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CONTENTS

GASTRONOMIC TOURISM IN THE CENTRAL BOSNIA REGION	7
CARTOGRAPHY IN TOURISMOLOGY - TOURISMOLOGY IN CARTOGRAPHY	26
VALORIZATION OF NATURAL TOURIST POTENTIALS AND THEIR PROTECTION	36
IN THE PODRINJE TOURIST-GEOGRAPHICAL REGION	36
RECONSIDERING THE INTERDEPENDANCE OF AIR TRANSPORT AND TOURISM IN THE CONTEXT OF THE GLOBAL COVID-19 PANDEMIC.....	51
ADVENTURE TOURISM IN SUTJESKA NATIONAL PARK.....	59
THE ROLE OF PROFESSIONAL ATHLETES IN THE DEVELOPMENT OF SPORTS TOURISM IN BOSNIA AND HERZEGOVINA	66

GASTRONOMIC TOURISM IN THE CENTRAL BOSNIA REGION

Amra Banda¹
Aida Korjenić²
Aida Avdić³

Abstract: The attractiveness of food, especially national, is one of the predispositions for developing certain forms of tourism: rural, ecotourism, gastronomic and enogastronomic tourism whose focus is food that is healthy and organic. Although food is not a basic tourist motive for many tourists, there is an increasing trend of manifestation tourism and food festivals, where gastronomy is the central or accompanying motive. Valorisation of gastronomic tourism in the Central Bosnia region is at a very modest level. There is no significant interest in the development of this form of tourism in the region by tourism organizations, but also by local and cantonal authorities. First of all, there are no systemic incentives for the population to develop gastronomic tourism in rural households and for the presentation of traditional products to visitors. Also, there is no interest of the professionals in the field of tourism and cuisine arts for developing strategies and modules for improving the gastronomic supply. The Central Bosnia region has great potential for organic production because of its unpolluted land, climate and numerous agricultural producers, and traditional farming has led to final products that can represent national, regional and international brands. The main goal of this paper is to identify the leading gastronomic potential that the research area has and to point out the necessity of putting them into the function of developing certain aspects of tourism.

Keywords: gastronomy, tourism, Central Bosnia region, Bosnia and Herzegovina

INTRODUCTION

Gastronomy represents a very important segment of a tourism supply of a country. Terminology used in literature when referring to this type of tourism is very different: “gastronomic tourism”, “culinary tourism”, or “eno-gastronomic tourism” (Jiménez-Beltrán, J. et al. 2016). All these terms express the intention of knowing other cultures through its typical food, in order to obtain unique and memorable gastronomic experience (Vulić, 2006). Food and gastronomy also make a significant contribution to the sustainability of a particular area. The most significant local resources based on development are divided into two dimensions: the environment and the people. The specific environment is considered by the economic characteristics of a significant area occupied by local agriculture or food (Rinaldi, 2017). The dimension of people is described as a community belonging to different types of occupations: farmers, food producers, food processors, chefs, tourist planners, authorities, local people. They all cherish local customs and heritage that are the source of identity and contribute to authenticity (Tešanović, Banjac, Kalenjuc, Tošić, 2018). Gastronomic products in a

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tourism supply take precedence over other services. They represent specific physical, material products with a defined shape, color, texture, taste, smell and can be stored and saved, unlike services that have no physical attributes and which tourists can not carry with them.

With the development of contemporary tourism, gastronomic tourism is increasingly evolving, which is primarily defined as visiting tourists of primary or secondary food producers, food festivals, catering establishments for food production and certain serving destinations for tasting and / or experiencing the attributes of regional specialties where food is the primary motive for travel. Kalenjuk, Tešanović and Škriljar (2011) consider that gastronomic tourism could be defined as the activity of research and discovering culture and history over food, which influences the formation of unforgettable experiences. Fields (2002), determined that the type of motivation associated with gastronomic tourism is of vital importance and identifies four possible motivations based on the physiological needs that every traveler must cover, relating, in most cases, to some type of restaurant. These are: physical motivations, directly related to the aforementioned need to eat; interpersonal, which are directly related to the social nature of people; cultural, which regard the desire for knowledge of other cultures and places; and the motivations of status, focused on the recognition of a particular social prestige or distinction sought.

According to the World Food Travel Association (WFTA), gastronomic tourism is the act of traveling for a taste of a place in order to get a sense of place¹. Given that food is a component and characteristic, part of the tradition and history of a nation, it is an important part of the basic cultural tourism motives, which are labeled as ethnological. The aim of the tourist is, among other things, to acquaint the specificity of the culture, tradition, natural and cultural attractiveness of the visited area, but also to try out local gastronomic specialties. The traditional culinary region of Central Bosnia is the culinary art of the people of this area, built on the elements of the Bosnian-Herzegovinian culture with a significant overlap of the elements of other cultures that have changed in the past in this area. The history of nutrition in the region of Central Bosnia can be traced back to the ancient times of classical Rome and Byzantium through the medieval Bosnian state, the Turkish and Austro-Hungarian period to the modern times of the XX and XXI centuries. Specific notes of this area give the eating habits that have their base in Islamic, Orthodox, Catholic and Jewish religion.

Gastro tourists visit certain areas primarily for tasting food and beverages specific to the area. The development of gastronomy in the Central Bosnia region can contribute to the development of its overall tourism supply. The advantages of the development of gastronomy are reflected in the creation of a complete and high-quality touristic product, in improving the overall tourism supply through the development of tourism inside and outside the main tourist season (especially in the spring and autumn) and in promotion of a unique image of the destination at the international level. The development of gastro-tourism stimulates the development of rural areas. It also motivates entrepreneurship, employment and self-employment and it has an important role in preserving the authentic ambience, culture and tradition, and in the placement of domestic products for vineyards and farmers.

¹<https://www.worldfoodtravel.org/cpages/what-is-food-tourism> - accessed February 06, 2019

Although it has a tendency for development and great potential, the Central Bosnia region still has poorly developed rural and gastronomic tourism. Following activities should be taken, in order to improve gastronomic tourism in this region:

- to develop a range of typical organic gastronomic products
- to work on preserving local specialties, products and recipes,
- to organize thematic gastronomic and culinary events,
- to present a gastronomic supply through domestic airlines who would offer specialties and products in airplanes
- organization of herbal medicinal herbs and forest fruits in rural areas with educational workshops and
- to provide opportunities for tourists to participate in the preparation of gastronomic specialties specific for the region.

Labeling gastro products of this region, which could become recognizable at the regional and international level, is a particularly important step. Products with specific geographical origin have developed market world wide and are popular among tourists, which is a great development opportunity for gastronomic tourism in Central Bosnia.

Geographic location of the Central Bosnia region

The Central Bosnia region occupies the area of central and eastern Bosnia and Herzegovina, capturing parts of the catchment areas of the rivers Pliva, Vrbas, Bosna, Lašva, Krivaja and Drina. (Figure 1). It covers an area of 13.037,89 km² or 25,5% of the total area of Bosnia and Herzegovina. The altitude of this area ranges from 500 m in the valleys, up to 2.366 m - the largest peak of this region and in Bosnia and Herzegovina, mountain Maglić. Climatic characteristics of the investigated area are reflected primarily by the given geographical location and hypsometric relations of the relief, on the basis of which this area is under the influence of a moderate continental climate (moderately warm and humid climate with warm summers or Cfb climate according to Koppen's classification) and the mountain climate is represented at higher hypsometric levels (Drešković, Mirić, 2017). When it comes to hydrographic characteristics of the Central Bosnia region, the largest rivers Pliva, Vrbas, Bosna, Lašva, Krivaja and Drina with their tributaries make up the river network of this area. The well-developed river network and favorable climatic conditions were the basis for the early settlement of this area, as well as for the emergence of migration routes which people used for moving during the century and bringing different cultures and customs. Favorable pedogeographic characteristics contributed to the above. The fertile automorphic soil, distric cambisol on acid silicate rocks, calcocambisol (brown soils on limestone), humus accumulative soils - calcomelasol (limestone dolomite black), luvisol, humus accumulating soil of rendzin and the complex of lithosol-rendzine on dolomite, and with a slightly lower proportion of hydromorphic, fluvial soil (fluvisols), which were the basis for agricultural production and cultivation of different types of plant crops. Also, the mountainous character of the area was favorable for the development of fruit and cattle breeding. Great diversity, especially when it comes to ichthyofauna is one of the characteristics of this region. The rivers have significant amounts of salmonid and cyprinid fish species.

According to the administrative and territorial position, this region is part of the entities of the Federation of Bosnia and Herzegovina (50,6%) and Republika Srpska (49,4%). It covers parts of four cantons within the bigger entity, while at the local level it consists of a total of 44 municipalities in both entities.



Figure 1. Geographic location of Central Bosnia Region

The population dynamic is one of the important demogeographic indicators that condition the socio-economic development of the given area. In addition to data from 1991, as the last pre-war census, data on the number of inhabitants from the 2013 census is also used. Based on these data, it can be noted that between the two last censuses, the number of inhabitants increased in urban areas and decreased in rural areas, especially in the eastern parts of this region. Declining population density is characteristic of both the region and the whole country.

The general population density in 1991 was 106,7 inhabitants per kilometer square, while in 2013 the value of this demographic indicator was 81,8. However, within this region due to the diversity of natural-geographical conditions, the population is dispersed. In those parts of the region where the natural-geographical conditions of the settlement were more favorable (valleys and basins), the population and concentration of the population is higher, and where the natural-geographic conditions were less scarce (mountainous areas), the population and concentration of the population is less. According to the 1991 Census, the Sarajevo – Zenica basin is the most densely populated area of Bosnia and Herzegovina with a population density of 176,4 inhabitants per kilometer square, where in the area of 11,4 % lived almost the quarter of the total population of Bosnia and Herzegovina. The mountain area (Gornjodrinska subregion) is a part with the lowest population density, which is way below state average. Central Bosnia region has a population of 1.060.716, which is 30% of the total population of Bosnia and Herzegovina. The highest population is in municipalities of the City of Sarajevo, while the smallest is in the municipalities in the east and south-east of the region (Trnovo, Foča, Čajniče, Rudo, Višegrad, etc.).

Economic structure is one of the most significant population structures in social geographic research, where the share of active and dependent population is a specific indicator of the economic development of a given area. The economic and geographical position of this region is extremely favorable because it occupies an area rich in mineral resources, forest capacities and etc. The most developed area of this region is the Sarajevo-Zenica basin with the main center of Sarajevo, which is also the capital of Bosnia and Herzegovina.

Regarding the traffic situation, Central Bosnia region is located in the very center of Bosnia and Herzegovina, and through it all major traffic routes pass.

Part of the highway Vc, the developed network of main and regional roads, railway traffic, and the nearby international airport in Sarajevo are just some of the predispositions for the development of all types of tourism, as well as the development of gastronomic tourism in this region.

METHODOLOGY

The principal aim of this paper is to identify the leading gastronomic potential of the study area of Central Bosnia Region. Also, one of the goals is to point out necessity of including gastronomy and the existing food fairs into tourism supply. Direct survey was conducted among tourists visiting the region of Central Bosnia and tasting typical dishes in the culinary establishments characteristic of the area, aiming to know their motivations and levels of satisfaction based on different aspects that influence them, as well as on the concept of local cuisine.

ANALYSIS

Gastronomic supply of the Central Bosnia region

Author who analyzes the close relationship between the culinary experience and the level of satisfaction obtained is Babolian Hendijani (2016), who considers the ingredients and products used in the preparation of the dishes (fresh and of quality) as the cultural and gastronomic heritage of the place, and at the same time as a catalyst. Stone et al. (2018), conclude that positive culinary experiences on a trip often result in positive memories. Bjork and Kauppinen-Raisanen (2016), analyzed the role of the gastronomic experience and the tasted product as a sufficient reason to travel, as a decisive element, or as an added and global satisfaction of the trip. They determined three types of visitors; (I) experimenters, whose primary motivation is to gain local culinary experience when traveling; (II) tasters, for whom local food represents a valuable and positive aspect; and (III) survivors, for whom the act of eating does not represent an added interest or consideration. According to those authors, gastronomy represents a crucial factor in decision making for a tourist destination, based on the different attitudes shown by tourists.

Traditional dishes are considered certain dishes that are stored for a long time in a certain area, and have become a characteristic of tradition. Since many nations have brought their culture, customs, and the way of preparing food in these areas, it can be concluded that the traditional cuisine of the Central Bosnia region refers to meals and cooking skills that fill the menu for a long time in this part of Bosnia and Herzegovina regardless to their origins.

Indigenous dishes

Typical dishes of the Central Bosnia region are varieties of soup, pies, meat dishes from barbecue and barbecue, sarma and dolma, kalja, musaka, pirjana, pilav, bread, dishes from various types of milk and dairy products, dishes and products of fruits and vegetables, salad etc. These are the general names of the dishes, but each name belongs to a specific number of subtypes of food which are often characteristic of certain areas in the Central Bosnia region.

Soup/broth - an appetizer or a standalone meal. They are prepared quite thickly and usually with pieces of meat, vegetables or paste and with a lot of parsley. Some of the most famous types of soups in this area are: begova (**Error! Reference source not found.**), višegradska, sarajevska, trahana, cabbage soup and others.

Pies - an indispensable part of Bosnian cuisine. Pies can be sweet and savory, prepared from meat, vegetables, dairy and fruits. Typical examples are: burek (stuffed with chopped or minced meat) (**Error! Reference source not found.**), sirnica (with cheese), krompiruša (potatoes), zeljanica (with spinach or chard), tikvenjača (stuffed with pumpkin) which are made with the crust of the dough as thin as paper and then shaped into circles and parallel strings. Other sorts of pies, like kljukuša, ljevača, razvaruša, furdenjača are made by placing the dough together with the stuffing in a bowl.

Grilled and grilled meats - lamb on a spit, pork on a spit, veal prepared in sač (traditional baking dishes), skewers, burgers. The most famous are ćevapi - shredded meats, especially ćevapi made in Sarajevo and Travnik, šiš ćevap and hajji ćevap.



Figure 2. Indigenous dishes of Central Bosnia region

Dolme and sarme - are dishes prepared from minced meat and rice that fill certain vegetables, such as: sogan dolma, zucchini dolma, sarma, japrak, etc. Sarma is characterized by the fact that the stuffing is wrapped in cabbage leaves, young vines or roasts.

Kalja - cooked vegetable and meat dish with the addition of kajmak. It can be made of potatoes, cabbage, beets, etc.

Musaka - a mix made of some vegetables and meat. It can be made of: potatoes, pumpkins, eggplants, pods, kale and others.

Pura - a dish that is made from corn flour, served with sweet milk or cream and butter.

Different types of breads - lepina, somun, pogača, proha poležaka. The Bosnian bread is known historically - the bosman, which was made during the Austro-Hungarian Empire. It was made by women to young men who went to war in the Austro-Hungarian army. This bread could be used for a long period of time.

Topa - a characteristic Bosnian appetizer based on melted fat, to which various types of cheese, cream or eggs can be added.

Sweet dishes - there are many of them, but baklave, tufahije and hurmašice, ružice, đunlari, gurabije, halva, šape, plum pie, rešedija, lokumi, kadaif, četenija and many others stand out as characteristic. Tufahija is considered to be the only traditional cake made in the territory of Bosnia and Herzegovina, while others are taken from other cultures and people who immigrated to this area (Lakušić, 1999).

Zahlade - treats that are prepared on special occasions such as: zerde, muhalebija, višnjab, alasija, ašure, sweet cream with honey, pelte – paluza, hošaf and others. Paluza is a typical Bosnian delicacy, where apple jam is used instead of sugar.

Traditional agricultural food products

Due to the extremely favorable natural-geographical factors and livestock potential some parts of the Central Bosnia region have become recognizable for their milk products from cows, sheep and goats.

The quality and composition of milk products, in addition to originating from indigenous breeds, undoubtedly lies in the uniqueness of the diversity of plants in the rich pastures of the region. The region is known for producing various types of cheeses such as Vlašić/Travnik cheese, smoked cheese, kajmak, Prokoško cheese, mlaćenica, cowbutter etc. Fat cheese is traditionally produced in Eastern Bosnia, around Čajniče, Tjentište and Sokolac.

All the mountainous areas of this region prepare Urdu cheese, and in Eastern Bosnia the other type of cheese is called Zarica. Travnik (Vlašić) cheese is one of the white cheeses in brine and is in the better known group of cheeses called Feta. It is made mainly in a mountain in cheese huts where it is stored for 2-3 months to mature. Different breeds of domestic animals that have been brought to the area in the past have over time acquired the characteristics of specific ecotypes, and today they represent differentiated and even isolated forms in the general gene pool of domestic animals. Variety is present in breeds of cattle, sheep, goats, pigs and horses. An indigenous breed of cattle is called buša, sheep – pramenka, goat – balkanska rogata, pig – šiška. Salt and smoked meat products are distinguished as specific: Bosnian sudžuka, suho meso (smoked meat) - (especially in Visoko) and others.

Also, this region has extremely good climatic and pedogeographical conditions for growing various types of fruits and vegetables (Table 1), and the population has been preparing products since ancient times such as various types of jam from indigenous varieties of apples, pears, plums, cherries, rosehip and others. Dried pumpkins, dried peppers and various types of pickles (from cabbage, cucumbers, tomatoes, peppers, beets and mixed vegetables) are also characteristic. Recently, demand for eco produced fruit is increasing.

The various types of fruit, thick juices (diluted with water - šerbe) and squeezed (100% fruit) juices, used in the fresh state, are also traditionally prepared and can be preserved. Besides apple juice, apple cider vinegar is also made. Brandy, called rakija derived from fruits (apples, pears, plums, etc.), as well as wine and liqueurs are especially distinguished as traditionally.

Honey is very often used in kitchens of almost every household. Bee grazing is performed at altitudes of 300 – 1.500 m, in an area rich with honey plants without any contaminants, so this honey is known for its quality.

Vegetables that stand out in particular are: pumpkins, beans (ćučo, bubnjo, trešnja), peppers, okra, and potato varieties (from Romanija, Fojnica, etc.). One of the interesting activities related to gastronomy is mushrooming. The mountains of Central Bosnia region are rich and best researched habitats of mushrooms in Bosnia and Herzegovina. In the municipality of Mrkonjić Grad over 1.300 species of fungi have been found over the last 20 years.¹

¹Mrkonjić grad – turistički vodič, Udruženje za razvoj i unaprjeđenje turizma i općine Mrkonjić Grad – Mrkonjička kapa, 2010. str. 32-34.

