

BOOK OF ABSTRACTS

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PROTECTED AREAS, TOURISM AND ENVIRONMENT

AN EXPERIENCE-BASED TYPOLOGY FOR NATURAL EVENT TOURISTS

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Abstract: This research identified viable target markets at one of the largest salmon runs in Canada where a total of 382 questionnaires were distributed during the Salute to the Sockeye Festival in October 2014. The analysis was done in three stages: two factor analyses (of memorable experience factors and visitors' motives for viewing the salmon), a cluster analysis based on visitors' expectations regarding the memorable experience factors, and an analysis of significant differences between different market segments of salmon viewing visitors (ANOVAs). We segmented the markets according to the factors these natural event viewers regard as important for a memorable experience. This gave us a typology of viewers, which we labelled Selective experience seekers, Tranquil experience seekers, Comprehensive experience seekers and Casual experience seekers. Our results show that such clustering is a useful research tool for producing a clear visitor profile and understanding of different types of visitors and their viewing preferences. The study therefore proposes a typology of natural event viewers that could be applied to other natural event viewers and confirms that visitors to natural events have a variety of motives for their trip. Our findings furthermore challenge some existing theories and models of tourist experiences which are based on the premise that tourists are motivated by the need to escape from their everyday environment. This does not seem to be the case for visitors traveling to witness natural events as this form of travel is part of their lifestyle; rather, they are motivated by the specialness of the event and their appreciation of it. The results enabled us to provide strategic insights for managing the salmon run viewing experience, and similar natural events, according to the preferences of specific market segments.

Keywords: Natural events, Salmon run, Market segmentation, Memorable experience factors, British Columbia, Canada.

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CLUSTERING KRUGER NATIONAL PARK VISITORS BASED ON INTERPRETATION

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Abstract: Interpretation is considered as an important educational tool which not only addresses visitors' expectations for educational services but also contributes to national parks' conservation purposes. This study therefore segmented the Kruger National Park's visitors based on expected interpretation services and revealed four clusters that differed based on their expected -, experienced interpretation services as well as their motivational aspects. The distinct contribution of this study is the alternative segmentation approach which revealed that the expected interpretation variable is a viable interpretation variable to use for segmentation purposes in an ecotourism context. This study therefore not only assists the Kruger National Park to appropriately address interpretation services but aid other ecotourism destinations as well.

Keywords: conservation tourism, interpretation, market segmentation, national parks tourism.

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HUNTING TOURISM IN BOSNIA AND HERZEGOVINA

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

Hunting areas of Bosnia and Herzegovina have very strong competitors. Sources of income in hunting tourism originate from several important factors. Most income brings the lease of hunting grounds, then the fee for entering the hunting resort by hunters and their dogs, as well as fees for shooting, wounding and failures. There is a special profit from the purchase of game meat, service of the masters of hunt, the use of hunting dogs, the use of vehicles, guide and interpreter, insurance and accommodation and food for hunters. The question of sustainable economic rural development of hunting tourism in Bosnia and Herzegovina is more and more present, and which includes hunting animals in a way that their existence is not questioned, or not to disturb the natural diversity to the area as well as animal species.

Keywords: hunting tourism, hunting grounds, wildlife, hunter tourist, economic development, consumption, Bosnia and Herzegovina.

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

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Abstract: The worst flooding that ever hit Bosnia was in May 2014. The official estimates indicate that over 1.6 million people were affected in Bosnia and Serbia after a week of flooding. The assessments of the damage in Bosnia go up to €2 billion of euro. The loss in floods is estimated between 5 to 10 % of GDP (as per World Bank estimate). The effective floodplain management is a combination of the corrective and preventative measures for reducing flood damage. These measures require integrating data from a variety of sources, including zoning, subdivision, or building requirements, and the special-purpose floodplain ordinances. There are varieties of tools to generate a flood forecasting model to identify the potentially affected zones, so as to prioritize for remediation or the damage assessment. Furthermore, it is possible to analyze the time-related data and to explore trends and phenomena, to conduct the historical analysis and “what-if” scenarios, and to track and monitor events such as excessive rainfall, track water levels, etc. Bosnia is just starting to develop these tools and methods and this could be the way to improve capability to tackle such natural disasters.

This paper describes some application of Remote Sensing (RS) and Geographical Information Systems (GIS) in identifying flood hazard zones and flood shelters and are therefore important tools for planners and decision makers. The purpose is to describe a simple and efficient methodology to accurately delineate flood inundated areas, flood-hazard areas, and suitable areas for flood shelter to minimize flood impacts.

Keywords: Floods, Management, Bosnia, Remote Sensing, GIS.

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HUNTING TOURISM DEVELOPMENT IN THE TUZLA CANTON

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

Keywords: hunting, development, Tuzla Canton.

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DETERMINING THE ECONOMIC SIGNIFICANCE OF LION BREEDING IN THE PRIVATE WILDLIFE TOURISM SECTOR

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Abstract: Lions are famous icon in Africa and so has substantial value for wildlife tourism in African countries. Throughout historical times lions could be found all over the African, European and Asian continents. However in recent years there has been a dramatic decline in their distribution and numbers because of habitat destruction and killing of lions, and is also listed under the International Union for Conservation of Nature as threatened species (Bauer et al., 2008). However breeding of lions commercially in captivity is rapidly growing in South Africa. According to the IUCN (2006:7) if lions are correctly utilized they can be a great source of economic benefits and there can be allot of advantages for a variety of countries including South Africa (IUCN, 2006:7). Parker (2012) state that through lions large amount of financial income can be generated in terms of consumptive (lion hunting and sale of lion bones) and non-consumptive (photographing, ecotourism) forms (Parker, 2012). Regardless the fact that this industry is rapidly growing, there are no reliable data or statistics available regarding how lions are managed in the private sector and what the economic significant of lions in the private sector is. Since only limited knowledge exists concerning the value of lion breeding in the private sector it becomes a cause of concern considering that this industry is such a competitive arena. With the above information one must take into consideration how lions are utilized in the private sector in South Africa.

Therefore the objectives of the study are the following: (1) the primary objective of this study is to determine the economic significance of lion breeding in the private wildlife tourism sector, (2) To do a theoretical analysis of wildlife tourism and to do a theoretical analysis of economic significance of wildlife breeding with specific reference to lion breeding, (3) To do a qualitative and quantitative survey in order to achieve the goal of the study and lastly (4) To draw conclusions and make recommendations that will benefit the South African lion industry and assist in future research.

For this study a literature review and empirical survey will be used. In order to collect and analyse data, an exploratory research design will be used followed by a quantitative and qualitative method which will be self-administrated. An exploratory research design and a quantitative and qualitative method are chosen to obtain background information about the overall research problem. In order to collect data a computer-assisted self-administered survey method will be used. Lion permit holders in South Africa will be contacted via email asking

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them to complete a questionnaire online. Probability sampling in form of complete sampling with a purposive approach will be used, where every respondent on the list have a chance to be chosen, to gather data from respondents. The aim if the research is to determine the economic significance of lion breeding in the private wildlife tourism sector to assist the industry in future legislation, product development and most important give the economic significance and importance of it to conservation and game farming.

Keywords: Wildlife tourism, lions, consumptive, non-consumptive, hunting, impact, value, economic significance, breeding.

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

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Abstract: Bosnia and Herzegovina is rich in natural resources, among which the most important are mineral, thermal and thermo-mineral waters. Heterogeneous and complex geological tectonics of Bosnia and Herzegovina conditioned emergence of the large number of mineral, thermal, thermo-mineral water springs that have a significant role in health care, spa and recreational tourism. Initiators of spa tourism in Bosnia and Herzegovina are spas. Healing power of thermal mineral springs has been recognized since the time of Greeks and Romans. After World War II visiting spas was more frequent, but in the period from 1948. to 1960., spas were treated as medical facilities. In the early 70's, visiting spas was treated as a component of tourism, therefore hotels, restaurants and new rehabilitation centers were built. Modern life has influenced the transformation of the classic spa tourism which is increasingly getting the characteristics of wellness tourism.

This paper presents some thermal mineral water in Bosnia and Herzegovina, which are valorized in spas, and registered as medical institutions. Besides them, there are numerous cases of these types of groundwater in our country whose value is still not recognized. Paper also describes problems of spa tourism offer, as well as possible ways of Bosnia and Herzegovina spa destinations improvement.

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

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GEOECOLOGICAL EVALUATION OF TERRAIN IN NATIONAL PARK UNA

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Abstract: This paper has a geoecological evaluation of terrain in National Park Una as its study object. Aim of the research is to clarify how valuable and useful are particular terrain segments for tourism valorization, construction of various objects, certain economic activities etc. Geoecological evaluation of terrain is strongly relevant methodological procedure, which can be used for acquiring of results about real value of particular areas.

Paper consists of several parts. First part defines the exact area of exploration and geographic position of National Park Una. Second part is concerned with geomorphological characteristics of explored area and possibilities of its valorization, by detailed analyses of hypsometric facts, angle of slope inclination, vertical articulation and terrain exposition. Geoecological evaluation of terrain is performed in third part, for which purpose a bonity categories are used.

Geoecological evaluation of terrain is based on previous geomorphological analysis. Methods used in this paper are: analysis, synthesis, statistical method, cartographic method and GIS analysis. Method of terrain evaluation is also used, through four categories: hypsometric characteristics, angle of slopes, vertical articulation and terrain mobility.

Keywords: Geoecological evaluation, GIS, bonity category, National Park Una.

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ABOVE-GROUND BIOMASS SPATIAL VARIABILITY MAPPING BASED ON FOREST INVENTORY, SPECTRAL AND ENVIRONMENTAL DATA ON FORESTED PROTECTED AREAS

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Abstract: Recent global incentives to adapt forest management to environmental management indicated plenty researches about forestry data potentials for better pictures of available resources. Regular forest inventory delivers data for wood production estimates but they can be used to estimate wood related variables as forest biomass and carbon content that could contribute to protected area/landscape presentation. In this paper non-parametrical estimation results for the aboveground biomass(AGB) of the main forest species are evaluated. Used material contains ground data from regular forest inventory (4203 sample plots), environmental data and Landsat spectral data related to protected landscape in the north-east Bosnia. Determination of weights is based on genetical algorithm and k nearest neighbor estimation method is applied. Evaluation was performed on pixel level and low relative root mean square errors (RMSEs) are obtained. Relative RMSEs for aboveground biomass of dominant species: fir, beech and groups: conifers, broadleaves and total are 0.83, 0.56, 0.66, 0.41 and 0.30 percentages respectively. Other forest tree species with low participation in total AGB achieved values up to 4%. Obtain results indicate that efficiency of forest AGB spatial prediction for the main species as for the groups (conifers, broadleaves and total) support creation of thematic maps of AGB spatial variability aiming to become additional information about spatial distribution of natural resources in touristic area.

Keywords: protected landscape, forest aboveground biomass, forest inventory, Landsat, non-parametrical method.

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AN OVERVIEW OF THE ENVIRONMENTAL IMPACTS OF COASTAL TOURISM AND SUSTAINABILITY

Neslihan Dal¹

Abstract: The components constituting the concept of tourism must be in compliance with all the elements of environment. Generating from the accelerated demand at touristic destinations, a significant increase has been observed in negative environmental impacts of tourism on natural resources, particularly in coastal regions. With their attractiveness and expanding facilities, coasts have become the areas which are most visited by tourists and local resources such as energy, food, land and water face a huge population pressure depending on the concentration in space and time (seasonality). The inclusion of many sectors in a single coastal destination to meet the need of the increasing number of visitors can create degradation in coastal land management and may cause ecological and environmental degeneration. The main requirement to provide sustainability on tourism and other related activities in those areas is the intensive utilization of all the available facilities on the complete planning of coastal management. Accordingly, this study, which focuses on the environmental impacts of tourism particularly in coastal areas, aims to present the approaches for providing sustainability on tourism. It also includes suggestions for providing sustainable policies by scrutinizing the relations between tourism and environment, sustainable tourism, coastal land usage and coastal tourism.

Keywords: Coastal Tourism, Sustainable Tourism, Environmental Impacts, Coastal Management.

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ON CLIMATE CHANGE ALARMISM IN TOURISM

Amir Shani¹

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

Keywords: Climate change, Global warming, Skepticism.

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PERCEIVED SUCCESS CRITERIA OF THE FNBWINES-2-WHALES MOUNTAIN BIKE EVENTS IN SOUTH AFRICA

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JJ Prinsloo²

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Johan Kriegler

Abstract: PROBLEM: Sport tourism in South Africa is growing in popularity. Due to this growth, new sport activities are introduced on the sport calendar each year. This leads to greater competition in event participation. Reasons for participating in sport tourism may be determined through the motivations of participation and the success criteria of such an event. This specific knowledge is crucial as it will assist sport events to categories participant demand accurately and will allow them to target and satisfy the appropriate market segments for greater event participation.

OBJECTIVES: To determine the profile of the participants and their reasons for participating in the First National Bank Wines-2-Whales Mountain Bike (FNB W2W MTB) Events.

RESEARCH METHODS: This is a quantitative research study, using an online questionnaire which was placed on the FNB W2W MTB Events registration webpage during March 2014. A total of 244 questionnaires was collected. The profile of participants was determined. An exploratory principle axis factor analysis with Oblimin rotation was conducted to group the success criteria of the Events. And an independent-sample t-test and one-way-analysis of variances was conducted.

RESULTS: The factor analysis identified 4 success criteria factors (i.e. Competitive Advantage Elements; Basic Services; Route-visual Components; Monetary Attractiveness). All factors have loadings greater than 0.3 and a Cronbach's α -value greater than 0.6. There were correlations between the factors. The t-test and ANOVAs identified that there are no significant statistical differences in perception ($p < 0.05$).

CONCLUSIONS: The results indicate that there are different factors of the FNB W2W MTB Events that contribute to the success thereof. Through the identification of the profile and motivations of the participants and the different success criteria of the Events, valuable resources can be allocated to these areas for effective and efficient management, which may lead to greater event participation.

Keywords: motivation; mountain biking; profiling; sport tourism, success criteria.

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URBAN TOURISM AND CULTURAL HERITAGE

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

Funda Songur¹

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

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

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TRANSLATOR'S ROLE AND CONTRIBUTION TO THE CULTURAL HERITAGE TOURISM

Pelin Sulha¹

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

Keywords: Tourism Texts, Translation Studies, Skopos Theory, Cultural Mediator, Cultural Heritage Tourism.

