

## **DEVELOPMENT OF CREATIVE ENTREPRENEURSHIP IN TUZLA CANTON TOURISM**

**Senada Nezirović<sup>1</sup>**  
**Denis Krdžalić<sup>2</sup>**

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**Abstract:** The Tuzla Canton has a large number of valuable areas of cultural and historical heritage, which reflect diversity, authenticity, and which represents a significant potential in the development of cultural entrepreneurship in the field of tourism. The paper presents examples of creative entrepreneurship significant for the development of modern tourism in the Tuzla Canton. The goal is to present Tuzla Canton as a tourist destination for the development of a new culture of entrepreneurship that can ensure profitability, increase employment and raise the standard of living of the population. The possibilities for the development of creative enterprises in the Tuzla Canton are great, but it is necessary to seriously involve the ministries and other entities for the development of tourism in the process of design and development of the tourism strategy and the promotion of the tourism market.

**Key words:** cultural entrepreneurship, Tuzla Canton, tourism.

### **INTRODUCTION**

The term creative entrepreneurship is more broadly affirmed by the UK-SEE Creative Industries Forum regional project in the development of creative industries in the Balkan countries of Serbia, Croatia, Montenegro, Bulgaria, Bosnia and Herzegovina. (Mikić, 2013). The creative economy represents a new phase of socio-economic development, especially in developed societies, and more widely in the world. The importance of creativity and creative industries for economic development, especially at the local and regional level, has been confirmed by many international organizations, such as UNESCO, the European Commission, UNDP, UNDP-UNCTAD, WIPO, etc. The UN General Conference in 2010 adopted a resolution on culture and development, where creative industries were recognized as an important development segment for solving the problem of poverty, strengthening the identity of local communities, creating a better investment climate and a favorable environment for investing in local communities, and stopping migration to urban centers. . At the EU level, the "Europe

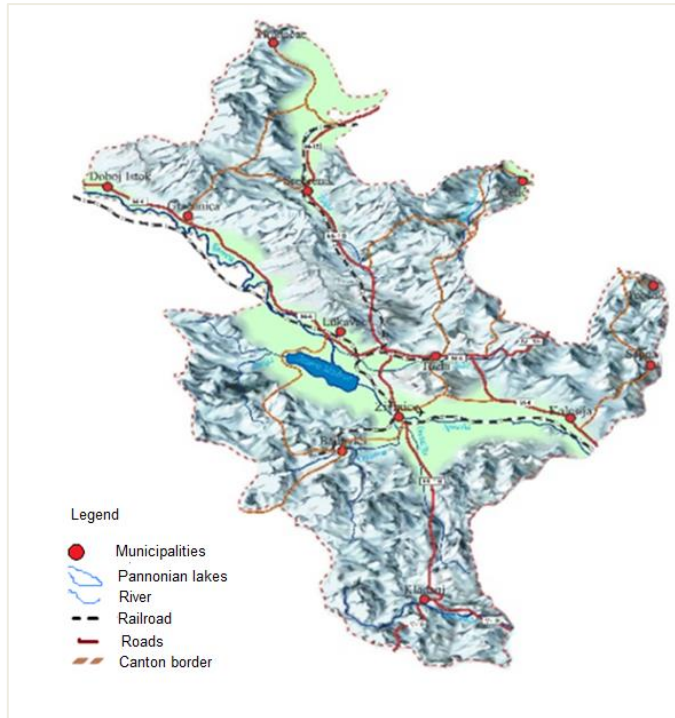
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<sup>1</sup> Associate Professor, Department of Geography, University of Sarajevo - Faculty of Science, Zmaja od Bosne 33 – 35, 71000 Sarajevo, [senada.nezirovic@pmf.unsa.ba](mailto:senada.nezirovic@pmf.unsa.ba)

<sup>2</sup> Msc of Production, University of Tuzla, Faculty Academy of dramatic arts, Tuzla, [deniskrdzalic@gmail.com](mailto:deniskrdzalic@gmail.com)

2020" strategy underlines the role of creative industries in encouraging the smart and sustainable development of European countries (Creative Industry in Sarajevo Canton). Cultural industries in Bosnia and Herzegovina include a variety of activities, from books, films, the audiovisual domain, to craft products and design, and are related to the preservation and improvement of cultural heritage.

As institutions, they represent a special economic sector oriented towards the future. The cooperation of cultural activities and cultural industries can improve the economic development of smaller and larger territories, municipalities and cities in terms of population employment. The municipality of Tuzla is one of the examples in recognizing the possibility of developing creative entrepreneurship, which gave rise to this research, where the possibilities of connecting cultural activities and the development of cultural entrepreneurship in the wider area of the Tuzla Canton were considered. After the last war (1995), the territory of Bosnia and Herzegovina administratively includes two entities and one district. The territory of the Federation of Bosnia and Herzegovina is organized on a cantonal basis. (Official Gazette TK 9/06, 2008). Cantons are administrative-political communities, which gather municipalities, and there are ten of them. The Tuzla canton is located in the northeastern part of Bosnia and Herzegovina, within which there are 13 municipalities, covering an area of 2,652 km<sup>2</sup> with a population of 477,278. It is connected by traffic to all parts of Bosnia and Herzegovina. The main road is Županja-Tuzla-Sarajevo-Mostar, in addition to exiting the international corridor E-70 Zagreb-Belgrade, it connects parts of the Pannonian and continental regions with the Adriatic Sea (Government of Tuzla Canton, 2013). In the last decade of the twentieth century (since 1998), air traffic was established via the Tuzla International Airport (Tourist Association of Tuzla Canton, 2014). The main administrative, cultural, and economic center of the canton is the municipality of Tuzla. In the continuation of the paper, the values of the Tuzla Canton are presented.



