, the planning and realization of accommodation enterprises sensitive to environment from the investment stage, the harmonization of environment, awareness of environmental awareness, providing training and cooperating with relevant institutions and organizations. There are currently 403 facilities with Green Star certificate [8].

The facilities that will receive the Certificate of Ambassadorial Accommodation from the Ministry (Green Star Symbol) will contribute to the preservation of the environment, at the same time they will be able to create a privilege in promotional and marketing, without sacrificing service qualities and with saving to the economies of the facilities and country.

In the fourth section of the Official Gazette published in 14.08.2006 under the heading "Regulation on the application of energy support to cultural investments and initiatives with income tax withholding, insurance premium employer share and water price reduction", there are provisions for energy support and water price reduction. According to this, energy support, natural gas licensed for cultural investments or entrepreneurs with exclusively certified investment or entrepreneurship and paid in advance for invoicing period, and active electricity energy consumption rate are applied for 20% for five years. In the case of water-level applications, cultural investments or enterprises pay exclusively certified investment or water for the enterprise from the lowest amount applied in the region[9]. Relevant facilities need to have an Environmentally Responsible Accommodation Facility Certificate to receive these documents.

"Resource Efficiency", one of the 12 targets of sustainable tourism, aims to minimize the use of limited and non-renewable resources in the development and operation of tourism companies and services [6]. The fulfillment of this objective will be possible by the use of renewable energy sources and by the choice of energy performance enhancing technologies in the design and investment phase or after construction. The effectiveness of sustainability in tourism depends on the prioritization and use of renewable energy sources in the use of energy. The use of energy in buildings has a large share in total energy consumption and there is great responsibility for the designer architects and engineers involved in reducing this consumed energy without concession, aesthetic concerns and current living standards.

ENERGY PERFORMANCE ENHANCING TECHNOLOGIES THAT CAN BE USED FOR ENERGY EFFICIENCY IN SUSTAINABLE TOURISM

Tourism operators, especially hotels, have to serve over a certain standard 24 hours a day, 7 days a week. They consume high amounts of energy in the sense of heating, cooling, ventilation, lighting. Looking at the mass tourism in Turkey, it is observed that the facilities are mostly located in the Mediterranean and Aegean Regions, where solar radiation is located in high amounts. In this context, it can be said that solar energy is the most suitable renewable energy source in terms of providing electricity and thermal energy.

In tourism facilities, the use of technologies such as ice thermal storage, thermal energy storage with phase change materials (PCM), variable refrigerant flow air conditioning systems (VRV/VRF) and renewable energy assisted heat pumps to accommodate thermal energy will contribute to energy efficiency.

Electrical energy and heating-cooling loads are at the forefront of the energy expenditures of the hotels during the season. The use of solar energy as an alternative energy source in tourism facilities will significantly reduce the carbon emissions. Accordingly, there is a technology that will provide significant gains in electricity and thermal energy that can be used in tourism facilities; Photovoltaic Thermal (PV- T) Collector Technology is recommended.

PHOTOVOLTAIC THERMAL (PV-T) COLLECTOR TECHNOLOGY

For solar photovoltaic (PV) systems, one of the major issues is currently only 15-20% of the solar energy incident on a PV panel can be converted to electricity, with the rest being transformed into heat, this part of thermal energy can be effectively reutilized to produce heating effect [10]. Depending on the properties of the materials produced by the panels, solar energy containing radiation in different wavelengths turns only the portion corresponding to the spectral response intervals into electricity, while a large proportion generates heat load in the photovoltaic material. This excess heat load reduces both the instantaneous efficiency of the photovoltaic panels and the deterioration of the material structure in the long run. Photovoltaic thermal (PV-T) systems are designed to remove and evaluate this excessive heat build up by solar radiation that can not be converted to electricity. With PV-T systems, both the excess heat load can be removed from the photovoltaic material and this energy can be used as heat. Thus, an energy system that produces both heat and electricity from a single mod is emerging [11].

This system was originally proposed by Kern and Russell about thirty years ago, and today it has become a widespread research topic [12]. Although most research focuses on increasing the efficiency of the PV system, the PV-T system offers an alternative solution to the solar heating effect. The operation scheme of PV-T collector technology is given in Fig 1.

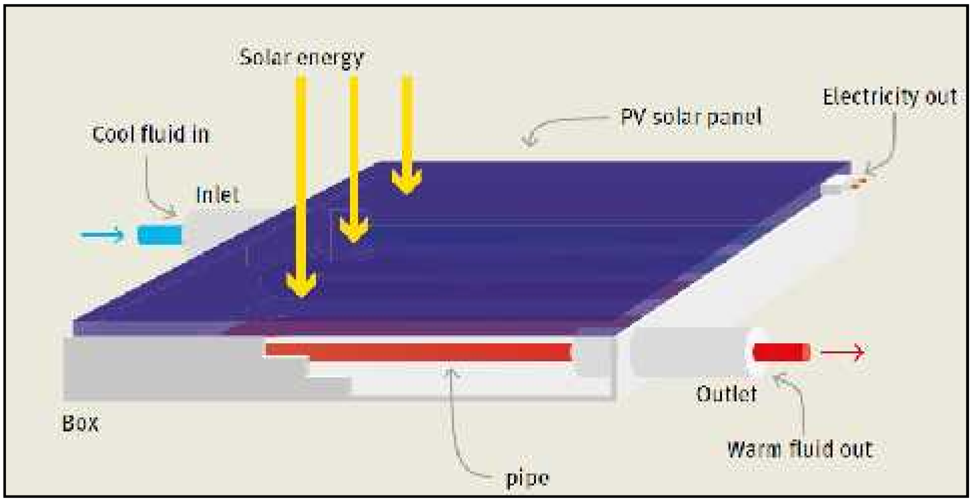

Fig. 1: Operation scheme of PV-T collector technology
Source: 12. Ramos, A., Guarracino, I., Mellor, A., Alonso-Álvarez, D., Childs, P., Ekins-Daukes, N. J., Markides, C. N., 2017. *Solar-Thermal and Hybrid Photovoltaic-Thermal Systems for Renewable Heating*, Imperial College London: Grantham Institute Briefing paper, 22.

PV-T TECHNOLOGY THERMODYNAMICS

Hybrid PV-T technology, which consists of photovoltaic and photo-thermal interaction, produces both electricity and heat energy from sunlight. The advantage of PV-T collectors is that they can reduce the cost of equipment through common use, compared to PV and thermal systems being used side by side. At the same time, the panels are cooled to some extent and their efficiency remain at high levels.

Energy Balance of PV-T Collector

The energy balance of the photovoltaic-thermal collectors is given as follows.

$$Q_{u,PV-T} = Q_T - Q_L$$
(1)

Equation (1) can be written as [13]

$$Q_{u,PV-T} = A_c F_R \left[(\tau\alpha)_{eff} I_S - U_L (T_i - T_a) \right]$$
(2)

Here, F_R is the heat gain factor, $({}^{2}\sim)_{eff}$ is the effective permeability absorption coefficient, U_L is the total collector heat loss coefficient (W/m2K), and T_i is the inlet temperature of the working fluid. The collector heat gain factor is given by Equation (3).

$$F_R = \frac{\dot{m}C_p}{A_c U_L}\left[1-\exp\left(-\frac{A_c U_L F'}{\dot{m}C_p}\right)\right]$$
(3)

F' is the collector efficiency factor, which can be calculated by Equation (4).

$$F' = \frac{1/U_L}{W\left[\frac{1}{U_L\left[D+(W-D)F\right]}+\frac{1}{C_b}+\frac{1}{®Dh_f}\right]}$$
(4)

W is the heat transfer coefficient in the pipes (m) through which the heat transfer fluid passes, D is inner diameter (m) of the pipe, F is standard winglet efficiency, C_b boundary conductivity coefficient and h_f is heat transfer coefficient in pipes.

Energy Efficiency of PV-T Collector

Energy efficiency of PV-T Collector is given in Equation (5) [13].

$$¦_{PV-T} = \frac{\dot{Q}_{u,PV-T}}{I_s A_c} = \frac{F_R\left[({}^{2}\sim)_{eff}\, I_s - U_L\left(T_i - T_a\right)\right]}{I_s}$$
(5)

The thermal performance of the PV-T collectors depends on the water inlet and ambient temperature, the intensity of the sun's rays coming on the collector, and the reflector. The daily total efficiency of PV-T collectors is shown as follows, similar to electricity and thermal efficiency.

$$¦_{PV-T,D} = \frac{¦_E}{¦_p} = ¦_{T,PV-T}$$
(6)

Here $¦_p$ is the electricity efficiency for a power plant in operation.