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

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Abstract: Anatolia, which is the cradle and starter of culture and civilization, is a paradise on earth. The seeds of that civilisation were spreaded in 10,000 BC and it has been enriched with a sweet consistency as a rich, generous geographical space and destination so far. Konya is one of the oldest cities in terms of cultural and industrial areas. As a revolution in the history of mankind transition from nomadic to hunter - gatherer to residential and agricultural society has been occurred in this land and the documents indicating that have emerged over the excavations at Çatalhöyük in Konya. Konya is considered as the cradle of civilization in today's world, has an important position in terms of religious history. Mother Goddess, the Cybele cult found at Çatalhöyük in 6500 BC, constitute the first part of pagan religions core. In this study we will evaluate belief and cultural values in terms of Christianity and Islam and focus on the contribution to the Urban tourism.

Keywords: Anatolian Culture, Catalhuyuk, Urban Tourism, Cristianity, Islam.

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CONTRIBUTIONS OF COUNTRYSIDE RESTAURANTS TO RURAL TOURISM: A MANAGERIAL PERSPECTIVE

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Abstract: With the growing attention on alternative tourism activities and environmental protection, rural tourism has become one of the most attractive tourism types over the last decade, and much more studies have been conducted in the field of rural tourism development and in all other aspects except the importance of countryside restaurants (CSRs). Nevertheless, we see that only a few studies concerning CSRs exist in the current literature. However, CSRs are an important part of rural tourism with their specific service standards including indigenous food & beverages, high customer satisfaction as a result of individual service and a natural & attractive atmosphere. Thus, the prior aim of this study is to stress the importance of CSRs and how those establishments contribute to the development of rural tourism. Additionally, the subsequent aim of the study is to gather reasonable and significant data about CSRS marketing operations. Within this scope, the study will be conducted on 9 CSRs operating in Muğla and a semi-structured interview technique will be used as a part of qualitative analysis. Finally, some suggestions will be made for the future researches concerning this field.

Keywords: Rural tourism, countryside restaurant, development, specialization.

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

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Abstract: This paper researches memorial sites built in Croatia and Bosnia and Herzegovina in a planned manner to mark the Second World War sufferings or military operations. Most of the analysed sites were planned, designed and built following an urban-architectural competition. All of these sites were designed by the best local planners and artists of the time. Nearly all of them are located in protected natural areas (of varying degrees of protection). Depending on the significance of a particular memorial site at the time, it was planned and constructed as a memorial, educational and/or tourist centre with numerous recreational and accommodation facilities, restaurants and other facilities.

This paper examines the role memorial sites played, the current state of memorial sites as a whole, the state of the natural heritage, the state of the cultural heritage, the state of buildings and infrastructure and the present possibilities for tourism development. Memorial sites from Croatia included in the analysis are: Jasenovac, Podgarić, Kalnik, Petrova Gora, Kumrovec, Brezovicac, Korenica, Matic Poljana etc.

Memorial sites located in Bosnia and Herzegovina and included in the analysis are: Sutjeska, Kozara, Jablanica, Makljen, Sanski Most, Konjih Planina, Drvar etc. Taking into consideration that planned memorial sites from the Second World War lost their political significance, the conclusion summarizes the state of memorial sites by site, country and the potential for tourism development.

Keywords: memorial sites, Second World War, Croatia, Bosnia and Herzegovina, cultural and natural heritage, tourism.

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

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

Keywords: Urban tourism, cruise facilities, waterfront, heritage, urban regeneration.

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AN INVESTIGATE IN TURKISH HOTEL ENTERPRISES REGARDING AWARENESS OF REVENUE MANAGEMENT AND ITS APPLICATIONS

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Abstract: Revenue Management (RM) is the practice of using certain pricing and other techniques to influence customer demand for a company's products and services aiming to increase total revenues and profits simultaneously. This practice has been utilized in many industries including hotels, restaurants, airlines, car rentals and cruise-liners. The purpose of this study is to reveal RM applications and the level of awareness within Turkish hotel enterprises. After presenting RM's definition, this study will discuss RM methods along with their advantages and disadvantages. Survey method will be utilized for gathering results. Subjects that will be covered in this survey includes; knowledge of Turkish hotel enterprises about RM, practice of RM applications, presence of RM executives, RM methods being utilized, usage duration of these RM methods, RM information resources, effects of RM on the enterprise, and beneficial and detrimental side effects. This study will be concluded with a general evaluation and suggestions.

Keywords: Revenue Management, Revenue Management Techniques, Turkish Hotel Business.

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EVALUATION OF THE CULTURAL HERITAGE SOURCE IN THE DESTINATION BRANDING, THE CASE OF KARACASU DISTRICT

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Abstract: Increasing competition in the tourism sector, to ensure competitive advantage of countries, making attractive tourist resources necessitates the differentiating from competitors. In this regard, the activities for the branding of the destination began to be an important competitive tool, is increasingly important in tourism marketing. In Turkey, in particular, including the ancient city of Aphrodisias, which has many cultural heritage resources Karacasu district bears the distinction of being a destination that can create a strong brand. However, these resources are not evaluated in terms of destination branding. Therefore, utilizing the surplus of secondary sources, this study was conducted to evaluate Karacasu district in terms of providing the cultural heritage and the destination branding. Also, current status of the district made SWOT analysis evaluated in terms of branding, strategic recommendations are presented.

Keywords: Destination Branding, Cultural Heritage, Karacasu.

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

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

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

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MILD OR MATURE? A MOTIVATION-BASED TYPOLOGY OF CULINARY TOURISTS

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Abstract: Culinary and gastronomy tourism offers destinations additional opportunities to attract visitors by offering distinct cultural experiences during the consumption of a variety of food and wine. In recent decades, food and agriculture festivals and events themed with food and beverages (notably wine) have increased substantially around the world. South Africa is no exception with various food-themed festivals held throughout the year. One such festival, The South African Cheese Festival is a premier culinary cheese festival held in the Western Cape Province. This distinct event annually attracts up to 32,000 visitors, boasting with more than 400 different cheeses. However, in contrast to other types of festivals such as music or art festivals, little is known about the type of visitors who attend culinary festivals (exempting wine festivals) in South Africa. To fill the gap in the current literature, the purpose of this research is to determine the motives of visitors to the South African Cheese Festival, in order to do market segmentation and profiling of visitors. Motivation-based segmentation and clustering are well documented in the tourism literature, widely used to identify particular market segments and rarely scrutinised for inaccuracies. This process can offer insight into the types of segments defined while providing relatable and understandable interpretation to industry specialists such as marketers, managers and event organisers. A self-administered questionnaire survey will be conducted at the Festival from 25-27 April 2015 where approximately 400 usable questionnaires will be administered. The analysis will consist of a factor analysis, a cluster analysis, and an analysis of significant differences between the segments. The results will add to a greater understanding of the culinary/gastronomy tourist in South Africa. Strategic insights into managing these type of festivals, and similar events, according to the preferences of specific market segments will also be provided.

Keywords: culinary tourism, cheese festival, market segmentation, culinary motives, event management, South Africa.

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WAR LOCATIONS AND WAR MUSEUMS AS TOURIST SCENES IN BOSNIA AND HERZEGOVINA - THE EXAMPLE OF SARAJEVO

Ismir Bradic¹

Abstract: Bosnia and Herzegovina sees its big chance above all in its variety of tourist forms and in the tourism offers arising out of this. Moreover, the attempt is to start serving tourist niches which are not offered in the neighboring states. Thus the city of Sarajevo, e.g., thematic tours offers to the past war scenes. Just such war-picked out as a central theme tours, as a firm component of the town guidance, offer the possibility the tourists to hand over positive information and to process the negative sides of the war. The tourist image of Bosnia-Herzegovina is marked by insecurity of potential visitors. The potential visitors are often more confronted with the war pictures than with the actual events and tourist information. It is necessary to establish a new image of Bosnia. And it is very important not to hide the Bosnia's war period, which could be a substantial part of a new marketing strategy.

Keywords: urban tourism, dark tourism, tourism marketing and image.

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IS CONSERVATION OF CULTURAL PROPERTIES A TOOL OF TOURISM HOSPITALITY?

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Abstract: The paper addresses to the perennial question "Is tourism a tool for the conservation of cultural properties?" or, vice versa: "Is conservation of cultural properties a tool for tourism?" Author, for being a conservation architect, asks the question according to the main theme of the conference as "Should architectural conservation activities mainly aim at fulfilling the requirements and expectations of the tourism for sake of touristic hospitality?"

Thus, approach to the Congress theme "tourism hospitality" will be from the viewpoint of conservation theories, conservation practice and conservation politics. The paper aims to address the interrelation and/or contradiction between tourism and conservation of cultural and natural heritage. It will use an amalgam of theoretical approaches and basic international documents in relation to the management of tourism and cultural heritage. Interaction and/or contradiction between the tourist and the inhabitant will create the basis to question the term "hospitality".

Arguments and discussions will be exemplified by cases from Turkey and some other European countries. The clues of basic principles pertaining to a balanced interrelation between the two main concepts given above will be given in conclusion.

Keywords: Conservation of Cultural Heritage, Tourist, Inhabitant, Tourism policy, Hospitality.

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

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

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

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

Belmar Begić¹

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

Keywords: climate types, architecture, GIS, tourism, valorisation, Bosnia and Herzegovina, Croatia.

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ASPECTS INFLUENCING THE COGNITIVE, AFFECTIVE AND CONATIVE IMAGES OF AN ARTS FESTIVAL

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Abstract: This purpose of this article is to address questions of the importance of cognitive, affective and conative images for festivals and which aspects influence these images. With the global growth of festivals and the level of competitiveness between festivals it is important to develop and sustain a positive image among current and potential visitors. More than that it is imperative to determine which aspects can influence these images as this can play a role in the planning, management and marketing of festivals. Quantitative research was conducted by means of self-administered questionnaires distributed to festival visitors of a major arts festival in South Africa. A total of 460 questionnaires were administered, and 450 completed questionnaires were obtained. Firstly, descriptive statistics were calculated to determine the profile of festival visitors. Second, principal components factor analyses were conducted to identify any underlying dimensions associated with cognitive, affective and conative image of the festival. Third, t-tests and ANOVAs were used to determine the aspects influencing the image of the festival. Contrary to the literature review the importance of affective image for festivals is highlighted as well as the influence of gender, type of visitor, age and number of tickets purchased on affective, cognitive and conative image. This information changes the face of festival marketing and building the image of festivals.

Keywords: Festivals, events, cognitive image, affective image, conative image, tourism industry, events industry.

¹ Associate professor, North West University, South Africa.

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

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

Keywords: Mostar, West Herzegovina, tourism development, tourist-geographical region.

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CREATING A MEMORABLE LIVE MUSIC PERFORMANCE EXPERIENCE AT DIFFERENT VENUES IN SOUTH AFRICA

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Abstract: Various aspects in terms of the visitor experience and profile of attendees at South African live music performances have been analysed, however, limited research differentiate the management aspects required at different venues for a memorable visitor experience. This research thus fills this gap in current events literature and can assist event managers when venues are selected for live music performances as well as the aspects required at different venues to ensure a memorable visitor experience. Surveys were conducted at various venues in South Africa during 2012 where various international live music performances occurred. These venues included: Orlando Stadium (outdoor venue), Sun City, Carnival City and The Coca Cola Dome (indoor venues of different sizes and layout). A total of 1 760 questionnaires were administered in this study. The data were pooled and the analysis was done in two stages: a principal axis factor analysis, using Oblimin rotation with Kaiser normalisation was performed in order to identify the memorable experience factors for a memorable experience at the performances and secondly; ANOVAs were used to investigate any significant differences between the different venues in terms of the critical success factors for a memorable experience, as well as the demographic and behavioural variables. The results clearly indicate that each venue with its distinct characteristics manifests a unique set of memorable experience factors that attendees regard as important when a live music performance is attended. Managers can use these preferences to their advantage to improve the memorable experience of individuals by improving the management factor which are regarded more important at a specific venue. Apart from this, tertiary institutions can also use the guidelines from this research to enhance the current theory on managing live music performances when educating future event managers and more specifically live music performance managers.

Keywords: critical success factors, live music performances, memorable visitor experience, venues.

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

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

Keywords: human capital, on-the-job training, hotel occupancy, tourism impact, regional growth.

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**HOSPITALITY, TOURISM MANAGEMENT AND
MARKETING**

THE COMPARATIVE DYNAMIC ANALYSIS OF TOURISTIC ACTIVITIES BETWEEN TURKEY AND THE BALKAN STATES

Tahsin Karabulut¹

Abstract: Besides creating income source, the international tourism activities provide social and cultural interaction of different nationalities. The following factors such as especially the increase at the income level, the development of travel opportunities, reduction of cost, removing the bureaucratic obstacles between the States, diversification of tourism activities and spreading them year around highly contribute to the development of the international tourism activities. According to the 2013 data, by means of nearly 39 million visitors and 32 billion \$ income, Turkey is in the sixth place on the list of international tourism and become a noteworthy touristic destination for the Balkan States. This situation is the positive result of social, cultural and geographic factors. According to the TUIK (Turkish Statistical Institute); the number of tourists from Balkan States is 3.3 million people in 2013 and its share of total inbound tourism is 8,5 %. The incoming tourist spent nearly 2.7 billion \$. Bulgaria, Greece and Romania are placed on the top of the list and the number of tourists from Croatia Slovenia and Montenegro are less than the others. The number of tourists from Turkey to Balkan States is lower than the inbound tourism from Balkan States.

In this study, we would like to analyze the activities based on tourism between Turkey and the Balkan States and the number of incoming and outgoing tourists, income and expense of tourism will be evaluated comparatively by years. Also some proposals for the development of touristic activities between Turkey and the Balkan States will be discussed.

Keywords: Turkey, Balkan States, Tourism Income, Tourism Expense, Touristic Destination.