Table 1: Overview of Some Indigenous Fruit Varieties in the Central Bosnia Region

Apple	Pear	Cherry	Plum
Senebija	Jeribasma	Karaašlama	Bosanka
Hajvanlija	Huseinbegova	Crvene ašlame	Kaurka
Petrovača	Buzdohanlija	Bijela ašlama	Ružica
Sadička	Kolačuša	Hršut	Slatkulja
Pamuklija	Kantaruša	Bosanlija	Smokvica
Ramička	Mednica	Azijatka	Prskulja
Samoniklica	Brdenjača	Divljaka	Dinka
Hodžićka	Begamuta		Bjelošljiva
Zuja	Zimnjača		
Kanjička	Korajka		
Lozika	Batva		
Šećerka	Miholjka		
Ledenica	Karamut		
Grehotulja	Beglija		
	Pljuska		
	Takiša		

Source: Northeast regional development association¹

Gastronomic events and fairs

In the Central Bosnia region, more and more events have recently been organized where food is a basic tourist or accompanying motif. In this case, food and activities related to food - gastronomy, are presented as special or very significant features and values of the interest for the event. In the text below is an overview of gastronomic events organized in the municipalities of the region.

In the municipality of Mrkonjić Grad four gastronomic events are organized during the year. The main goal of these events is to promote local products through tasting and education, with a rich cultural - entertaining and professional program. The local brandy festival, Ethno festival "Jabuka" and „Dani meda“, takes place in the winter. The last one was held in November 2018, which brought together about 70 exhibitors from Bosnia and Herzegovina. Various types of local brandy, folk handicrafts, honey, propolis and traditional dishes were on at the stands. Four expert lectures were also held during the event.

Apart from these, there is a characteristic manifestation called „Dani gljiva“. The aim of the event is to exhibit mushrooms, medicinal herbs and education. It takes place on the last weekend in September on mountain called Lisina.

Although not entirely a gastronomic event, until 2012, an event called „Dani zdrave hrane, ekologije i turizma“ (Healthy Food, Ecology and Tourism Days) was organized in Jajce. The aim of the event was to present local, healthy food, domestic products as a tourist potential and to promote Jajce as a gathering place for healthy food producers in this region. The occasion also featured the rich cultural heritage and diversity of

¹Zaštita izvornosti, geografskog porijekla i tradicionalnog ugleda u prehrambenoj industriji, Northeast regional development association, Tuzla, 2009, str. 15.

Bosnia and Herzegovina by promoting traditional dishes, music, games, folk costumes and handicrafts. During the event, special attention was paid to a public campaign aimed at raising awareness of the need to use and produce local organic products. Since 2014, the STEP - Sajam turizma i eko proizvoda (Jajce Tourism and Eco Products Fair) has been held in this municipality. The Tourism and Eco Products Fair officially opens the tourist season, and in 2018, over 50 eco-product manufacturers from all cities in our country, as well as abroad, representatives of travel agencies and tour operators, hoteliers and caterers, gathered at the Fair.

Every September for the past seven years, a fair of agriculture and eco-tourism has been held in Bugojno called "Zlatna jesen" (Golden Autumn). The aim of the fair is to send a message to the public that a healthy environment and organic food production can be the key to job creation through self-employment in the field of rural tourism, organic production, the supply of indigenous products, and high quality gastronomic offerings, as well as souvenirs from the municipality area as well as entire regions.

There were two fairs in the Travnik municipality, where gastronomic products were presented. Mountain Vlačić hosted the „Vlačić Expo Tours“ - tourism festival from 2003 to 2013, which marked the beginning of the winter season in this area. Visitors had the opportunity to see the exhibition space with tourist supply from all over Bosnia and Herzegovina, but also the offer of representatives of restaurants and winter centers, as well as numerous exhibitors of local specialties, authentic Vlačić products such as Vlačić cheese, honey, herbs and souvenirs of traditional crafts. Until 2011, the International Vlačić Cheese Fair was held 6 times, once a year, with the goal of the promotion of cheese production in Central Bosnia region and beyond, and highlighting the value of the tradition. The event had an exhibition and sales character and, among other things, it wanted to give incentive to the creation of a brand of indigenous and traditional cheeses. The traditional Sheep Pramenka Exhibition and the Vlačić Cheese Fair, which gathers a large number of sheep breeders and cheese producers in the area, have taken on this role today.

The municipality of Novi Travnik has one, already traditional, manifestation "Dani maline" (Raspberry Days). More than 50 growers of raspberries, spices and medicinal herbs and other organic products participated in this international fair of organic production and eco tourism in 2018. Visitors were presented with rich content of organic products, raspberries, berries, honey, various tourist attractions, as well as gastronomic supply.

The exhibition and sale fair of agricultural and food products "Jesen u Visokom" (Autumn in Visoko) has been held in Visoko 14 times already. This fair brings together agricultural producers across Bosnia and Herzegovina with a diverse exhibition program. Smoked meat from Visoko, cheeses and other dairy products, also honey and fruits, vegetables, homemade juices, teas, organic products, agricultural machinery, medicinal and ornamental plants, home-made handicrafts are presented at the fair. Within the fair, a special program, „Gastro offer“ of traditional food and drink with educational workshops is held.

Several fairs with gastronomic supply are organized in Zenica. The one that stands out is The Fair of Organic and Agricultural Production and Ethno Creativity - Opens, with exhibition and sales character. Over 5.000 agricultural products were presented at last year's fair. International Pancake Day in this city is celebrated with the "Everyone loves pancakes" festival. This event brings together a large number of pancake lovers who

have the opportunity to taste both savory and sweet pancakes, and to enjoy the skills of top chefs in the preparation and serving of these treats. Many food and beverage producers will have the opportunity to showcase their products through promotions and tastings. As a special, distinctive feature of Zenica is the traditional event called "Čimburijada", which is held annually on March 21 on the banks of the river Bosna. On the first day of spring 2018 at this event, promoters and visitors made and tasted "čimbur" - a dish of 1.500 fried eggs. Local authorities and citizens are trying to keep this gastronomic event as a centuries-old tradition in its original form and to register and brand it as a tourist attraction.

In the municipality of Vareš, at the northern entrance to the fortress Bobovac, for the last two years the "Bosnian GastroFest on the Royal City of Bobovac" has been organized. The event is part of the project "Tradition and Multiculturalism with Respect for Diversity to Better Interethnic Relations in Bosnia and Herzegovina". In addition to the rich Bosnian gastronomic supply, served as traditionally prepared and served throughout history, folk crafts and a competition for the selection of the best prepared dessert (ružice, hurmašice), the event also organizes a competition in traditional folk sports disciplines.

City of Sarajevo administratively consists of four municipalities: Novi Grad, Novo Sarajevo, Center and Stari Grad. Neighboring municipalities are Vogošća and Ilidža. Due to the exceptional connectivity and proximity of these six municipalities, their gastronomic supply can be seen as the gastronomy of Sarajevo. In addition to a very rich catering offer, there are numerous fairs and festivals in Sarajevo as the administrative, political, cultural and economic center of the country, which complement the gastronomic supply and present the gastronomic specialties of the area (Table 2).

Table 2: Gastronomic Events in Sarajevo in 2019

Event	Goal of the event	Time period
GASTRO – EKO FEST 2019 Food festival – „Hrana sa sevdahom“	An event that promotes natural resources, tourist attractions as well as Bosnia and Herzegovina's cultural heritage; handicrafts, folk costumes, traditional games and songs and recipes.	17 – 20 of April
TEA FEST 2019 Tea and Medicinal Herbs Festival	Presentation of medicinal herbs - raw material, bee products, equipment for the production and drying of medicinal herbs and bee products, cosmetics based on medicinal herbs and bee products, berry products, secondary forest fruits, mushrooms, and pallet products healthy organic food.	12 – 16 of June
BEE FEST 2019 Beekeeping and Beekeeping Equipment Festival	Presentation of honey products, bee products, beekeeping equipment, presentation of teas.	11 – 18 of September

SHF - SARAJEVO HALAL SAJAM 2019 2nd International Halal Industry Fair	The rich program of the fair, among other things, enables the promotion of local halal products, meetings of regional halal product manufacturers and halal service providers, as well as presenting Bosnian food chefs at the fair presenting food preparation in accordance with halal standards.	16 – 28 of September
SARAJEVSKI SAJAM TURIZMA 2019 41st International Tourism and Hospitality Fair	Presentation of domestic and foreign tourist supply; promotion of: all forms of tourism, domestic tourism and natural resources, domestic and foreign tour operators and tourism companies; offer: domestic and foreign tourist capacities, winter tourist centers in the country and the region, sea holidays in country and the region, gastronomic programs of food and beverages.	09 – 11 of October
SAJAM PRIVREDE 2019 42nd Consumer Goods Fair and 5. Economy, Agriculture and Crafts Fair	Presentation and promotion of: agricultural products (crop production, livestock breeding and fishing), food products (mill and bakery industry, confectionery industry, oil processing and production industry, fruit and vegetable processing industry, dairy industry, fish canning industry, meat processing industry and the beverage industry), consumer goods (cosmetics, household chemicals, small home appliances, computers, televisions, clothing and footwear), old crafts and handicrafts.	10 – 12 of December
KUPUJMO DOMAĆE 2019 Small Family Business Fair	To present the products of the local, Bosnian food industry, organic production, honey, then the production of jewelry, handicrafts and cosmetics. In addition, the fair will feature domestic companies from various industrial fields such as textile and construction.	13 – 16 of March 10 – 13 of April 16 – 19 of October 13 – 16 of November

Source: Kalendar sajmovia i manifestacija u Bosni i Hercegovini 2019., Vanjskotrgovinska komora BiH¹

¹<http://komorabih.ba/vanjskotrgovinska-komora-bosne-i-hercegovine-objavila-kalendar-sajmovia-u-bih-za-2019-godinu/> - accessed February 12, 2019.

In addition to the previously mentioned gastronomic events, a lot of other festivals and fairs which also have a gastronomic offer, are held in Sarajevo. Thus, in 2018, the first regional fair of gastronomy and catering in BIH called GAST FEST was held.

The fair, featuring all the novelties exclusively for caterers, hoteliers and sommeliers, brought together more than 50 exhibitors from 4 countries in the region. The fair itself featured exhibitors' presentations, cooking shows, and a chefs competition in the preparation of various chicken specialties. Beverage festivals are also specific gastronomic events. For the 12th year in a row, a traditional international event called "Sarajevo Wine Fest" is being organized in Sarajevo. Over 201 exhibitors, the best wine and gastronomic producers from Bosnia and Herzegovina and the region, will participate in the event in 2019. The goal of the Festival is to promote the wine industry and the culture of wine, tourism, catering and expand the gastronomic supply. A similar festival is „Sarajevo Wine Weekend“, one of the largest and most famous Bosnian wine and gastronomic exhibitions. The Sarajevo Beer Festival has been organized in this city for the past seven years. This festival is a beer and gastronomic oasis with premium, lager, wheat and craft beer flavors. A strong craft movement and a culture of enjoying top quality local beers have not omit Bosnia and Herzegovina as well, so many local craft breweries are on offer at the festival. The sixth in a row „Spirit Fest Sarajevo“ the international festival of spirits and brandy, was held in November 2018, when more than 40 exhibitors from Bosnia and Herzegovina and European countries presented their products. During the program, visitors had the opportunity to taste top quality brandy with gastronomic delicacies. In order to preserve the tradition, promotion and placement of authentic products, the festival hosted awards for the best brandy. A total of 118 samples were evaluated in the categories of fruit and grape brandy, specialty brandy and liqueurs.

The City of East Sarajevo covers the area of six municipalities: Istočna Ilidža, Istočno Novo Sarajevo, Pale, Istočni Stari Grad, Sokolac and Trnovo. Mainly sports and cultural events are organized in this area, and gastronomic supply is presented only at some of them. One manifestation called „Jagnjijada“ has been taking place for eight years at Vučija Luka in the municipality of Istočni Stari Grad. The competition in roasting and tasting lambs of this area brings together a large number of teams and participants. Then, Ilindan fest - marking the day of Sokolac municipality - a cultural - sporting event which also includes a gastronomic supply of the area. It is specific, among other things, in the competition for making fish and game kettles. "Tebi goro Romanijo" is a spiritual - cultural - sport - tourist event on mountain Ravna Romania. Following program contents of this event are: Roman Honey and Medicinal Day, Gastro Meet - presentation of traditional local cuisine, with a booth of visiting cultural groups coming from other regions ¹.

The municipality of Višegrad boasts a good tourist presentation and activities carried out by the Tourist Organization of this municipality. In a series of events organized throughout the year, there are several gastronomic events that present traditional dishes and folk art. These activities significantly contribute to the overall tourist presentation of the municipality. The event "Drinski kotlić" (Drina kettle) is held every year in September. The goal of this event is to promote the potential of the Drina River, its banks

¹<https://www.sokolacturizam.net/dokumenti/flajer-manifestacije.pdf> - accessed February 13, 2019.

and the richness of fish stocks, as well as the gastronomic supply of Višegrad. The fair of honey and bee products, as well as beekeeping equipment, attended by beekeepers from the region, is of an exhibition and sales character. Products that are presented are based on honey, a mixture of propolis, pollen and honey, followed by honey brandy and various natural energy drinks. „Zlatne ruke Podrinja“ (Golden Hands of Podrinje) – is a regional event that has been taking place in this area since 2012. The main purpose of the event is to promote traditional folk art, old and forgotten crafts, traditional handicrafts, souvenirs, local agricultural products saved in the traditional way and herbs. „Višegradska pasuljijada“ (Višegrad Beans Fest) - held for the first time last year, brings together participants from Višegrad and the region, competing to make traditionally the best beans in a kettle on fire.

In the area of Foča municipality there are two already traditional manifestations “Gastro Foča” and “Blueberry Days“. Gastro Foča is a festival that has been presenting gastronomic supply, traditional authentic food and drinks from the area of Foča, Višegrad, Rudo, Rogatica, Nevesinje and Trebinje for over a decade. Pastries, pizzerias and restaurants, associations of fishermen, mountaineers and representatives of catering schools are participating and presenting their offers. The offer includes, among others, natural brandy and dried plums, organic production of jam and juices, buckwheat and other cereal products without the use of chemical substances, as well as goat and sheep's milk cheese. The event is a form of promotion of gastronomy as an important part of the overall tourist supply of this area. Blueberry Days are traditionally held in Foča, but last year, in cooperation with tourism organizations this event took place in Trebinje. Visitors could taste blueberries, juices, jams and other products made from this forest fruit. Blueberry cakes and pies are main products and teas made from herbs from Zelengore are also presented.

The area of the City of Goražde has always been known for the cultivation of traditional fruit varieties and the production of organic food. One of the most famous manifestations is "Dani jabuke" (Apple Days). In addition to apples, other products of fruits and vegetables, jam, juices, honey, nuts, buttermilk, ajvar, sage, various kinds of sweet, wine and brandy could be found as a part of the offer. The traditional 12th Days of Honey and Medicinal herbs were held last year in this city. At the Honey Days Fair, beekeepers and honey producers from Bosnia and Herzegovina, Serbia and Montenegro presented honey and honey products, medicinal and aromatic herbs, flowers and equipment for honey production. The main purpose of the fair is to promote healthy food and traditional products in rural areas. In the area of the City, but also in the municipality of Foča - Ustikolina, the Association of Agricultural Producers organized last year, the 14th traditional event called „Zdrava hrana iz Ustikoline – Ustikolina 2018“ (Healthy Food from Ustikolina). The fair has an exhibition and sales character, and the exhibition featured beekeeping products, fruit and fruit products, vegetable products, milk and dairy products, bakery products, cereal products, meat and meat products, forest products, as well as various handicrafts.

In all these manifestations, food appears as the basic factor, the basic content, the motive for organizing the event itself. Events, in principle, can be tied to a specific product, production technology or processing of a product of particular importance for the area, in this case the Central Bosnia region. The specificity, attractiveness and variety of food and nutrition, the way of preparing these foods, and the need for tourists to try something new, which is specific to a particular area, have caused gastronomy with culinary and

national diversity to create a special kind of tourism - gastronomic tourism. The goal of gastronomic events is to promote the quality, importance and sales of a particular product, but they are often part of the other forms of tourism - rural, spa tourism or part of various cultural and sporting events. They are often organized during the summer season to enrich the content of tourists' stay, especially in less attractive tourist areas.

DISCUSSION

State and perspectives of gastronomic tourism development

Each destination has its own specific characteristics, its own specific customs which are based on national cuisine and gastronomy and their combination makes a quality that tourists can not be immune to. Such events leave a more favorable impression on tourists while raising the qualitative level of the tourist supply of a particular destination, in this case the Central Bosnia region. In addition to manifestations where food appears as a primary motif, there are also fairs and festivals in this region where gastronomy is an accompanying motif, but a very important part of the content of the manifestation in terms of activities. These manifestations can have economic (promotion of products of the construction, mechanical, wood, automotive industry, etc.), production-commercial, educational-cultural or entertaining character, and within them gastronomic products are supporting elements. The announcement of all major events and fairs, regional and international in Bosnia and Herzegovina are available on the website of the Foreign Trade Chamber of Bosnia and Herzegovina.

When it comes to the Central Bosnia region, the presentation of the tourist and gastronomic supply is very complicated and uneven in all its parts, given the already mentioned administrative and political position of the region. Tourist boards in the Federation of Bosnia and Herzegovina were formed on the cantonal level. On the territory of Central Bosnia region tourist boards of following cantons are operating: Central Bosnia, Zenica – Doboј, Sarajevo and Bosnian – Podrinje. Tourist organizations in parts of the regions that belongs to Republika Srpska, were formed at the level of the municipalities of Šipovo, Mrkonjić Grad, Han Pijesak, Sokolac, Rogatica, Višegrad, Foča, Čajnice, Rudo and the City of Istočno Sarajevo. Of the four tourist boards from the territory of the Federation of Bosnia and Herzegovina, only the portal of the Tourist Board of the Zenica-Doboј Canton can boast of its appearance and content, since it provides information on gastronomic supply in rural areas. The portal of the Tourist Board of the Sarajevo Canton, from its scope, presents a large number of all types of catering establishments with their gastronomic supply. Unlike the previously mentioned the tourist boards of the Central Bosnian and Bosnian Podrinje Cantons offer very little information on gastronomic supply and gastronomy of rural areas.

Tourist boards in the territory of Republika Srpska, within the Central Bosnia region, offer on their web portals various contents related to gastronomy presentation for tourism purposes. The best presentation of the gastronomic supply is given by the Tourism Organization of Istočno Sarajevo and the municipality of Višegrad. These two organizations on their portals offer the opportunity to get acquainted with the gastronomic supply and events. Tourist organizations of municipalities such are Čajnice, Han Pijesak, Mrkonjić Grad and Rudo don't have websites at all.

When it comes to the official municipal websites, for the whole area of this region, they have no content of tourist and gastronomic supply. The site of Mrkonjić Grad municipality stands out, among other things, it contains a tourist guide with a lot of information on gastronomy and events related to gastronomy.