Exergy Balance of PV-T Collector

Heat losses in the collector cause heat gain for PV-T system. Therefore, the exergy balance of PV-T collectors is given as follows.

$$Ex_{PV-T} = Ex_{PV-T,el} + Ex_{PV-T-thermal} - Ex_{PV-T,d-el}$$
(7)

The heat generated by the PV system in the PV-T collector $\left(Ex_{PV-T-thermal}\right)$ is taken as gain since it is turned into useful work. $\left(Ex_{PV-T,d-el}\right)$ is the electrical energy degradation resulting from internal losses. The electrical energy and thermal exergy of the PV-T system are given in Equation (8) and Equation (9), respectively.

$$Ex_{PV-T,el} = Ex_{PV-T,d-el} = V_m I_m$$
(8)

$$Ex_{PV-T-thermal} = \left(1 - \frac{T_i}{T_a}\right) Q_{u,PV-T}$$
(9)

Utilizing Equation (8) and Equation (9), the following general expression can be obtained.

$$Ex_{PV-T} = V_m I_m + \left(1 - \frac{T_i}{T_a}\right) Q_{u,PV-T}$$
(10)

Exergy Efficiency of PV-T Collector

PV-T collectors convert both electric energy and waste heat into useful work, the efficiency of exergy is given as follows.

$$\cdot_{PV-T} = \frac{Ex_{PV-T}}{Ex_{sun}} = \frac{V_m I_m + \left(1 - \frac{T_a}{T_i}\right) Q_{u,PV-T}}{\left(1 - \frac{T_a}{T_s}\right) A_c I_s}$$
(11)

APPLICATION OF PV-T TECHNOLOGY TO SAMPLE TOURISM FACILITY

A tourism facility in the Kemer county of Antalya has been investigated in order to evaluate the energy efficiency gains of PV-T collector technology in tourism facilities. Daily global solar radiation data and daily sunshine periods are shown in Fig. 2, the energy values of the facility is shown in Tab. 1.

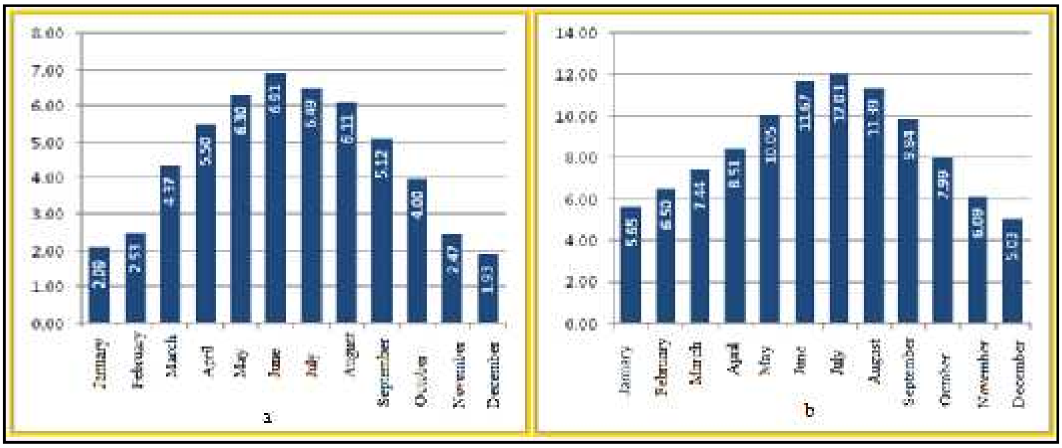

Fig. 2: a. Kemer County Global Radiation (kWh/m^2-day), b. Kemer County Hours of Sunshine (hrs) Source: 14. General Directorate of Renewable Energy of Republic of Turkey, 2017. *Solar Energy Potential Atlas (GEPA)* [online], <http://www.eie.gov.tr/mycalculator/pages/7.aspx> [26.08.2017]

Tab. 1: Energy values of the facility

Installed power	630 kW
Monthly average energy consumption	96840 kWh
Total roof area	860 m^2
Available roof area	800 m^2
Type of energy used in the facility	LNG
Cooling load	145 kW

Source: Energy values were obtained from the technical department of the tourism facility.

Although the available roof area is 800 m^2, 375 PV-T panels with 1.37 m^2 of collecting area each were selected, so that they cannot be exposed to shading effect and maximum efficiency can be obtained. The total area covered by the panels is 513.75 m^2. The installed capacity of 75 kW PV panel will cover 12% of the electricity energy of the plant. The amount of electrical energy that can be produced according to the type of panel of the county where the tourism facility is located is shown in Fig. 3.

Accordingly, the Monocrystalline Silicon cell collector, which has the highest level of utility and electricity generation potential, has been selected as the PV-T collector.

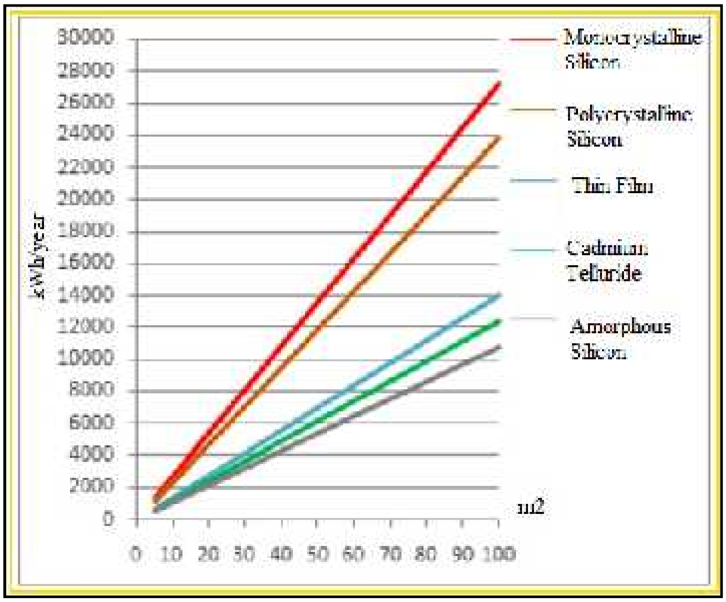

Fig. 3: Annual PV power generation potential of Kemer County (KWh-year)

Source: 14. General Directorate of Renewable Energy of Republic of Turkey, 2017. *Solar Energy Potential Atlas (GEPA)* [online], <http://www.eie.gov.tr/mycalculator/pages/7.aspx> [26.08.2017]

The cost of the PV-T system, including panels, boilers, electric cables and hot water production components, including taxes, was calculated at approximate 215,000 USD. The electrical data and mechanical characteristics of the collectors are shown in Tab. 2 and Tab. 3, respectively.

Tab. 2: Electrical Data of PV-T Solar Panel

Maximum Power (P_{max})	200 W_p
Maksimum Power Voltage (V_{mpp})	36.4 V
Maximum Power Current (I_{mpp})	5.2 A
Open Circuit Voltage (V_{oc})	45.2 V
Short Circuit Current (I_{sc})	5.6 A

Source: 15. Solimpeks Marketing & Engineering, 2017. *Hybrid PV-T Panel Catalogue.*

Tab. 3: Mechanical Characteristics of PV-T Solar Panel

Cell Type	Monocrystalline Silicon
Cell Number	72
Dimensions (mm)	828x1601x90
Total surface area (m^2)	1.37
Weight (kg)	24.4
Front Glass	4 mm PV Module Glass
Test Pressure (bar)	20
Maximum working pressure (bar)	10
Maximum Heat	<110 ^{o}C

Source: 15. Solimpeks Marketing & Engineering, 2017. *Hybrid PV-T Panel Catalogue.*

The thermal system has a capacity of producing 17 tons of hot water at a temperature at 50 °C per day. Considering the conventional system used to heat water in the plant, the electricity required to produce 17 tons of water can be calculated as follows.

$$Q_h = mc\Delta T$$
(12)

Here the Q_h value is 789.5 kWh and the cost to produce this heat load is 2842 USD per month.