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THE ANALYSIS OF RELATIONS BETWEEN CONTROL AND LEARNING BEHAVIOR IN ORGANIZATIONS THROUGH STRUCTURAL EQUATION MODELING

Güzin Kiyik Kicir¹

Abstract: The organization is a social environment where many good and bad behaviors are distinguished. Also it is platform that some behaviors are shaped (Eren, 1993). Today, Learning is one of the intangible and dynamic concept is shaped in this structure. Learning and information obtained from learning process have become a key element for maintaining life in a continuously changing environment of an organizations (Yazıcı 2001). With a view to achieve the desired output of the business unit, the control refers to the initiatives taken by managers to influence behavior and activities of employees (Jaworski, Stathakopoulos, Krishnan, 1993). The purpose of this research is to identify the relationships between the learning behavior of employees and control activities in enterprises. The concept of control in this study is investigated with two components including formal/informal and their sub-dimensions. The prepared questionnaire applied in one of firms in aerospace industry, which has a intensive control operations and has a big trading volume. Firstly, Confirmatory factor analysis have conducted to test the power of representation of the factors in the research model. Secondly, the relationships between these factors have been examined with the help of structural equation modeling using multiple regression and correlation coefficients. At the end of this research there has been found, formal control has a positive effect on learning except for output control, it has been detected in a significant relationship between personal control and learning while there were no relationships between learning and social control.

Keywords: Learning, Formal Control, Informal Control, Structural Equation Modeling.

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DETERMINING MANAGEMENT QUALIFICATIONS OF TOURISM GRADUATE STUDENT FOR MANAGERIAL POSITIONS: ANADOLU UNIVERSITY TOURISM FACULTY

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Abstract: Tourism sector is the growing sector and number of enterprises are increasing enormously year by year. Parallel to increase in number of enterprises, needs for qualified person in each level of management also increased. In this study we try to determine qualifications of each graduate student to become a manager in tourism industry. And also we try to state how to achieve to these qualifications. In order to achieve main goal, questions on below tried to be answered;

- What is the main qualifications of tourism graduate student to become a manager?
- What are the main qualifications that graduate student should have to become a manager?
- Which subjects and courses should be in tourism curriculum in order to achieve to those qualifications?

This study is an application of a case study which is a one type of qualitative research. Research group in this study determined with the principle of convenience sampling, as an one type of purposive sampling. Data were collected from manager who has an experience in tourism sector. Data gathering method is unstructured interview. Data were analyzed principle of descriptive analysis with NVivo 10 software package. After analyzing data an appropriate model has been established which is shows each qualifications and relations between them.

Keywords: Tourism, Tourism Manager, Management Qualifications, Tourism Graduate Student.

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FINANCIAL PROBLEMS OF SMALL AND MEDIUM-SIZED LODGING ENTERPRISES: A RESEARCH IN MARMARIS

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Abstract: Numerous studies have shown that financial problems are the main problems of SMEs. However, few of the researches conducted for small and medium-sized lodging businesses. The aim of this study was to determine the financial problems of small and medium-sized hotel businesses. This research was carried out in Marmaris that is one of Turkey's most popular tourism centers. In this research was used qualitative methods. The survey results show that small and medium-sized lodging establishments have some liquidity and financing issues. Hotel owners and managers should be informed on state aid to small and medium-sized hotels and their financial management.

Keywords: Small and medium-sized enterprises (SMEs), lodging businesses, financial problems, working capital management, financing, Marmar.

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HOW COMPETITIVE ARE SOUTH AFRICAN PRICES?

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Abstract: Price competitiveness has been described as the ability of a destination to produce goods and services which meet the standards of international markets while still maintaining the positive income for the particular destination or country. Being part of the global tourism arena since 1994 has proven to have a positive economic effect on South Africa. Tour operators describe South Africa as a country with various opportunities for tourists to explore. Although price has been indicated in a recent study as a strength of a country, high price increases could change this perception over time. Price competitiveness is an essential component in this management approach. Not surprisingly given its importance, researchers have developed or used various indicators of tourism price competitiveness. These different indicators shed light on different aspects of competitiveness. It was the aim of this study to determine the unique indicators to price competitiveness of South Africa as a destination. A structured questionnaire was e-mailed to tourism operators and product owners associated with South Africa as a tourist destination which comprises of the complete sample of all delegates from the Tourism Indaba 2013. A total of 2727 questionnaires were e-mailed during the months of July – September 2013. 271 usable questionnaires were completed and returned. Descriptive analysis of the respondents was done. Secondly an overall summary measurement of a country's price competitiveness at a point of time or changes over time has been developed. The preliminary results show that fifty-five percent of respondents regard South Africa to be price competitive and sixty-five percent point out that price has a significant effect on the tourism sales. Fuel prices, inflation, exchange rate, electricity cost and labour cost were indicated as the aspects to have the greatest influence on the competitiveness of South Africa as a destination.

Keywords: South Africa, price, competitiveness, indicators, tourism.

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COMPETITION STRATEGY AT SMEs: A MODEL SUGGESTION FOR TOURISM ENTERPRISES

Ahmet Diken¹

Abstract: SMEs Criteria such as the size of the business, its footprint, annual sales, balance sheet size, number of staff employed and technology are based on. However, the number of the staff employed is the most common criteria as it is a practical scale when compared to others. There are different definitions of SMEs by different institutions. In this study, the definition by KOSGEB will be ground on. According to its definition, the businesses having less than 250 staff and an annual sales revenue or financial balance which does not exceed 40 million Turkish Lira are considered as SME (Official Gazette, 4 November 2012, No. 28457). The definition of SME is largely related to the problem at the moment or the purpose of the analysis. Many different qualitative and quantitative features can be sorted. However, it can be put forth that SMEs have three common features; being independent, being an attempt and including labor relation (Official Gazette, 18 November 2005, No. 25997). Today, %99 of our enterprises are SMEs. In terms of both employment and capital, SMEs constitute an important part of our economy. The employment ratio of SMEs in Turkey is %77,8, exportation ratio is %60, importation ratio is about %40. (Kalkınmada Anahtar verimlilik, November 2012, Issue:287).

SMEs in Tourism Sector

Today, our country gets a revenue around \$30 billion annually from tourism. Turkey has the potential for Turkey. It has not only sea tourism potential, also, nature, culture and historical tourism are at high potential that the annual revenue may rise up to more. The SMEs in tourism sector have similar features like the other enterprises even if there are differences in service sector. No matter, which economic period, SMEs in tourism sector always keep their economic, social and political importance and have an important place in determination of politics and strategy of the country.

COMPETITION STRATEGIES AT SMEs

Competition strategy is defined as a general formula which shows how a company should compete, what kind of objectives they should have and the policies that should be applied to achieve the objectives. However, three general strategies were determined in order to create a defensible position in long term and deactivate the rivals in the sector. These are: Total cost leadership, differentiation and focus (Eren,2005: 249, Wheelen & Hunger,2012:185).

1. Total cost leadership: the products or service should be offered at a lower price than the market. Quality and service are in second rate importance. 2. Differentiation: provides an additional value to the customers that they afford to pay more for the features (design/brand mark, feature, technology, seller network, customer services, etc.). Cost is not ignored in differentiation but the primary strategy is to create difference. 3. Focus: this is a combination of total cost leadership and differentiation and mostly targets a specific buyers group, product range and geographical region. These three general strategies which are different in function

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and size require different sources and abilities and it is stated that in order to success one of these three should be chosen as primary goal. If the company cannot achieve one of these strategies, its situation is called “stuck between” and a weak situation that guarantees lower profit.

WHICH MODEL MUST BE SUGGESTED?

There are finance, skilled labor, marketing, managerial and organizational problems of SMEs in tourism sector. How SMEs can be survival in the market ? In order to maximize its profit which strategy must be followed, Cost oriented, or differentiation? In this study, the specific model will be suggested for SMEs which they should follow. So these kind of companies should not dive into the sea they cannot swim.

Keywords: Competition, Strategy, SMEs, Tourism Enterprises.

THE EVALUATION OF URBAN AESTHETICS PERSPECTIVE OF TOURISM: A CASE STUDY OF BOSNIA AND HERZEGOVINA

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Aysun Çelik⁴
Emrah Özkul⁵

Abstract: The nature of the aesthetic values of architecture, many buildings of the values to distinguish the cities. Ensuring that the nature of the physical elements of the cities, meaning they carry and the built environment in the context of the human-relations with how it detects. Tourism experience is a critical concept in tourism literature; therefore, researchers have paid increasing attention to this area. Tourists' interaction with a destination's overall environment and their internalization of what they see and sense could play a key role in their overall trip satisfaction. So, the cultural heritage is an important phenomenon at global scale. Bosnia and Herzegovina is rich in natural and anthropogenic tourist potentials that are the basis for the development of more specific forms of tourism of local, regional, national and international importance. In this study, it was aimed to identify cultural values of Bosnia and Herzegovina and evaluated in the frame of urban aesthetics and the problems and potentials of the tourism environment. In the same time, aesthetical values and urban design approaches was discussed. In this research, , elements that describe the aesthetics of Bosnia and Herzegovina are considered as the criteria for evaluation. The elements include natural structure or topography, geographical location, historicity, cultural positioning, architectural style and sustainable tourism.

Keywords: urban aesthetics, tourism, tourism experience, tourism environment.

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

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Oya Berkay Karaca
A. Celil Çakici

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

Keywords: Local foods, hotels, restaurants, Adana and Mersin.

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CHANGING TOURISM MARKETING STRATEGY OF TURKEY FOR THE LAST 10 YEARS

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Abstract: Tourism is one of the main income resources of Turkey and it increased to 34 billion 305 million 904 thousand USD in 2014 compared with 2013. It means 6,2 percent increase compared with 2013's figures. The increasing number of luxurious and modern hotels, the restoration and renovation of churches and their opening to worship, increasing number of international conferences and meetings, the export of Turkish serials to many countries all over the world, the developing facilities of internet for booking, increasing numbers of tourism blogs and web sites, the special interest and strong communication of the government and other institutions to other regions like Middle East and Africa, increasing number of marinas, strong advertising and PR campaigns of Turkish Airlines and the government, the promotion of new destinations in Turkey, many marinas, attracting gastronomy possibilities are only few factors of the changing marketing strategy of Turkey. This paper is explaining the new strategic approaches to tourism and its results in the last 10 years.

Keywords: Tourism, Tourism in Turkey, marketing strategy.

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EVALUATION OF FACTOR OF HOSPITALITY IN SARAJEVO TOURISM DESTINATION

Lejla Žunić¹

Abstract: Hospitality belongs to the group of cultural reception factors of a tourism which is of great importance for a tourism offer planning and tourism-geographic development of a destination. Research problem considers evaluation of hospitality in Sarajevo Tourism Destination. The aim of this article is to research the basic parameters/ indicators of hospitality and to give their evaluation. Scientific methods and technics are: analyses, synthesis, comparison, classification, description, causal, survey, statistical, identification, Likert scale measurement, ranking, evaluation. Parameters of a hospitality are: qualifications, affability and English language skills. Based on the evaluation of this parameters will be determined the true values and importance of hospitality for tourism-geographic development of Sarajevo Tourism Destination.

Keywords: Sarajevo Tourism Destination, hospitality, tourism, identification, Likert scale measurement, ranking, evaluation.

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SECURING HOTEL GUESTS' SATISFACTION: THE IMPACTS OF EMPLOYEES' TRUST, SATISFACTION AND PARTICIPATION

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Abstract: It is often argued that satisfaction of the hotel guests depends on the performance of frontline employees. This research studies whether increased levels of employee participation could be coupled with trust in organization and job satisfaction of the employees to boost guest satisfaction for hotels in a particular destination. Basing its results on a wider research project investigating the competitiveness of Istanbul hotels with a 360 degree approach, the hotels studied in this research are chosen using a quota sampling technique based on star categories from the membership list of the largest hoteliers NGO in Istanbul. The randomly selected sample includes 6 five-star hotels, 17 four-star hotels, 7 three-star hotels and 6 boutique hotels. Important strengths of this research is that the total of 36 hotels is representative of all the hotels in Istanbul and the analyzed data was collected from three different sources, namely guests, managements of the hotels and employees independently. The results demonstrate that the opportunities provided to the employees to participate to management mediated the relationship between the independents and the guests' satisfaction with hotel staff. Despite the fact that multiple sources of data were used, 28% of the variability in the guests' satisfaction could be accounted by the variables employee participation, trust in organization and job satisfaction of the employees ($p < .05$). On the basis of the conducted analyses, it is concluded that a carefully arranged mix of the above listed three variables could help to secure guest satisfaction, regardless of the star category of the hotel that renders the service.

Keywords: guest satisfaction, employee participation, trust in organization, job satisfaction.

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THE MEDIATION ROLE OF EMPLOYEE EMPOWERMENT PRACTICES IN THE EFFECT OF STRESS TO INTENTION TO LEAVE IN HOSPITALITY BUSINESS

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Abstract: Human capital is a vital element in improvement of organisational efficiency. Therefore, organisations try to optimise all kinds of variables such as stress and empowerment practices that affect employee performance. In this context, this study aims to define the mediation role of employee empowerment practices in the effect of stress that employees undergo at work to intention to leave in hospitality business. The framework of the study consists of three, four and five-star hotels in Eskişehir. Survey technique was applied as data collection tool of the study. The data collected was analysed by using T-test, Variance, Correlation (Pearson) and Regression analyses. It was found that there is a significant and positive relation between intention to leave and work stress of hospitality business employees, while there is no significant mediation role of employee empowerment perception.

Keywords: Human Capital; Employee Empowerment; Resignation Intention; Stress; Hospitality Business; Eskisehir.

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THE IMPACT OF TYPICAL RECOVERY PRACTICE USED IN OVERSOLD ROOM ON TURKISH GUESTS

Vedat İyitođlu
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Abstract: A significant number of accommodation companies overbook in order to maximize their revenue especially during the peak periods. However, overbooking is a risky activity that may bring companies face to face with the problem of overselling rooms. In such a situation of overselling rooms, hotels usually transfer their guests to other hotels having similar quality as a typical recovery practice. In this study, it is aimed to explore the possible impacts of this practice on Turkish guests' satisfactions and revisit intentions. The data of the study was collected through a scenario-based questionnaire in Mersin in the period of May-June, 2014. By using snowball and convenience sampling methods, the researchers reached 116 valid questionnaires in total.

As a result of the study, it was understood that the typical recovery practice had a tragic impact on Turkish guests. The results especially indicated that the participants' revisit intentions were relatively much more affected, causing very few of them to revisit intentions. On the other hand, less experience and younger participants were found to react in a statistically more positive manner to such transfer activities. Depending on the findings it is suggested that the hotels' managers who have guests mostly from the Turkish market be more careful about overbooking practice. Additionally, if such transfers are inevitable, they are recommended to start with the youngest guests who have least experiences of vacation.