Preserving the traditions and customs of the local areas in this part of Bosnia and Herzegovina is becoming an integral part of the population's interest. Rural tourism is becoming very important in an effort to share traditions and customs with others and to share the natural and cultural-historical beauties of the local area with as many people as possible. Preserved natural surroundings, escape from the city noise, healthy food made without additives, clean air and vast expanses of mountainous areas near the city centers are just some of the most attractive destinations in rural tourism. Ethno villages as places for relaxation and rest in a rural setting are increasing in the Central Bosnia region. Lately, tourists have also been offered a stay in eco houses or ethno-style households for the purpose of rest and recreation in a natural setting and the offering of traditional, indigenous food. Very popular segments of tourism supply are spa areas with medical and recreation purposes. In this sense, the need for a more serious and rational attitude towards nutrition is imposed, with a program of natural, balanced nutrition in such destinations. This applies especially to the elderly, patients in the phase of convalescence, but also to healthy persons exposed to excessive stress, psychophysical stress and other adverse environmental factors, then to overweight people and athletes in the preparation and recovery phases. According to Tojagić, Tešanović (2003), for such an approach, nutrition should be organized in 3 directions:

- to expand and modernize the dietary assortment,
- to organize more rationally and attractively the diet of healthy people,
- to promote and use indigenous raw materials more often in the preparation of local specialties.

Thanks to the natural resources in the spa complexes in Fojnica, Olovo, Sarajevo and Kiseljak, capacities for the treatment of various diseases have been developed. Each also requires a specific diet. Quality, health-safe and attractively prepared food could be a significant element and a strong motive for the arrival of guests and the basis for the further development of the tourist supply.

One of the possibilities for the development of gastro tourism is the development of halal tourism, which is becoming increasingly popular. It implies that tourists are satisfied with two needs: providing the conditions for performing religious ceremonies and food prepared according to halal standards. In the last decade, Bosnia and Herzegovina, and even the Central Bosnia region, has become a significant destination for tourists from the Middle East (tourists of Islamic religion). According to Halal Journal research Bosnia and Herzegovina ranks fourth in the world's most attractive halal tourism destinations. It is important to align your production with the requirements of the halal standard which sets out the requirements and measures that must be taken to ensure halal quality. The standard specifies what is allowed and what is prohibited under Islamic rules, how to slaughter halal animals, how to label halal products, which are halal additives and which are not, and how it certifies and verifies compliance with the provisions of the standard. In accordance with international standards and world best practices and experience, a halal certification system that is compatible with other international standards governing the quality management system (ISO and HACCP) has been built and it is in line with the halal standard of OIC/SMIIC I Islamic

Conference countries - Halal food. Therefore, it is easy to use in regulated industrial plants. The Halal Standard constitutes a set of rules and guidelines for the production and preparation of food or services in accordance with the rules of Islam. In order for a product to be halal, it must first meet hygiene requirements, be healthy and healthy to eat. In addition to the fact that a specific product does not contain components of porcine origin or alcohol, the halal label also implies that the product does not contain any hormones, genetically modified substances, antibiotics and other toxic ingredients. The Halal Certification Agency points out that in Bosnia and Herzegovina, currently six hotels and three restaurants have a halal certificate, one of which is in Ljubuški and all other facilities are in the Central Bosnia region (City of Sarajevo, Ilidža and Vogošća). There are 28 halal manufacturers in this region¹. In the Sarajevo Canton, as the most economically important part of both the region and the state, 422.593 tourists arrivals by country of residence were registered during 2017. According to the Federal Bureau of Statistics, most of tourists were from Turkey (62.724), Croatia (39.243) and the United Arab Emirates (25.846). Halal tourism in the Central Bosnia region should move in a systematic direction of development, given the increasing number of tourists coming to this area.

CONCLUSION

Gastro tourists visit certain areas primarily for tasting food and drink specific to the area. The development of gastronomy in the Central Bosnia region can contribute to the development of its overall tourist supply. The benefits of gastronomy development are reflected in followig:

- the creation of a complete and quality tourist product and the enrichment of the overall tourist supply,
- development of tourism inland and beyond the main tourist season (especially in spring and autumn), and
- the promotion of a unique image of the destination on international level.

In addition to the development of gastronomic tourism, the development of rural areas, the motivation for entrepreneurship, employment and self-employment, culture and traditions, and the marketing of local products for winemakers and farmers are particularly important.

Rural and gastronomic tourism of the Central Bosnia region, although not developed enough, has a great potential. The activities that should be undertaken with the aim of improving the gastronomic supply and the development of gastronomic tourism in this region are following:

- to develop a range of typical gastronomic products, especially from ecologically produced foods,
- to work on preserving local specialties, products and recipes,
- to design thematic gastronomic and culinary events,
- to present gastronomic offerings through domestic airlines offering indigenous specialties and products on the planes,

¹<http://halal.sourcecode.ba/Public/HotelRestaurant> - accessed February 14, 2019.

- to organize the harvesting of herbs and forest fruits in rural areas with educational workshops, as well as enabling tourists to participate in the preparation of gastronomic specialties specific to the region.

An especially important step in protecting the region's gastronomic products, which would thus become recognizable at the regional and international levels, is to label indigenous products by geographical origin, originality of food and traditional food appearance. These products also have a developed market both in Europe and in the world, which further indicates the development of this area, especially gastronomic tourism.

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CARTOGRAPHY IN TOURISMOLOGY - TOURISMOLOGY IN CARTOGRAPHY

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Abstract: Both cartography and tourismology are scientific disciplines that originated in geography. Until recently, it was considered that, along with other geosciences, they were only subdisciplines that deal with its individual segments in more detail. From the formal point of view, such theories can be justified to some extent, but essentially, we see that these are two very serious sciences with a wide range of scientific research competencies. Traces of cartographic and tourismological research can be found, from the oldest levels of development of human civilization when they developed under the auspices of geography to their later development as a discipline that studies and observes the Earth and its spheres from a cause-and-effect point of view. Since the separation from their „mother“ discipline and their further independent development, with specific scientific-research peculiarities, both cartography and tourism form a special way of studying the objective reality and interpretation of the observed. This paper will research the connection of these two sciences, which rely on each other, where appropriate solutions arise from mutual connections, which are in themselves answers to the questions asked. The specificity of the connection between these sciences is seen in the application of the cartographic method, ie enabling the perception of three important categories through the spatial, temporal and essential definition of the tourism specifics of the treated space. Cartography draws contents from tourism and tourism, in cartography and its numerous methods and means of expression, seeks the most expedient ways of presenting the obtained data.

Key words: cartography, tourismology, cartographic method, cartographic means of expression.

CARTOGRAPHY IN TOURISMOLOGY – TOURISMOLOGY IN CARTOGRAPHY

Both cartography and tourismology are scientific derivatives of geography. Up until recently they were considered to be branches of geography among other geo-sciences that deal in detail with some of geographical segments. Formally, these theories can be justified but if we look at their essence we can see that they are two separate scientific disciplines with wide spectrums of scientific work. Traces of cartographical and tourismologic explorations can be found in the oldest forms of human civilization when they developed under patronage of geography, as well as in more modern development when these sciences observe the Earth and its spheres from a causative point of view. By means of separation from „mother“ science and further independent development with specific scientific characteristics, both cartography and tourismology form a specific way of exploration of objective reality and interpretation of the observed data. This paper is dealing with the connection of these two sciences that rely on each other where from the connections we can see self-sufficient solutions. The specificity in the connection between these two sciences can be observed in the application of

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cartographical method and possibility of observing the three important components through spatial, temporal and essential definition of turismologic specificities of the space in question. Cartography takes contents from turismology, while turismology finds the most appropriate ways of presentation of their data in cartography.

PREFACE

Cartography is the science of maps and studies the basic properties, contents, ways of expression, as well as the methods of production, publishing and usage of maps. It has a wide application in all spheres of human activity. The question is whether we can find a single human activity where cartographic expression cannot be found as a way of communicating the results of research or any kind of transmission of the messages. The most obvious means of presenting various types of content is certainly the map, although in cartography there are several ways of presenting content from the geospace. The map has become a universal language for presenting various contents. How to define a map? According to the definition accepted at the 10th General Assembly of the International Cartographic Society, a map is "A coded image of geographical reality that shows selected objects or properties, created by creative authorial choice, and used when spatial relationships are of paramount importance.". The connections between cartography and tourismology implies a very wide range of activities which are subsumed under one name - tourismology. Tourismology is a science that studies "relationships and phenomena arising from the travel and stay of visitors ..." (Pasinovic M, 1984). It is this definition, which completely defines tourism, that experiences its most obvious presentation through cartographic presentations. When planning any tourist visit, the first contents we explore are maps, for example: searching for the most optimal route to the determined destination, selection of motives that are interesting in the chosen destination, followed by finding appropriate cartographic content to locate selected motives; one of the other possible uses is, finding an alternate route to return to the home destination. We can almost be sure that there is no tourist movement where the map does not appear as accompanying content. Accordingly, a large number of maps belong to the group of tourist maps, on the cartographic side they are classified in the group of thematic, analytical and synthetic maps. Analytical, thematic tourist maps include those that show one phenomenon, while other contents are given only for information, in order to coordinate the rest of the content. Synthetic maps show several related topics that are related to the mapped space, but none of them stands out in relation to the other ones, so all are ranked at the same level. This paper also presents a brief explanation of the most commonly used methods and cartographic means of expression used to make maps. Also, as an inevitable part of research, some positive and negative examples of tourist maps showing contents from Montenegro will be analyzed.

Important information to be communicated on a tourist map depends on the target group for which it is intended. There are two important questions to answer when making a tourist map.

- Who is it for - a foreign or domestic guest
- What to show - general characteristics of the space or specific contents

In the first question, it is important to distinguish between a foreign and a domestic guest where the level of information to be communicated is different. For a foreign guest, first

of all, maps should be prepared that show the contents of the group of maps that define the tourist-geographical position. First of all, it is important to accurately present the position in the geographical coordinate system, which is connected by many important facts: the position of Montenegro towards important spatial units from which to attract potential visitors, the position on the Balkan Peninsula, access to the Adriatic Sea.

CARTOGRAPHIC METHOD IN THE PRESENTATION OF TOURIST CONTENT

Cartography, as a scientific discipline with a wide range of possibilities for scientific presentation of different types of content, has found its expression in the presentation of content related to the tourism industry. In accordance with the establishment of connections with the scientific discipline from which it draws the contents that it will present, cartography primarily establishes its own, cartographic method. In addition to the cartographic method, as a universal one because it covers all aspects important for the display of tourist content, a standard range of general cartographic methods is used for displaying content on thematic maps. In addition to such a wide range of methods, great possibilities are represented by numerous means of expression, which serve us to present the selected content in an adequate way. Knowing the possibilities of cartography and a wide range of topics related to tourism, this opens up the possibility of achieving unbreakable links between cartography and tourism. Cartography has found in tourism a very suitable ground for drawing various contents that will allow it to express itself in complete scientific creativity. In contrast, we have tourismology, which in cartography finds the perfect space to display all the necessary attributes that need to be highlighted through a wide range of thematic, analytical and synthetic maps. In this constellation of theses, we come to the conclusion that cartography has found the perfect space to express its capabilities in tourismology, and that tourismology has a universal language for the presentation of tourist motives in cartography.

Through the realization of the cartographic method, we come to the most obvious, most accurate and most understandable image of a space with all its specifics. The specifics of a map are created during a two-phase process. The first phase is the mapping of the treated space, and the second phase is the process of obtaining data from the mapped space. (Lješević M. 1981),

- **Mapping**, ie. extracting part of the geospace from the complex of reality. In this process, it is important to collect as much data as possible on tourist motives and all other elements in the area that are important for tourist movements. This procedure, which must be very precise, clearly defined and comprehensive, will form a database from which the tourist map, as the main product of the work, will include content that will present the mapped space to the map user in the best and most obvious way.

- **The process of obtaining data** on reality, or in this case, the perception of the tourist values of the treated area represents the process of analysis of the mapped content and the choice of motives that are interesting to the map user. The advantage of this methodological procedure is that it enables the knowledge of a larger volume of reality than the amount of information interpreted by primary mapping. In tourist maps, this is an analysis and synthesis of the displayed content in order to form an overall picture of

the mapped space, which gives us the opportunity to choose topics that are interesting to the user and plan the most optimal route to consume the selected content.

The cartographic method enables the consideration of the following scientific categories:

- Spatial definition,
- Time definition and
- Essential definition.

Spatial definition enables the positioning of geospatial elements in relation to the accepted spatial system. For example, defining the positions of tourist motives, important for the observed area, which were chosen to be applied to the map. In this way, an important possibility is given, defining the mutual localization of the treated elements, because it greatly facilitates the planning of a tourist trip. Based on this, we can do further data processing, and discovery, according to the interested tourists, of more or less important content, as well as analysis that will offer proposals for solving possible problems. This is a very important element that opens wide possibilities for further analysis of mapped content.

Time definition is expressed in two ways: by determining the time provision for mapped content (characteristics of tourist motives at the time of observation - eg: summer or winter tourist motives; weather forecast maps for the requested date, ...) and localization of tourist motives for a defined time period (maps with significant archaeological sites, maps with locations of significant historical events related to the mapped area, weather forecast for a certain period of time ...). This type of definition is of particular importance for the presentation of tourist values for the simple reason that they can be crucial for tourists to plan a stay in a particular country or a geographically narrower locality.

Essential definition is a qualitative and quantitative determination of individual and group properties of the mapped territory. Insight into the offered maps, provides an opportunity to plan a quality trip and stay in the selected area, because a tourist trip is a fit of a wide range of activities and needs to meet the requirements of the interested tourist. A responsible tourist carefully chooses the itinerary, studies the tourist values of the place of residence as well as the return to the place of permanent residence (quality of roads, restaurants, gas stations, health care, calendar of events, shops, banks, rest areas, cultural and sporting events, customs and laws etc...)

The maps that show the contents related to tourismology belong to the group of complex thematic maps. A very wide range of cartographic methods of presentation, as well as a large selection of cartographic means of expression give a chance for high quality, accurate, obvious and clear presentation of all indicators that can present tourist values that may be of interest to potential users.

METHODS OF MAPPING

There are two methods that are used to display the content on thematic tourist maps. To map a phenomenon means to show on the map its position and to a greater or lesser extent its' quantitative and qualitative characteristics. The totality of conditions that enable the appearance of mapping is called the mapping method. After choosing the

method, mapping is realized by applying various cartographic means of expression. No method of mapping is limited to the use of only one means of expression, but still each is destined for a limited number of means of expression. Each one individually gives the opportunity to be used for some kind of cartographic presentation of content related to tourism.

In General Cartography, several methods of cartographic presentation are defined that are used for presentation of various types of content. Tourist maps are synthetic maps that have a variety in the types of content that tourists may be interested in. Almost all known methods of displaying content on maps can be used to display some of the topics that can be treated as tourist or have an immediate or indirect connection with the tourism industry. These methods are: qualitative zoning method, areal method, line motion method, sign method, map diagram method, cartogram method, vector method, isoline method and point method.

Two methods are used to display the content on maps that represent elements from the space that are directly or indirectly related to the display of attributes related to the tourism industry as well as objects, phenomena and processes that are more or less correlated with it. One is the method of lines of movement and the other is the method of pictorial or symbolic signs.

The line of motion method shows the directions to some phenomena related to tourist centers, such as various types of traffic, (aircraft, road, nautical) forecast of climate elements (wind,...), sea currents, etc. Various combinations of line thickness, line type (solid, dashed, dotted) and its colors can be used to fully define the qualitative and quantitative characteristics of the mapped phenomenon.

The method of signs, pictorial or symbolic uses silhouettes or drawings of the natural appearance of some objects or phenomena. Due to the ease of interpretation of the displayed content, this is a very popular way of presenting the selected content. An added value is that this method provides clear readability and eliminates language barriers that can sometimes be a limiting factor in understanding content. (Pavišić, N. 1976)

CARTOGRAPHIC MEANS OF EXPRESSION

The map is created by applying selected cartographic means of expression. This is simply defined as the representation of selected elements from geospace in graphical form. They enable the application of the chosen mapping method. The most commonly used cartographic means of expression are: boundary lines, colors, simple geometric signs, symbolic signs, scalars and vectors, direct explanation, numerical letters, areas and the number (quantity) of elementary signs. (Burić M. Barović G. 2005)

Symbolic signs are most often used on tourist maps. These are in fact miniature drawings that represent in the depiction of phenomena and processes that are the subject of the presentation of tourist facilities. When it comes to displaying tourist content, it is most often a display of tourist facilities, sports fields, bathing areas, hunting and fishing areas, facilities with cultural content, service activities (restaurants, gas stations, pharmacies), etc.

No cartographic means of expression is exclusively related to one mapping method, but can be applied with more or less success to several mapping methods. The means of expression were developed in accordance with the tasks presented, with the aim of

fulfilling two important requirements that are set before almost every map, and those are - metrics and clarity. As a rule, one means of expression fully corresponds to either metrics or clarity, so in relation to the type of map, the appropriate cartographic means of expression that best suits the purpose of the map is chosen. Metricity can only be achieved when objects displaying the same content are displayed. The choice of means of expression is defined by the theme of the map. For example in the case of making tourist maps, which show only one of the elements, usually only one is used, but when making synthetic maps, we use multiple other cartographic means of expression. All of these are used in terms of which parameter is important for the user, metric or clarity. (Peterca M. et al. 1974.)

An important segment of thematic climatological maps is their legend. On each map, a legend with all the topographic signs used to display the content should be displayed in its non-framed area. Therefore, the correctness of the choice of means of expression is of paramount importance. The purpose of the thematic map is the basic criteria for resolving this issue. In the case of thematic maps that have a wide application, e.g. climatological maps, most of the means of expression used to present the content are easily recognizable and their appearance is associated with the predicted phenomenon that is presented. For the creation of specialized thematic maps that have a narrow professional application, expressive means can be used that are not widely used, but are clear to users and allow further work on the analysis and processing of the presented content.

MOST COMMON CONTENTS ON TOURIST MAPS

The most common and one of the first tasks that must be shown on tourist maps is the tourist-geographical position of the mapped area. The interested user of the map must be shown the position of the tourist center in a clear and precise way in order to be able to reach the desired destination that is the subject of his interest in the easiest and fastest way. The map should contain the directions of movement and types of traffic that are available to the potential visitor in order to have more choice when organizing the trip. If possible, the tourist map should also contain the position of the geographical location of the mapped territory, so that the user of the map would be familiar with that type of content. This part is most often solved by inserting maps of a larger territory where the position of the territory treated by the tourist map, relative to a wider geographical area, is given on such a map. This is done in such a way that the territory to be highlighted (if we show the area of Montenegro, its territory is painted in a strong tone, e.g. red) is painted with some intense color, and the surrounding area is shown in white or a version of light tones with minimal content that will provide the map holder with information about the area in question (only state borders or capitals of countries).

The size of the territory and the characteristics of borders and border crossings are also a mandatory part of the contents of the maps that represent tourist facilities. As an important element in the space, map users who come from abroad to the country whose territory is the subject of tourist mapping must be familiar with this important content for several reasons.

Depending on the topic of the content on the map, tourist maps also include natural tourist values that are specific to the mapped area. This type of content has a wide range of topics that need to be carefully selected and presented in a quality way. This group

includes topics related to geomorphological characteristics of space, (mountains, canyons) hydrographic characteristics (rivers, lakes) characteristics of flora and fauna, characteristics of the coastal belt with emphasis on characteristic areas. On tourist maps, they are presented in anthropogenic values of space, which can also be a tourist motif, if they are: archaeological, monumental, artistic, ethnographic, etc. values that are according to some characteristics specific to the mapped space.