The PV system, one of the recommended subsystems, will generate 19.12 kWh of electricity per month and earn 2295 USD. (The cost of single-stage electric energy for commercials is 0.12 USD / kWh.) Maximum thermal benefit was 2842 USD per month. Therefore, the monthly earnings will be calculated as 5137 USD. With the energy efficiency of the thermal subsystem, the system repays itself in approximate 3.50 years. Together with energy efficiency, fossil fuel consumption will be avoided for hot water supply. PV-T technology seems to be quite suitable due to the sunshine period and the amount of solar radiation in the area where the plant is located.

CONCLUSIONS

Increasing the energy performance of facilities in order to meet the objectives of sustainability and renewable energy policies in the tourism sector is also an important aspect of increasing the efficiency of renewable energy systems. The benefits of increased renewable energy use and appropriate energy consumption are to reduce environmental pollution. From an economic standpoint, highly efficient sustainable systems offer significant potential to reduce investment and maintenance costs.

The fact that PV-T collectors provide electrical energy as well as thermal energy contributes to significantly reduce the systems payback period. At the same time, hot water production is a very important requirement for tourism facilities and a significant part of energy consumption. Because PV-T collectors, PV panels and solar collectors that generate hot water are integrated into each other, the space to install the system is considerably reduced. Another advantage of PV-T technology is that solar radiation, which PV panels can not turn into electricity, is converted into useful heat energy, while PV panels are cooled down to provide high energy efficiency levels.

In this study, it was found that the availability of PV-T systems in tourism facilities in areas with high solar radiation and sunshine hours is adequate. The global solar radiation values of the area in where the tourism facility is vary from 1.93 to 6.91 kWh/m^{2}day, with an average of 4.48 kWh/m^{2}day. In addition, sunshine hours in the area where the plant is located are suitable for using solar energy. The sunshine period in the region which is investigated (Kemer County, Antalya, Turkey) ranges from 5.03 to 12.03 hours per day, with an average of 8.5 hours. The existing facility has been investigated and recommended for the installation of an energy efficient system based on renewable energy. According to this, the gain obtained from electrical and thermal energy will provide the repayment of the system that can be installed about 3.50 years. Government incentives and reductions that may be taken are not included in the calculations. The addition of these discounts and incentives will have much more economic gain.

It is known that energy systems in the world are being tried to utilize renewable technologies at the maximum level. In countries like Turkey where flat plate solar collectors are widely used but PV systems are not, PV-T collectors have the potential to be used in many areas including the tourism sector. Accordingly, solar assisted renewable energy systems with a good integration can be said to be quite suitable technologies for tourism facilities in Turkey.

NOMENCLATURE

A_c Collecting area, m^2	T_s Solar radiation temperature, K
C_b Boundary Conductivity Coefficient, -	$Q_{u,PV-T}$ Total heat of PV-T collector, kJ
C_p Specific heat of fluid, kJ/kgK	Q_T Total Heat, kJ
D internal diameter of pipe, m	Q_L Heat Losses, kJ
$Ex_{PV-T,el}$ Electrical exergy of PV-T system, kJ	V_m Maximum Power Voltage, V
$Ex_{PV-T-thermal}$ Thermal exergy of PV-T system, kJ	U_L Total collector heat loss coefficient, W/m^{2}K
$Ex_{PV-T,d-el}$ Exergy destruction caused by intrinsic losses of the PV-T system, kJ	W The space between the pipes, m
Ex_{sun} Exergy of solar radiation, kJ	Subscripts
	PV photovoltaic module, -
	PVT photovoltaic and thermal collector, -
	USD United States dollar, -

Ex_{PV-T} Exergy of the PV-T system, kJ	Greek letters
F Standard winglet efficiency, -	
F' Collector efficiency factor, -	¦ Energy efficiency, %
F_R Heat gain factor, -	· Exergy efficiency, %
h_f Heat transfer coefficient in pipes, W/m^{2}K	ΔT Temperature difference between mains water and collector outlet water, K
I_m Maximum Power Current, A	$(²\sim)_{eff}$ Effective permeability absorption coefficient, -
I_S Short Circuit Current, A	
$\dot{m}$ Mass flow rate, kg/s	
T_i Inlet temperature of the working fluid, K	
T_a Ambient temperature, K	

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RECOGNITION OF TRADITIONAL HANDICRAFTS AS CULTURAL VALUES TO TOURISM: A MODEL SUGGESTION FOR AFYONKARAHISAR

Özcan Zorlu[59]
Ali Avan[60]

Abstract
From 2000s and on, product diversification initiatives in tourism have gained momentum based on ever-changing context of tourism experiences. Such experiences that shed light into respect to nature and traditional culture instead of mass tourism activities have become focal point both for tourism supply and demand. Within this development trend, culture tourism is one of the most increasing-developing tourism activity among others. Culture tourism underpins to serve natural and cultural attractions, cultural activities and popular artworks as a tourism value. It also offers an opportunity to gain economic value for traditional handicrafts for developing destinations. Thus, certain handicrafts rarely used in daily life could be marketed as a cultural value and they generate economic income for the region. Setting off with this fact, it is aimed in this research to carry out a model in order to make the traditional handicrafts of Afyonkarahisar into touristic assets. Afyonkarahisar has a wide range of characteristic handicrafts such as making felt, harness craft for horses, making horse carriage, blacksmithing and copper craft, hand-printed head-scarf making and etc. After all, most of these crafts are manufactured low in numbers due to the absence of craftsmen. On the other hand, all these handicrafts are valuable to serve as a part of culture tourism. Therefore, within this scope, firstly, an inventory including handicrafts and craftsmen in the region was conducted. Then, a SWOT analyses was performed to traditional handicrafts in Afyonkarahisar. Finally, a model was built in line with strategic planning and some suggestions/explanations were made concerning the model.
Keywords: Culture Tourism, Traditional Handicrafts, Marketing, Strategic Planning.

INTRODUCTION

In today's tourism market, tangible and intangible cultural values of a nation provide an important competitive advantage for any destination in terms of alternative tourism activities. These values can both market along with mass tourism and separately as culture or cultural heritage tourism. In tourism settings, heritage and culture may be used for a variety of purposes, including entertainment, preservation, information, education, profit and propaganda. For the local residents the themes may be ordinary and familiar, but to visitors these same themes may be unique, exotic and extraordinary, and characterized by differentness from the visitors' own normal environment (Prideaux, Timothy, 2008:2). Historical attractions, monuments, or landmarks,

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museums, art galleries, or theaters, festivals, concerts, or performances, culturally significant neighborhoods or communities are the main attractions for cultural heritage tourism. Tourists who are interested in cultural heritage generally want to learn something about the beliefs and practices that shaped the shared identity of a people (McNulty and Koff, 2014: 7). Cultural heritage tourism is representative of many tourist to directly experience and consume diverse past and present cultural landscapes, performances, foods, *handicrafts*, and participatory activities (Chhabra, Healy and Sills, 2003: 703). Hence, beneficiary countries of cultural tourism encourage the preservation of cultural heritage as an asset for all the community (du Cros, 2001: 166) including traditional handicrafts (THCs).

As an expression of a culture in any city, region or country handicrafts are an essential for tourism. On the other hand tourism in a region leads to the emergence of souvenir industry, which thrives mostly on local handicrafts (Chutia and Sarma, 2016: 108). Handicrafts that are the subject of tourism are local manifestation of the social construction of identity and tradition. There is a huge variety of handicraft products because of the influence of the regions where the crafts come from, the natural resources used, the indigenous origin, traditions and customs, and the artisan's creativity and skill (Giron, Hernandez and Castenada, 2007: 16). In countries attracting a large number of international visitors, the tourism sector offers many opportunities for the local people to sell handicrafts, as tourists spend significant amounts of money on souvenirs and other craft products. Furthermore, strengthening the handicraft sector ensures that tourists choose to buy more locally produced handicraft items rather than imported products, and handicraft production can help diversify the tourism product including home-stays, cultural experiences. Handicraft production provides the communities with an opportunity to preserve their natural and cultural heritage and exposes it to international visitors. Handicraft production is a labour intensive industry that can support a number of part-time and fulltime employees, both skilled and unskilled. Additionally, craftsmen can learn how to diversify their product base and they can add value to their business along with learning new skills to enhance the sustainability of their business (ITC Technical Paper, 2012).