Keywords: Overbooking, Oversold, Guest Satisfaction, Revisit Intention, Turkish Guests, Accommodation Companies.

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IS EMPLOYER BRANDING A CHALLENGE FOR HIGH-CONTACT SERVICE INDUSTRIES? INSIGHTS FROM THE HOSPITALITY SECTOR IN POLAND

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Marcin Olszewski

Abstract: High-contact service industries involve close and direct customer-employee interaction for a prolonged period; consequently they rely on the knowledge, skills and abilities of their staff. Growing recognition of the significance of this interaction for service organisations' performance has led to the need to increase efforts to attract and retain high-quality human resources. Effectiveness of these efforts can be supported by applying employer branding practices. To develop a sound employer value proposition, company needs to examine internal employer brand image first. The purpose of the paper is twofold: first, to identify the hospitality industry's strengths and weaknesses in the context of employer branding, second, to investigate the differential effects of selected factors on perceived industry attractiveness as a workplace. The research was conducted on the group of 331 hospitality workers in Poland. Data were collected through self-administered questionnaires. The study revealed that the best perceived employer brand dimension was social value, the worst – economic value. There was a significant negative association between the willingness to recommend the sector as an employer to others and all of the employer brand dimensions under investigation, with job content yielding the strongest relationship. The analysis further showed that perceptions of rewards received in the workplace were higher for men, self-employed or having indefinite contracts, occupying managerial positions, and working in accommodation services. Results of the investigation prove that it is a challenging task to position hospitality firms in the minds of potential employees as a great place to work. Organisations that try to attract human resources by presenting an overly positive picture of their employment experience are likely to encourage unrealistic expectations in newcomers with subsequent disappointment and decreased job performance.

Keywords: employer branding, hospitality industry, current employees, Poland.

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THE EVALUATION OF MEDICAL TOURISM SERVICES

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Abstract: The aim of the research: The aim of this research is to generate data so as to make improvement through evaluating the services of public hospitals in our country regarding medical tourism. Research Method: The research is a descriptive field study. Survey has been used to collect data. The research population consisted of the public hospitals in Istanbul. Sampling specification has not been carried out. All the population has been included in the research scope. The questionnaires have been conducted face to face with the senior executives of the hospitals. 60 executives of a total of 62 public hospitals serving in Istanbul have been reached. In data analysis, SPSS computer packaged software has been used. Demographic information collected through the application of the questionnaires has been tabulated using percentages (%) and the number of people (n). In the analysis of the data obtained from the questionnaires, necessary statistical analyses have been done, such as frequency distributions, arithmetic average, standard deviation, and chi square (χ^2).

Findings: Based on the research findings, it has been identified that the patients coming from abroad (%86,7) apply to hospitals particularly in June-July-August and they make the applications themselves (%90). The patients mostly apply for ophthalmology and maternity departments (%40) and the majority of them (%91,7) consist of patients coming from Turkish Republics. This figure is followed by the number of patients coming from Germany by %46,7. It has been determined that prices have an effect on the patients by %96,7 to choose Turkey. These outcomes show that health tourism in our public hospitals is not at the desired level but that we are more improved in terms of tourist health. It has been observed that foreign patients do not particularly prefer public hospitals when they come to Turkey and that features such as year of activity, inpatient bed availability, number of staff do not have an effect on their preferences. As promotional activities aimed at foreign patients were evaluated, it was seen that neither hospital is in serious struggle but that they use, even insufficiently, methods such as the Internet, magazines, newspapers, brochures, and visits to tour operators for this purpose. **Conclusion:** In our country, public hospitals need to raise awareness level concerning medical tourism, to regulate, in accordance with this, their management and organizational structures along with physical conditions and to improve promotional activities. In order to achieve this, sector representatives and related ministries need to conduct serious studies with academicians.

Keywords: Health Tourism, Medical Tourism, Public Hospitals.

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THE EFFECTS OF TEAM – AND CUSTOMER-MEMBER EXCHANGE ON EMPLOYEE SERVICE PERFORMANCE IN KOREAN HOTEL RESTAURANTS

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Abstract: This study focuses two exchange relationships at service workplace—team-member exchange (TMX), customer-member exchange (CMX)—that customer contact employees may be involved in during a service encounter. This study extends exchange relationships into the service marketing domain by investigating less explored exchanges but ones (CMX, TMX) that service employees typically engage in the service encounter. It also highlights the mediating role of team commitment in team-oriented work environment. Based on social exchange theory and the self-regulation of attitude, this study examines the effects of both exchange variables on an emotional/attitudinal response (team commitment) and behavior (service performance). Data were collected from 468 customer-contact employees across 21 restaurants in seven branches of a prominent hotel chain in South Korea. Structural equation modeling was used to evaluate proposed model and test hypotheses. The results showed that both TMX and CMX relationships have significant effect on team commitment, which in turn have positive impact on service performance. Team commitment mediated partially the positive relationships between both exchange variables and service performance. In regards to the direct effects on service performance, team commitment was strong relative to the effect of organizational commitment.

Future studies should incorporate customer ratings or immediate supervisors' ratings of subordinates to measure the employee service performance. Further, the customer-member exchange scale needs further investigation in other contexts, to insure we have adequately captured it. Service organizations should not limit the employee relationships only to the formal contract or economic exchanges. Service management should scrutinize the critical role of TMX and CMX as perceived by service employees in generating positive job-related attitudes (team commitment) and superior service performance.

Keywords: team-member exchange, customer-member exchange, team commitment, service performance, hotel restaurants.

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MANAGEMENT OF ON-LINE SALES CHANNELS AT HOTELS: CHANNEL MANAGER SYSTEM

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Abstract: Rapid development of technology has caused a dramatically change at marketing and buying type of products in the last 20 years. This change which is also characterized by the growing rates of internet using and online sales has affected hotel enterprises like all other business. Especially, intensive usage and accessibility of internet has established a dynamic web based platform where the hotel enterprises can easily market their services in which the consumers can access those services quickly, easily and cheaply. This web-based platform also named as on-line sales channels (OSCs), and shows an upward trend as an alternative to traditional marketing. However, today OSCs has become comparable for both end-users and channel managers as a result of the growing number of such platforms. And this fact has made the knowledge standardization obligatory in terms of marketing ethics, marketing style and on-line sales agreement. At this point, Channel Manager System (CMS) has become as a way of knowledge standardization for the hotel enterprises. Usage of CMS has made easier the management of relevant processes by enabling fast & easy update of necessary information, pictures, daily activities and prices in hotels. Within this context, this study examines contributions and amenities of CMS in terms of OSCs with an application which is currently using in a thermal hotel.

Keywords: On-line sales channels, on-line marketing, Channel Manager System.

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PLANNED DEVELOPMENT OF TOURISM IN TUZLA CANTON AS A FACTOR OF REGIONAL DEVELOPMENT IN NORTHEAST BOSNIA

Senada Nezirović¹

Abstract: Tuzla Canton is located in the northeastern part of Bosnia and Herzegovina and is one of the ten administrative and political organizations of the Federation of Bosnia and Herzegovina. In this work, the area of Tuzla Canton is seen as a destination with an attractive, functional, material and organizational elements. During this process, natural and other cultural tourism values that were partially used in the development of tourism were observed and analyzed. For recognition and identification of the key factors of development and the restrictions of individual tourist destinations SWOT analysis was used, on which basis some priorities, measures, development vision and projects that will contribute to the development of tourism in Tuzla Canton were formulated. On the basis of the results of assessing the situation and development possibilities of Tuzla Canton we can convert comparative advantages into competitive advantages and external threats into development opportunities. After assessing the overall tourism potential, factors that affect the larger economic effects are separated, guidance is given on the development of tourism infrastructure and the optimal use of tourism potential, all the while connecting the narrower destinations and creating the position of Tuzla Canton as a significant tourist destination in the region of northeastern Bosnia.

Keywords: Tuzla Canton, planned development, factors of tourist offer, tourism, Northeast Bosnia.

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HEALTH TOURISM IN TURKEY: A STUDY ON PAPER NEWS

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Abstract: The purpose of this study is to identify how health tourism is approached in Turkey and to analyze the current situation by considering paper news. Health tourism is becoming more important for countries in the economic and social aspects. Turkey is a country with many opportunities on this evolving branch of tourism. At the crossroads between East and West, Turkey is on its way to become the next “center of attraction” for the global medical tourism market.

In this study, health tourism was approached initially in a conceptual framework. Then, the previous studies regarding health tourism. In the last part, the paper news related to health tourism was analyzed through content and textual analysis. The population of the study was composed of the online papers which broadcast their archive. “Hürriyet” which is one of the newspaper with the widest circulation was used as the sample and the news with regard to “health tourism” between July 20, 2014 - July 9, 2015 were examined. The study was conducted on 30 news there was found.

Keywords: Tourism, Health Tourism, Turkey.

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DESTINATION MANAGEMENT COMPANIES (DMC) IN CROATIA AND THEIR IMPACT ON THE REDUCTION OF SEASONALITY

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Abstract: The tourism and hospitality industry faces a problem of seasonality everywhere in the world. Croatia as a tourist destination has very high seasonality and it is recognized primarily as a "sun and sea" destination. One of the possibilities to reduce seasonality is a development of new tourism products in the periods out of peak season. An attempt to overcome seasonality could be development of destination management companies (DMC), specialized receptive tourism agencies that create and place an offer of complex tourist products or packages, tailored to the needs of tourists, especially during periods of pre-season and postseason. This paper reviews these issues by analyzing the level of development of tourism products of destination management companies (DMC) in Croatia and their possible impact on the reduction of seasonality in Croatia.

Keywords: destination management company (DMC), travel agency, seasonality, Croatia.

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THE EFFECTS OF E-COMMERCE APPLICATION ON TRAVEL AGENCIES AND EMPLOYEE PERFORMANCE

Cihan Seçilmiş¹

Burhan Sevim

Bariş Yılmaz

Abstract: E-commerce, which has been a very prominent issue with the help of current developments in information and communication technologies and worldwide prevalence of the internet, has been intensively used considering the benefits for both customers and businesses. Tourism businesses, which demand to be successful in such rapidly changing competitive business environments, attempt to develop e-commerce applications in order that they can compete with their competitors and make use of new opportunities. It is emphasized that despite the various benefits of e-commerce, it might also bring the end of some sectors, which have not developed essential arrangements and infrastructures for this virtual environment. It is estimated that the need for package tours, tour operators and travel agencies will decrease in the future depending on the growing interest in the independent travel, the number of searches that people make on the internet search engines and tendency to act in accordance with the travel programs. The primary aim of this study is to figure out how much travel agencies in Eskişehir use the e-commerce, the positive and negative effects of e-commerce on travel agencies and how e-commerce is perceived by agency administrators and employees. Besides, this study aims at determining the relationship among the perceptions of these employees and their performance. Within the scope of this research, 34 travel agencies operating in Eskişehir were selected and a survey consisting of close-ended questions applied to these business administrators and employees. The results revealed that almost all travel businesses have a web site, and the most important reason why they use the internet is easy accessibility and getting new customers. Employees think that use of e-commerce will not have any negative effect on the future of their businesses. According to results of correlation analysis, there was not any relationship found between employees' perceptions about the effects of e-commerce use on businesses and their performance in which they are employed.

Keywords: E-commerce, travel agencies, employee performance.

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CITY BREAK TOURISM – CASE STUDY OF SARAJEVO AND MOSTAR

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Abstract: Urban tourism in general with multi-functional nature has a long tradition. Culture and its heritage is confirmed as one of the most important motivation for city trips. A large number of tourists are usually attracted by historic city centres. Elements such as welcoming attitude of locals and market trends are becoming more important for tourist. Cities in Bosnia and Herzegovina can offer both culture and an asset of mentioned positive intangible elements. City break travel has become one of the key drivers of the European tourism growth in recent period. Nowadays, city break tourism is very important part of tourist market in Bosnia and Herzegovina. However, our knowledge of this important market segment remains relatively poor. Little empirical data specifically relating to city break trips currently exists. In order to set the context for the research, this paper first defines city break tourism and analyzes its main characteristics in Bosnia and Herzegovina. A case study approach is used, with Sarajevo and Mostar tourist offer being the main focus of the research. As a research framework, comparisons between mentioned cities and a suggestion for city break itinerary will be given.

Keywords: city break tourism, tourist trends, travel patterns, tourism destinations, Sarajevo, Mostar.

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HARD MODEL OF HRM IN ORGANIZATIONS: A RESEARCH IN FIVE STAR HOTELS IN ANTALYA

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Medine Ates¹

Abstract: With the acceleration of liberalization policies, international trade and technological improvements after 1980; effectiveness, efficiency and quality terms have been increasingly pronounced in business environment. Consequently the view that certain HR practices can directly affect performance has been very common. These views are called universalistic approaches of Human Resources Management (HRM). However the argument of the institutional theory is different: Despite such universal and macro influences, HR practices in different countries and different sectors still have differences due to certain national, cultural and historical factors. Widespread Hard HRM practices stress the effective and efficient use of the human resource. With this, human resource management has become more prominent, with its developmental and performance focus as well as its strategic characteristics. However, despite this prevailing view and the meaning attributed to an HRM department, positioning of these departments in organizations, their authority and responsibilities and their practices can be different from what can be expected from such an understanding. The focus of this study is to observe how the HRM practices in the hospitality enterprises in Antalya is parallel to the hard models of HRM. The research tried to find answers to whether the application has or has not used the logic of strategic actions and development. This study is a descriptive study, and the data has been collected using a questionnaire that questioned the common practices. The survey questions contained HR planning, job recruitment and promotions, training and development, performance evaluation and wages. The surveys that had been completed by the HR managers in sixty one five-star hotels in the area has been statistically assessed. The results show that, HRM practices are not too different from the prevailing Hard HRM discourse. Therefore the results of the study support the views of universalistic perspective.

Keywords: Human resources management, Hard model of HRM, organizations, hospitality sector.