CONTEMPORARY TENDENCIES IN THE MAKING OF TOURIST MAPS

The connection of cartography with informatics has greatly contributed to the improvement of the procedures carried out in the production of maps. There are a large number of advantages that have arisen as a consequence of these activities, although the occurrence of severe negative consequences has also been recorded.



Figure 1. Map of the hunting alliance Source: http://www.lovackisavez.me/mne/lovna_divljac.php, accessed November 1, 2020.

In the earlier period, the production of tourist maps was done by a limited number of publishers who had a high degree of responsibility for this very serious business. The most important issuers of tourist maps were national tourist organizations, large economic entities that were engaged in the tourist economy. Most maps from that period can be highlighted as good examples of maps that show the elements of space that can be part of the tourist offer.

The cartographic presentation of the tourist contents of Montenegro was most often dealt with by the National Tourist Organization, which, as the supreme state institution for the promotion of tourism, issued several maps whose properties met the eternal conditions placed before each map. Selected tourist motifs are applied on them using symbolic cartographic signs. Also, basic data from the group of mathematical and editorial elements are given, as well as certain contents in the out-of-frame content of the map, a high quality legend and an inserted map of a larger territory.

From the group of good maps that can be classified and the type of tourist offer is the map issued by the Hunting Association of Montenegro. Symbolic signs were also used on this map, in the way that pictures of animals that are positioned in the territories they live in are given. It is also a positive to point out the legend in which each picture of the animals shown on the map is marked with their name. (Fig.1.)

Unfortunately, today, in places where tourist maps are distributed, more bad examples can be found than those that represent the tourist potentials of Montenegro or certain parts of it in a quality way. The biggest problem is that they contain content that can lead the map user astray and give incorrect information about certain parts of the mapped territory. This problem has become more pronounced in the last few decades when a large number of private publishers appeared, which, unfortunately, printed and distributed maps with tourist content without any control. These publishers, for various reasons, usually force some content at the expense of others, choose the content according to the criteria they set themselves, do not take into account the mathematical basis, editorial data and additional elements. Some of this data is not stated out of ignorance of the rules of cartographic display, and some of it is not intentionally shown in order to hide the identity of the publisher.

Showing the territory of Montenegro is a common motif on "tourist maps" which have major shortcomings in their content. One of these is a map that could not determine who the publisher was, when it was issued, etc. The only information that can be read on the map is the marking of the cataloging that was done abroad. There are several errors on this map, but we will list only a few here: the categorization of the settlements was not done according to the same standard, ie. cities with the same or similar population are presented in different ways; the map is enriched with numerous photo attachments, with which there is no information about the author, precise location, name of the locality, overlap with the markings, without editorial data, etc.

The territory of the capital city of Podgorica is a common motif on the maps that are issued by TOP (Tourist Organization of Podgorica), which is the biggest problem. The map that is the subject of processing in this paper also abounds in numerous shortcomings as well as incorrect or incorrectly stated content. Symbolic signs were often used to display the content, which are often not clear to the people of Podgorica themselves, religious buildings are not categorized in the same way (some have full names and some do not), shopping malls are not evenly displayed (some are shown and others are not mentioned), there are symbols for contents that do not belong to the

mapped territory, marked parts are without the complete information of the city where the user of the map can be misled (Čepurci cemetery is shown as a green area), etc. (Fig. 2.)

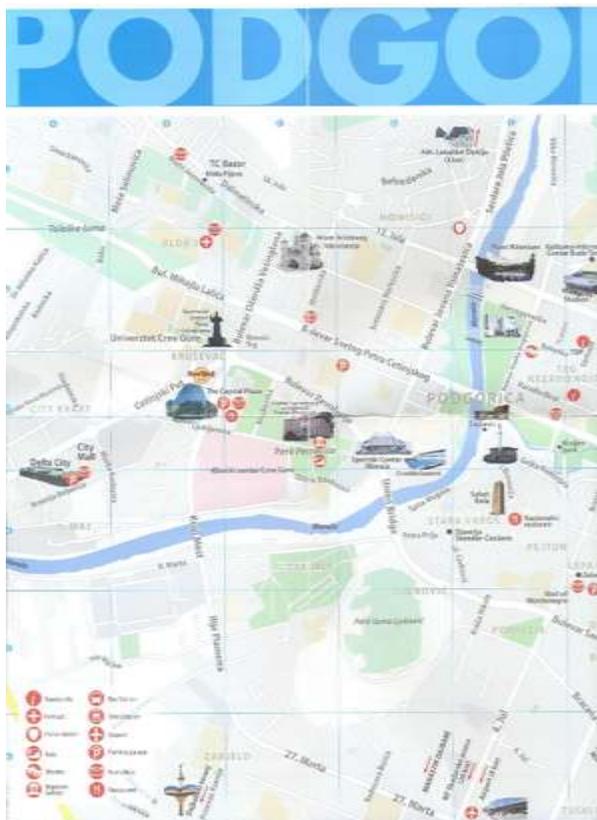


Figure 2: Map of Pogorica (TOP - no other data)

When we look at the overall situation in the presentation of tourist content on the maps of various publishers, one gets the impression that it may be better for them to not exist than to present them in this way. Unfortunately, the solution to this problem is not in sight, because there is no institution in Montenegro that controls this way of presenting tourist content. Attempts have been made with letters to state bodies, various institutions, comments in the media, but unfortunately the issue continues as before, so no results are visible.

CONCLUSION

The aim of this paper is to present a precise analysis of determining the connection between two areas that are very interconnected. Of the numerous methods and cartographic means of expression, those that are most suitable for presenting tourist motifs have been clearly singled out. The contents that should be on the tourist maps are defined also, as well as the modern tendencies in the cartographic presentation of tourist contents. Some positive and some negative examples of cartographic

presentation are pointed out, as well as some of the ways to influence the raising of the quality of cartographic presentation of tourist motifs.

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VALORIZATION OF NATURAL TOURIST POTENTIALS AND THEIR PROTECTION IN THE PODRINJE TOURIST-GEOGRAPHICAL REGION

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Abstract: Podrinje tourist-geographical region is rich in diversity and preserved from pollution natural tourist potentials that can be the basis for the development of more specific forms of tourism (mountain, hunting, rural, excursion-recreational, adventure, recreational-sports, fishing, and ecotourism), both local and of regional, national or international importance. This paper will present the most important natural tourist potentials of the Podrinje tourist-geographical region, their valorization, as well as their possibility of use for tourist purposes. Also, the tourist traffic and accommodation capacities of this tourist-geographical region will be shown. Finally, a conclusion will be given as to how these unique, still unspoiled natural phenomena, should be treated so that they remain so for future generations.

Keywords: Podrinje tourist-geographical region, natural tourist potentials, tourist valorization, tourist development.

INTRODUCTION

This paper aims to give an overview of all-natural tourist potentials of Podrinje tourist-geographical region, the possibility of their valorization, which would contribute to its economic development, but in a way that would allow these development plans and their implementation to not disturb the geocological balance, i.e. only develop those forms of tourism that are nature-friendly.

The resource basis of modern tourism in the Podrinje tourist-geographical region must be methodologically processed based on geographical, economic, and socio-cultural research, to be able to make a complete tourist offer. The following general and special methods of regional-geographical research will be used in this paper: method of regional-geographical analysis and synthesis of tourist-geographical factors, method of homogeneity in the spatial distribution of tourist-geographical parameters to identify the tourist-geographical potential of Podrinje tourist-geographical region, then the method of determining the spatial-functional connections and relations, primarily

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conditioned by the tourist activity, to develop them as well as possible, and to disturb the natural environment as little as possible.

During the process of evaluation of natural tourist potentials, different tourist-geographical methods and valorization factors will be applied, whereby a very complex classification procedure (identification and analysis of attractive properties, spatial coverage, distribution, etc.) and categorization/ranking of tourist potentials will be performed (according to the importance, seasonality, complementarity, etc.). Natural tourism potentials are then separated into two groups, namely, real and potential tourism potentials. During the evaluation, special attention was paid to their complementarity, the suitability of their tourist-geographical position concerning emitting markets, tourist directions, and competitive receptive areas, as well as existing and potential roads, which enable accessibility from emitting areas, etc.

This detailed and complex analysis, classification, and categorization of natural tourism potentials is made possible thanks to the used professional and scientific literature, which consisted of spatial plans at the state, entity, cantonal and municipal level, development plans and strategies (economic and tourism) of cantons and municipalities, the official websites of municipalities and tourist boards, as well as own field research.

1. PODRINJE TOURIST-GEOGRAPHICAL REGION

Podrinje tourist-geographical region is located in eastern Bosnia and covers an area of 6,225 km². Its tourist-geographical position is favorable, because it connects the central parts of Bosnia and Herzegovina with the Republic of Serbia and the Republic of Montenegro, and through it, the East-Herzegovinian tourist-geographical region leads to Dubrovnik (Croatia), which is another advantage of its position, which would be even more favorable if the quality of those roads was improved.

It includes the following municipalities: Goražde, Novo Goražde, Istočna Ilidža, Istočni Stari Grad, Istočno Novo Sarajevo, Pale (FBiH), Kalinovik, Foča, Foča (FBiH), Čajniče, Pale, Šekovići, Sokolac, Rogatica, Rudo, Han Pijesak, Višegrad, Vlasenica, Milići, Zvornik, Srebrenica and Bratunac. This region is polycentric and its tourist centers are Foča, Goražde and Višegrad. According to preliminary data from the 2013 census, it has 257,360 inhabitants, and its population density is 180 inhabitants / km² (Bidžan, A., 2011, 2012; <http://fzs.ba/index.php/popis-stanovnistva/popis-stanovnistva-2013/konacni-rezultati-popisa-2013/>).

The Podrinje region extends at an altitude of 130 - 2,368 m. It has many significant geomorphological tourist potentials: Maglić, Zelengora, Lelija, Jahorina, Romanija, Treskavica, Devetak, and Javor. At lower altitudes, a moderately warm and humid climate prevails, and at higher altitudes, a forest-snow and tundra climate prevails. Average annual air temperatures range from 2 - 10°C, and average annual rainfall from 800 - 1,750 mm. In the hydrographic sense, it is adorned by the rivers Tara and Drina (Fig.1) and its tributaries: Prača, Kolina, Čehotina, Kosovska rijeka, Lim, etc. which abound in rich fish stock and are a real atmosphere for anglers, also because of the still unpolluted water attract in the warm months a large number of bathers (Atlas of the World for primary and secondary school, 1998). Huchen from Drina is famous for its weight of up to 37 kilograms, and trout and other species of river fish are also attractive, which makes fishing tourism on the rise. In the biogeographical sense, this area includes

the following ecosystems: dark coniferous forests, Pančić spruce, thermophilic forests with malt, juniper pine, mountain oaks on carbonates, and beech-fir forests (Lakušić, R., 1981).

Archaeological excavations confirm that the area of the Podrinje tourist-geographical region was inhabited during the Stone Age and the Roman period, but more intensive settlement began in the Middle Ages, as evidenced by many traces, including numerous Bogumil cemeteries, settlements, and toponyms. In this period, the most memorable ruler is Stjepan Vukčić Kosača, who in 1437 completely broke away from the Bosnian king and independently ruled this realm until his death in 1466. In 1448, he received the title of Herzog (Herceg), making him popularly known as Herceg Stjepan. Since then, the area managed by Herceg Kosača has been named Hercegovina. He was the last ruler of this area based in Sombor near Goražde. With the arrival of the Ottomans in this area, Goražde became a *nahiye* of the Foča *kadiluk*, and Foča (Hoča) is a significant town with a developed craft and trade activity. Also, it is important to mention that in this area was the Hercegovina *sanjak* with its headquarters in Foča. This *sanjak* was initially divided into three smaller administrative areas that coincided with the *kadiluks*. The heritage from the Ottoman period is not so rich in Goražde, unlike Foča and Višegrad, which had numerous cultural and historical monuments, destroyed during the aggression on Bosnia and Hercegovina, and which are being restored to this day. During the Austro-Hungarian rule in the area of this region, the most significant changes occurred after the construction of the road Rogatica-Jabuka-Goražde in the length of 26 kilometers, which certainly contributed to the further development of this area (Živojević, R.S., 2009).

This region does not have numerous cultural and historical monuments, as already mentioned, but this small number that has been preserved belongs to the group of unique and very valuable anthropogenic tourist potentials, namely: Mehmed-pasha Sokolović Bridge in Višegrad, Dobrun Fortress in Višegrad, Kušlat Mosque in Zvornik, the Potočari Memorial Center in Srebrenica, the Memorial Center of the Battle of Sutjeska and numerous other religious objects and cultural buildings.

It is connected with the neighboring tourist-geographical regions by common natural tourist potentials, so it is connected with the Posavina region via the river Drina, with the Tuzla region via the river Spreča, with the Sarajevo region via Trebević and Treskavica, and with the East Hercegovina region via Zelengora (Bidžan, A., 2012).

The Podrinje tourist-geographical region is connected with the Tuzla region by the M-19 highway, with the Sarajevo region via the M-19 and M-5 and M-18 highways, and with the East Hercegovina region and the Adriatic coast with the M-20 highway. Most of these roads are in poor condition, so they should be reconstructed urgently if this region has the intention to conduct tourism more seriously.

Regarding tourist traffic, the Podrinje tourist-geographical region in 2019 had 3.335 tourist arrivals, of which 93% were domestic tourists and 7% foreign tourists. They realized 7.203 overnight stays, of which domestic participated with 92%, and foreign tourists with 8%. Most tourists come from Croatia, Slovenia, Serbia, Germany, Austria, Italy, and Turkey (https://fzs.ba/wp-content/uploads/2020/06/BPK_2020.pdf, www.rzs.rs.ba).

Natural resources, extraordinary beauty, and diversity, such as beautiful forests, canyons, rivers, and mountains provide the opportunity for everyone to find something for themselves (timber rafting, rafting, kayaking, swimming, fishing, hiking, etc.),

following their interests. In the area of the Podrinje region, several different economic, cultural, and sports events are organized, which aim to attract the attention of as many domestic and foreign tourists as possible.



Figure 1: Drina River in Goražde
(Photo: Author)

The following events are held in the Town of Goražde: "Days of Apples" and "Days of Honey and Medicinal Herbs" are in the function of promoting and marketing fruit and fruit products, vegetables and vegetable products, and honey and medicinal plants. Also, there are numerous cultural events, such as "International Friendship Festival", "Days of Isak Samokovlija", "April Days of Culture", "What a Song Dreams of", etc. The international art colony "Colors of Friendship" and the sports event "Hunting for a Huchen" are held in Ustikolina (<http://www.turizam-bpk.ba/page4.html>). There are also numerous events in the municipality of Foča: Auto-moto rally "Sutjeska", Drina adventure, Fair of cheese, honey, wines and traditional products, Days of blueberries and lakes Zelengora, OK fest, etc.

According to its functionality, this tourist-geographical region belongs to the group of regions for leisure and recreation. It has a very modest significance for defining the tourist offer of Bosnia and Herzegovina; out of a total of 626 national monuments in Bosnia and Herzegovina, in the Podrinje region there are only 36 national monuments, but its natural potentials, which are extraordinary beauty and diversity (beautiful forests, canyons, rivers, and mountains) provide the opportunity for everyone to find something for themselves (timber rafting, rafting, kayaking, swimming, fishing, hiking, etc.), according to their interests (Bidžan, A., 2015). In the area of the Podrinje region, several different economic, cultural, and sports events are organized, which aim to attract the

attention of as many domestic and foreign tourists as possible, but due to poor marketing, they are still of a local character. Based on all that has been said, the following specific forms of tourism can be developed: bathing, fishing, hunting, cultural-manifestation, sports-recreational, adventure, eco-tourism, rural tourism, etc.

1. Natural tourist potentials of the Podrinje tourist-geographical region

Significant wealth and recognizability of the Podrinje tourist-geographical region are its natural beauties. Namely, this area abounds in many rivers, of which, among others, it is necessary to single out one of the most beautiful - the Drina River with numerous tributaries, larger or smaller watercourses, hot springs, caves, and forests that make exceptional landscape values. The natural values of this region are characterized by originality, diversity, and attractiveness, and the phenomenon of this area is, precisely, water and forests. In economic terms, the waters of the mentioned rivers certainly stand out, which, both in terms of quality and quantity, represent a significant potential for multipurpose use. We should especially emphasize that this region is adorned with unpolluted land, forests, and various landscapes rich in natural beauty, which is suitable for the development of various specific forms of tourism. It is also necessary to mention the valuable cultural and historical heritage, which complements these rare natural resources. In the following Table 1, we will give an overview of the most important natural tourist potentials of the Podrinje tourist-geographical region, as well as suggestions on which specific forms of tourism could be developed.

Table 1: The forms of tourism and most important natural tourist potentials of the Podrinje tourist-geographical region

Natural tourist potentials			The predominant forms of tourism
Geomorphological	Mountains	Maglić	MT / HT / FT
		Zelengora	MT / HT / FT
		Lelija	MT / HT / FT
		Jahorina	MT / HT / FT
		Romanija	MT / HT / FT
		Treskavica	MT / HT / FT
		Devetak	MT / HT / FT
		Javor	MT / HT / FT
	Gorges and canyons	Drine	ER / FT / ET /RST
	Sand pyramids	Foča	ER
Caves and pits	Orlovača, Pale	SPT	
	Peruc, Foča	SPT	
Hydrographic	Rivers	Drina	ET/RST/ FT/ECOT
		Tara	ET/RST/ FT/ECOT
		Čehotina	FT
		Prača	FT
		Kolina	FT
		Lim	FT

		Drinjača	FT
	Springs	Bijela voda	ER
	Thermomineral and mineral waters	Vilina vlas spa in Višegradu	HS
		Guber spa in Srebrenica	HS
Climatic	Moderate warm and humid climate	Višegrad	KM / ER / FT / RST / CT/ TT/ RT/ ECOT
	Boreal climate	Goražde, Foča	KM / ER / FT / RST / CT/ TT/ ST/ ECOT
	Tundra climate	Jahorina	WST/ER/HS/RT/ ECOT
Floristic	Quercus frainetto ecosystems		ER / HS
	Biome of beech and beech-fir forests		ER / HS
	Biome of dark coniferous forests		ER / HS
	Pančić spruce ecosystem		ER / HS
Protected area	National Park Sutjeska		ER / ECOT / FT / RT

Legend: MT- mountain tourism; HT - hunting tourism; RT - rural tourism; ER - excursion-recreational tourism, ET - extreme tourism; RST - recreational and sports; HS - health and spa tourism; FT - fishing tourism; SPT - speleological tourism; WST - winter sports tourism; CT - congress tourism; TT - transit tourism; ECOT - ecotourism. Source: Bidžan, A., 2011.

As we can see from Table 1, the Podrinje tourist-geographical region is very rich in natural tourist potentials, and below we will describe the most important ones.