With its great potential for cultural heritage tourism and the emphasis given in the literature, this study focuses on THCs manufacturing in Afyonkarahisar. The study consists of three parts except for the conclusion. In the first part, THCs and its linkage with cultural heritage tourism is discussed in line with existing literature. The following part represents a brief information about THCs producing in Afyonkarahisar. The last part of the study contains findings obtained from the results of semi-structured interviews and secondary data analysis. This part also presents a SWOT analysis for THCs in Afyonkarahisar, and a development model on the basis of strategic management.

LITERATURE REVIEW

Traditional Handicrafts and Cultural Tourism

THCs are a part of the culture of a nation and represent a key component of socio-economic life. THCs closely linked with folk rituals, festivities and culture. Based on this fact, THCs have been preserved over the centuries without loss of intrinsic quality (Dhamija, 1975, 460). THCs have been a vehicle for conveying the feelings and artistic pleasures of the societies with a great diversity for centuries. A variety of factors such as value judgments in the period of production, political tendencies in society, economic situation, religion, interpersonal relations, attitudes and behaviors of people, technical tools and equipment, skills, aesthetic point of view and designing of products affect the formation of handicrafts (Kahveci, 1998, 387). In 1969, International Trade Centre defined handicrafts as the products, which are made with or without the use of tools, simple instruments or implements operated directly by craftsmen, mainly by hand or by foot. Identifying features of these products are; a) ***traditional*** or artistic features deriving from geographical region or country of production, b) production by craftsmen, working generally on a cottage industry basis (Gaur, 2011). UNESCO consider THCs as a part of Intangible Cultural Heritage (ICH) by defining ICH. They define IHC as "intangible cultural heritage means the practices, representations, expressions, knowledge, skills – as well as the instruments, objects, artefacts and cultural spaces associated therewith – that communities, groups and, in some cases, individuals recognize as part of their cultural heritage. ICH is manifested inter alia in oral traditions and expressions, performing arts, social practices, rituals and festive events, knowledge and practices concerning nature and the universe, traditional craftsmanship (UNESCO, 2003: 2).
Today, THCs are also considered as a home-based industry by creating several jobs at a minimal cost. Production of THCs mainly based on existing skills of artisans and availability of raw materials. With its cost-efficient inputs and specific production process THCs can generate regular additional income especially for rural societies that provide financial independence (Richard, 2007: 5). Furthermore, THCs provide an important advantage in reducing poverty in developing countries. This advantage arises from the use of cheap raw materials and simple technology, which are easily obtainable in production. Many handicraft products can be obtained with an investment that requires very little capital. In addition; when compared to industrial production, craftsmen face fewer barriers to investment. However, THCs production can be sustained in people's homes, family settings, shared times and lifestyles (Akhal et al., 2008: 5).

THCs are cultural forms of expression that are transformed into tangible products of technical and aesthetic accumulation conveyed from the past. The production of handicrafts transmitted from one generation to another also provides the transfer of cultural heritage (Ertürk and Yetim, 2015: 519). Thus, THCs are an important part of cultural heritage. Hence, most countries encourage the preservation of heritage as an asset for all the community. Heritage can be used to evoke a sense of continuity of culture, enrichment of people's lives, as a link with the past and to allow society to make sense of the present (du Cros, 2001: 166). However, the changing social structure and lifestyle have also changed the role of THCs in everyday life. Today, handicraft production in developing countries now depends in large part on the demand generated by the tourism industry and by the business activities of intermediaries (Richard, 2007: 6).

Changes in tourism demand (from mass tourism to sustainable individual touristic activities) also push THCs to forefront in terms of culture tourism. Horner and Swarbrooke (2007: 35-36) state, "*the desire to experience other current cultures and view artefacts (including handicrafts) of previous cultures has been a motivator in the tourism market since Greek and Roman times. Today it is extremely popular and is often viewed as a good form of tourism…. Today, cultural tourism is the core of the tourism product in many countries and is the main reason why tourists visit these countries"*. Together with the past civilizations, lifestyle, tradition, customs, festivals, music and entertainment types, handicrafts, food types and habits are among the most important products of cultural tourism (Bayazit, Ceylan and Saylan, 2012: 901). In other words, THCs are an important component of cultural –heritage- tourism. Hence, one of the most important values within the socio-cultural heritage that is unique to tourists' experiences is THCs. THCs are an integral part of tourism. Tourists do not refrain from purchasing souvenir items that symbolize the THCs of their destination. THCs reflect local traditions and people living in the destination. In addition, they are the means of representing places, experiences and shared memory that they visit for tourists (Akhal et al., 2008: 5).

An overview about Traditional Handicrafts of Afyonkarahisar

Traditional Turkish handicrafts are the values that reflect Turkish cultural riches through the social feelings of the Turkish people. Turkish handicrafts have created a rich synthesis by combining their own values with the cultural heritage of various civilizations from the thousands of year old Anatolia. Carpets and rugs, fabric weaving, writing, gold and silver works, tile making, pottery, embroidery, sculpture, leatherwork, musical instruments, marble work, copper work, basket making, saddlery, felt making, wood and wood works are basics of Turkish THCs (Can, 2013: 260).

Although Afyonkarahisar is generally popular with thermal tourism, cultural tourism and religious tourism, the destination has important THCs in terms of cultural heritage tourism as well. Afyonkarahisar was popular with THCs in 1800s and diversity of THCs in Afyonkarahisar is still remarkable (Küçükkurt and Arsoy, 2001: 138). According to Afyonkarahisar Provincial Culture and Tourism Directorate (APCTD), there are eleven different handicrafts, which could be considered as THCs. These traditional handicrafts are felt making, harness craft for horses, making horse carriage, blacksmithing and copper craft, hand-printed head-scarf making, kilim and carpet weaving (traditional rug), wicker knitting/matting, marble sculpture, knitting, lace and needlepoint making (Afyonkarahisar İl Kültür ve Turizm Müdürlüğü, 2015). However, there were small-scaled bazaars in the past, according to the kinds of THCs. Today, some of these THCs have gradually decreased; even some of them are almost extinct (Küçükkurt and Arsoy, 2001: 138). A short brief about three main THCs of Afyonkarahisar is given below.

a) *Kilim and Carpet Weaving (traditional rug)*; Although carpet weaving was an important source of livelihood in the late 1980s, it lost its importance in time. Today, commercial carpet weaving is being carried out in Örenköy, which is the county of Emirdağ. On the other hand, kilim weaving is still popular in various settlements of Afyonkarahisar (Arsoy, 2004: 393). Prayer rug, pillowcase, saddlebag, carpetbag, mushaf and other souvenirs made from carpet are the most popular types of carpet and kilim weaving. In particular, the reputation of the rugs produced in the Bayat has extended abroad. (Afyonkarahisar İl Kültür ve Turizm Müdürlüğü). Afyon Kilims have a very rich pattern and composition, and kilims of every village are unique in terms of composition. Tree of life is the most popular motif at kilim weaving in Afyonkarahisar (Küçükkurt and Arsoy, 2001: 142-143).

b) *Felt making*: Felt making, which has an important place in Afyon handicrafts, was eventually manufactured and sold in more than 150 shops at the end of 19th century. The felts were used in many places throughout history. However, the usage area of the felt has decreased day by day with the development of the industry and technology. Hence, today there are only 3 or 4 felt factories in Afyonkarahisar. Felt crafters manufacture a variety of furnishings and products such as felt rug, prayer rug, shepherd's felt cloak, whirling dervish fez, swaddle, boot and booties, fez and tarboosh, door curtain, sedar mat, runner, door mat, saddlebag and camel muzzle (Küçükkurt and Arsoy, 2001: 146-147; Arsoy, 2004: 386-387).

c) *Harness craft for horses and making horse carriage*: Harness is a strip kit (belt), which is needed in order to run the horse carriage to horse; and harness making is a very old profession in Afyonkarahisar. To make harness, crafters firstly buy buffalo skins from the butchers and alum them to make straps to use at harnesses. In addition, they glamourize these belts with hand-made fringes and tassels. Horse carriage making is a very old profession that became popular with harness profession. Horse carriages generally use as freightage vehicle and phaeton. As a freightage vehicle, horse carriages are meticulously made from wood and glamourized with different motifs. Generally, landscape or creative figures are used for glamourizing. Although harness craft and horse carriage profession were very popular in the past, these professions have lost their importance parallel to the decline of horse carts (Afyonkarahisar İl Kültür ve Turizm Müdürlüğü).