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AN APPROACH TO CULINARY TOURISM DEVELOPMENT IN TURKEY

Alev Dündar¹

Abstract: Cuisine and foodways play a vital role as part of the living culture of each destination, attracting masses of cultural travelers. Mediterranean countries like Italy, Greece and Turkey as well as several Asian countries like Thailand and Korea are considered prominent culinary tourism destinations. Culinary tourism is considered to be a new niche that is a precious tool to contribute to economic, community, social and intercultural development. Culinary tourism helps to build and sustain regional and local identities, may enhance the local agricultural resources as well as food and beverage supplies. At the same time it provides opportunities to create new tourism products and experiences. Many studies also have shown that culinary has a great impact on travelers' decisions when choosing their vacation destination. Therefore, unique cuisines not only build popular travel destinations but also improve the culinary cultural image of a country, which makes the culinary culture a major attraction within the travel destination. Sports, health, cultural, religious and culinary tourism are also the new emerging tourism products in Turkey. As a synthesis of east and west, the culture of Turkey is reflected very much in its culinary tradition. Turkey's traditional cuisine has had a double identity, by which the tastes of east and the traditions of west create a pleasant mix and experience. Turkish cuisine picks up everything which is worth taking from different cultures and cuisines and adds to the local styles of cuisine that makes the experience unique for visitors. The traditional flavours and ingredients have been playing an important role in the Turkish culinary heritage for centuries. In this paper the relationship of the culinary heritage with the tourism development in terms of sustainability is discussed. Suggestions are made for possible implications for marketing, promotion and development of culinary tourism in Turkey.

Keywords: Culinary Heritage, Culinary Tourism, Destination Development, Turkey.

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COMPARISON OF LEADERSHIP STYLES AT DOMESTIC AND FOREIGN HOTELS A STUDY ABOUT HOTEL CHAINS OPERATING IN TURKEY

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Özcan Zorlu

Abstract: Developments in the field of economics, politics and technology, simultaneously increase the internalization trends and interrelations among companies. In this setting, like all others, tourism companies pursue internalization trend and improve interrelations. As a result, staff of those companies is composed of employees who have different cultural characteristics. This fact, make leadership styles and determination of similarities & differences of them important in tourism companies, since the leadership behaviors are primarily directed to employees. The fact remains that managers as leaders of those companies develop distinctive leadership behaviors in accordance with their bulk culture rooting from their hometown. In line with the emphasis on leadership behaviors, it is seen that considerable comparative studies are conducting today. And most of these studies aim to determine similarities & differences of leadership behaviors affected from cultural characteristics and values.

Within this scope, this study focuses on determining similarities & differences of leadership behaviors are exhibiting by the managers working at hotel chains that have different headquarters. And, study has been conducted with the contribution of 596 mid-level managers & executives from international hotel chains managing from USA, France, England and Turkey. Results of the study reveal that there are some similarities on managerial leadership behaviors as well as some observed differences. For instance, it is observed that managers working at Turkish and American hotel chains exhibit similar leadership behaviors. This similarity is also observed in French & English hotel chains, and American & English hotel chains operating in Turkey. On the other hand leadership behaviors distinctively differ at Turkish & French hotel chains, Turkish & English hotel chains, French & American hotel chains operating in Turkey. From this, it is concluded that, despite of some similarities, managerial leadership behaviors of the hotel managers could also become distinct cause of company's original culture, even if they share a common cultural atmosphere in Turkey.

Keywords: Managerial leadership, culture, cultural values, Global Values Scale.

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

Tülay Polat Üzümcü¹

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

Keywords: Urban esthetics, Tourism, Bosnia-Herzegovina.

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REVITALISING COMMUNITY-BASED TOURISM – CRITICAL SUCCESS FACTORS

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Abstract: Community-based tourism projects are often criticised for its high rate of failure but some are very successful. The primary aim of this study is to investigate the Critical Success Factors of a successful community-based tourism (CBT) project from the perspective of local community. This study used a qualitative approach through a single case to investigate a CBT project in Batu Puteh, Kinabatangan in the state of Sabah, Malaysia. Five fieldwork trips were made to collect data. Multiple instruments were used to collect data; in-depth interview (main research instrument), and direct observation and document analysis (supporting instruments). 54 respondents that were/are employed by the CBT project on a full-time and part-time basis were identified through non-probability purposive sampling technique and subsequently interviewed. Recorded interviews were transcribed and then analysed using thematic analysis. The findings revealed that there are prominent CSF attributable to the success of CBT at the study site; iconic natural resources, external initiator, systematic planning, local champion, community participation, local CBT organization, gestation period, partnership with external agencies, and business model. Partnerships between CBT and government or non-government agencies are crucial throughout the lifecycle of CBT. Equally important, this study shows that CSFs are presentable in temporal form; each factor exists / occurs at a particular stage of the development path of CBT. However, a few critical factors are ubiquitous throughout the different stages of the product life cycle. Although the case study referred to a single CBT organization in Malaysia, the findings substantiate that an effective model for CBT is achievable, replicable and applicable to other places with similar enabling environments.

Keywords: community-based tourism, critical success factors, iconic natural resources, external initiator, systematic planning, local champion, community participation, local CBT organization, gestation period, partnership with external agencies, business model.

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EVALUATION OF TOURISM POTENTIAL INDOĞANKENT DISTRICT IN GİRESUN

Işık Sezen¹

Abstract: Tourism is defined to be the combination of events and relationships resulting from the travels and accommodation for temporary human activities lasting from at least two days to two years with the aims of performing activities like work, recreation, entertainment, experiencing different cultures and living styles and sport. There is absolutely a significant relationship between tourism and natural-cultural source values. Tourism can gain a shape in an area depending largely on natural and cultural source values there. Turkey has multi-form and colored landscape diversity changing from city to city and region to region due to its natural characteristics like vegetation cover, climate, topography and soil structure and its cultural richness caused by the factors such as traditions and customs, folkloric and settlement features.

Color and form offered by the landscape in Blacksea region change into different colors and forms in East Anatolia and Aegean regions. Such diversity in landscape can offer possibility for also tourism.

In the present study, the district of Doğankent in the province of Giresun located in Blacksea region is evaluated. In the scope of the study, surveys were conducted in study area between 2011 and 2014 and natural and cultural values tried to be evaluated. It was determined according to the field surveys on natural and cultural reserves of Doğankent that the area may offer important opportunities for culture, winter, nature and plateau tourism and should be evaluated for these tourism types.

Keywords: Tourism, Doğankent, Giresun, East Blacksea Region, Turkey.

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ABSENCE OF RATE PARITY AND ITS CONSEQUENCES IN HOTEL INDUSTRY

Naci Polat¹

Abstract: Rate parity is one of the most important questions of hotel industry in different countries. It is described as a strategy which offers same rate with same conditions for a certain room category in all sales channels at the same time. In this study, positive and negative characteristics of rate parity will be explored. Before this process, marketing instruments and general characteristics of marketing will be underlined. Especially, price policy has an important position in marketing mix. Price strategies such as high price strategy, low price strategy and market price strategies will be examined where price differentiation has a crucial role. Price policy targets are consisted of financial, volume and customer objectives and rate parity can be found within the rate stability under customer objectives. Shortly, rate stability consists of sum of rate unity, rate transparency and rate parity. Here, the absence of rate parity is questioned and described which is the main discussion topics of hotel industry with qualitative methods. As a result, pros and cons of rate parity will be put in order with the findings of this study and recommendations will be made for the hotel sector. Rate parity will be more understandable for young researchers in order to increase their interest about this special topic.

Keywords: Marketing Instruments, Price strategies, Rate parity, Hotels.

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THE TREATMENT IS WITHIN THE DISEASE: TOURISM PARADOX, TOURISM EQUINOX AND TOURISM DETOX

Irfan Arikan¹
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Abstract: Having the tourism industry as the only development model for a country with its natural and cultural resources could not only destroy the social life but also the tourism industry itself. Although the equation “more tourists = more tourism income” is so simple, it is not a sustainable approach for the development plans of the destinations. This process leads to overuse of natural and cultural attractions and places pressures on tourism earnings. “Tourism paradox” is the name of this concept. Tourism paradox is the name given to this phenomenon where tourism industry destroys natural and cultural environment that is necessary for tourism activities. The growth of tourism cannot be always considered as having a positive impact for destinations. The balance, which does not change and disturbs the social and economic relations at the destination is called “tourism equinox”. New projects and approaches to solve the problems caused by the growth of urban populations and establish healthy sustainable tourism destinations are becoming more important than ever. Tourism detox is a treatment that is intended to remove harmful substances from the destination. Detox is a radical decision and it is not an easy process. Therefore, spatial reorganization and urban regeneration play a crucial role for the marketing of destinations and this transformation action affects all infrastructure facilities, restorations of old buildings, reorganization of historical zones, and revitalizing the architectural style of the destinations. This paper investigates the influence of tourism paradox and equinox on destinations in relation to tourism activities and the protection of natural and cultural resources with the help of tourism detox. It primarily relies on qualitative research to understand the main futures of tourism paradox, equinox and detox taking the negative impacts of tourism into consideration. As research methodology a literature review and the sources of secondary data were used.

Keywords: Tourism Paradox, Tourism Equinox, Tourism Detox, Tourism Development, Sustainability.

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IMPACT OF ONLINE TRAVEL AGENCIES ON HOTEL BUSINESS IN BOSNIA AND HERZEGOVINA

Lejla Ahmić
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Abstract: New online trends have been changing the global tourism market, making it highly competitive and complex, and therefore hotels are faced with many challenges in doing their business and attracting guests. Online travel agencies (OTA) as intermediaries on the tourism market have a huge impact on operations of hotels worldwide. The aim of this study was to explore the impact of OTAs on hotel business in Bosnia and Herzegovina. An online study was conducted on a sample of 58 hotels (out of 100 planned to be involved) in November 2014. A structured questionnaire based on studies of Caliskan et al. (2013) and Sisko (2013) was used. The results of the study show that the hotels in Bosnia and Herzegovina have adapted to global tourism trends and cooperate with OTAs, especially with Booking.com and Expedia.com. Most hotels simultaneously cooperate with more than one OTA. Although the costs of cooperation with OTAs were considered to be high, they generate most of bookings for the hotels. Therefore, OTAs are recognized as generators of sales and revenues from standard hotel services and creators of their competitive position. At the same time, cooperation with OTAs does not lead to a significant decrease of costs.

Keywords: hotels, online travel agencies, Bosnia and Herzegovina.

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INVESTIGATION OF ALTRUISTIC VALUE PERCEPTION OF TOURISTS THAT IMPACT ON THE ENVIRONMENT-FRIENDLY BEHAVIOR

Öznur Bozkurt¹
Murat Göral

Abstract: Protect the environment and while consumed environmental resources, which is a very important issue to think about the need for these resources in the future. In particular, the increased world population and industrialization impact on environmental pollution also this rates are increasing day by day. Institutions and organizations for the protection of the environment is a great responsibility. but it is very important for the individual to demonstrate environmentally friendly behavior as to pave the way for the widespread adoption of such a culture in society. The aim of this study was determine whether the tourists have altruistic values and they show friendly environmental behavior. The main question of the study, determine the tourists who have altruistic perception of value the impact on the environment-friendly behavior. In addition the study has sub-objectives that environmentally friendly behavior whether changed according to demographics features of tourists. Schwartz did a study in 20 countries in 1992 and has developed a universal set of values covering 56 value in this study. Scale of Schwartz often used in research about environmentally friendly behavior. This scale adapting used by .Stern et al in their study in 1994. Although it is not altruistic values in Schwartz's original scale was added by Stern et al. To measure of altruistic behavior in the study this scale(8 questions) was used. The scale of eco-friendly behavior were taken from a conducted study by Lee et al in 2014. Lee and colleagues use this scale that were adapted from Karp (1996) and Mostafa (2007). This scale consists of 3 sizes, good citizenship behavior (4 questions) activists behavior (3 questions) and green consumption behavior (6 questions). This scale will be used in the study mentioned above. Data will be collected from tourists visiting the district of Düzce Akcakoca. Based on the work done before (Garling, Fujii, Garling, & Jakobsson, 2003; Joir Bremen, Las valve, Bennet, Richards, & Solaim Thani., 2001). As a result of research. it is expected that altruistic values positive impact on the environment-friendly behavior.

Keywords: Altruistic values, the environment, eco-friendly behavior, Akçakoca.

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**SUSTAINABLE TOURISM, TOURISM PLANNING AND
REGIONAL DEVELOPMENT**

THE STRONG ROLE OF TURKISH TOURISM IN THE WORLD AND ITS EFFECT ON HEALTH TOURISM

Ibrahim Bař¹

Abstract: Tourism that is defined as industry efforts, has entered into a new breakthrough with the support of the state in the 1980s. This progress has gained more momentum in the 2000s. Turkey in World Tourism has been among the arbiter countries and tourism revenue involve 34.3 billion dollars by 2014. When we look at tourism figures, bed capacity increased 2-fold for the last 10 years. It is observed increase 3-fold of the number of incoming tourists. Expenditures which is begun for marketing purposes and to promote tourism increased 155 million TL from 43 million TL between 2000 and 2011. Overall, hospitality and guests high-quality services and proximity to destinations and recognition of Turkey, a fact that is recognized all over the world.

Our advantage in terms of Health Tourism were evaluated. It is also described to be supported by state to give tourism diversity gain determining a new health tourism strategy. The health tourism in Turkey continues to grow day by day in accelerated manner due to we have advanced technology in the field of health and trained our human potential and of our costs are low. The Ministry of health on the basis of a new health strategy while continuing the construction of new hospitals with a capacity of 32 thousand beds, it is observed will increase this capacity even more with new investments in the private sector. When we look at the figures for 2013, the number of arrivals to Turkey for health tourism purposes exceeded 300 thousand. As of 2014 approximately 480 thousand. In 2014 this figure reached \$ 3 billion, while In 2013, revenue was \$ 2.5 billion. In health tourism strategic planning, As a result Turkey is targeted income goal 25 billion dollars to treat to 2 million tourists in 2023.

Keywords: Tourism, Turkish Tourism, Health Tourism, Turkish Health, Tourism Strategy.

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ECONOMIC IMPACT OF TOURISM RECEIPTS , TOURISM INCENTIVES: KOSGEB AND EXIMBANK SAMPLE

Neslihan Gencer¹

Abstract: Tourism revenues are vital for the country's economy. Turkey natural beauty, history, and culture is used as the archaeological wealth of the country must protect both. For this purpose, several regulations have been carried out, the development plans are being implemented. Thus, the contribution has increased the number of tourists coming to Turkey's economy in recent years due to increased tourism revenue. Which came into force in 1982, the Tourism Incentive Law No. 2634, since the effective date and remain in the country's agenda in the tourism sector has been the most important sources of emphasis on industrial development. There are various incentives and support for the tourism sector in Turkey. In this study, incentives for tourism investors; Incentives provided under KOSGEB, 2634 Tourism Incentive Law and the Export Credit Bank of Turkey (Eximbank) was examined under credit facilities provided by.