Jahorina mountain is located in the central part of Bosnia and Herzegovina, in a range of Dinaric mountains Čvrsnica, Prenj, Bjelašnica, Treskavica, and Zelengora. Sarajevo is the closest big city from which Jahorina can be reached via Pale (28 km) and via Trebević (32 km) by asphalt and well-cleaned roads in winter. Based on that, this mountain has a favorable tourist-geographical position. Jahorina is not only the most famous mountain tourist value of Bosnia and Herzegovina but also one of the most established and visited in our country, from the Olympics until after the war, when it gradually returned to its former glory and became a top winter sport and tourist center. This mountain is built mainly of Triassic limestone and dolomite with branches and is about 30 km long and about 15 km wide. The main tourist value of Jahorina is competition and tourist trails, trails for professionals and beginners, on wide, clear, and diverse slopes without mechanical obstacles where a quality snow cover, two to three meters thick, stays for about 180 days a year.

This mountain is ideal for the development of sports and recreational tourism. Tourists who enjoy skiing have at their disposal more than 20 km of groomed alpine ski trails with four lifts and four ski lifts, with a total capacity of 7,500 skiers per hour. Also, night skiing is becoming more and more popular on this mountain, with an increasing number of visitors every year, as well as cross-country skiing, snowboarding, and much more. The most suitable ski trails are located at altitudes between 1,600 and 1,880 meters. Specifically, it is the central part of the northern slopes of Jahorina, Gola Jahorina, about 15 km long and 4-5 km wide, which, together with the Rajska dolina,

represents the most attractive tourist part of this mountain, especially for recreational and competitive skiing, and especially for alpine disciplines (<http://www.jahorina.org/oc-jah.php>).

In summer, tourists can walk the spacious pastures or pick forest fruits and herbs. Additionally, they can rent bicycles or small cars with an all-wheel drive, play tennis, football, basketball or simply sunbathe on one of the terraces of many restaurants and cafes. Jahorina has ten hotels, four boarding houses, and one facility with rooms for rent and together they have 2,859 beds, which is a small number of beds. If new accommodation facilities with a larger number of beds and numerous other accompanying facilities were built, this beauty would be even more attractive for tourists and the number of arrivals and overnight stays of foreign and domestic tourists would increase (<http://www.jahorina.org/oc-jah.php>).

➤ **Zelengora mountain** is one of the pearls of the Sutjeska National Park. Although the highest peak of Zelengora is Bregoč with 2,014 meters, there also are a dozen other peaks of about 2,000 meters. Zelengora is covered with forests, pastures, flowery mountain fields, which is where its name comes from („The Green Mountain“). It has eight „mountain eyes“: Kotlaničko Lake, Orlovačko Lake, Štirinsko Lake, Jugovo Lake, Donje Bare, Gornje Bare, Crno Lake, Borilovačko Lake and Bijelo Lake. The road to the areas of Zelengora can start from Foča to Tjentište, through the villages of Vrbnica and Štavanj, passing by the Black Lake, which is located 1,500 meters, and then descending to the Bijelo Jezero, which is convenient even for bathing. Along the Foča-Gacko road, you can also go towards the heights of Zelengora, if you turn right on the Čemerno pass and continue on a not very good macadam road for 20 km. This road leads to Orlovačko Lake, and there are marked paths towards Kotlaničko and Štirinsko lakes. By descending the slopes of Zelengora from there, you can see Borilovačko or Jugovo Lake. In front of Orlovačko Lake, a few hundred meters away, there is a hunting lodge, which is managed by the Sutjeska National Park. Access to these lakes is possible from the direction of Kalinovik, and the length of this road is approximately the same as from the direction of Čemerno (about 25 km), but this road is in a much worse condition, because it transports the forest, so it is usually passable only for off-road vehicles. Zelengora is potentially the largest resort in the Balkans. In the future, ski centers will be built, to extend the tourist season in the winter months. Of the accommodation capacities, there are only hunting and mountain houses in four locations: Bogunovac, Dobro vode, Donje Bare, and Orlovačko lake with a total of 30 beds. Forest roads will be built preserving the mountain ecosystem, as well as recreation settlements (motels, ethno villages, ski centers) (http://www.zone-2000.net/service/books_img/mag_vol_zel.pdf).

In the attractive localities of Zelengora and Lelija, there are mountain and hunting houses (Gornje Bare, Jugovo, and Borilovačko lakes, Jablan Do, Bijele vode, etc.) connected by mountain trails and macadam roads, which could be used for the development of hunting tourism. There are no mountaineering facilities on the mountains Maglić, Volujak, and Ljubišnja. They are located within the Sutjeska National Park, as well as the Perućica rainforest reserve with the Skakavac waterfall, 75

m high, and they are most visited by mountaineers during the summer, which means that, with better marketing, mountain tourism could be developed. Hut settlements on Zelengora are also attractive and could be used for the development of rural and eco-tourism (<http://www.npsutjeska.net/stranica.php?id=51&naziv=planine&jez=bs>).

➤ **Drina Canyon** is located in the Podrinje tourist-geographical region, which is also a complementary tourist potential (Bidžan, A., 2011). Due to its crooked flow, the saying "Nobody can set the crooked Drina straight" was created among the people. It often happened that it spilled out of its trough and on that occasion destroyed everything in front of it. In many places, the Drina passes through straits in which high rocks rise almost vertically from the water. The river Drina passes between the mountains Zvijezda and Tara, downstream from Višegrad, and it is here that its canyon is the deepest because some peaks rise over 1,000 m.

The river Drina is formed by the confluence of the Montenegrin rivers Piva and Tara in Šćepan Polje at an altitude of 434 m, from which place, their beauty and strength, flowed into the sparkling green river, Drina, then winding through the most beautiful canyons to the north. Not far from Sremska Rača, after 346 kilometers of flow, of which 220 km represents the border of Serbia and Bosnia and Herzegovina, Drina flows into the Sava River at an altitude of 78 m. The average altitude of Drina per kilometer decreases by a little more than one meter, which makes it an extremely fast river (it is one of the fastest rivers in the Balkans). The width of the river flow varies from 100-200 m near Perućac and Zvornik to 15 m at a place called Tijesno. The average depth of the Drina is 3 m, and a maximum of 12 m. The average flow of the Drina is 370 m³/sec. In the lower course, the Drina deposits large amounts of sand and gravel and builds many hells (around which it forks), reefs, shoals, meanders, and bends, which is why it is called the "Crooked Drina" (<http://www.voders.org/index.php/slivovi/sliv-drine>; <http://www.logosfera.net/reka-drina-i-njen-sliv/>).

The whole area is overgrown with pine forest, which is home to many wild animals, and it is possible to see various species of birds, which have found refuge there. Thanks to these natural tourist features, this area is suitable for the development of the following specific forms of tourism: eco-tourism, adventure (free climbing, canyoning, kayaking, canoeing, rafting), hunting, excursions, and scientific research.

The upper course of the river Drina is still preserved from all pollutants, which is the basic precondition for the existence of the most interesting salmonid fish species, interesting to fishing connoisseurs. The mountain river Prača, a gift of untouched nature, represents a unique wealth of autochthonous brown trout and capital specimens of grayling. Favorable terrain configuration, appropriate climate, and forest resources are the main factors of several hunting areas in the area, of which we single out the largest in Bosnia and Herzegovina, "Kriva Draga" („Crooked Darling“), which includes the hunting complex Bijele vode (White Waters) with a containment area equipped for the training of hunting dogs (<http://www.turizam-bpk.ba/page6.html>).

Unique in Europe and especially attractive tourist product of Podrinje tourist-geographical region is timber rafting¹ down the river Drina. Tourist arrangements can be one-day and multi-day with the possibility of rest and recreation along the river

¹ Timber raft is an unusual vessel built of wooden round wood with a capacity of about 15 people, lasts one day, with the possibility of sport fishing from the raft and enjoy the gastronomic offer of local specialties (<http://www.turizam-bpk.ba/SplavarenjeDrinom.html>)

Drina. From Ustikolina to Goražde, tourists will discover hidden beauty, untouched nature, and an unforgettable adventure (<http://www.turizam-bpk.ba/SplavarenjeDrinom.html>).

Also, an important mention is certainly the ship "Vodeni Ćiro" made in the spirit of old steamships, which is irresistibly associated with the narrow-gauge Ćiro and sails the flooded route of the former railway. The ship has a capacity of 50 seats and it is possible to hold meetings and seminars in the saloon area. Vodeni Ćiro sails through the unusual and beautiful ambiance of the canyon of the Drina-Lim lake, in the length of 50 km, between Višegrad, Goražde, and Rudo.

Orlovača cave system is one of the most important speleological objects in our country. It is located on the hill of the same name in Sumbulovac, 1 km from the main road Sarajevo - Sokolac and belongs to the Podrinje tourist-geographical region (Bidžan, A., 2011). It is only 10 km away from Sarajevo, so the cave is located in excursion zones and has a favorable tourist-geographical position. One of the most important winter tourist centers, mount Jahorina is located only 25 km from the cave, which also increases its tourist attractiveness. In new research, in 2002, during the construction of the continuation of the tourist trail, whole skulls of bears and several different bones were found. In the same year, the cave was opened to tourists. The entrance to the Orlovača cave is located at 948 meters above sea level. It morphologically consists of three levels, the most interesting of which is the "Glavni Kanal" (Main Channel) about 1,000 m long, richly decorated with cave jewelry. This is currently the only part of the cave that is available for tourist visits in the length of 560 m. Glavni Kanal (Main Channel) is rich in various types of well-preserved cave jewelry: stalactites, stalagmites, colorful saliva, and large massive cave pillars, which are quite common types of cave jewelry in Orlovača. Cave jewelry is of different colors. Accumulative forms, composed of larger crystals of sparkling calcite, are very common. In the entire cave system, morphologically the most impressive is the large hall "Galerija" (Gallery, the old name "Gora Romanija") 70 m long, 30 m wide, and 15-20 m high. Orlovača cave is an underground system that has not yet been fully speleologically explored, so it is possible to discover new channels, which is certainly suitable for the development of speleological and scientific-research tourism (http://www.sokolaturizam.net/index.php?option=com_content&view=article&id=109&Itemid=588&lang=en).

Sutjeska National Park is located in the southeastern part of Bosnia and Herzegovina, on the main road Belgrade - Višegrad - Foča - Trebinje - Dubrovnik. From the east, it is closed by Pivska planina and the river Piva to Šćepan polje, and further along the Drina to the mouth of the river Sutjeska; to the west is the massif of the mountain Zelengora (2,014 m), connected with Lelija, and to the southeast the mountains: Maglić (2,386 m), Volujak and Bioč. It is located in the Podrinje and East Herzegovina tourist-geographical region (Bidžan, A., 2011). The river Sutjeska flows through this area with several tributaries. The size of the national park is 17,350 ha. The most attractive area is the narrower part of the park, where the Perućica rainforest is located, which is unique in this area (1,291 ha). The Sutjeska National Park encompasses the wider Sutjeska River Basin area, including the strictly protected Perućica Reserve, as well as parts of the Maglić, Volujak, and Zelengora mountains. With the proclamation of this area as a national park in 1962, the most beautiful parts of three municipalities entered its borders: Foča, Gacko, and Kalinovik. Of the total area of the park, over 66% is covered by

forests, and the rest consists of pastures, meadows, and barren lands above the upper limit of forests. Poor housing and difficult accessibility have long been the main reason why very few people had the opportunity to visit all these treasures, which nature has given them in abundance. In this area, there are exceptional specimens of fir, beech, and spruce with individual trees over 50 m high and with a real wealth of wood mass of over 1,000 m³ / ha. In this, almost inaccessible, the canyon of the river Perućica, where the human foot has hardly ever set foot, the volume, the height of the trees, and the beauty of the forests were unparalleled in the Dinarides. As a result of this discovery, the Government of the Republic of Bosnia and Herzegovina decided to exclude this area from regular use and in 1952, the Perućica rainforest was declared a strictly protected reserve, used exclusively for science and education, which is then certainly suitable for the development of scientific research and eco-tourism (http://ba.boell.org/sites/default/files/zastita_prirode_web.pdf).

2. Tourist valorization of natural tourist potentials of Podrinje tourist-geographical region

Evaluation of natural tourist potentials of Podrinje tourist-geographical region is a complex procedure of assessment of all indicators, which make tourist potential specific and unique, e.g tourist-geographical position, attractiveness, ambiance, compatibility, tourist attendance, etc., which are key in the development of individual-specific forms of tourism, to then create a complete tourist offer of this region. Based on the overall assessments of tourist indicators of natural tourist potential, the general tourist values of the natural tourist potentials of the Podrinje tourist-geographical region were obtained, based on which they were further ranked.

While conducting the tourist valorization, the author determined that in this tourist-geographical region there are 14 geomorphological, 9 hydrographic, 3 climatic, and 3 vegetative touristically very attractive natural potentials, which can serve as a stable basis for the development of various specific forms of tourism. Regarding the spatial significance in the Podrinje region, there are 2 that are of international importance, 4 of national, and 23 of regional importance (Bidžan, A., 2015).

In the tourist valorization of geomorphological tourist potentials, the highest grade 4.6 was given to the mountain Jahorina and based on the following criteria: tourist-geographical position, ambiance, attractiveness and uniqueness, and the lowest grade (4 - very good quality and very good market attractiveness) was obtained from the criteria of compatibility and tourist attendance, which means that the tourist board must urgently do better marketing for this tourist pearl. The general tourist value of this mountain is high and amounts to 4.6, which means that it has international tourist significance (Table 2), but region should still work on improving roads and tourist offer, then the rating and attendance could be even higher (Bidžan, A., 2015).

In the tourist valorization of hydrographic tourist potentials, the highest grade 4.6 was given to the river Drina based on the following criteria: tourist-geographical position, ambiance, attractiveness, compatibility and uniqueness, and the lowest grade (4 - very good quality and very good market attractiveness) was derived from the criteria of the degree of utilization for tourist purposes, access to natural tourist potentials and tourist attendance, which means that the tourist community must urgently do better marketing for this tourist pearl. The general tourist value of this mountain is high and amounts to

4.6, which means that it has international tourist significance (Table 2), but region should still work on improving roads and tourist offer, then the rating and attendance could be even higher (Bidžan, A., 2015).

Table 2: Natural tourist potentials of the Podrinje tourist-geographical region

Natural tourist potentials			TOURIST VALORIZATION										
			Tourist-geographical position	Ambiance	Attractiveness	Compatibility	Uniqueness	Degree of utilization for tourist	Access	Two-season possibility of exploitation	Tourist attendance	General tourist value	Rank
Geomorphological	Mountains	Jahorina	5	5	5	4	5	4,5	4,5	4,5	4	4,6	I
		Zelengora	2,5	5	5	3	5	2	2,5	3	1,5	3,3	R
		Volujak	1,5	4	4	3	5	1	2	2	1	2,6	R
		Vučevo	1,5	4	4	3	5	1	2	2	1	2,6	R
		Javor	1,5	4	4	3	5	3	2,5	3	2,5	3,2	R
		Sutjeska	3	5	5	3,5	5	3	4	3	2,5	3,8	N
		Lelija	1,5	4	4	3	5	1	2	2	1	2,6	R
	Gorges and canyons	Kanjon Drine	3	4,5	4,5	3	5	1	3	2	1	3	R
	Erosive forms	Zemljane piramide	2,5	5	5	3	5	2	2,5	3	1,5	3,3	R
	Caves	Golubovička, Rogatica	3,5	4	5	3,5	5	1,5	2	1,5	1,5	3,1	R
		Ledenjača, Foča	2,5	4	4	4	5	1,5	2,5	1,5	1,5	2,9	R
		Orlovača, Pale	4,5	5	5	4	5	3,5	3,5	3,5	3,5	4,2	N
		Govještica, Rogatica	3,5	4	5	3,5	5	1,5	2	1,5	1,5	3,1	R
		Mračna or Ban, Rogatica	2,5	4	4	4	5	1,5	2,5	1,5	1,5	2,9	R
Hydrographic	Rivers	Drina	5	5	5	5	5	4	4	4,5	4	4,6	I
		Kolina	4	3	2	3	3,5	1	5	2,5	2	2,8	R
		Prača	3	3	2	3	3,5	3	3	2,5	3	2,8	R
		Čehotina	4	4	3	4	4,5	3,5	3,5	2,5	3,5	3,6	N

	<i>Thermo-mineral and mineral waters</i>	Spa Guber, Srebrenica	3,5	4	3,5	3,5	4,5	2	3	1,5	2,5	3,1	R
		Spa Vilina Vlas, Višegrad	4	4	3,5	3,5	4,5	2	3	1,5	2,5	3,1	R
	<i>Natural and man-made lakes</i>	Perućac	5	4	3	3,5	3,5	3,5	4	2	4,5	3,6	N
		Zvorničko	5	4	3	3,5	3,5	3	4	2	3,5	3,5	R
		Višegradsko	5	4	3	3,5	3,5	3	4	2	3,5	3,5	R
	Climatic	Moderate warm and humid climate	Goražde	5	2	3	2,5	2	4	4	4	4	3,4
Boreal climate		Pale	4	3,5	4	3	3	2	2	3	3	3,1	R
Tundra climate		Maglić	4	3,5	4	3	3	2	2	3	3	3,1	R
Floristic	Biome of dark coniferous forests		3	3	3	2,5	2,5	2,5	2,5	2,5	3	2,7	R
	Biome of beech and beech-fir forests		3	3	3	2,5	2,5	2,5	2,5	2,5	3	2,7	R
	<i>Pančić spruce ecosystem</i>		3,5	2,5	2,5	2,5	2,5	2	2,5	2,5	2,5	2,6	R
AVERAGE TOURIST VALUE			3,5	3,9	3,8	3,3	4,1	2,4	3,0	2,6	2,6	3,2	

Legend: R - regional tourist significance, N - national tourist significance, I - international tourist significance. Source: Bidžan, A., 2015.

One of the necessary and permanent tasks of Bosnia and Herzegovina's tourism policy, but also this region, should be careful and systematic monitoring of development trends in the international tourism market in terms of promotion and exploitation of natural tourism potentials for tourism purposes, without violating them. In that direction, Bosnia and Herzegovina, i.e its tourist-geographical regions, should develop its tourist products, which with such a great wealth of natural tourist potentials would be ideal for the development of numerous types of tourism (duration of stay, degree of mobility, nationality, etc.) and specific forms of tourism (sports-recreational, adventure, rural, eco-tourism, hunting, fishing, speleological, etc.). It is only when tourists, foreign and domestic, start visiting these natural tourist potentials that we can talk about their growth into tourist attractions, which would fill the budgets of local communities and thus improve furthermore balanced regional development of tourist-geographical regions of Bosnia and Herzegovina.

2.1. Accommodation capacities

Accommodation facility means a business facility operated by a caterer (legal or natural person registered to perform catering activities in a group of hotels) or a legal entity that is not a caterer, but under the conditions prescribed by law can perform catering

activities for a caterer. As for the commercial tourist accommodation capacities of the Podrinje tourist-geographical region, they are quite modest, as we can see from the following table 3.