METHODOLOGY

This study particularly focuses on recognition of traditional handicrafts. In the study, it is primarily aimed to make an inventory about traditional handicrafts manufactured in Afyonkarahisar. Then, it is aimed to perform SWOT analysis by considering culture tourism and to form a model to recognition and marketing of THCs as cultural values. Within this context, secondary data analysis and semi-structured interviews were conducted from 15 July to 30 August 2017. Secondary data analysis were mainly consisted of traditional handicrafts literature review based on cultural heritage tourism and determination of basic statistics about handicrafts was carried out via scanning written and/or online documents presented by different institutions. Semi-structured interviews involve face-to-face meetings with different craftsmen, qualified instructors and local authorities. With these interviews, it was primarily aimed to form a frame for current position of aforementioned handicrafts that consists the number of craftsmen for each handicraft, the number of shops, sales level, incentives and etc. In addition to results of the interviews, we also obtained some information from Provincial Culture and Tourism Directorate of Afyonkarahisar to draw a development strategy.

In the analysis process, interview forms were studied by researchers and two consultants in an effort to determine key themes of the research. This process involved open and blind coding which provides key words as well. Then the research data were reviewed and reported in accordance with predetermined themes and SWOT analysis was performed. Finally, all components were brought together to set a model for recognition and development of traditional handicrafts in Afyonkarahisar including some practical and managerial suggestions.

FINDINGS

The danger of extinction of existing values is one of the most important threats to the societies' culture. These values include any value that can be assessed in terms of ICH.

The values of traditional handicrafts, which constitute the focus point of this study, have fallen into oblivion in Turkey as well as in many other countries. Furthermore, the situation is not different in Afyonkarahisar province, which also constitutes the research area. Our interviews and the data obtained from provincial directorate of culture and tourism indicate that there are only few artisans making traditional handicrafts such as felt making, copper work, harness craft and making horse carriage. However, felt craft is relatively better since there are four or five artisans still making felt. Even, there is a family that has been operating on the ground for five generations. Provincial directorate of culture and tourism statistics indicate that there are nineteen people dealing with felt making. However, only five of them manufacture felt crafts. There are five coppersmiths and only two of them actively are engaged in this job. Similarly, there are five harness artisans but only two of them are still manufacturing harness. Ten craftsmen are still producing marble-works (Afyonkarahisar İl Kültür ve Turizm Müdürlüğü). Although lace and needlepoint manufacturing is very popular among housewives in Afyonkarahisar, we could not get any certain statistics about the number of them.

The maintenance of the performing crafts require consistent knowledge sharing and continuous communication since these all crafts require certain qualities specific to their own. Craftsmen can only differentiate by having relevant craft at his/her fingertips. Additionally, that kind of knowledge sharing and communication is needed in terms of raw material procurement and handicraft supplying to the tourists. However, in the study, it is observed that artisans have some communication problems with other artisans who are making the same handicraft. Participants' opinions about the subject are as follows: "*We take into account each detail at every stage from the supply of the raw material until the product meets the tourist. Therefore, we have our brand value and they are looking for us first to buy relevant handicraft.", "Handcraft in other words manual dexterity is very important. As an artisan, my entire fund is available in my mind and my fingers, and, I got this fund with sixty years of experience. This is why sometimes, other artisans are ignoring me.*"

The sustainability of the master-apprentice relationship is of great importance in the survival of the ICH values. However, for this, there should be a noteworthy demand to relevant handicrafts. In the study, it has been understood that it is very difficult to survive these professions in today's conditions due to the future anxiety of the professions practiced as traditional hand techniques and due to limited financial means. Participants stated that: "*There is no demand in learning this crafts as a profession. There are only those who want to learn handcraft for a very short period. However, what can you teach them in a week or two weeks?"," There is not anyone who is learning these crafts, instead there is mechanization everywhere"," Even my children do not want to learn my profession. When we get retired or leave, this craft will soon* *end, may it will be forgotten", "There is only a person working with me, we have been together for 40 years, then there is no one.*"

Values produced in the context of traditional handicrafts have their unique structure. Therefore, their raw materials could be very different and could not be obtained easily. For this reason, artisans have to calculate the supply of raw materials and costs as well. In addition, although crafts are typically named as traditional, they also need to adapt to the needs of the times and meet people's expectations and needs. Starting from this point of view, artisans take care to make their craft appropriate for the innovations. This situation leads to increases in costs, and it necessitates the establishment of a small logistical network for the supply of raw materials. Based on this fact, participants were asked whether there were any problems in the raw material procurement process. Some of their expressions for felt making follow as: "*There is a raw material problem. We have a lot of raw material but we have difficulty in finding quality material we want." "We use imported materials. Because the native material cannot respond to our needs due to the loss of native race. The material I use is about 12-13 dollars. I can supply the same material for 50 cents from Turkey, but it is poor quality. Domestic material is generally 35-40 micron, but imported material always is 25 micron, in other words it has a standard*". Some expressions for copper work are: "*In Afyonkarahisar there is no copper mine. Thus, we have to buy copper plate from Manisa and then we melt it.*", as for horse carriage production; "*The tree we use is brought here from Adapazarı. Because we need hard and resistant wood material. On the other hand, we can use new and old irons. When you melt old iron, it becomes a new raw material. Therefore, we usually exchange used iron materials to produce new ones. In addition, our raw materials' cost is very high. Thus, we have some difficulties not only in supplying due to the financial reasons but also in selling due to the its high price".*

One of the most important tasks in maintaining traditional crafts and transforming them into touristic values belongs to the local governments and the stakeholders in the tourism industry, which we can characterize as the upper mind. These actors' contribution to the artisans in terms of raw materials, manufacturing and display area, financing etc. will contribute to the demand of the related craft branches, which are very difficult to sustain and to be transformed into touristic value. The participants' opinions regarding the support of local governments and tourism stakeholders in the survey are as follows: *"We cannot get adequate support. Additionally, I do not expect any support as long as it is a benefit" ,"We manufactured a throne cover for the Queen of England which is made from felt. Without anyone's support, they found and got contact with us. Then we manufactured their order and sent it to them.", "We cannot get any support in terms of financial or raw material support. These are not merits, but* *even a central display space where we can meet crafts with people will be very useful to us*.”

Transformation of traditional handicrafts into touristic values is crucial in passing these handicrafts to the next generations. Today, tourists are more interested in authentic values because of previous experiences they have or they hear. Traditional handicrafts are part of the authentic experience of tourists. Participants' opinions on the evaluation of handicrafts as touristic values: *"We have a proverbial saying, 'One may be a help to others and yet neglect one's family and oneself.” "Although we have guests from all over the world our own people are unaware of our existence. Research and development activities are needed. Otherwise, these values will gradually disappear. Why we not use them in tourism?"*

It is very important to follow certain strategies in presenting traditional handicrafts as tourism value. Thus, all the stakeholders, either directly or indirectly involved in the preservation and transfer of handicrafts to future generations, must act in line with common goals. In the survey, participants expressed the following opinions regarding the presentation of traditional handicrafts as tourism value. *"These handicrafts must be sold in the hotels and at major shopping centers. They also should be sold not only to Europe, but to the whole world.” “Handicrafts must be made suitable for daily use. In addition, creative ideas must be taken into consideration. Tourists will then show more interest to these crafts.” “Different products should be created. For instance, we manufacture presidential seal, prayer rug, paintings with felt or lace. We also send many felt products to presidential palace".*

DISCUSSION

As it is well known and mentioned before, THCs are an important component of ICH tourism activities. On the other hand, these values should be promoted and presented to tourists via efficient management and marketing strategies. In other words, a destination should manage its traditional handicrafts in terms of strategic management to use these values as a tourism product. Thus, firstly a SWOT analysis must be done to determine current position and future actions of THCs. Results of the interviews and data obtained from local authorities indicate that Afyonkarahisar has important resources in terms of THCs. However, the quantity of craftsmen manufacturing gradually are decreasing parallel to increasing fabrication and ever changed needs of people in day life. In addition, there is a lack of awareness about using these values as a tourism source. Within this context, a SWOT analysis matrix towards THCs of Afyonkarahisar is given below.