**Fig. 1.** Geographic position of TK  
(Source: map made by the authors)

## **METHODOLOGY**

The paper deals with the dominant tourist resources and shows how the resources of the creative and cultural industry help the development of modern tourism in the Tuzla Canton. The aim of the paper was to present the Tuzla Canton as a tourist destination for the development of creative entrepreneurship that can ensure profitability, increase employment and raise the standard of living of the population. The paper presents the cultural values of the Tuzla Canton, on the basis of which the elements whose properties can be valorized for the development of creative entrepreneurship have been singled out. The research methodology required field work and the use of literature. Different methods were used in the work, such as analysis method and comparative method.

## **RESULTS AND DISCUSSION**

### **Ambient wholes as a resource in the development of creative entrepreneurship**

Recognizable and valuable cultural heritage is made up of ambient units in which objects built in different time periods can be singled out, and which can be included in various creative activities. Objects of this cultural layer are represented by parks, ethnic

settlements and fortified cities. During the war, most of the architectural heritage was significantly damaged and destroyed. Some of the institutions in the field of cultural heritage protection have lost their status, budget and documentation, and some lack experts. Personnel, financial and organizational conditions are necessary for carrying out cultural activities.

This is precisely why more attention should be paid to creating databases of creative resources, protecting mapping, encouraging their networking and stronger cooperation in order to increase their visibility both in the local community and at the cantonal level. The possibilities of developing creative entrepreneurship have been recognized in the Tuzla Canton. Somewhat greater importance in terms of the development of creative entrepreneurship was achieved by the Creative Cities project, which enabled the reconstruction of “Soni Trg” in Tuzla (Archive of Tuzla Municipality, 2012).



**Fig. 2.** Museum-tourist complex Soni trg in Tuzla (Source Photo by the authors, 2022.) **Fig.3.** Tourist bus in Tuzla (Source Tourist board of the city of Tuzla.)

The city's tourist offer has been supplemented by the construction of artificial Pannonian lakes and the Archaeological Park, which represents the reconstruction of part of the former Sojenica settlement and the way of life of the Neolithic inhabitants (Photomonography Tuzla, 2007: Copyright, Bosnia ars, Tuzla, p.25).

The city's tourist offer is enriched with a tourist bus that can be used by visitors who want to get to know the museum-tourist complex “Soni trg”, the archaeological park, the Sojenica settlement and other tourist attractions of Tuzla (Archive of the Panonika enterprise, 2022.Tuzla).





**Fig.4.**The Sojenica settlement next to the Pannonian Lakes in Tuzla  
(Source: Archives of the company Panonika, Tuzla, 2022.)

When we talk about objects of ethno architecture, a particularly significant resource in the development of creative entrepreneurship is the multi-house complex “Etnoavlija Mačkovac”. The ethno-complex was built at the Mačkovac excursion site, which belongs to the municipality of Banovići. Etnoavlija represents a replica of several different ethno-objects from the area of Northeastern Bosnia from the end of the 19th century. In the part of the souvenir shop, there are artisans who make handicrafts, so that visitors who want to buy a souvenir can see the way it is made on the spot (Nezirović, 2018). Ethno-houses are actually souvenir shops where more than 3,000 ethnological objects are exhibited: copper, silver, wooden and ceramic handicrafts, handicrafts made of wool, linen and thread (Government of Tuzla Canton, in 2013 the Ministry of Trade, Tourism and Transport of Tuzla Canton).



**Fig.5.** Complex of houses Etnoavlija Mačkovac  
(Source : Photo by the authors, 2022.)

During the long historical development in this area, different cultural influences of the East, West, and Mediterranean were mixed, different peoples, religions and customs permeated, which was significantly reflected in the cultural monuments that reflect the diversity and authenticity of tourism. The objects of this cultural layer are fortified cities that can be used as a resource in the development of creative entrepreneurship.

The best preserved fortresses in this region are located in Srebrenik and Gradačac. Since 1997, the regular annual event "Srebrenik - the open city of art" has been held at Srebrenik Fortress, which confirms that it has been valorized in the tourist sphere. The present-day appearance of the Srebrenik fortress has great touristic importance, as an important defensive stronghold, and it is mentioned by: travel writers, writers and historians. (Srebrenik -open city of art. Srebrenik.info).