Table 3: Commercial tourist accommodation capacities of the Podrinje tourist-geographical region in 2018

Place	Category	Objects	Capacity (number of beds)
Pale	Hotels	3	122
	Boarding houses	1	38
Vlasenica	Hotels	1	150
Bratunac	Motels	1	25
Milići	Motels	1	35
Rogatica	Hotels	1	40
	Boarding houses	1	6
Pale	Hotels	14	569
Sokolac	Hotels	1	64
	Boarding houses	1	9
East Sarajevo	Hotels	1	35
	Motels	2	53
	Boarding houses	1	20
Višegrad	Hotels	3	364
Srebrenica	Motels	1	40
	Hostels	1	25
Goražde	Hotels	1	29
	Boarding houses	4	83
	Motels	1	46
Ustikolina	Tourist resort	1	15
	Boarding houses	1	16
Prača	Tourist resort	1	26
Foča	Hotels	2	242
	Motels	2	96
	Accommodations / camps	15	1822
TOTAL		62	3.970

Source: www.rzs.rs.ba; https://fzs.ba/wp-content/uploads/2020/06/BPK_2020.pdf

Tourist accommodation capacities in the Podrinje tourist-geographical region consist of 62 facilities: 27 hotels, 8 motels, 9 boarding houses, 1 hostel, 2 tourist resorts, and 15 camps with facilities with rooms for rent, a total of 3,970 beds, which is a very modest number according to the quality and scope of natural tourist potentials in this region, which could be valorized for tourism.

CONCLUSION

Regardless of the specific form of tourism developed in the Podrinje tourist-geographical region, tourism should fully take into account current and future economic, social and environmental effects, to take care of the needs of the local population, tourists, sectors, environment, and the destination itself. The principles of sustainability refer to the environmental, economic, and socio-cultural aspects of tourism development. To achieve long-term sustainability in this region, an appropriate balance must be established between all three dimensions. To preserve the pristine untouched nature of the Podrinje tourist-geographical region, the development of sustainable tourism should carry out the following: 1. Optimal use of natural resources that are a key element of tourism development, preserving important geo-ecological processes 2. Respect of the socio-cultural authenticity of this region, preserving their built and cultural heritage and traditional values, and contributing to intercultural understanding and tolerance, 3. Ensure that economic activities are sustainable and long-term, and bring social and economic benefits to all participants with equitable distribution, including employment stability, opportunities to earn on social services in the community, helping to eradicate poverty, greater inclusion of women and youth, etc. For the Podrinje tourist-geographical region to reach the level of development that would enable the development of sustainable nature-friendly tourism, a longer period of time is needed and this ongoing process requires constant monitoring of effects and introduction of necessary preventive and/or corrective measures. The goal of such tourism development would be primarily the protection of the natural environment, and at the same time, the quality of the tourist offer and the competitiveness of the Podrinje tourist-geographical region on the tourist market would increase, both regionally, nationally, and internationally.

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RECONSIDERING THE INTERDEPENDANCE OF AIR TRANSPORT AND TOURISM IN THE CONTEXT OF THE GLOBAL COVID-19 PANDEMIC

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Abstract: Transport and tourism are interdependent, since the development of tourism is influenced by the development of transport but at the same time it affects the development of transport. The improvement of air transport has enabled faster, safer and more comfortable connection of generating countries and destinations, which has a positive impact on the development of tourism. On the other hand, the increase in tourist demand encourages the further development of transport and means of transport are being developed for tourist purposes. The aim of this paper is to investigate whether the role of air transport in tourism has changed in the context of the global COVID-19 pandemic and also in which direction it will develop changes. In order to investigate the changing role of air transport in tourism, a three-step analysis was conducted. The first step analyses the interdependence of tourism and air transport in the period before the global pandemic. In the second step, the impact of the COVID-19 pandemic on air transport and consequently on tourism is investigated. While the third step predicts the consequences that this pandemic could have on air transport and tourism. The results of the analysis showed that the interdependence of air transport and tourism is stable even in conditions of global crises (such as a pandemic). However, it can be expected that both air transport and tourism will experience changes, both in the area of safety standards and in the area of new product development.

Key words: air transport, tourism, COVID-19 pandemic, safety, new product development

INTRODUCTION

Since its foundation, air transport and tourism have always been interconnected, strongly influencing each other (Stonescu, 2017). Transport in general is one of the main components of the tourism product at both macro and micro levels (Papatheodorou and Zenelis, 2013). At the macro level the role of transport arises from different possibilities of connecting the country of origin and the tourist destination, while at the micro level the organization of transport in the tourist destination is observed. Some modes of transport if combined with some natural or social factor, and in some cases separately, can be a tourist attraction.

Although each form of transport has a certain role in the development of tourism, the role of air transport can be considered the most important, primarily due to the fact that an increasing number of international tourists take aircraft to arrive at the destination. According to UNWTO data (2019), the share of air travel has increased from 46% in 2000 to 58% in 2018.

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The possibilities of air transport in meeting tourist needs are determined by the size and condition of transport infrastructure and means of transport, as well as their ability to meet the demands of their services for the quality of services such as safety, comfort and transport costs (Bukvić, 2003). An important factor that encourages the development of passenger air transport for tourism purposes is the safety of this mode of transport, as air transport is one of the safest modes of transport (Zajac, 2016).

Air transport, however, also has certain disadvantages, including: dependence on natural environmental conditions, which sometimes jeopardize the possibility of obtaining travel plans, a certain level of risk, large investments necessary for the organization and modernization of the airports. It is also important to emphasize that air transport has a strong impact on fuel shortages, terrorism, economic and political crises (Georgescu, 2016).

However, the development of tourism sometimes depends entirely on the development and availability of air transport. Air transport is crucial for long haul destination, because it allows the fastest and most efficient connection between the generating market and very distant destinations. Also, the development of air transport in recent years has contributed to the development of tourism, by encouraging the development of new forms of tourism and tourism products.

At the same time there is a reciprocal impact of tourism on air transport in such a way that the increase in tourist demand in the destination motivates airlines to develop the infrastructure and organization of air transport. Furthermore, with the development of air transport in the destination, the destination becomes more accessible to tourists, which generates new tourist demand and encourages further development of tourism (Stonescu, 2017).

IMPACT OF COVID-19 PANDEMIC ON AIR TRANSPORT AND TOURISM

Impact of COVID-19 pandemic on air transport

In order to prevent the spread of diseases caused by coronavirus many countries have closed their borders or introduced strict travel restriction, which has reduced air transport globally by more than 40%.

According to Eurostat data, that are shown in Table 1, the largest decrease in the number of passengers in March 2020 compared to March 2019 was recorded in Italy (which achieved 85% less air transport compared to the previous year, which means that transported 11.9 million fewer passengers in March 2020 compared to the same month in previous year), Germany (where air traffic was reduced by 62% which means that in absolute terms there was a decrease of 10.7 million transported passengers), Denmark (which carried 1.7 million fewer passengers in March 2020 compared to the same month In 2019, or 63% less), Finland (which carried 1.1. million fewer passengers that is, it achieved relative decline in the amount of 57% compared to the same month last year), and Hungary (which in March 2020 transported 0.7 million passengers compared to March 2019, which represent a reduction in air traffic by 58%).

Since in March 2020 all these countries were already facing the spread of coronavirus disease, passengers are not allowed to travel or are discouraged from doing it so because they must be quarantined due to restrictions in the countries they come to. For these reasons, travel in these circumstances is limited mainly to business travel.

However, Cargo traffic has not been significantly affected by the pandemic, and in some countries, there has even been increased traffic due to the supply of medical equipment to fight against this disease.

Although the data on air traffic in March 2020 are extremely unfavourable, if we analyse the second quarter of the same year, the situation is even more dramatic. As we can see from the data presented in Table 1, the most unfavourable situation was in North Macedonia, which achieved almost 100% less passenger air transport compared to the second quarter of 2019.

Table 1. Passengers in air transport in selected countries

Country	March 2019 (000)	March 2020 (000)	March 2019/ March 2020	Q2 2019 (000)	Q2 2020 (000)	Q2 2019/Q2 2020
Croatia	306	119	↓ 61%	3.216	86	↓ 97%
Cyprus	564	231	↓ 59%	3.286	56	↓ 98%
Denmark	2652	979	↓ 63%	9.361	252	↓ 97%
Finland	1.888	808	↓ 57%	6.090	143	↓ 98%
Germany	17.193	6.504	↓ 62%	61.039	1.987	↓ 97%
Hungary	1.206	509	↓ 58%	4.368	118	↓ 97%
Iceland	614	231	↓ 62%	1.928	61	↓ 97%
Lithuania	467	203	↓ 57%	1.766	48	↓ 97%
Luxembourg	321	128	↓ 60%	1.185	37	↓ 97%
North Macedonia	164	72	↓ 56%	602	2	↓ 100%
Norway	3.231	1.399	↓ 57%	10.534	1.085	↓ 90%
Slovakia	170	46	↓ 73%	691	4	↓ 99%
Slovenia	133	36	↓ 73%	516	5	↓ 99%
Switzerland	4.711	1.791	↓ 62%	14.962	363	↓ 98%

Source: adapted by the authors according to: European Commission, Eurostat, Air Passenger Transport in March 2020., available at:

https://ec.europa.eu/eurostat/documents/4187653/10321603/Air_transport_3.jpg/22313c18-004d-66bb-13ae-4332b907e606?t=1592245321622 and European Commission,

Impact of COVID-19 on air passenger transport in Q2 2020, available at:

<https://ec.europa.eu/eurostat/web/products-eurostat-news/-/DDN-20201015-2>

However, the largest decline in the number of passengers was recorded in Germany (59.1 million fewer passengers were transported in the second quarter of 2020, which is a decrease of 97% compared to the second quarter of 2019). Switzerland (recorded a decrease of 14.6 million, compared to the second quarter of 2019, which is a decrease of air transport by 98%) and Norway (which had a turnover of 9.5 million passengers, that is a decrease of 90% compared to the second quarter of 2019). It cannot be overlooked that all these countries (except Norway) in the second quarter of 2020 were faced with a decline in passenger air transport of more than 95%.

In order to conduct a more detailed analysis, which can explain more comprehensively the movement of passenger air transport during the pandemic, we examine monthly data

at the two largest airports in Croatia: Zagreb airport and Split airport, which is extremely interesting for detailed analysis due to the high share of tourism in gross domestic product in Croatia.

Zagreb airport is typical commercial airport with more than 3.4 million passengers per year, with over 45.000 flights per year, while Split airport is seasonal airport that has the certain seasonal fluctuations with more than 3.3 million passengers per year. Split airport reaches its peak in the summer months, while Zagreb airport has balanced traffic through the year.

The effect of the pandemic is visible at both airports, where the airport Split is more severely affected because of its seasonality. At both airports, traffic was gradually reduced from February to April where most European Union member states applied strict travel restrictions.

Table 2. Passengers in air transport in Croatia

	Zagreb airport			Split airport		
	2019.	2020.	%	2019.	2020.	%
January	191.197	203.035	↑5,83	36.360	36.741	↑1,03
February	181.154	184.236	↑1,67	34.825	26.294	↓24,50
March	232.978	97.063	↓58,34	50.037	16.466	↓67,09
April	280.790	5.118	↓98,18	156.381	6	↓100,00
May	311.368	13.881	↓95,54	310.809	2.777	↓99,11
June	336.618	44.402	↓86,81	513.706	26.150	↓94,91
July	366.242	78.070	↓78,68	723.048	173.617	↓75,99
August	376.026	93.553	↓75,12	672.262	273.842	↓59,27
September	350.138	65.963	↓81,16	470.102	75.881	↓83,86

Source: adapted by the authors according to: Zagreb Airport, Statistics for 2020, available at: <https://www.zagreb-airport.hr/poslovn/b2b-223/statistika/statistika-za-2020-godinu/628> and Split Airport, Statistics, available at: http://www.split-airport.hr/index.php?option=com_content&view=article&id=160&Itemid=115&lang=hr

The most critical month for both airports was April. In April 2019, 280.790 passengers passed through Zagreb airport, while in April 2020 it's been 5.118 passengers, which is a decreased compared to last year by 98,18%. An even more dramatic situation was at the airport in Split, through which more than 99.9% fewer passengers passed in April 2020 compared to the same month last year.

The only exception is February in the case of Zagreb airport, where there was a slight increase in traffic by 1,67% compared to February last year, and this increase is attributed to the increased number of passengers returning to their home countries because of the restrictions (Nižetić, 2020).

Through Zagreb airport in July this year, 78.070 passengers passed, which is 33.668 passengers more than in June. However, compared to July last year, there was a significant decline as in the same month last year, where 366.242 passengers passed through Zagreb airport. In the same month, Split airport carried 173.617 passengers. This is a significant increase compared to June, when only 26.150 passengers passed through Split airport. However, when the data are compared to the previous year, Split

airport also faces a significant reduction in traffic, as in July 2019, 723.048 passengers passed through Split airport, approximately half a million more passengers than in July this year.

From the data presented in Table 2. it can be spotted that a slightly smaller decrease in the number of transported passengers (compared to the reduction achieved in the remaining months of the year) was achieved in July and August in the case of Split airport, primarily due to the opening of borders and the reduction of restrictions in the movement which resulted in the inducing of tourist movements. However, as the epidemiological situation worsened in the second half of August, generating markets introduced restrictions on movement and passenger air transport again fell sharply compared to the data from the previous year.

Impact of tourism cutting down on air transport caused by COVID-19 pandemic

As a result of the COVID-19 pandemic, international tourism has been completely suspended, and domestic tourism has been blackout due to strict restrictions in many countries. Although some destinations have begun to open slowly in June and July, many people felt the fear of travel or cannot have enough money for it due to the economic crisis.

In 2019, the tourism sector was responsible for 29% of total services exports worldwide and about 300 million jobs globally (UNWTO, 2019). International tourism is an important source of income and employment for developed and developing countries. Globally, tourism arrivals could have devastating economic consequences as some developing countries depend on tourism only in some regions slowly for the summer (UNCTAD, 2020).

Table 3. Foreign tourist arrivals in Croatia (000)

	2019.	2020.	%
January	119	123	↑3,25
February	170	172	↑1,16
March	318	61	↓80,82
April	933	1	↓100,00
May	1.353	32	↓97,63
June	2.672	642	↓75,97
July	4.033	1.968	↓51,20
August	4.365	2.056	↓52,90

Source: adapted by the authors according to the data obtained from Republic of Croatia - Croatian Bureau of Statistics, available at: <https://www.dzs.hr/default.htm>

At the beginning of March, the governments of many countries have introduced a series of measures aimed at restraining the spread of a COVID-19 pandemic such as quarantine, with an emphasis on improving public health services and closing borders. International tourism is one of the economic sectors most affected by the COVID-19 pandemic. UNWTO (2020) estimates a reduction in international tourist arrivals of 850 million to 1.1 billion globally, a decline in tourism revenues of 910 million to 1.1 trillion dollars and the loss of 100-120 million jobs in the industries that make up the world's

tourism system, depending on whether the borders open in July, September or December. Most destinations were completely closed in April and May 2020, opening in the second half of May tourism is being launched responsibly around the world, as an increasing number of destinations are easing travel restrictions related to COVID-19 and adapting to the new reality. According to an analysis by the World Tourism Organization (UNWTO), 40% of all world destinations over the summer eased restrictions imposed on international tourism in response to preventing the spread of the COVID-19 pandemic.

Table 3 shows the comparison of realized tourist arrivals of foreign tourists to Croatia in 2019 and 2020 by months. There is no doubt that the COVID-19 pandemic has significantly affected the reduction of passenger air transport, especially in Croatia where the largest share of air passenger transport is due to foreign tourists who choose Croatia as their holiday destination (Gašparović, 2011). The impact of tourism on air transport in Croatia is evident from the data on tourist transport in Croatia, where it is pointed out that higher tourist movement is realized by destinations that are closer to generating markets by road (such as Istria) and that destinations that depend on tourists who come mainly by plane (such as Dubrovnik) more modest figures.

PREDICTIONS OF THE RELATIONSHIP BETWEEN AIR TRANSPORT AND TOURISM IN THE PERIOD AFTER THE COVID-19 PANDEMIC

Although, as a rule, the combined influence of tourism and air transport was proved on the upward trends of their development, which led to mutually supportive development, the previous chapter showed that there is also a resilient relationship in the downward trend. However, the COVID-19 pandemic situation is not the first such example in the world.

After an eruption of Eyjafjallajökull in Iceland in April 2010, due to the cloud of volcanic ash, air traffic in most parts of Europe was suspended in a week. It is estimated that due to the unplanned suspension of air transport, the air transport sector made a loss of more than 3.3 billion \$, while the loss of the tourism industry as a whole is many times higher (Zajac, 2016).

Also, the impact of insecurity and increased safety risk on air transport and tourism is unquestionable.

Street riots and demonstrations with which Egypt was faced in early 2011 caused a short-term suspension of air transport many carriers to world famous destinations such as Sharm-el-Sheikh. Although the situation stabilized relatively quickly, shooting down planes of the Russian air carrier Metrojet in the second half of 2015 again reactivated the air carriers' distrust. Perhaps the most significant long-term impact on air transport and tourism was the terrorist attack on the World Trade Centre in the United States on September 11, 2001, followed by increased security checks on passengers and luggage and modernized and enforced security procedures at airports around the world.

All these examples prove that both air transport and tourism have recovered after both natural and safety challenges. The same is expected after the COVID-19 pandemic. However, it is almost confident that certain consequences will remain. They will have the most prominent impact on the health checks of passengers and staff (in the phase of gradual recovery of tourism as long as there is a risk of endangering the health of passengers).

On the other hand, tourism will also experience certain adjustments. Rising awareness of sustainable tourism will increase the demand for certain forms of tourism, such as rural tourism, and decision-makers will be forced to manage development by looking for ways to limit over tourism. Tourist demand is already slowly turning to accommodation facilities in isolated areas, reducing interest in overcrowded areas. At the same time, responsible and sustainable business of airlines is extremely important, which should not return to the old business models. The profit motive that connected them with tour operators in the past, which resulted in overcrowding of some destinations to tourists, must now be reconsidered. As tourists become increasingly aware of the importance of sustainable development, airlines must find a way to improved disperse of passengers to more isolated destinations and find ways to do business economically by using smaller passenger aircrafts. This opens the possibility of creating a completely new tourist product which, following the example of urban areas with modern airport infrastructure, will make isolated unpopulated areas accessible to a significantly smaller number of passengers.

CONCLUSION

The interdependence of air transport and tourism has been the subject of numerous analyses, which have mainly argued that there is a correlation between the number of air transport passengers and the tourist arrivals in the conditions of both air transport and tourism growth. This analysis focused on reconsidering the interdependence of tourism and air transport in the recent situation of increased safety risk caused by the COVID-19 pandemic.