Table 2: SWOT Analysis of THCs manufactured in Afyonkarahisar

Strengths of THCs in Afyonkarahisar	***Threats for THCs in Afyonkarahisar***
-A wide range of handicrafts (more than 13). -The presence of experienced craftsmen. -High-quality and unique manufacturing. -Change-oriented efforts with creative ideas. -Positive image throughout Turkey. -Creative ideas to product diversification. -Initiatives towards teaching profession to young people.	-Declining importance of Handcrafts in daily life. -Increasing fabrication and urbanization. -Danger of being unable to find artisans in the near future. -Increasing awareness about using THCs as a cultural value at other destinations. -Risks of taking the patent by others (provinces or countries). -Stealing the role of the artisans by self-taught artists.
Weaknesses of THCs in Afyonkarahisar	***Opportunities for THCs in Afyonkarahisar***
-Gradually decrease at the quantity of craftsmen. -Absence of shops due to the high-costs. -Absence of showrooms to promotion. -Staff (employee) shortage. -Inefficient supports and incentives. -Difficulties at raw material supply. -Lack of awareness. -Absence of marketing THCs as a tourism product. -Absence of promotion. -Absence of cultural tourism development master plan. -Undeveloped cultural heritage tourism. -Absence of destination management mechanism. -Absence of initiatives at licensing and patent.	-High potential for cultural heritage tourism. -Increasing awareness about using THCs as a touristic product. -Product diversification opportunities. -Ever increasing popularity of Afyonkarahisar in terms of thermal destination and the integration possibility of THCs marketing with thermal/spa tourism. -Improvements in transportation (int. airport, high-speed train investments and etc.). -Efforts to teach and to expand THCs manufacturing. -Gaining competitive advantage by means of manufacturing with low-cost raw materials.

As seen in Table 1, there are some deficiencies in the use of THCs as touristic values in terms of cultural heritage tourism. High-costs, inadequate promotion and marketing efforts, absence of a master plan towards cultural tourism, unawareness and unconsciousness make up the main problems at manufacturing THCs and using them as a cultural value. However, Afyonkarahisar has high potential for cultural tourism with its numerous cultural values such as martyrs memorials (Kocatepe, Çiğiltepe, e.g), historical battlefields, inns and caravanserais, mosques and Islamic-ottoman social complexes (külliye), museums and World Cultural Heritage Sites (Phrygian Valley, Mound of Çavdarlı), festivities (cherry fest, sour-cherry fest, music fest, jazz fest, marble handicrafts fest e.g) and traditional cuisine. In addition to these cultural richness, the utilization rate of cultural values is very low. In other words, Afyonkarahisar could not create any remarkable demand for cultural tourism. Furthermore, there is not any statistics about cultural tourists and cultural tourism income for Afyonkarahisar. Within this context, THCs are not used for cultural tourism as well. Thus, a well-planned strategy must be implemented to develop cultural tourism and to use THCs as an ICH as a part of cultural tourism. Starting from this point of view, a development model is given below (Figure 1) concerning THCs by using as a cultural value.

The THC development model and its main paths shown in Figure 1 set a course for using THCs of Afyonkarahisar as touristic values. The designated model is consisted of four stages starting from planning which is followed by preparation and implementation process. Conservation and providing sustainably stage is the last but may be the most important stage of the model. Because, it is clear from the interviews that there are few artisans and most of them are already old and retired. In other words, if a trainee could not learn handicrafts manufacturing, these precious values will be lost in a near future. Thus, non-governmental organizations (NGOs) and governmental organizations (GOs) must open handicraft courses that will be free of charge and accessible for everyone. On the other hand, a cultural tourism master plan should be declared immediately with the participation of all stakeholders. Marketing and promotion activities should be carried out in accordance with this master plan. Meanwhile public support should be provided so as to open showrooms. In addition, NGOs and GOs should raise public awareness about touristic use of THCs. In other saying, local residents should be aware of THCs economic potential as a touristic product and should keep their traditions. At this point, new THCs could be manufactured with creative ideas towards daily using.

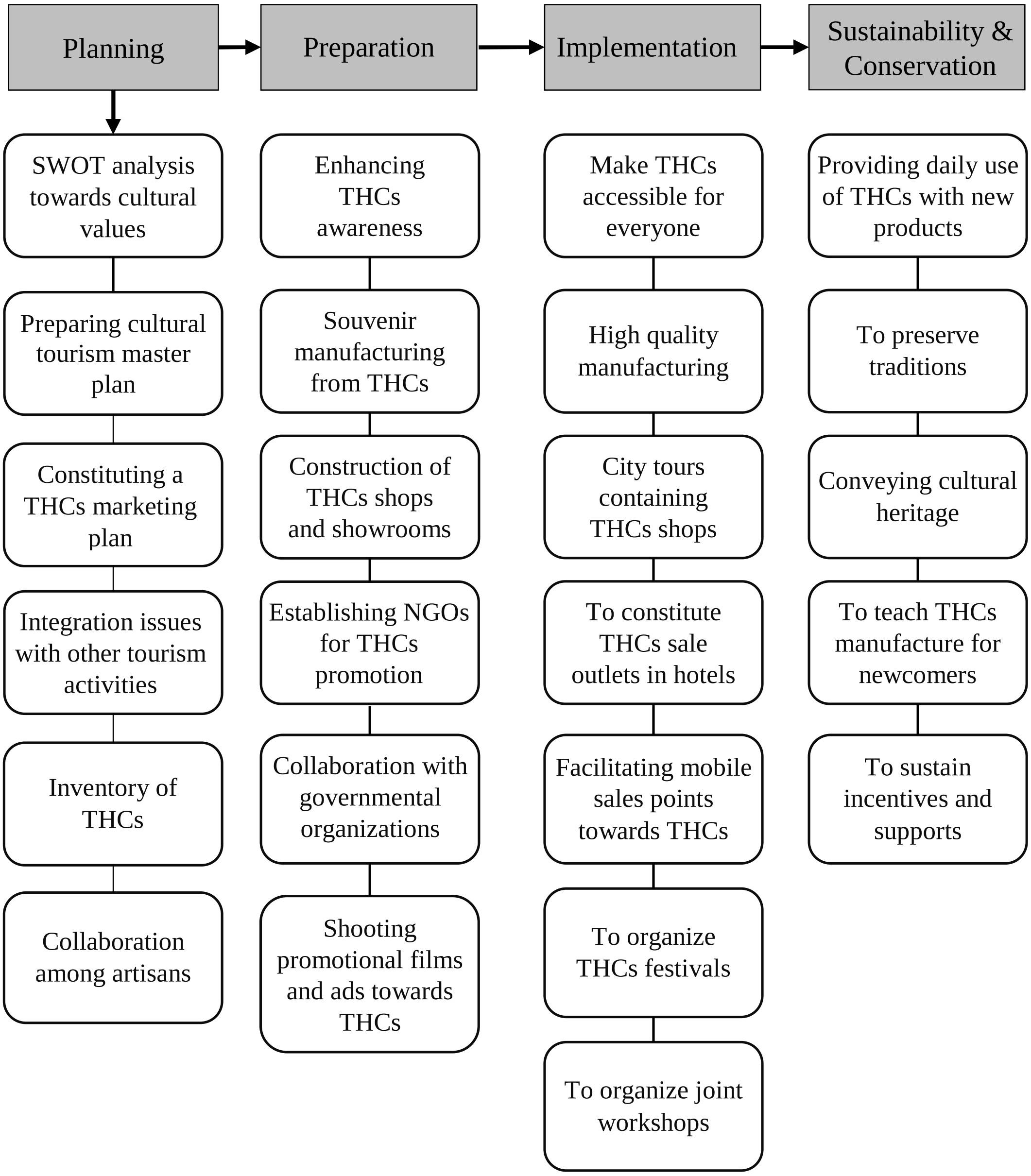

Figure 5: THCs development model for Afyonkarahisar in terms of cultural tourism

In Afyonkarahisar, there are five festivals in the field of agricultural products, marble and music. In addition to these fests, municipality and governorship of Afyonkarahisar should organize traditional handicrafts fest together. Additionally, manufactured THCs should be exhibited in hotels, and a regular city tour must be organized to the THCs factories. Hereby, the popularity and the recognition level of THCs could be increased. Promotional films and ads will also contribute this popularity since they are widely watched and acclaimed. In addition to all these, cultural tourism activities including the visit of THCs must be increased via promotional and marketing efforts. THCs should also be promoted with other tourism activities such as thermal tourism, medical tourism, belief tourism, ecotourism e.g.