Keywords: Tourism, Economy, Tourism Promotion Law.

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A RESEARCH UPON THE SUSTAINABLE NATURE-BASED TOURISM: CASE OF WESTERN BLACK SEA REGION OF TURKEY

Mehmet Keskin¹

Orhan Akova

Abstract: Natural and cultural assets are among the most important resources that generate the tourism supply. Tourism trends are changing rapidly from mass tourism to alternative tourism and in recent years there have been significant initiatives concerning sustainable and environmentally sensitive tourism in Turkey. The Western Black Sea Region has a great potential for nature-based tourism with its flora diversity, unspoiled nature, lakes, waterfalls, National Parks and Protected Areas. National Parks, Nature Parks, Natural Areas are under the responsibility of the Ministry of Water Affairs and Forestry in Turkey. Many types of tourism and activities such as ecotourism, nature tourism, hunting, trekking are carried out under the control of the General Directorate of Nature Conservation and National Parks. The aim of this study is to evaluate the strategy of General Directorate of Nature Conservation and National Parks for sustainable nature-based tourism and to reveal sustainable nature-based tourism strategy for the Western Black Sea Region. For this purpose, " Master plan of Nature-based Tourism " will be examined by document analysis method which was prepared by 10th Regional Directorate for the Sinop, Kastamonu, Karabuk, Bartın and Zonguldak Provinces in the Western Black Sea Region. And also In-depth interviews will be conducted with the Regional Director of Forestry.

Keywords: Sustainable tourism, Nature-based tourism, Master Plan, Black sea Region.

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VERNACULAR REGIONS AS A DETERMINANT FOR DEVELOPMENT OF CREATIVE TOURISM IN BOSNIA AND HERZEGOVINA

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Željka Šiljković²
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Abstract: Creative tourism is an escape from unvaried offer and mass cultural tourism. It is based on direct encounters between “tourists” and “locals” with exchange of authentic experiences. This fact indicates its relationship and reliance on specificity which is manifested by separation of the vernacular region. Creative tourism was recognized as a selective form of tourism twenty years ago, but in this area it has just begun. An important role for a good plan of tourism developing in certain tourist destination, especially for the problem of seasonality, plays the valorisation of the cultural and historic heritage. Since the intangible heritage is the base of creative tourism, the customs, beliefs, games, gastronomy, embroidery, dance, crafts and other skills are the key elements of modern tourism demand. There is no mass tourism or selective tourism offer in Bosnia and Herzegovina. Creative tourism could be developed and based on the distinctive vernacular regions. Separating the vernacular regions is an important issue which will be discussed about by the authors in this paper at the level of only recognition, by using the survey method. Based on the results, this paper will present the determinants and potentials for the development of creative tourism. Problem on the way of development is the need of recognizing that potential by the local community, making a strategic plan, but also building the awareness of local people about the potential and possibilities of valorisation of the same in terms of tourism offer. It is necessary to educate the local population for the purpose of this type of tourism.

Keywords: creative tourism, intangible heritage, vernacular region B&H, education.

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ROLE OF TAX INCENTIVES IN TOURISM ECONOMY

Sultan Erge¹

Abstract: In ensuring permanent improvements in national economies, austerity in public expenditure is paramount. In addition to this, certain measures in public revenue to improve the economy and ensure progress should also be taken. As one of the leading constituents of public revenue, taxes bear the most prominent role in national economies. This role can be defined as the contribution of taxes to economic progress.

For financial growth, increase in investments and progress in living standards are essential. To accomplish this, official authorities should take steps backing the investors. Turkey's geographical and cultural characteristics of the tourism sector in considering the place of the national economy is of great importance. In this context, promoting policies which will be organized by the authorities in the tourism sector will move forward with the efficiency of the overall development policy.

The role of tax incentives in this study is to explain the purpose of the tourism economy in the framework of examining legislation.

Keywords: Economy, Tourism Economy, Development, Tax, Tax Incentives.

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TOURISM POLICE FOR TOURISM SECURITY IN BOSNIA AND HERZEGOVINA

Mehmet Murat Payam¹

Abstract: Everybody accepts that tourism is a vital revenue source for many countries. Tourism is also a fast-growing sector making up an important part in the economy of Bosnia and Herzegovina, too. 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. Another known fact is that tourists are affected by the perception of safety and security at the destinations. Studies made on tourism also indicate that safety and security is a factor of growing importance in choosing the destination and having a peaceful holiday at destinations. In addition, safety and security is considered to be a pillar of tourism competitiveness with 'reliability of police services' a central anchor in Travel and Tourism Competitiveness Report. Without no doubt, safety and security will sell the tourism in the near future. Thus, it is believed that tourism police may help create the destination image and market the tourism. For this purpose, the Tourism Police should be set up in order to provide security to the tourists visiting Bosnia and Herzegovina as any investments in tourism policing could be an investment in the economic future of Bosnia and Herzegovina. In short this paper will provide an overview of tourism security and concentrate on the world of Tourism Policing. This paper is important in drawing attention to security issues in tourism with an aim of becoming one of world's most preferred tourism destinations in terms of Bosnia. In this regard, the relationship between tourism and security will be referred to after the conceptual framework presented in this paper. Then, the functions and responsibilities of the Tourism Police and education of them will be mentioned. Finally, some practical recommendations will be put forward for improving police protection in Bosnia and Herzegovina.

Keywords: Security, tourism security, tourism police, Bosnia and Herzegovina.

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THE APPLICATION OF GIS IN TOURISM PLANNING AND SUSTAINABLE TOURISM DEVELOPMENT

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Abstract: Tourism planning is a complex process that includes the involvement of a number of factors during the process of decision-making. Taking into account that any rational planning of tourism should be in line with the principles of sustainable development, which means to preserve the physical and social-geographical attributes of a destination, but at the same time striking a balance with the interests of the local communities, private and public sectors, the use of geographic information systems (GIS) has become an imperative in the process. Tourism is an activity which depends on natural resources, but is also a phenomenon which can have a destructive effect on the natural geographic environment in case of an inadequate access to its planning and development. In addition, during the daily management and operations of tourist facilities, a large number of tourists are a big consumer of energy and water and at the same time produce a significant amount of solid waste, hazardous gases and waste water. These negative impacts of tourism can be prevented or reduced by the application of certain GIS technology in order to achieve sustainable tourism development. This papers main objective is to explore the potential of GIS application in a process of tourism planning and its sustainable development, for the purpose of long-term survival of the tourism destination.

Keywords: GIS, tourism, tourism planning, sustainable development.

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A CRITICAL ASSESSMENT OF SPORT PARTICIPANTS AT ENDURANCE SPORT EVENTS IN SOUTH AFRICA

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Abstract: Endurance sport events have the potential to expand sport participation in South Africa, promote the country as an endurance sports destination internationally and can also be used as a means for tourism. It is important to determine the endurance sport consumption behaviour for participants who attend these events since their behaviour and habits will influence their choices pertaining to travelling for sport events and even tourism. However, the sport tourism literature has to date neglected this important topic. The goal of the study was therefore to do a critical assessment of sport consumption among endurance participants in sport events. This was achieved by comparing the profiles and factors influencing sport consumption of endurance participants across five different endurance events (road cycling: Cape Argus; mountain biking: Cape Epic; open water swimming: Midmar Mile; short distance marathon: Two Oceans Marathon; long distance marathon: Comrades Marathon) held in South Africa. Data from the five events were pooled and a total of 1715 questionnaires were included in the statistical analysis –consisting of factor analysis, ANOVA’s and Chi-squares. The results showed that sport participants are not homogenous pertaining to their profiles and sport consumption behaviour which were influenced by the sport context and the marketing of the events. Four motives for endurance sport participants were identified namely commitment; intrinsic achievement; escape and socialisation and lastly the challenge that also influence their ESCB. Endurance participants furthermore see sport events as an opportunity to travel. The research is important for sport marketers and event organisers in order to ensure the long term sustainability and competitiveness of endurance events as well as for expanding sports tourism and for economic growth in developing countries such as South Africa.

Keywords: Endurance sport consumption behaviour, endurance sport events, sport participants, sport tourism, South Africa.

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AWARENESS, INTEREST AND DEMAND IN NICHE TOURISM IN HUNGARY

Tamara Ratz¹

Abstract: Niche tourism is a relatively new phenomenon in the history of tourism, which has emerged in parallel with the globalisation of mass tourism. The increasing ratio of experienced travellers has brought about new demand patterns, has significantly influenced the services offered, and the gradual fragmentation of the supply led to the creation of highly specialised niche products based on site-specific features that are also more compliant with the criteria of economic, cultural and ecological sustainability. Although niche tourism products are highly diverse, they all satisfy the needs of very narrow segments; consequently, the basis of product development is uniqueness and a personal, tailor-made approach.

The proposed paper is based on a 2011-2014 project that aimed to investigate the actual and the potential added value of niche tourism products in the successful development and the international competitiveness of Hungarian tourism. The objective of paper is to analyse awareness, interest and demand of niche products in Hungary, using the findings of a questionnaire survey carried out in 2014 among experienced, frequent travellers (n=250) and tourists with average trip frequency (n=1250). The results indicate a low level of awareness and interest of niche products within the latter group, while experienced travellers expressed awareness, interest and demand of soft niche products (the categories of 'soft' and 'hard' niche tourism products were defined as the outcome a Delphi survey in the framework of the same project).

Keywords: niche tourism, Hungary, demand.

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THE POTENTIALS FOR TOURISM DEVELOPMENT IN THE MUNICIPALITY OF BUGOJNO BASED ON THE HILARY DU CROSS METHOD OF VALORIZATION

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Miranda Cavelis²

Abstract: To properly plan for tourism development of great significance is existence of cultural, historical and natural heritage potentials in a certain area. That potential can be evaluated from several aspects. One of the aspects is the topic of this work: a tourist-geographical evaluation of the cultural - historical and natural heritage. This paper is therefore to analyze the potential of Bugojno for tourism development. A total of 30 cultural and natural potential attractions are analyzed. The aim of this paper is to point out the resources of Bugojno, applying the method of tourist valorization of natural and cultural resources by model Hilary du Cross. This method will identify the values of market attractiveness indicators, factors of importance when designing tourism products, cultural/natural importance and robustness of the site for tourism development. In terms of tourist valorization of a geographic area or destination, it is necessary to determine the elements of the natural, historical and cultural heritage. It is necessary to isolate the historical events and personalities associated with certain periods as well as properly review and know the current situation, with all the negatives, strengths and opportunities that this area offers. The results indicate that, in the long term, tourism can be an important economic sector in the region.

Keywords: Tourism potential, valorization, Hilary du Cros, Bugojno.

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SUSTAINABILITY METRICS: MEASURING SUSTAINABLE DEVELOPMENT FOR TOURISM

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Ensar Šehić²

Abstract: Sustainable tourism is defined as tourism that improves the quality of life of the host community, provides a high quality of experience for the visitors and maintains the quality of the environment on which both the host community and the visitor depend. In order to measure sustainability in tourism researchers use set of subjective and objective indicators. However, the analysis conducted in this paper shows both types of indicators have some weaknesses, so there is a need to use other measurement tools. As far as we know, there have been no studies of the three most commonly used sustainability measurement tools (AICHe BRIDGESworks Metrics, GEMI Metrics Navigator™ and IChemE Sustainability Metrics) in tourism. Our study is the first one to deal with these measurement tools. The aim of this paper is to describe most commonly used sustainability measurement tools; their special requirements for tourism and to answer the question how tourism contributes to sustainable development. Analysis shows that tourism contributes to sustainable development primarily through community-driven tourism development; minimization of negative social and cultural impacts; optimization of economic benefits; protection of physical and man-made resources, ethics, policy, standards; visitor satisfaction, maintaining destination attractiveness, use of proper tools and full community participation. Methodology that is used is comparative analysis of three most common sustainability measurement tools. Results obtained by comparative analysis indicate that AICHe BRIDGESworks Metrics, GEMI Metrics Navigator™ and IChemE Sustainability Metrics have some common requirements for different businesses. However, requirements for tourism are very strict since it is considered as non-community based business, short-term planning, no protection of natural and human resources, huge economic benefits provider and business that has non-ethnic attitude towards environment. Conclusion states that taking into consideration the weaknesses of all analyzed tools, there is a need for further development of sustainability measurement tools in tourism.

Keywords: conventional tourism, sustainable development, sustainability measurement tools, sustainable tourism, Triple Bottom Line.

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EFFICIENCY LEVEL IN THE TRAINING APPLICATION OF TOURISM EDUCATION AT UNDERGRADUATE LEVEL

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Mune Moğol

Abstract: Tourism is one of the sectors all over the world experiencing the intense competition, rapid change and development. When we look the undergraduate programs training the qualified manpower which is the need of tourism sector in Turkey, there is an obligatory training application as well as the other obligatory lessons. Researches showed that tourism students haven't won the expected experiences enough or haven't cared for the training. The starting point of this research is, therefore, to determine problems trainee faced with and increase efficiency level. On the other hand, it is thought that these proposals will serve as a source for developing the tourism programs at undergraduate level. This study aims to determine efficiency level of the training through the eyes of the students in the enterprises in the sector. To achieve this aim, answers has been sought to the following questions:

What are the views of the Tourism Faculty students;

- about their expectations and their coverage ratio through the training?
- about the information and skills needed during training?
- about the problems during the training and their proposals for solution?

This is a qualitative research in a case study design. Study group of this research was determined by using criterion sampling method, one of the sampling method in qualitative researches. Data were collected through interviews from the undergraduate students of Anadolu University Tourism Faculty completed their trainings. The collected data were analyzed on NVivo 10 program with descriptive analysis technique. At the end of this research, it was determined that the students were in a dissatisfaction related to the training application due to following reasons: the lack of foreign language skills, accepted them as a cheap labor by the enterprises, long and additional working hours, worked them in unsuitable jobs.

Keywords: Tourism Education, Tourism students, Training, Tourism Curriculum.