The results of the conducted research showed that there is a stable correlation between air transport and tourism even if air transport and tourism are reduced. Although measures to prevent the spread of the pandemic have significantly reduced air transport and tourism, examples of similar situations from the past (caused by natural and security risks) give hope and optimism. As the spread of COVID-19 disease is curbed, tourism is expected to reopen, that will stimulate air transport which had to support reopening of tourism.

However, it should not expect a return to the old state. Due to the up-to-date situation, all stakeholders in tourism must change their worldview and focus more passionately on sustainable development. Airlines will need to develop and implement new health and safety standards, but also make an effort on developing products that will meet the new needs of tourism demand.

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ADVENTURE TOURISM IN SUTJESKA NATIONAL PARK

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Abstract: The subject of the research is Sutjeska National Park, with special attention on the possibilities of establishing and developing adventure tourism. Sutjeska National Park is one of the four national parks in Bosnia and Herzegovina. It was founded in 1962, which makes it the oldest National Park. It was declared a protected area due to the famous Battle of Sutjeska during the Second World War, but also due to the existence of a significant natural geographical basis. A large number of cultural and historical monuments, Perućica rainforest, Maglić and Zelengora mountains, the mountain lakes, Sutjeska, and Hrčavka rivers are just some of the tourist potentials of the protected natural area.

Until 1992, tourist activities in this area were based mainly on the achievements of the national struggle for liberation. After 1995, the interest of tourists in this type of tourism decreased to a large extent, so complementary tourist activities began to develop. To complete the tourist offer in Sutjeska national park, adventure tourism is being developed (hiking, mountaineering, alpine climbing, cycling, rafting, etc.). Given the natural geographical and cultural-historical elements, the Sutjeska national park is an ideal area for the development of this type of tourism, which contributes to the completion of the tourist offer.

Keywords: adventure tourism, tourism, Sutjeska, protected area, national park

INTRODUCTION

Tourism is one of the fastest-growing economic sectors today, with adventure tourism developing very rapidly. ATTA (Adventure Travel Trade Association) defines adventure tourism as a trip that includes the following elements: physical activity, natural environment and contact with the culture of the locality. Also, adventure tourism is defined as a form of nature tourism that includes an element of risk, a higher level of physical exhaustion, and the need for a specialized skill. From a global perspective, adventure tourism is considered as tourism that respects the natural and cultural values of the destination, is economically sustainable and socially just because it protects the most vulnerable groups (Dražina, A., 2017). In the last ten years, the motives of tourists who want to meet the needs of adventure tourism have changed. Earlier, the emphasis was on risk, and today on the natural environment, research and learning.

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Sutjeska National Park was declared a protected natural area in 1962. It was singled out in that category of protection primarily because of its memorial significance from the National Liberation War, but also because of its complementary natural geographical sights, which make up the rare contents and diversity of its natural heritage (geological, geomorphological and biological). The separation of the protected natural area has contributed to its tourist development. Tourism development was accompanied by an increase in the number of visitors, which in the pre-war period reached the number of 900,000 visits (PP NP Sutjeska, 2013). The events of the war, including the destruction of the material structure, affected the development of tourism in the Park significantly in the period from the mid-1990s (6,000 visits (PP NP Sutjeska, 2013), almost to the initial level from the early 1960s. Recently, especially after the adoption of the protection regime according to the IUCN classification in 2003, the situation is gradually improving. Devastated tourist facilities and accompanying infrastructure are being renovated, as a precondition for a new stage of tourist development (Hrelja, E., 2017). In order to increase the number of tourists who will not have adverse effects that are contrary to the protection regime, complementary forms of tourist movements are being developed. Due to the physical-geographical specifics of the area, the development of adventure tourism occupies a special place in such tourist development.

METHODOLOGY OF THE RESEARCH

The research methodology is defined according to the title of the paper and the set goals of the research. The subject of the research is adventure tourism in the Sutjeska National Park, where the peculiarities of tourist potentials are presented, based on which the types of adventure tourism are singled out. Scientific methods that were applied in the research are the method of spatial analysis, the method of interviews, the GIS method, and the method of field observations.

In the initial phase of the research, a spatial analysis of the possibilities for the development of adventure tourism was performed through the collection and insight into relevant literature related to the field of research—opportunities for the development of adventure tourism following the previously conducted research of available literature data.

GEOGRAPHICAL LOCATION

Sutjeska National Park is located on the far south-eastern part of Bosnia and Herzegovina, on the border with Montenegro. In the region-geographic perspective, it belongs to the eastern part of Central Bosnia, the subregion of Gornje Podrinje. The protected area extends into two administrative-territorial units – the municipalities of Foča and Gacko (Hrelja, 2019).

From a geological point of view, the wider area of the Park was built mainly from the sedimentary and clastic rocks of Mesozoic age, with the presence of the magma rocks (Trubelja, Miladinović, 1969). Triassic sediments have the largest spread within the protected natural area. Cretaceous sediments occupy larger areas in the central and southwestern parts of the Park, while the Jurassic sediments are fragmented in the central and southeastern parts of the area. Sutjeska National Park is located in the

highest mountain range of Bosnia and Herzegovina, in the northeastern part of the Upper Central Dinarid Geomorphological Region (Lepirica, 2009).

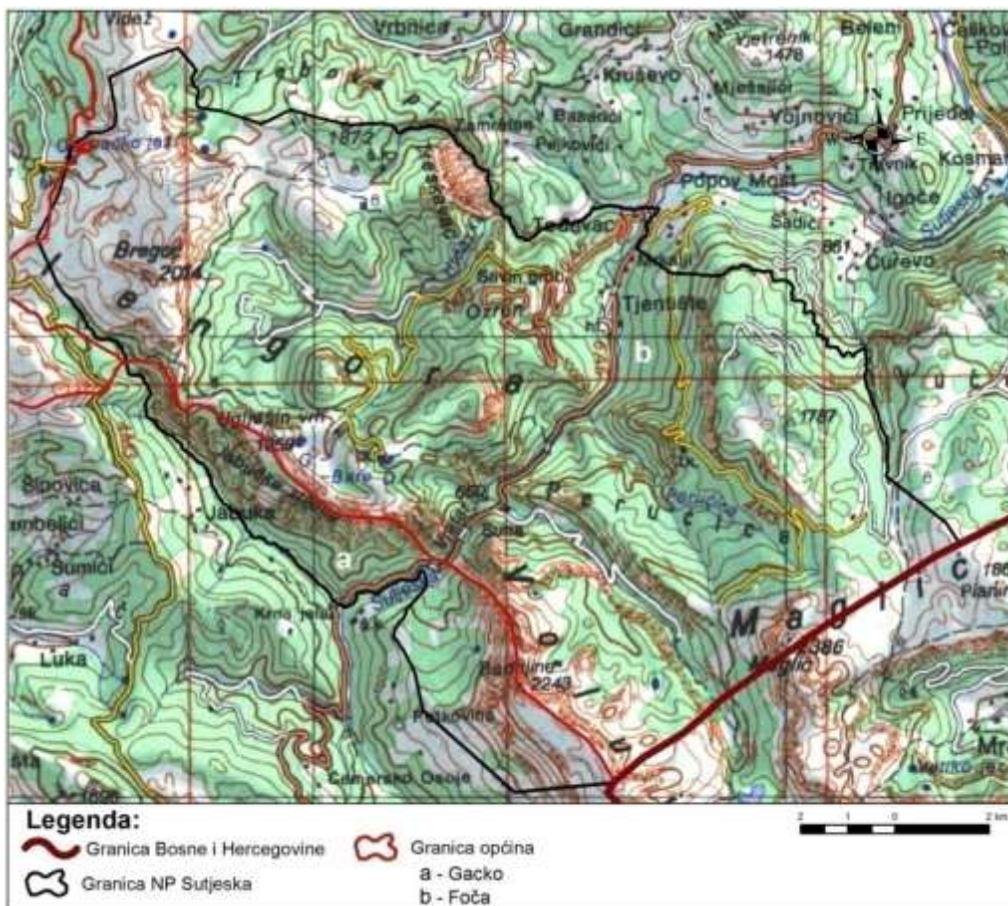


Figure 1. Location of National Park Sutjeska
 Author: Hrelja, E., 2017.

From the morphostructural aspect, this high-altitude belt of the Central Dinarides is dominated by a terrain created during Alpine orogenesis (Bušatlija, 1969). This part of the Dinarides is characterized by intense terrain fragmentation, with deep canyons and cliffs over which high mountain peaks emerge. The explored area is under the influence of the Mediterranean and continental climate, with the characteristics of moderate geographic latitudes. According to the Köppen-Geiger classification, the moderately warm and humid climate (C) and the moderately cold climate (D) are represented depending on the influence factors and the thermal characteristics. The lowest temperatures are in January (Čemerno $-4,5^{\circ}\text{C}$, Suha $-3,1^{\circ}\text{C}$ i Tjentište -1°C), and the highest are in July and August with 13°C (Suhoj), $14,9^{\circ}\text{C}$ (Čemerno), and 18°C (Tjentište). Annual precipitation at Čemerno is 1.527 mm, 1.428 mm in Suhoj and 1.280 mm in Tjentište (Milosavljević, R., 1969).

The orographic structures of Lelija and Zelengora build up the watershed between the upper Neretva and the tributaries of Drina. The exploration area is mostly under the drainage of Sutjeska River with its most important tributaries Hrčavka and Perućica, and some terrains are in the karstic hydrographic regime. Sutjeska is the left tributary of the Drina with a surface area of 322 km² (Hrelja, E., 2019).

Sutjeska National Park is an area of great diversity of flora and fauna. Biogeographic specificity of the area is the result of continental and Mediterranean climate influences. Vertical profile analysis clearly distinguishes the vegetation belts, from pastures, through natural lawns, the transitional woodland/shrub, vegetation shrubs, forests, coniferous forests, mixed forests, areas with scarce vegetation, and areas that are poorly covered by vegetation (bare rocks). One of the largest rainforests in Europe-Perućica (1.434 hectares) is situated in the National Park. (Hrelja., 2019; Hrelja, 2017; Marković, 1970, Plan pravljanja NP Sutjeska, 2013).

ASSUMPTIONS OF TOURIST DEVELOPMENT AND TYPES OF ADVENTURE TOURISM IN SUTJESKA NATIONAL PARK

In the last few years, adventure tourism has become an increasingly attractive form of tourist demand. Tourists who want to practice this form of tourist movement are looking for destinations that provide a preserved environment or a unique experience of nature. Protected natural areas are especially attractive for this type of tourist movements, where according to numerous researches, the Sutjeska National Park stands out among the most exciting destinations in Bosnia and Herzegovina.

Sutjeska National Park encompasses a distinct mountainous area with numerous biogeographical, hydrographic, geomorphological and climatic specifics. Biogeographically, the central part of the Park is represented by the Nature Reserve - Perućica Rainforest, along which stands out the richness of natural grasslands and fairly preserved forest complexes in the rest of the territory. Hydrographically, the area is bordered by the rivers Piva, Drina, the spring of the Neretva, where in addition to watercourses, the richness of natural lakes stands out. In terms of geomorphology, the mountain massifs of Bioča, Vučevo, Maglić, Volujak, Lebršnik and Zelengora stand out. Climatically, the area is suitable as an air spa due to the intertwining of continental and maritime influences and the distinct mountain type of climate.

The peculiarity of the tourist potentials in the Sutjeska National Park, which are the preconditions for the development of adventure tourism, can be singled out through the following:

- The highest mountain peak in the country (Maglić 2386 m),
- The largest rainforest in Europe (Perućica),
- The first protected natural area (the Perućica basin in 1954)
- The oldest NP in Bosnia and Herzegovina (Sutjeska in 1962),
- Mountain lakes (Crno, Bijelo, Orlovačko, Donje bare and Gornje bare)
- Canyons and valley extensions (Sutjeska, Hrčavka and Jabučnice),
- Cultural and historical heritage (Sutjeska Memorial Complex)
- Large outdoor pool.



Figure 2. Zelengora
Photo: Hrelja, E.



Figure 3: Maglič
Photo: Hrelja, E.

Based on the conducted research with regard to the physical-geographical specifics of the area in Sutjeska National Park, the following types of adventure tourism are being developed:

- Canoeing and kayaking (in the Sutjeska valley in April and May during high water levels);
- Canyoning (in the valley of the river Hrčavka);
- Hiking (hiking trail established on IX route with a total length of 45 km);
- Jeep and Quad Adventures (jeep race - an event organized by local car clubs);
- Paragliding (Volujak, Maglič and Zelengora);
- Biking (mountain biking in the mountains of NP Sutjeska on the total length of the trail about 25 km);
- Horse riding on Zelengora (private sector);
- Photo safari (bird watching and large game on Zelengora);
- Climbing (practicing along marked routes);
- Mountain climbing;
- Mountaineering (taking place on the mountain Maglič, although by definition mountaineering is not performed on mountains below 3000 m above sea level);
- Camping (established camping areas on Orlovačko Lake and Tjentište);
- Passage through the Perućica rainforest (with the obligatory accompaniment of a guide).

In addition to the already mentioned, to complete the tourist offer in Sutjeska National Park, some new forms of adventure tourism are planned, such as survival in the Perućica rainforest, modeled on shows about survival in extreme conditions that are filmed around the world. Some of the planned activities, by definition, do not have the character of exclusively adventure tourism, e.g. film production, but are planned to be developed in order to encourage tourist movements. Also, the possibilities of cross-border connections with the surrounding protected areas (Tara and Durmitor) are highlighted in order to complete the tourist offer and better tourist development.



Figure 4: Mountaineering
Photo: Hrelja, E.



Figure 5: Camping on Orlovačko Lake
Photo: Hrelja, E.

CONCLUSION

The conducted research ultimately confirmed the research assumptions from the introductory part of the paper. Based on the results of the research, it is possible to single out the following concluding assumptions:

- In the Sutjeska National Park, tourist development has decreased significantly, only 0.6% of tourists compared to 1990,
- Attempts are being made to find complementary forms of tourist movements that are in line with nature protection in order to complete the tourist offer of the Park,
- Sutjeska National Park stands out with its precious natural-geographical specifics of the area (the highest mountain peak in the country, the largest rainforest in Europe, the first protected natural area, mountain lakes, canyons and valley extensions, etc.),
- Based on the natural geographical specifics of the Park, forms of adventure tourism are being developed (canoeing and kayaking, canyoning, hiking, Jeep and Quad Adventures, paragliding, biking, climbing, camping, etc.)

Confirming the set assumptions imposes a conclusion on the existence of significant assumptions for the development of adventure tourism in the Sutjeska National Park. In order to complete the tourist offer of this type of tourism, it is necessary to make an inventory of tourist motives, valorization based on the multicriteria evaluation, and mapping of tourist zones (separation of tourist zones for the development of various forms of adventure tourism in accordance with nature protection zones).

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THE ROLE OF PROFESSIONAL ATHLETES IN THE DEVELOPMENT OF SPORTS TOURISM IN BOSNIA AND HERZEGOVINA

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Abstract: The subject of research is the discussion and understanding the role of professional athletes in the development of sports tourism in Bosnia and Herzegovina. The research problem stems from the need for more detailed research of sports tourism in Bosnia and Herzegovina, as well as a detailed research of the role of professional athletes in Bosnia and Herzegovina. A qualitative method was used in the research. The qualitative method was conducted among six experts in the field of sports, in the form of in-depth interviews. The aim of the research is to find out and analyze the views of experts in the field of sports, sports journalism and on the topic of sports tourism and its impact on the image of Bosnia and Herzegovina through the promotion of professional athletes.

Keywords: tourism, sports, sports tourism, Bosnia and Herzegovina

INTRODUCTION

The development of tourism, in most tourist destinations, is marked by the seasonality of tourism, i.e. "seasonal movement of tourists as a result of available free time, which in most countries is concentrated in the summer and winter months" (Škorić, 2008). Tourism and sport are two forms of social activities that are interdependent. The correlation between them, as well as the resemblance of their functions, results from the fact that the subjects of both fields appear to be the same. Connection between tourism and sport dates back to the very beginning of their development (Bartoluci, 1995). Although sports tourism has seen rapid growth and development in the last three decades, the link between sport and tourism has only become the subject of research in recent times. The link between tourism and sport in academic circles has remained neglected to this day, while the demand for sports activities has been observed much earlier (Higham & Hinch, 2001).

Sports tourism is a type of tourism with a special interest, and the basis for distinguishing between different types of tourism with a special interest is "motivation to travel as well as activities during the stay of tourists in a particular tourist destination" (Bartoluci, 1985). The emphasis of such market segmentation by defining the primary tourist motives for which people visit particularly attractive places, is to socialize with

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tourists of a similar lifestyle and meet their specific needs (Kesar, 2007). In this sense, “tourism, where sport is the main reason for traveling and staying in a certain destination, is called sports tourism” (Bartoluci, Škorić & Starešinić, 2016). Active or passive participation in sports is a frequent motivation for traveling to tourist destinations (Perić, Čuić Tanković & Đurkin, 2017). Sport and tourism are intrinsically connected, so as globalization progresses technologically, through telecommunications and traffic, new exciting opportunities open up for enriching the tourist experience through sports, as well as for accelerating sports development through tourism (De Knop & Van Hoecke, 2003).

The promotion of the state through sports is a very important factor of every country, not only Bosnia and Herzegovina. Some athletes earn more than doctors who save lives. Through various sporting events, attempts are made to contribute to the development of a particular country, which has been successful so far (Janković, 2016). The purpose of this paper will be based on how sport and professional athletes promote their own country through their activities.

Bosnia and Herzegovina's image has long been tarnished by the war, but also by the unstable political situation in the country. However, more and more tourists are visiting Bosnia and Herzegovina (Čaušević, Mirić, Drešković & Hrelja, 2020), and it can be concluded that the image of the country in the minds of tourists is ¹much better and more favorable (Čausević, 2019). Recent research has shown that the image of the capital, Sarajevo, but also of Bosnia and Herzegovina in general, is positive (Čaušević & Čizmić 2017; Čaušević, 2019; Čaušević, Mirić, Drešković & Hrelja, 2019).

The role of professional athletes in creating the image of Bosnia and Herzegovina has not yet been explored. Bosnia and Herzegovina has great sports potential, which can help it in the development of tourism. Athletes as public figures have a great influence on the youth and the general public, and as such can use their influence for promotional purposes.

The purpose of this paper is to present the current perception of Bosnia and Herzegovina on the global market, the contribution of sports professionals in creating the image of Bosnia and Herzegovina, as well as the potential and future of sports tourism in Bosnia and Herzegovina. This topic has not been sufficiently researched, and this research will fill the gaps in the existing literature. A qualitative research method was used, which showed that Bosnia and Herzegovina has a lot of untapped sports potential, mostly in winter sports; that the most lucrative sport is football, and that Edin Džeko is the most influential person in Bosnian sports.

This contribution of this paper is in summarizing the current knowledge about sports tourism, and points out how Bosnia and Herzegovina should improve its image through sports, sports tourism and through investments in professional athletes.