CONCLUSION

This study, which is conducted in the field of recognition of THCs as a cultural value, has some important findings in terms of strategic planning and policymaking. First, Afyonkarahisar owns a high potential at cultural heritage tourism with its characteristic THCs. Particularly, felt making, coppersmith, lace and needlepoint works, and marble works could be promoted as a cultural value separately or as integrated with other tourism products. To this, NGOs, GOs and local residents must take joint action and the use of handicrafts should be encouraged. A detailed cultural tourism inventory of Afyonkarahisar should be prepared as a basic resource for further marketing efforts and a master plan. Teaching THCs manufacturing, raising awareness of THCs, organizing fests and promotional activities, conveying them to next generations are the other critical issues within the context of THCs marketing as a touristic value. Eventually, recognition of THCs as cultural values to tourism requires a shared wisdom and efficient marketing and promotion strategies with the participation of all stakeholders.

Although this study contains some important findings, it also includes some limitations due to the several reasons. Lack of extensive literature and research in this field limit the discussion of results. Additionally, this study was conducted only in Afyonkarahisar via semi-structured interviews. Nevertheless, broader studies must be carried out for better understanding of the subject. Tendencies and viewpoints of local people about THCs could be searched with the help of quantitative studies. Comparative studies could also be carried out in terms of identifying competitive edge of Afyonkarahisar at cultural tourism and THCs manufacturing. Results of this study also could be a resource for further studies concerning traditional handicrafts with different aspects.

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IMPACT OF REPUTATION ON REVENUE MANAGEMENT AT HOTELS

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Abstract
Recently, revenue management has become more common in all types of hotels, because of the rise of Online Travel Agents in Japan. Moreover, in response to the spread of the Consumer Generated Media, reputation (word of mouth) such as numerical online rating and textual online review has begun to exert a big influence on hotel conversion rate and room rate. When formulating their sales strategy, hotels must consider not only factors such as the facilities, brand, competitors, and sales channels but also their reputation. This paper examines the impact of reputation on revenue management practices at hotels using questionnaire survey and interview survey. We concluded that the reputation plays the following three roles for the hotels; (1) A indicator used to improve their facilities and services, (2) Open communication tool between customers and hotels, (3) KPI to review their sales strategy. In addition, reputation affects not only the conversion rate but also the room rate directly. Therefore, in order to implement revenue management successfully, revenue managers should regard reputation as a major KPI.
Key words: Revenue Management, Reputation, Hotel, Consumer Generated Media, Word of Mouth

INTRODUCTION

Revenue management has become more common in all types of hotels recently in response to changes in the external environment shown below.

- Growth of OTAs (Online Travel Agents)
- Growth of LCC (Low Cost Carrier)
- Changes in sales methods of flight tickets
- Changes in the traveler's consciousness

And reputation (word of mouth) such as numerical online rating and textual online review have begun to exert a big influence on hotel conversion rate and room rate with the spread of the Internet and CGM (Consumer Generated Media). When reviewing their sales strategies, hotels must consider not only factors such as the facilities, brand,

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competitors, and sales channels but also their reputation. However, it is not clear how reputation affect revenue management practices at hotels.
The purpose of this study is to examine the impact of reputation on revenue management at hotels.

REVENUE MANAGEMENT

THE DEFINITION OF REVENUE MANAGEMENT

Revenue management is defined as a revenue maximization tool which aims to increase net yield through the predicated allocation of available bedroom capacity to predetermined market segments at optimal price (Donaghy and McMahon, 1995). And revenue management does not only try to enhance the turnover ratio (or capacity usage ratio) of the site but also is a technique that can increase the short-term sales revenue (Ng, 2008).

REVENUE MANAGEMENT AT HOTELS

The outcome financial measure of revenue management is yield, which means revenue per available time-based inventory (Kimes,1997). In hotel industry, yield is calculated as RevPAR, which is determined by dividing room revenue received for a period by the number of rooms available in the hotel for that period, and is the product of ADR (Average daily rate) and room occupancy rate.

$$\text{RevPAR} = \frac{\text{Room revenue}}{\text{Number of rooms sold}} \times \frac{\text{Number of rooms sold}}{\text{Number of rooms available}}$$

SALES ACTIVITIES IMPLEMENTING REVENUE MANAGEMENT

A significant increase of the percentage in sales amounts of OTAs has changed the sales activities of hotels dramatically. OTAs makes it possible for hotels to implement revenue management. Accordingly, the role of the revenue managers who implement revenue management have become more important. The main works of revenue manage are price setting, capacity assignment, plan control and sales channels decision to increase the sales revenue (see **Fig. 1**).

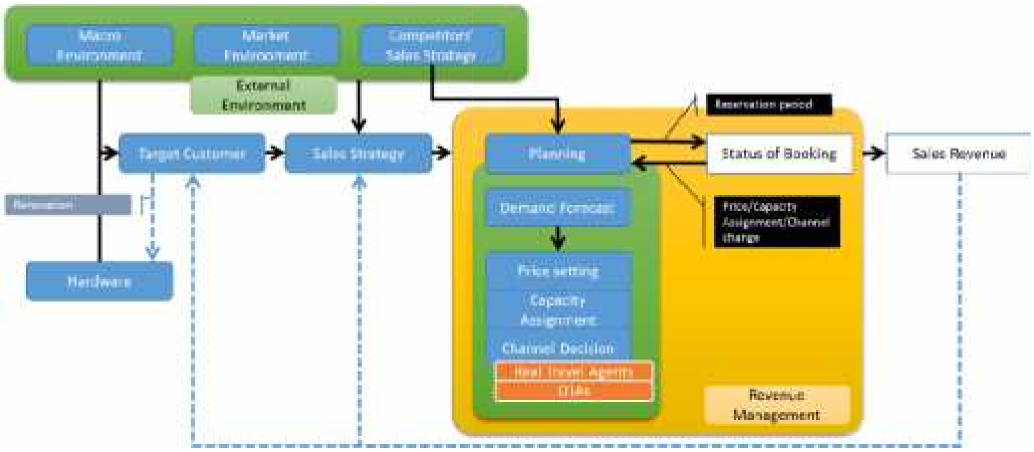

Fig. 1. Sales Activities Implementing Revenue Management

PREVIOUS RESEARCH

There have been some articles on the relationship between financial performance of hotels and the status of their reputation.

Wang et al (2015) found that positive online reviews (WOM) have little influence on the room price and rating, but negative reviews have big influence on the room price and rating by using reservation data from Expedia.

Edwin and Dipendra (2016) showed a positive direct relationship between the number of reviews of the TripAdvisor and ratings by path analyzing the data of 178 hotels. They also revealed that the ranking of TripAdvisor plays a role to associate the number of reviews with the relative ranking of the hotel.

Karen et al. (2016) revealed that responding to customer's word of mouth will not only increase the rating of the advisors but also increase the number of reviews. They also clarified that management's response to word of mouth alleviates the impact of ratings and reviews on hotel performance.

Anderson (2012) revealed the relationship between ratings, room price, occupancy rate, and market share of hotels by using Travelocity data.

Although these previous studies revealed that reputation and hotel sales are closely related, it is still not clear how the revenue management practices will be affected by the reputation. Recently, in addition, tools to set the room rate from real time big data using AI (Artificial Intelligence) have been proposed, e.g. "Metro engines" using IBM Watson, Expedia.

REARCH DESIGN

RESEARCH QUESTIONS

Our key research questions are as follows;

Q1: What are the characteristics of reputation?

Q2: How the revenue management practices will be affected by the reputation?

To address first research question, we classified the characteristics of reputation. And we conducted a questionnaire survey and interview surveys to examine second research question.

WHAT ARE THE CHARACTERISTICS OF REPUTATION?

We classified the characteristics of reputation by focusing on media (human, organization, Internet) and considered their function.

When hotel reputation is gathered from specific stakeholders (e.g. customer), data aggregation and measurement are relatively easy. Since everyone is a potential customer for the hotel, it is easy to propagate and share information about hotels.