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CAN COMMUNITY-BASED RURAL TOURISM SURVIVE IN SUPER-AGEING SOCIETY? EVIDENCE FROM JAPAN

Yasuo Ohe¹

Abstract: Ageing is an unavoidable common issue not only for individuals but also for society in general. This paper shed light on community-based tourism activity in super ageing rural Japan because people in rural Japan have faced ageing issues earliest and most seriously than any other counterpart in the world. This paper investigated the evolution and challenges of community-based rural tourism activity from a study case in rural Chiba, Japan. The author also examined the recovery process of tourism from the negative impact of the huge earthquake and subsequent radioactivity disaster that happened in March, 2011. Main findings are as follows:

- 1) The study case, the Lodge Kusunoki, investigated in this paper was based on a tight communal bandage and conducted rural tourism activity by utilizing a closed school that was renovated. Youth groups are a main target and meal services are also provided to local residents. Rural tourism activity generates not only an income source and jobs, but also self-confidence among residents in the ageing rural community.
- 2) After the Great East Japan Earthquake, harmful rumours about radioactivity caused a drop in the number of visitors. The recovery was slow, taking three years to return to the previous level.
- 3) Main challenge in the long term is how to smoothly transition the operation of the facility from seniors to younger generations. Another issue is to consider an appropriate form of business entity differing from the present style, which has no legal status, while keeping community-based spirit. For these purposes, it is inevitable to explore how to build a new extensive network of information and human resources based on the traditional form of local community.
- 4) From the policy point of view, capacity building in terms of rural entrepreneurship targeting younger generations should be more intensively focussed upon in the future.

Keywords: community-based rural tourism, super-ageing society, social capital, earthquake, natural disaster, harmful rumors.

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

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Abstract: South-Eastern Europe was, at the beginning of the modern-day tourism, in the 1960's, a well-defined area of states. With the exception of Greece, all had communistic governments. Yugoslavia decided to open borders, invite tourists and enrich their hard currency income. According to UNWTO Yugoslavia was in 1980's listed among the 10 most visited countries of the world. Through the eyes and experiences of a tour operator and academician, the paper will elaborate on tourism characteristics in three time-frames: 1.) in the historically unified space; 2.) in the contemporary fragmented space and 3.) in the post-industrial globalized space. Personal impressions will be enriched with results of own research and from young scientists' mentorship. The Fall of the Iron Curtain, the strive for national/ethnic sovereignty, the inclusion of most of the East-European periphery into the EU, the uprising of the middle class in some Euro-Asian and Latin American countries, the change of the air travel mode, the growing cruising industry, the experience thirsty and adrenalin searching population and the health- and environment conscious social groups have again made the tourist destination South-Eastern Europe a territory worth to discover. The fragmented space of the former Yugoslavia is divided into 7 nation-states, crisscrossed by approximately 6256 km of semi-open, often not defined borders where on approximately 252 border crossings tourists must identify himself and declare custom goods. Despite it, will most countries in 2015 of the region report best economic results of the tourism industry ever.

In addition to the pull-effect for the Europeans – namely the warm waters of the Mediterranean - sightseeing tourism of Asians is enriching outstanding features of cultures and nature. Historical capitols and towns, countries' outstanding natural specifics, and dominant cultural sites register Asian visitors near the top of the foreign nation's tourist list. The future of the region for the tourism industry lies in the promotion of cross-border development and in the increase of the awareness of sustainable development of tourism industries' complexity.

Tourism development can only be tolerated to an extent where it would not kill the inviting nature, the authentic culture and itself. Regulating millions of visitors in protected sites of nature and UNESCO heritage places is the task for tourism developers of the future.

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

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CHANGES IN PATTERN OF SECOND HOME DEVELOPMENT IN COUNTRIES ARISING FROM SOCIALIST FEDERAL REPUBLIC OF YUGOSLAVIA

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Miha Koderman²

Abstract: Intense construction of second homes in Socialist Federal Republic of Yugoslavia (hereafter referred as ex-Yugoslavia) started in 1960's. Acquisition of second homes was affordable for wide range of ex-Yugoslav citizen population due to low prices of land and real estate, as well as favorable loan conditions from state owned banks. Motivation for ownership was different – spending family holidays, which was more affordable in comparison to hotel accommodation, and investment in real estates in period of unstable ex-Yugoslav economy, represented by high inflation rates and variable currency. Predominant type of second home units was family vacation house, usually built in self-managed construction. In the moment of disintegration of common state in (and after) the year 1991, countries were at considerably different stage of development. Wars that followed, even deepened the national and regional differences, which can be observed also in different second home development in new independent states.

Due to private building entrepreneurship, most popular second home areas were faced with a new type of secondary residences – multi apartment recreational buildings, often used as commercialized accommodation capacities. In the same time, prices of second homes have increased, therefore they became a privilege only for higher class. We can conclude that second home development pattern in ex-Yugoslav countries in the last 50 years has changed from affordable to exclusive phenomenon.

From the mentioned context, the main goal of the paper arises: to compare the pattern of second home development in ex-Yugoslavia countries before and after the fall of common state. Apart from literature overview, interpretation of official available census data (1971-2011) on the national level will be given. Special emphasis on changing socio-economical context of the second home development in Croatia and Slovenia will be presented.

Keywords: second home tourism, SFR Yugoslavia, development pattern, Croatia, Slovenia.

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THE IMPACT OF CHEFS' NATIONAL CUISINE PERCEPTIONS ON THEIR INTENTION TO PURCHASE LOCAL FOOD

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Osman Caliskan

Gokhan Yilmaz

Abstract: In recent years, a growing emphasis has been placed on local food both from tourist demand and tourism supply perspectives, and it has become a popular research subject among hospitality and tourism researchers. From a supply perspective, common dependant variable of prior research was chef's motivation to buy or use locally produced food stuffs, and this variable was mainly associated with a plenty of factors from two major domains as chefs' perceptions of local food attributes and challenges to purchasing local food. The current study takes an alternative approach and focuses on chefs' local cuisine perceptions as an independent variable. Thus, the purpose of the study is to understand the role of chefs' perceptions of national cuisine in their intention to purchase local food.

Relying on the previous literature, the survey instrument which includes individual scales for chefs' perceptions of national cuisine and their intentions to buy local food was developed and tested in a pilot study which was carried out with 12 chefs. After small adjustments based on the results of the pilot study, the questionnaire took its final form, and 106 questionnaires were distributed to chefs attending to activities hold by Turkish Chefs Federation in Antalya ANFAS Fairground between 26 and 28 February 2015. Within a convenient sampling method, chefs' participation to study was strictly voluntarily, and finally 74 questionnaires were returned and 67 of these were included into the subsequent analyses. Following the reliability and validity analysis of the scales, the results showed that chefs perceive national cuisine in three domains as cost, labor and popularity, and the findings of regression analysis indicated that the cost dimension of national cuisine perception influences chefs' intention of to purchase local food.

Keywords: Local Food, National Cuisine, Chefs' Perceptions.

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ENVIRONMENTAL AND NON-ENVIRONMENTAL INNOVATIONS, HOTEL OCCUPANCY AND REGIONAL GROWTH

Elisabeth Valle¹

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Abstract: In this paper we contribute to the analysis of non-environmental innovations and environmental innovations (waste treatment, noise reduction and wastewater treatment) in the tourism industry and more specifically to understanding the role of these different innovations on the hotel occupancy. Furthermore, we discuss how the growth in hotel occupancy due to the different kinds of innovations (environmental and non-environmental), increases, directly and indirectly, production, added value and employment in other sectors of the economy. In this way, we calculated the total impact on the Balearic economy of an environmental and non-environmental innovation process in the Balearic hotel industry as well as the specific effects on different economic sectors. Positive and significant impact on potential growth was found with added value of between 4.2% and 5.7%. In doing so, it combines both micro-economic data from a two hundred hotel database and the macro perspective of the Balearic Input-Output database. The micro-macro model presented in this work justifies implementing policies promoting innovation in the hotel industry. This allows measurement of the positive externalities that investment in the hotel sector generates throughout the rest of the regional economy.

Keywords: Environmental innovation; Non-environmental innovation; Hotel occupancy; Tourism impact.

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REGIONAL AND LOCAL HAZARDS IN TOURISM - CASE STUDY OF MINEFIELDS IN PROTECTED AREAS OF CANTON OF SARAJEVO

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Edin Hrelja³
Boris Avdić⁴

Abstract: Research of hazards and risk in tourism is one of important segments in the concept of management and planning in destination development. In the concept of long-term strategy of economic development, Bosnia and Herzegovina has set its tourist industry goals very high. It is recognized as the strategic branch of economy, which should increase competitiveness, foreign-exchange influx, tourist traffic and employment rate. One of the basic preconditions of achievement of these goals is the process of formation of protected areas, by which territorial share Bosnia and Herzegovina is placed very low on the list of European nations.

Accordingly, this paper represents the research of protected areas development concepts in Canton of Sarajevo, and of problems with their establishment, with the special focus on hazards like minefields and unexploded ordnance (UXO).

Although it has passed 20 years since the end of the war, Bosnia and Herzegovina is not safe country regarding this issue (current suspected area is 1.176,5 km² or 2,3% of total land), while the situation in Canton of Sarajevo is even more concerning (suspected area is 80,78 km² or 6,3% of total land). Hazards and risks related to minefields and UXO represent very significant limiting factor in the process of establishment of new protected areas, which are planned by legal documents on cantonal and federal level. This is especially emphasized through high concentration of mine suspected areas in the southern regions of Canton of Sarajevo, where mountains like Igman, Bjelašnica, Visočica, Treskavica, as well as Rakitnica canyon are located. These locations are among the most valuable tourist attractions in Bosnia and Herzegovina.

Keywords: Bosnia and Herzegovina, minefield, hazard, Canton of Sarajevo, protected area.

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GENDER EFFECT IN HUMAN RESOURCES POLICIES: A DESCRIPTIVE STUDY IN HOSPITALITY INDUSTRY

Ebru Tarcan İçigen¹

Abstract: This research is a descriptive study in understanding female's and male's constraints and opportunities in relation to human resource policies and applications; and reviews the different perceptions for female and male managers in hospitality industry. Human resource policies in organizations can be different for female and male employees due to social, industrial or organizational reasons. The main aims of this research are to find out whether any effect exist between male and female employees in terms of human resource policies such as planning, selection, performance appraisal, promotion, career development and training, and if any inequality exists, to find out in which human resource policies it is encountered. Also, managerial perceptions towards job behavior of male and female employees are questioned. Hospitality industry is taken as the research domain which includes comparable and similar organizations, similar working conditions, and similar female and male employee ratios. The population of the research is human resource managers of five star hotels in Antalya which the capital of tourism in Turkey. Literature review about the gender effect in human resource policies did not provide a full scale considering all of the human resource policies. Gender related researches generally question only one aspect of human resource policies such as performance appraisal or wage policies. For this reason, a questionnaire covering all aspects of each human resource policy is developed in line with the related literature.

In this research, gender effect is questioned for each human resources policy in hospitality industry. Findings indicate that gender effect is observed for most the applications such as human resource planning, wage, performance appraisal, career development and mentoring. Such a result is observed for the reason that jobs in hospitality industry do not have a preference for neither female nor male employees.

Keywords: Gender inequality, human resource policies, tourism industry.

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DETERMINATION OF TOURISM ACTIVITIES OF THE WORLD'S BEST TOURISM DESTINATIONS WITH MULTI-CRITERIA DECISION MAKING METHOD

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Abstract: In this study, tourism performance of the 15 countries, the most popular tourist destinations of the World, will be analyzed by TOPSIS method. Four factors are determined to measure tourism activities in the countries. These factors are international tourism expenditures, international tourism receipts, international tourism number of arrivals and international tourism number of departures. Then TOPSIS method will be applied to combine the four different factors and convert them into a single performance score. Later, the countries will be ranked and rated. Tourism activities will be used for grading the performance score of the countries. Thus, valuation of tourism activities in the 15 countries will be held for 6 years, between 2009 and 2014, and the obtained results will be compared with the results of international tourism organizations.

Keywords: Tourism Industry, Tourism Activities, Topsis Method.

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PROPOSALS FOR DEVELOPMENT OF SUSTAINABLE RURAL TOURISM IN VILLAGES OF BOLKAR MOUNTAIN, EXAMPLE OF MADENKÖY

Yusuf Gurcinar¹

Abstract: In 1950, 75% of the total population of the country was living in rural areas, whereas this ratio has declined to 8.2% in 2014 due to migration to urban areas. Particularly in the mountain villages, where health, communication and transportation services have not been sufficiently utilized, the inclination to migrate has been continuing at an escalating rate for individuals in the working age, leading to the collapse of socio-cultural and economical structure. In the mountain villages, there is a need for new sustainable fields of business operable within the four seasons of the year that do not require costly investments and an educated workforce; provide business opportunities to local women; contribute to preservation of the socio-cultural structural, natural and cultural heritage; cause no concretion and land consumption. In this study, development of proposals is aimed to conduct rural tourism in Ulukışla-Madenköy, a location possessing the qualities to provide an ideal four seasons accommodation and logistic support to any kind of activity made by the domestic and foreign visitors of Bolkar mountains during their arrivals and departures. As a research method "SWOT" and "Resources and Physical Condition" analysis techniques were used. Studies were mostly conducted through site researches. Proposals were developed for development of Madenköy through implementation of sustainable rural tourism in this area. The results clearly demonstrate that Madenköy possesses the qualities to create a high level demand in four seasons from the viewpoint of the tourists. As a means to sustain the rural tourism activities, "Conservation plan" and "The rural tourism management and development plan," must be prepared and "Sustainable carrying capacity of region" must be continuously monitored.

Keywords: Rural Development, Rural Tourism, Sustainable Tourism.

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INVESTIGATING THE IMPACT OF THE AGE, GENDER, YEARS LEARNING ENGLISH AND PARENTS' EDUCATIONAL BACKGROUND ON LEARNING STYLES PREFERENCES

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Rana Abuzaid³

Abstract: Demographical factors may have an impact on learning and teaching styles across the continents. This study was to explore whether demographical factors namely age, gender, English learning and parents' educational background are related to the learning style preferences of English Major Students from the foreign languages faculty in Iran. The sample for this study comprised of 310 English Major Students. In this study, quantitative approach was used in the collection of the data. The instruments used in this study included the Index of Learning Styles Inventory by Felder and Soloman (2006) and Oxford (1990). The results of the study revealed that except for Learning Style Pair 2 (LSP2) (Sensing/Intuition), all the other learning styles pairs were not related to demographical factors.