METHODOLOGY AND RESEARCH RESULTS

A qualitative method was used in the research. The qualitative method was conducted with six experts in the field of sports, in the form of in-depth interviews. The aim of the research is to find out and analyze the views of experts in the field of sports, sports journalism and on the topic of sports tourism and its impact on the image of Bosnia and

Herzegovina through the promotion of professional athletes. An in-depth interview was conducted with six experts, namely a football coach, a professional athlete in the field of football, two sports journalists, a PR manager of a football club from Bosnia and Herzegovina and a former PR manager of football club from Bosnia and Herzegovina. The questions asked were as follows: Do athletes in BiH have an impact on the public and youth and in what way (Do you have a specific example of an athlete)? How much more popular is sport today than ten years ago and how (in terms of attendance at sports events, readership of sports portals, number of sports news, views, etc.)? How much does the rating of the sport increase after an event (Do you have an example)? What is a sports ambassador for you? Does sports tourism in BiH have a future and how? Who do you think is the most influential BiH athlete and why, and have there been any changes in BiH sports or tourism since their success? What is the most lucrative sport in BiH and where does it have the most potential and opportunities for development? When was the greatest flourishing of BiH sports and is sport progressing in BiH? Does BiH have the capacity and possibilities to organize a major sporting event? How can sport be used for tourism purposes and how can BiH athletes help create a more positive image of BiH as a tourist destination?

According to the player of the football club *Željezničar* from Sarajevo, Aleksandar Kosorić, athletes have less and less influence on the youth and unfortunately other people are role models for the youth, except for big stars, i.e. athletes, such as Džeko, Tuka, Ronaldo, Messi. Young people follow them and try to impersonate them in some manner, behavior and appearance. According to Amar Osim, the coach of the football club *Željezničar*, the only athlete with an impact on the youth is Edin Džeko. Former PR manager of the football club *Željezničar*, Emir Muhamedagić, believes that athletes certainly have a great influence on society and the people. This is especially true for children and young people to whom Bosnian athletes are role models. He also believes that citizens perceive the successes of athletes as their own and the successes of the state of Bosnia and Herzegovina, which significantly contributes to the overall atmosphere in society.

Public relations expert of the football club *Željezničar* from Sarajevo, Armin Herić, believes that BiH athletes have an impact on the public. He thinks that the most popular athletes send a message to the public with their socially responsible work, and this especially affects the youth who see their idols in them. He primarily thinks of athletes such as Edin Džeko, Amel Tuka, Mirza Teletović or Damir Džumhur. According to him, young people see an opportunity in sports and the public must understand, as soon as possible, that sport is one of the best ambassadors, but also one of the best ways of development for young people.

Sports journalist and journalist of the news portal *Klix.ba*, Nermin Kustura, believes that successful athletes can be a role model for young people the most. He thinks that athletes, by setting good example, can serve to reach the greatest heights with good and patient work. There are many examples; some of them are Džeko, Pjanić, Nurkić, Tuka. Adnan Pločo, editor of the news portal *Sportske.ba*, also thinks that athletes have an influence, because, for years, athletes have been the greatest role models for young people. For him, the best example is Edin Džeko, because, in his opinion, that all boys who play football dream of having his career. On the other hand, Džeko is a great humanitarian, an ambassador of UNICEF, someone who is really a person for example and he is a role model for many young people.

Kosorić believes that sports are very different today and 10-15 years ago. According to him, today's sport is more popular, there is much more money in sports, which in turn leads to much greater representation in the media, among sponsors, people who follow certain sports and in society in general. Amar Osim doesn't think the sport is more popular today than it was 10 years ago. Muhamedagić is of the same opinion; he thinks that sport is definitely more accessible today due to the technological development of the market. By this, he primarily thinks of the possibilities that the Internet and cable television offer, so that from the comfort of your own home, you can follow any sport at any time.

Herić believes that perhaps only tennis is more popular in Bosnia and Herzegovina today than ten years ago, primarily because of Damir Džumhur. He thinks other sports are either stagnant or declining in popularity. Although today information is much more accessible to the public through portals and other media, certain sports, due to lack of quality and finances, are not at the level they can and should be. According to Kustura, sport is much more popular today due to its easy accessibility. Stadiums around the world are constantly being renovated and expanded, which is a clear sign that the audience is growing. Also, an increasing number of companies want to promote themselves through sports because they know that they can reach a wide range of clients so easily.

Pločeo believes that sport is more popular today only because there are more media, which make things more accessible to the public than ten years ago. The media have brought sport closer to the wider masses, although the big problem of today's society is that it is often reported subjectively, sometimes you just "run" for a click, you do not look at the basic postulates of journalism. Sport is more popular today than ten years ago, not because of some big difference in the quality of athletes, but because there is now a lot more money in sports, marketing is more interesting and events are more accessible than before.

Due to the mentality of Bosnia and Herzegovina, a sports event is considered successful only when victory is achieved, believes Herić. We can see an example in the Bosnian national football team; when they achieve good results, a huge euphoria is created and the state literally lives for those matches and victories. So, the ratings increase in case of success. Apart from that, he believes that the ratings of sports used to increase after a sports event, but this is no longer the case, because now all sports are available at all times and there is no longer that effect as there used to be. Pločo believes that the ratings increase after the sports event. There are many examples, for example the games of the Handball Club Bosna in the EHF Cup, when they managed to reach the semifinals and the "Mirza Delibašić" hall was always filled to the last place. Good results are the key to great attendance and interest. After the good results of Damir Džumhur at the ATP tournaments two seasons ago, the number of boys and girls who started playing tennis increased significantly, and the media became more interested in his games. A similar example is Amel Tuka. Five or six years ago, almost no one knew him, and today, after great results, the whole world knows about him, and in Bosnia and Herzegovina he is the idol of many.

Kustura thinks that the viewership will increase, if the event is successful. Kusutra gave an example of a KSW event in Zagreb, which he attended. It's an MMA sport. There were 15,000 spectators in the hall and after such a successful event it is clear that they

practically "bought" those 15,000 Croatian fans of this fastest growing sport in the world, which is an example of how much impact the sporting event has on the development of sports.

The opinions about the sports ambassador in most cases coincide. According to Kosorić, a sports ambassador is a person who is a "complete" person in every respect, a person who will be a role model to other people in every segment of his life, an example of a true athlete in all possible fields and thus an example and image of society and state in representing Bosnia and Herzegovina abroad. According to Osim, a sports ambassador is someone who promotes true values through his activities in the sports field, but especially outside of it. A sports ambassador is a person who, by his own actions on and off the field, gives an example, primarily to young people, of how an athlete should behave. Also, Muhamedagić believes that sports ambassadors are people who, with their own credibility, can give significant support to certain activities and campaigns aimed at concrete changes in society. The sports ambassador is a person of great popularity in his country, and, according to Herić, achieves his success all over the world. In this way he presents his homeland. A small flag next to the name on TV screens is a huge thing for the country and state institutions at all levels should start investing in sports as soon as possible. For Pločo, the sports ambassador is someone who makes good results on sports arenas, and outside of them has no stains in private life, they are socially responsible, engaged in humanitarian work, tries to help those in need with his stellar status and represents the country they comes from in the best manner possible. Edin Džeko's example should be the one that all athletes from Bosnia and Herzegovina should follow. For Kustura, the sports ambassador is the person who presents the country in the best way. Because of them, a large number of people find out about the country from which the athlete comes. That is why they say that athletes are the best ambassadors.

Bosnia and Herzegovina has excellent potentials for sports tourism, has mountains on which to build sports centers and with which it could certainly attract many foreign athletes. There is also one example of a sports center in Medjugorje, which is on a par with many foreign ones where Bosnian teams and athletes are staying and preparing. Kosorić's conclusion is that Bosnia and Herzegovina has a huge untapped potential for sports tourism. Amar Osim believes that Bosnia has a good climate in summer and Herzegovina a good climate in winter, which is a basic prerequisite for the development of sports tourism. The main drawback is, the lack of money that should be invested in infrastructure. Pločo thinks that there is no potential, because in general, Bosnian sport has fallen on hard times, there are no significant successes, nor any "legends" of world sports that would be interesting to people and attract them to BiH. The greatest success of Bosnia and Herzegovina is still the 1984 Olympic Games, and BiH has never known and still does not know how to use it in the best possible way.

Herić believes that the current stepmotherly relationship of state institutions does not bring any healthy future to Bosnian sports. Former European champion, BC Bosna, is in bankruptcy, several football clubs have huge financial problems due to the fact that there is no law on sports, and the national handball team financed the attendance at the European Championship exclusively from donations from friends of sports. It is a disgrace for the state that sports tourism has no future in the current situation. Kustura believes that sports tourism has a pale future, and gives the Olympic mountains as an example; there is a lot of potential, but are so poorly invested that they are simply overlooked.

Given all the potentials that Bosnia and Herzegovina has, sports tourism is certainly a segment that has potential. These primarily include sports that are related to the geographical potential of the country, and in this context, these are winter sports, as well as extreme sports: mountaineering, mountain biking, paragliding, rafting, and free climbing. Half marathons in Sarajevo and Banja Luka, triathlon in Konjic, traditional and Red Bull Cliff Diving jumps in Mostar are the best examples. Muhamedagić believes that it is difficult to assess empirically who is the most influential athlete in Bosnia and Herzegovina. According to him, there are several of them, some being Edin Džeko, Miralem Pjanić, Amel Tuka, Damir Džumhur, Mirza Teletović. According to Amar Osim, the most influential of them is Edin Džeko and he thinks that nothing significant happened after his success, except that the parents became more ambitious in coaching their children, because everyone's desire for a potential new Džeko was awakened. According to Herić, Edin Džeko is someone who should be written in golden letters in BiH sports. He sent a message to all the boys on the street that with quality work they can make their dreams come true.

The most influential BiH athlete is Edin Džeko. The changes after his success are not visible, but his name is the first association to Bosnia and Herzegovina, not including the war. Pločo claims that people in the world know about Džeko, and they don't really know anything about the country he comes from. He had a personal experience when a person asked him where he was from and, when he answered, told him he knows about Džeko, but nothing else about BiH. Kusutura also agrees that Džeko is the most influential athlete, because of his phenomenal club career, but also because of his contribution to the BiH national team. Also, there is his humanitarian work. He thinks that a large number of boys started training because of him, but that he did not have much of an impact on tourism.

Kosorić believes that football is the highest paid today, and therefore it is the most lucrative sport. Bosnia and Herzegovina is a country of sports because it has a lot of potential in all sports, but it has very poor conditions and is very late in development for some world trends, such as, above all, the training of coaches in all sports. Apart from that, he believes that the most potential lies in indoor sports (basketball, handball). The infrastructure (halls) existing in BiH can be used throughout the year.

According to Muhamedagić, the most lucrative sport is definitely football, but it is probably the most expensive in terms of organization and the necessary resources to achieve a result. Each sport has its own specifics, both financial and organizational, and it is difficult to assess which has the greatest potential for development. Herić believes that football is a sport with the most potential in Bosnia and Herzegovina. With even small investments from state institutions, Bosnian clubs can achieve much better success in European competitions. The money that is "distributed" in European competitions is huge and he thinks that it is direct foreign capital that enters the country. Pločo believes that the most lucrative sport is certainly football, because it is the most followed by the media, the most money is spent and that is the easiest way for an athlete to make a career abroad. He thinks that there is potential in winter sports, but that not even 1% has been used. Kusutura also thinks football has proven to be the most lucrative. However, greater progress requires better work in the youth categories and far better infrastructure. Handball also has potential, as it is very popular in almost all smaller communities.

According to Muhamedagić, the flourishing of sports in Bosnia and Herzegovina did not happen, and the successes and results of Bosnia and Herzegovina can hardly be described as prosperous. But according to him, the pinnacle of Bosnian sports is winning the first Olympic medal, and he hopes that Larisa Cerić or Amel Tuka will succeed in that this year. Sport in BiH is not progressing. It lives solely on the enthusiasm of people and the successes of individuals who are more incidents and the fruit of their own work than some systemic support. Apart from that, he has a similar attitude, and believes that there is hardly any progress. For him, the biggest success is the placement of the Bosnian national football team at the 2014 World Cup.

Herić believes that the biggest boom of BiH sports is the placement of the national football team at the World Cup in Brazil. All clubs recorded an increase in the number of trainees in youth schools, which is a very good example of the flourishing of sports. Sport in BiH is not progressing due to low level of investments. Every success of a sport in Bosnia and Herzegovina at international competitions brings a certain flourishing, but unfortunately it is short-lived, because Bosnia and Herzegovina as a nation forgets all great successes very quickly. Progress in BiH sports has been very slow and more and more behind many countries in the world, ahead of which Bosnia and Herzegovina has been for years, Kosorić said. The biggest boom, according to Pločo, was after the placement of the national football team at the World Cup, but in general, BiH sport is falling behind and there is no progress. Kustura is of the same opinion that the biggest boom was in 2014, when the BiH national football team played at the World Cup. It was all everyone walked about. The sport is progressing, but in extremely small steps. This is especially true of club sports, while the national team somehow copes with other selections.

As for the organization of some sports events, Kosorić thinks that Bosnia and Herzegovina has the capacity to organize larger sports events for winter sports such as skiing and some individual ones such as judo, kick boxing and the like. Apart from that, he believes that there are several fair halls in Bosnia and Herzegovina and that a championship in some less demanding sports could be organized.

Muhamedagić is skeptical, and thinks that at this moment there is no financial, infrastructural or human capacity to organize a bigger sports competition. Herić believes that there is certainly the capacity to organize a sports event. He sees no reason why the surrounding countries can do that, and BiH cannot. This requires a much better approach and a much better desire of the state for the development of sports. The City of Zagreb invests several million euros in GNK Dinamo Zagreb alone, while the Sarajevo Canton, which has a budget of almost a billion KM, allocates only fifteen million KM to sports. The previously organized EYOF showed that BiH can organize a sports event. However, the catastrophic infrastructure does not give much hope for Kustura.

Kosorić thinks that sports could be used for the purpose of tourism, and BiH athletes could help raise the awareness of BiH as a tourist destination. Osim believes that we should try to attract top foreign athletes or teams to some preparations in Bosnia through private connections. Athletes themselves are not able to help without the huge support of the state in the first place, then sponsors and the media. Everything needs to fall into place with the best athletes at the top and then there would be a huge impact on raising awareness among all citizens. Sport is the best ambassador of a country. Thanks to the success of Bosnian athletes, many people around the world have heard of BiH for the

first time. The best example of the use of athletes for the purpose of promoting tourism is the campaign organized by the Croatian Tourist Board. Among other celebrities, Croatian footballers, such as Luka Modrić, Ivan Rakitić, Mario Mandžukić, Mateo Kovačić, Dejan Lovren, appear in the promotional video. The promotional video is available at <https://www.youtube.com/watch?v=xvBEW-aLGSs>. BiH must raise better athletes who will record successes in the world and thus tell the story of BiH. In this way, people around the world will get to know BiH, which has a lot to offer, from nature, history, architecture and so on. The key is in quality work and the creation of new Džeko, Teletović, Džumhur, concludes Herić. The organization of large sporting events would also attract a large number of tourists. On the other hand, Kustura believes that athletes alone cannot do anything more on a global scale.

CONCLUSION

According to the conducted in-depth interviews with public figures from the world of sports, it can be concluded that the opinions of experts are very similar to almost all questions. Most respondents agree that athletes in general have an impact on youth, as their role models and idols, and that the greatest role model for young people in Bosnia and Herzegovina is football player Edin Džeko. Sport is more popular today in the sense that it is more accessible because the media are more widespread today, so information is much more accessible than it was ten years ago. Also, today in sports, in the game, there is much more money and investment, and sport is therefore a good investment, so it is more popular globally because of sponsorship, promotion and marketing. In essence, the quality of sports has not improved, but with the globalization and the emergence of social networks, the viewership of sports has increased, so it is only in that sense that it is more popular. As for Bosnia and Herzegovina, most respondents are of the opinion that sports in BiH are stagnating and that only the popularity of tennis has increased, at the expense of the short popularity of tennis player Damir Džumhur. However, the fact is that in Bosnia and Herzegovina, more is being invested in the construction of stadiums, reconstruction, and it can be said that the potential of the sport has been recognized, and its possibilities have begun to be used.

When it comes to increasing viewership after a sporting event, opinions are divided. One part believes that the viewership is increasing, and that there are concrete examples of that, such as the success of Damir Džumhur, in tennis competitions, where the interest in following this sport automatically increased, or the success of handball ten years ago, when the handball club Bosna from Sarajevo, experienced European successes and filled the halls. However, there is another side, which thinks that the viewership increases only if the event is successful, especially in Bosnia and Herzegovina, where the mentality is such that the euphoria after the victory is created in the short term and disappears quickly.

All respondents agreed that a sports ambassador is someone who sets an example to young people with his behavior, on and off the field. It is a person who is socially responsible, participates in humanitarian activities and acts outside sports fields with his behavior. They agreed that the most ideal example is the sports ambassador of Bosnia and Herzegovina, Edin Džeko. The conclusion is that Bosnia and Herzegovina has the potential for sports tourism, mostly through winter sports and the Olympic mountains. However, everyone is of the opinion that this potential has not been used, that BiH has

a pale future in sports tourism, that there is no investment in infrastructure and that there is not enough investment in sports. In essence, the state should take concrete measures for the potential that is available, and start allocating a larger budget for sports tourism, which, according to the current trend, is declining and has no signs of improvement.

All respondents agreed that Edin Džeko is the most influential athlete in BiH, but that after his success, nothing significant has changed, except that there is a greater interest of children to play football. The conclusion is that the most lucrative sport is football, but that in Bosnia and Herzegovina, apart from football, it has the most potential for the development of winter sports, as well as indoor or team sports (handball). Most agree that the greatest success of Bosnia and Herzegovina is the placement at the World Cup in football in 2014, and Muhamedagić also cites the example of Amel Tuka, who was the first to bring a medal from a major competition. They are also of the opinion that sport in BiH is not progressing and that it is lagging behind Europe.

Opinions are divided on the organization of a major sports event in BiH. Some think there is no capacity, no infrastructure, no money for such a thing, while some think there is a possibility, and that EYOF is an example that it is possible. Regarding the use of sports for tourism purposes, the conclusion is that it is necessary to invest in sports events so that people hear about Bosnia and Herzegovina, invest in athletes so that they can make bigger and better results, and thus promote BiH, and that athletes themselves cannot do more without the help of the state, sponsors and the media.

Although this research provided a lot of information, there were a few limitations that did not affect the goal of the research. The first limitation is the fact that a qualitative method was used in the research, and that in-depth interviews as a research method may be unrepresentative in relation to the entire population. Also the findings from the answers may be subjective and not entirely relevant to the research. The limitation is certainly the problem of finding an adequate person for an in-depth interview, as well as the fact that the respondent must have a basic knowledge of the given topic.

The recommendation for further research is to conduct quantitative research as well. After this research, it was concluded that it is very difficult to analyze the role of professional athletes in the development of sports tourism in Bosnia and Herzegovina. Qualitative research can hardly meet such a requirement and therefore a quantitative approach is needed.

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