Before the spread of the Internet, the impact of word of mouth was limited and the scope of the sharing was limited to the surroundings of the holder of informarion. Therefore, the reputation seems to have not exerted a clear influence on the revenue management. The information of the reputation at this stage dissipated to various places and functioned as information for good service selection that only specific groups can know.

In the era when real agents have strong power in the travel industry, the influence of reputation seemed to have been small. However, in that era, reputation of hotels has exerted a certain influence on the revenue management. As travel agencies preferentially recommended the hotels which gained a certain level of ratings from customers, their revenue was influenced by the reputation which had been accumulated and shared by real travel agencies. At this stage, reputation of hotels was consolidated and used as knowledge for selection and recommendation.

With the spread of the Internet, everyone can see the hotels' word of mouth from anywhere, anytime. Since many travelers conduct hotel search and booking behaviors while using these pieces of information, reputaion has become a major factor directly affecting hotel revenue. Reputation play an important role for an open communication tool when customers sort hotels.

Based on these points, the characteristics of reputation of hotels can be summarized as shown in **Tab. 1**.

Tab. 1. Characteristics of Reputation focused on Media

Intermediary of Information	Customer	Real Agent	OTAs, Review sites
Media	Human	Organization	Internet
Range of Communication	Narrow ←		→ Wide
Form of Communication	Diffusion	Aggregation	Sharing
Function for Users (Hotel and Customer)	Selection	Selection, Recommendation	Selection, Recommendation, Communication

HOW THE REVENUE MANAGEMENT PRACTICES WILL BE AFFECTED BY THE REPUTATION?

Next, we conducted a questionnaire survey in 2017 to address the second research question. The questionnaire was sent to 1,239 hotels holding over 50 rooms in Tokyo, Kyoto, Okinawa, and Hokkaido area where are representative tourist visit sites in Japan. We sent the questionnaire to GMs (General Managers) of the hotels in these areas. The response rate for the survey was 20.3% with the number of responses totaling 251 hotels. All variables are designed using six-point Likert scale with answers of 6 "Perfectly True" and 1 "Perfectly Untrue". The Profile of Respondents is shown in (Tab. 2.)

Tab. 2. Profile of Respondents

	Area				
Type of Hotels	Hokkaido	Okinawa	Tokyo	Kyoto	Total
Business Hotel	15	6	24	6	51
Budget Hotel	42	20	67	16	145
Resort Hotel	18	11	0	1	30
Japanese Style Hotel (Ryokan)	10	0	0	1	11
Others	4	2	8	0	14
Total	89	39	99	24	251

As a result of our survey, we found that almost all hotels place importance on the word of mouth. Many hotels regard the word of mouth as a important tool for sales promotion (average 3.8 point) (See **Fig. 2** and **Tab. 3**).

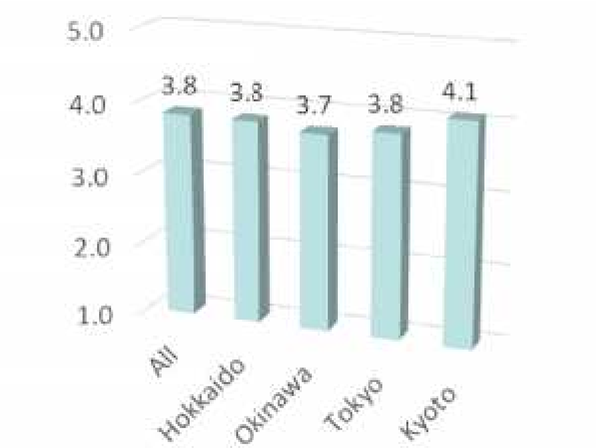

Fig. 2. Average score on regarding the WOM as a sales promotion tool (Area)

Tab. 3. Average score on regarding the WOM as a sales promotion tool (Hotel type)

Type of Hotel	Average Score	Std Dev.
Business Hotel	3.90	1.10
Budget Hotel	3.78	1.12
Resort Hotel	3.79	1.13
Ryokan	3.91	0.70

Average score on considering the word of mouth when deciding the selling price of the room (average 2.5 point) is definitely lower than above score (See **Fig. 3**). As to second question, there is a difference among type of hotels. In resort hotels, some hotels regard word of mouth as a factor to decide selling price (See **Tab. 4**).

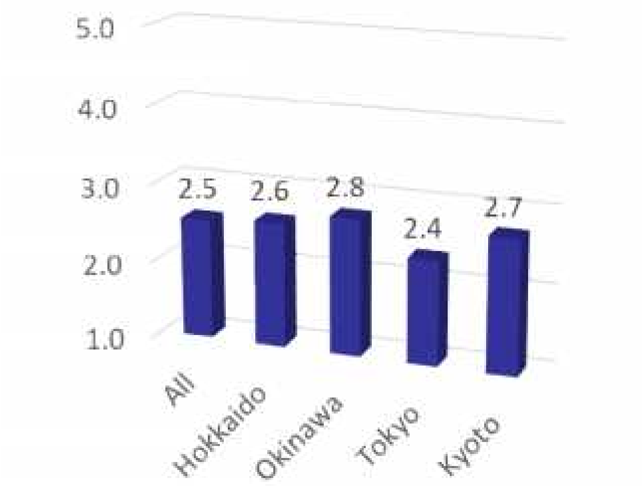

Fig. 3. Average score on considering WOM when deciding the selling price of the room (Area)

Tab. 4. Average score on considering WOM when deciding the selling price of the room (Hotel type)

Type of Hotel	Average Score	Std Dev.
Business Hotel	2.50	1.00
Budget Hotel	2.45	1.11
Resort Hotel	2.87	1.25
Ryokan	2.82	1.25

In the next step, we conducted interview survey to clarify how the revenue management practices will be affected by the reputation. We interviewed five resort hotels about following three points, considering the characteristics of reputation;

(1) Reputation response policy
(2) How to use reputation now?
(3) How to use reputation in the future?

The results of the interview surveys are as follows;

(1) Reputation response policy

- *The department which deals with reputation makes prompt response to the "Word of Mouth" within 24 hours.*
- *The score of reputation of the hotel is one of the KPI (Key Performance Indicator) for reviewing performance of GM.*

(2) How to use reputation now?

- *Our hotel considers reputation as a factor to determine the room rate.*
- *We think that a decline of reputation signs that divergence between customer awareness and hotel awareness is occurring.*
- *Based on reputation, our hotel regularly improves service quality.*
- *We refer to the reputation and occupancy rate as a criterion for judging whether the level of room rate is appropriate or not.*
- *We use the reputation (1) to confirm the customer's price sensitivity, (2) to gather information for future management resource allocation, (3) to build contact points with customers.*

(3) How to use reputation in the future?

- *We plan to use the reputation as service improvement.*
- *It is important for the GM to understand the contents of reputation correctly and to respond to customers appropriately.*
- *We think that response to online review is sales promotion to customers.*
- *We believe that it is indispensable to use the information of reputation to improve customer satisfaction.*

We found that most of the hotels recognized the importance of reputation which influences the purchasing behavior of customers greatly. Moreover, we also found that reputation was used not only as an indicator of improvements in facilities and services, but also as a KPI to review their room rate for the hotels appropriately.
Based on our surveys, reputation such as “Word of Mouth” has the following three roles for hotels;

(1) Indicator to improve their facilities and services
(2) Open communication tool between customers and hotels
(3) KPI to review their sales strategy

SUMMARY AND FURTHER RESEARCH

The object of this study is to examine the impact of reputation on revenue management practices at hotels. To examine this research question, we classified reputation by focusing on media (human, organization, Internet) and conducted the questionnaire survey and interview surveys.
From these surveys, we concluded that the reputation such as word of mouth has the following three roles for the hotels; (1) An open communication tool for customers to choose a hotel, (2) Indicators for hotels to improve their service, (3) Indexes for hotels to consider their sales strategy. In addition, reputation not only affects the conversion rate but also directly affects the room rate. Therefore, to implement revenue management successfully, it must be necessary to regarding the reputation as a major KPI.
We have to further examine the impact of reputation on revenue management at hotels;

- Paying attention to the contents of "Word of Mouth"
- Paying attention to the management environment and sales strategy of the hotel

To further examine the impact of reputation on revenue management practices at hotels, additional questionnaire surveys and interview surveys are still needed.

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