**Fig. 6.** "Srebrenik - open city of art" event  
(Source: Srebrenik- open city of art, Srebrenik)

The fortress in Gradačac has significant cultural value, it can be said that it is the best-preserved fortress in Posavina and one of the well-preserved fortresses in Bosnia and Herzegovina. It has been declared a national monument. It has a good geographical location and very good traffic accessibility. In addition to the above, it is an important construction facility where cultural events, meetings of singers, writers and businessmen are organized. The tower became the cultural center of this part of Posavina. As a tourist resource, it is present in: paintings, engravings, postcards and souvenirs. The building of the fortress, as a spatial-cultural-historical unit, has aesthetic and curious properties due to its construction style, it can be classified as an independent and complex tourist resource, it is easily noticeable and recognizable to visitors, which is why it is suitable for tourist valorization and presentation. For adequate valorization for tourist purposes, in order to present itself as a quality tourist resource in the future,

in addition to the fortress, tourist capacities should be expanded, which would enable the organization of various contents.

The material aspects of the culture of the people who live in this area include a number of cultural elements such as folk crafts and artistic handicrafts that are manifested through local crafts and entrepreneurship, the production of national costumes, national cuisine and elements of spiritual culture: folklore, music, folk customs, which without a doubt, it represents an experience for yourself and for the people who preserve and nurture their traditions.

### **Folk crafts and artistic handicrafts as creative entrepreneurship**

*Goldsmithing* is an important artistic activity in the national life of the Bosnian population. Practicing different trades, such as: silversmithing, goldsmithing, carpentry (hollowing and carving different geometric shapes), making wooden vessels, weaving, knitting, embroidery, crocheting, among the inhabitants of this area, are the basis for making souvenirs.

*The production of weaving and knitting* with elements of the art of tapestry technique and geometric shapes developed with the creation of folk costumes. Unfortunately, the last war in Bosnia and Herzegovina significantly affected the culture and traditions of the inhabitants. A large part of the national costume was destroyed during the war, and many customs disappeared. In this area, we can mention businesses in Breške and Živinice that strive to preserve the tradition of making folk costumes.

The elements of artistic crocheting in lace making are expressed *by "keranje"*, for which the members of the Gračaničko keranje association are especially famous. Both associations present their products at various exhibitions and shows throughout Bosnia and Herzegovina.

*Bosnian carpet making is expressed among the population from the vicinity of City of Kladanj.* This tourist motif is developed by the association Bosfam from Tuzla. The members of this association make: woolen products, carpets, clothing and souvenirs. The home craft population is known for its knitting technique, which has elements of art. This handicraft technique is expressed in the production of souvenirs for gifts or for personal use. Of the woolen handicrafts with elements of artistic knitting, the recognizable souvenir is the knitted house slippers (*priglavci*), which have achieved fame with their performance. In the area of TK, the famous handicrafts are in the kera - lace technique, which is nurtured by women from Gračanica. The members of the "Gračaničko keranje" association strive to maintain the tradition of this craft, and their souvenirs are very valuable. The aforementioned associations present their products at various exhibitions and shows and are very well known in Bosnia and Herzegovina. According to their unique and aesthetic values, decorative lace items, which are

produced as souvenirs in Gračanica, can be classified as a complementary tourist resource, together with other resources they enrich the tourist offer of Gračanica, the Tuzla Canton and the entire region.

### **Folk cooking**

The culinary skills of the population of this area are manifested in the preparation of culinary specialties. Culinary arts are an important ethno-social tourism resource, which enables the development of tourism, enriches the tourist offer as a whole. Traditional dishes that are known in this area include: sarma, okra, sogan dolma, dried meat, cheese, honey, homemade jam, jam, homemade cakes. Drinks include various juices and homemade herbal teas; among alcoholic drinks, the local brandy - šljivovica - is recognizable. According to the geographical location of the area: Podrinja, Semberije and Posavine, special types of dishes are available to visitors in the tourist offer.



**Fig. 7.** Buregdžinica “Sač “ u Tuzli  
(Source: <https://radiokameleon.ba/2019/12/buregdzinica-sac-u-tuzli>)

The interests of visitors are increasing, so they are looking for dishes prepared just for them. These are home-cooked dishes with a variety of culinary specialties, adapted to the ethnic characteristics of this area. In order to encourage culinary heritage and gastronomic identity in the region of Northeastern Bosnia, the following are necessary: professional tourist orientation staff, gastronomic map and guide for ethnic and eco food, dishes for vegetarians and diabetics.

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## **CONCLUSION**

The cultural basis of the Tuzla Canton opens the possibility for the improvement of creative entrepreneurship. The use of cultural-historical heritage for tourism purposes enables a contribution to the social development of the population. Therefore, for the development of creative entrepreneurship in the area of Tuzla Canton, greater cooperation of all tourism entities and organizers is needed, which primarily refers to the cooperation of the Ministry of Tourism and tourist boards, to include events for larger and organized groups of visitors in their program contents. Events based on tradition, folklore and the way of doing business of the population represent folk customs, beliefs, rituals and old ways of doing business of the population and are the reasons for the arrival of visitors. Promotional conditions such as catering services, sale of souvenirs and home-made products should be initiated at events.

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