Keywords: Demography, Learning, Age, Family background.

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ARE UNIVERSITY EMPLOYEES READY TO BE AN “INTRAPRENEUR”? A NEW PERSPECTIVE OF STRATEGIC HUMAN RESOURCES FOR UNIVERSITIES

Senem Yazıcı¹

Abstract: There are increasing competencies in higher education in Turkey. The universities are in need of implementing new products and services and to find new “creative and innovative” ideas to stay in the race. The purpose of this article is to provide insights to the question of whether there are “Intrapreneurs” at universities who are able and skilful to do things out of the box. This research is the first attempt at exploring the “Intrapreneurship” in higher education in Turkey. Corporate Entrepreneurship Assessment Instrument (CEAI) was chosen as the survey instrument for this study. The results have shown the need for training towards internal factors and approaches to strategic human resources. This study has shown the weakest and strongest parts of university towards intrapreneurship dimensions. The results of this research highlight the importance of understanding an intrapreneurship at universities. Academic intrapreneurship will be the key to the future of the universities where intrapreneurs educate entrepreneurs for the future.

Keywords: Intrapreneurship, University, Human Resources, Innovation.

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DEFINITION, TYPES, SUSTAINABILTY AND RELATION OF TOURISM WITH ENVIRONMENT, LANDSCAPE PLANNING AND RECREATION

Emine Patan¹
Işık Sezen

Abstract: Tourism can be defined to be the combination of events and relationships resulting from the travels and accommodation for temporary human activities lasting from at least two days to two years such as work, recreation, entertainment and sport. Sustainability is referred to the conservation and transfer of an existing thing to generation next in its present form. Sustainability concept in tourism is the evaluation of the sources used for tourism by considering this approach.

Tourism has a very close relationship with the environment we live in by positively or negatively affecting it. In the present study, the concepts of tourism, tourism types and sustainable tourism are evaluated and relationships between tourism and environment, landscape planning and recreation.

Keywords: Definition, Sustainability, Tourism, Environment, Landscape Planning, Recreation.

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THE DEVELOPMENT OF SPORTS, RECREATION AND ADVENTURE TOURISM IN TOURIST-GEOGRAPHICAL REGIONS OF BOSNIA AND HERZEGOVINA

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Haris Gekić²

Abstract: Sports, recreation and adventure tourism are activities that relax tourists and put them away from everyday stress situations, and it all takes place through swimming, hiking, relaxing in nature, altitude residence, paragliding, rock climbing, rafting, cycling tours, golf, tennis, aqua aerobics, volleyball, skiing, etc. Natural and anthropogenic tourist potentials which exist in the Bosnia and Herzegovina tourism and geographic regions are suitable for the development of these specific forms of tourism. Moreover, sports, recreation and adventure programs, which are implemented as an integral part of tourism offer of the tourist-geographical regions, are certainly renting and using various sports facilities and equipment, schools of various sports skills, sports games, tournaments and contests followed by sports-entertainment attractions, which certainly lead to job creation and employment of professional staff and young population structure. It is necessary to ensure available public space for a part of these activities, then equipped sports and recreational fields or recreational sports equipment and halls for other activities, which also makes room for employment in Bosnia and Herzegovina regions in which it is wanted to develop these specific forms of tourism.

The aim of this study is to determine the possibilities for development of sports, recreation and adventure tourism in tourist-geographical regions of Bosnia and Herzegovina followed by their diversity and classification with respect to which natural-geographical tourist attractions will be developed. The priorities and problems of their tourist valorization will be determined, as well as the way they are promoted among both foreign and domestic tourists. In this study, noticeable are the following tourist-geographical methods: classification, tourist valorization, field research and mapping methods.

Keywords: valorization, tourists, development, attractions, classification.

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SUSTAINABLE DEVELOPMENT AND GREENING THE ECONOMY IN TRANSITION COUNTRIES IN SE EUROPE: A CASE STUDY OF BOSNIA AND HERZEGOVINA

Melika Arifhodžić¹

Abstract: In order to become members of EU, countries in transition in SE Europe have been under pressure of introducing measures and laws relating to environmental protection. The urge is getting higher as the natural resources and biodiversities, which are amongst the highest in level in the continent, are under constant threat due to improper use or unplanned exploitation. Considering the still existing traces left from the legacy of centrally planned economy and political systems, the paper will question how some models of sustainable development in Europe are applicable in these countries. Through various shifts of social, economic and political indicators the paper will analyze their influences in relation to implementation of sustainable development policy as well as activities in connection to green economy introduction. An intensive approach will be employed in case of Bosnia and Herzegovina and the results of various studies and cases from the practice will prove that all these mentioned factors play a key role in planning of sustainable development. The conclusion is that an approach that takes into consideration all named factors, integrating research-based and practice-based knowledge should be proposed for these countries.

Keywords: Environmental protection, Sustainable Development, Transition, Green Economy, SE Europe, Bosnia and Herzegovina.

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POSTER PRESENTATIONS

POTENTIALS FOR DEVELOPEMENT OF HUNTING TOURISM IN BOSNIA AND HERZEGOVINA AS SUSTAINABLE TYPE OF TOURISM

Gurda Amela¹
Matuh Gorana
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Abstract: Large area of Bosnia and Herzegovina is covered by hunting grounds, which are in jurisdiction of Association of Hunting Organisations in Bosnia and Herzegovina (SLO u BiH). Since hunting represents and respects high standards of ecology, sustainability as well as rural development, its successful position in tourism market needs to be enabled. With co-operation of Ministry of tourism and Association of Hunting Organisations in Bosnia and Herzegovina, it is possible to achieve and develop hunting tourism as strong sustainable tourism brand. Purpose of paper is to point out unexploited resources for quality development of hunting tourism as type of sustainable tourism in Bosnia and Herzegovina, and to give guidelines for further development as well as methods and benefits of hunting tourism for local community and wider area. First it will be presented historical tradition of hunting in Bosnia and Herzegovina and main statistic data about some well known and well used hunting grounds in country. Second it will be shown previous efforts of preservation and sustainable use of hunting stocks, law and activities. Third will be guidelines and methods for implementing hunting in tourism offer of Bosnia and Herzegovina and role and benefits of local communities in process of creating tourism offer. Lastly will be given SWOT analyses for hunting tourism in Bosnia and Herzegovina.

Keywords: hunter, hunting area, hunting law, hunting tourism, sustainable tourism.

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EFFECTS OF GLOBAL WARMING ON TOURISM TRENDS IN SARAJEVO

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Abstract: Sarajevo, as Bosnia and Herzegovina's capital is also its most visited city. Tourist supply of Sarajevo is mainly based on urban and cultural tourism. Mount Bjelašnica, which is located southwest of Sarajevo, has increasing number of tourists during the winter season, which indicates that the backbone of the development of Bjelašnica's tourism is alpine and recreational tourism. This paper aims to explain the impact of global warming or climate change, on tourism trends in Sarajevo. Tourism as a highly sensitive economic sector, and is easily influenced by geographical conditions in the environment, including climate. The first part of the article refers to geographical and touristic position of area that is being researched, and the concept of global warming. The second part is based on two case studies on tourism trends in Sarajevo and on Bjelašnica. One of the studies relates to urban tourism, where tourists visit are numerous during the summer, and the other relates to rural and winter tourism. The studies include information on the most visited motives, indicators of tourist movements, etc., as well as data on the climate conditions.

Keywords: climate change, urban tourism, winter tourism, seasonality, global warming, tourism trends, Sarajevo, Bjelašnica.

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THE NATURAL GEOGRAPHICAL RESOURCES OFF NATURAL MONUMENT „TAJAN“ FOR DEVELOPMENT OF SUSTAINABLE TOURISM

Samra Softić¹
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Abstract: Natural geographical resources and their values are a very important precondition for the tourism development in the destinations. Thanks to its natural geographical features, natural monument „Tajan“ is a sure-enough attractive area in the field of tourism. After all, in any area so and in the mentioned one not only natural resources and natural rarities are require for tourism development but a successful evaluation of touristic resources too which is achieving through simulations of economic, sociocultural and ecological progress. Applying analysis and synthesis, inductive and deductive methods, then the method of description and field observations, all natural geographic potential for tourism which has natural monument „Tajan“ will be explored. Pursuant to them, defined are certain forms of tourism that could be developed in this area, taking into account the sustainable environmental development. Tourism developments in protected areas are specific to the tourism development in localities that are not protected because those areas are a sensitive group when it comes to human activity. Bearing in mind that the area where is located natural monument „Tajan“ is very rich with waterways, endemic plant and rare animal species, caves and canyons, this area is convenient in the field of eco-tourism too which will be given special attention in this article. The results of a research will be illustrated by mapping and GIS method.

Keywords: Natural monument „Tajan“, tourism potential, forms of tourism, sustainable development.

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AKŞEHİR THE TOURISM DIVERSITY AND INTANGIBLE CULTURAL VALUE AS NASREDDIN HODJA

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Abstract: Akşehir, west of the Central Anatolian province of Konya is an important center in the district. Blue Mountain district was built on a sloping area to the front of the skirt and a narrow strait called the Bosphorus Tekke. Look above the fertile plains and the lake of the same name. Nasreddin Hodja lived the great master of humor and the place where the shrine Akşehir; fertile plains, lakes and the vibrant nature of the region is central to the socio-economic structure. Starting at Sard't history dating back to Nineveh and "King's Road" trade route known as the famous city where now, this matter remains today.

The aim of this study: historical, cultural, economic, and has a significant potential in terms of tourism, lakes draw attention to the county's tourism assets it is one of the important centers of the region and made world-famous Nasreddin Hodja and historical Akşehir homes cultural tourism, better protection and more efficient use of what to order in a case It is trying to find the answer to the question.

Keywords: Akşehir, Evaluation of Tourism, Intangible Cultural Heritage, Nasreddin Hodja.

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EVALUATION OF TOURIST POTENTIAL OF KAKANJ MUNICIPALITY

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Abstract: The Municipality of Kakanj occupies the central position in the Sarajevo-Zenica region, economically most significant and most populated part of Bosnia and Herzegovina. The most famous cultural and historical heritage of the Kakanj Municipality are: the Franciscan Monastery and Church of St. John the Baptist in Kraljeva Sutjeska, archeological area – Emperor’s Castle from the 14th and 15th century in Kraljeva Sutjeska, movable property – collection of 22 Incunables (Property of the Franciscan Monastery), mosque of Sultan Mehmed Fatih II in Kraljeva Sutjeska, the House of Ivo Dusper, Neolithic settlement Obre near Čatići, medieval necropolis in the village of Donja Zgošća and the building of Turkish Court in Donji Kakanj. The most famous protected areas and potentially protected areas in the Kakanj municipality are: natural monument “Tajan”, future protected landscape Gornja Trstionica - Bukovica and Bistrik swamp - Haljinići, as well as several excursion sites that, at the moment and in the future, can represent a good basis for development of ecotourism, namely: excursion site Bukovica, Bočica, Ponijeri and the area of the Lipničko hill. The objective of the paper is to assess the tourist potential of the Kakanj Municipality, on the basis of available literature and field observations, meaning the state of cultural-historical and state of natural values. Preliminary results indicate a high tourist potential and well-preserved cultural and historical and natural heritage. Based on preliminary research of the area of the Kakanj Municipality, it can be concluded that this area has a good foundation for development of cultural tourism, religious tourism, ecotourism, rural tourism, health tourism, sports and winter tourism. The acquired results indicate that multiple benefits would be gained with the development and expansion of tourist offer of the Kakanj Municipality, not only for the local community but for the territory of the entire Bosnia and Herzegovina.

Keywords: Tourism, ecotourism, cultural and historical heritage, natural values.

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MAIN ARCHITECTURAL CHARACTERISTICS OF TRADITIONAL ERZURUM HOUSES AND THEIR CONTRIBUTION TO TOURISM

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Abstract: Erzurum, as a door that opens to Anatolia, had constantly changed hands, hence had hasted various cultures and civilizations. This cultural prosperity has found the reflection on architectural style and form. The city of Erzurum is located on a plain surrounded by mountains and approximately 1850 meters above sea level. For these reasons, long and cold winters are lived, summers are short-timed and hot, and there is a very short period of spring. These climatic conditions have a decisive role on choices on housing architecture such as forms, interior partitions and building materials. Traditional Erzurum houses are products of rich history, climate and site-specific building materials.

Most of the traditional houses in Erzurum had demolished due to earthquakes, fires, wars and new constructions. In 1980, the number of traditional houses were up to five hundred, however they fell up to one hundred today. Some of the historic houses have being restored and gained value for tourism. Erzurum houses have become one of the first popular destinations for quests coming this city. Determining the characteristics of these cultural entities and touristic objects is main aim of this study. In this respect, one of featured traditional house having many visitors will be examined and demonstrated in detail in terms of both interior architecture and its contribution to tourism. Main data collection tool to being used for this research will be photography that bases on qualitative methodology.

Keywords: Traditional houses, Anatolia, interior architecture, tourism, Erzurum.

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DEMODYNAMICAL AND DEPOPULATION PROCESSES IN BOSNIA AND HERZEGOVINA

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Abstract: Bosnia and Herzegovina is a complex country according to its arrangement and in terms of socio-economic development and characteristics also. According to territorial arrangement, it is divided into three parts: Republic of Srpska, Federation of BIH (with ten cantons) and District Brcko. Population of BIH altogether and its lower territorial units depends on birth rate and migration balance. Superpopulation (population growth) is present in small number of territorial units (settlements and municipalities) while depopulation (population reducing) has seized a large number of territorial units in BIH. During the elapsed time, due to industrialization, deagrarization and urbanization, first the migration in last 30 years and then depopulation of biological type has occurred in rural areas. Cities, contrary to rural areas have had by now superpopulation with a note that there is a biological depopulation in some of them. The pattern of simple population restoring in BIH has changed in the end of the 80's in last century. There are differences in birth rate in BIH between islamic and christian backgrounds. Causes of migrations in BIH are numerous but economic and political safety reasons are the most significant. Migratory demographic losses are the greatest of total demographic losses in BIH. As a result of biovitality, biodinamical and migration processes and relations in BIH, depopulation spatial units prevail widespread on 3/4 of its total territory.

Keywords: superpopulation, depopulation, migrations, birth rate, demographic losses.

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