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CONTENTS

Vuk Tvrtko Opačić[1]: Cultural heritage as a tourist product: which model to apply in tourism valorisation?

Abstract: Nowadays cultural heritage tourism has developed in the context of following social processes: the search for local identity, the dynamic relationship between global and local processes (glocalisation), pluralism of lifestyles in relation to the ability of free time usage and an ever more pronounced tendency of mass tourism mobilities. Viewed from the aspect of tourism demand, cultural tourism, as well as cultural heritage tourism, are becoming ever stronger. Conversion of cultural heritage into a tourist product includes the following steps: a) identification of cultural heritage suitable for conversion into tourism attractions, b) evaluation of tourism attractiveness of cultural heritage, c) determination of spatial distribution of cultural heritage, and d) application of an appropriate model for tourism valorisation of cultural heritage (proposed models are: concentrated or point model, dispersed urban model, linear thematic model, regional networked model). Same cultural good can be integrated in cultural tourism supply through different packages. Advantages of this approach are: spatially dispersed tourism (necessity of toursim valorisation of all culutral goods, not only the most prominent), sustainable tourism (necessity of reducing pressure on most famous cultural goods and preserving, not exploiting cultural heritage), resilient tourism (necessity of quick adjustment of cultural heritage tourism in times of crises and uncertainties (e.g. COVID-19 pandemics, natural hazards and disasters…) and inclusive tourism (necessity of designing of cultural tourism products in accordance to diversity of tourists (e.g. age, education, socio-economic status, motivation).

Keywords: cultural heritage, tourism valorisation, tourist product, models for tourism valorisation of cultural heritage

In the postmodern era, cultural heritage tourism has developed in the context of several key social processes and circumstances: the search for local identity; the dynamic relationship between global and local processes (glocalisation); pluralism of lifestyles in relation to the ability of free time usage and an ever more pronounced tendency of mass tourism mobilities. Viewed from the aspect of tourism demand, cultural tourism, as well as cultural heritage tourism, are becoming ever stronger (Wall and Mathieson, 2006; Jelinčić, 2008). The main recognised

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[1] Full professor, Department of Geography, Faculty of Science, University of Zagreb, vtopacic@geog.pmf.hr

reasons for this are: increasing interest of tourists in the local and regional spatial identity of a given tourism destination, along with a simultaneous decrease in the popularity of mass tourism; growth in the education level of tourists; increased mobility of tourists, which is directly affected by improvements in transit infrastructure; the emergence of an increasing number of low-cost air carriers; competition of an increasing number of tourism destinations with similar tourism supply; more retired persons engaging in tourism; etc.

During tourism valorisation of cultural heritage, conservation and protection of cultural goods are of exceptional importance (Fyall and Garrod, 1998), as well as an exact interpretation of resources (Moscardo, 1996; Timothy, 2011; Ennen and van Maanen, 2014), and an authentic tourism experience (Teo and Yeoh, 1997).

Tourism valorisation of cultural heritage is understood to include the act of its own conversion into a tourist product that includes the following steps:

a) identification of cultural heritage suitable for conversion into tourism attractions;
b) evaluation of tourism attractiveness of cultural heritage;
c) determination of spatial distribution of cultural heritage;
d) application of an appropriate model for tourism valorisation of cultural heritage.

The starting point for identification of cultural heritage suitable for conversion into tourism supply is often official documentation of the competent ministry of a given state. For example, in the Republic of Croatia, the Registry of cultural goods of the Ministry of Culture is composed of three lists: a) the list of protected cultural goods; b) the list of cultural goods of national significance; and c) the list of preventively protected cultural goods (cultural goods whose protection is on hold due to various reasons) (Ministry of Culture of the Republic of Croatia, 2018).

Numerous examples of evaluation of heritage indicate that there is no simple set of criteria and indicators, and that criteria and indicators vary depending on the type of cultural heritage, the goal of the evaluation, as well as research area. Tourism attractiveness of a cultural heritage is a broader idea than simply its aesthetic value, and during evaluation the following should be assessed: level of cultural heritage; aesthetic value of the cultural heritage; recognisability of the cultural heritage in the space; access to cultural heritage; walking distance of the cultural heritage from parking/public transport stop; distance of the cultural heritage from available lodgings; distance of the cultural heritage from tourism/hospitality objects;

possibility for tourists to visit the cultural heritage during the day; possibility for tourists to visit the cultural heritage during the year; representation of the cultural heritage in tourism communication channels/mediums; and the risk of degradation of the cultural heritage due to tourist visits. Clear definition of objective and measurable indicators for each of the mentioned criteria, as well as a well-considered point system for assessment, is needed.

The spatial distribution of cultural heritage in a specific tourism destination should also be determined, whether it is a city (or single settlement) or a broader area (region) in question. The accessibility of cultural goods largely depends on their spatial distribution characteristics, as well as possible models for creating tourist products for different groups of cultural tourists in relation to motivation. According to typology of tourism attractions in relation to their spatial distribution, in a given tourism destination the following three types of spatial distribution of cultural heritage are most often recognised: a) concentrated or point; b) dispersed; and c) linear (Wall, 1997).

Four spatial models of tourism valorisation of cultural heritage can be proposed based on identification of cultural heritage suitable for conversion into tourism attractions, the evaluation of its tourism attractiveness and determination of its spatial distribution (Opačić, 2017):

a) concentrated or point model;
b) dispersed urban model;
c) linear thematic model;
d) regional networked model.

The proposed models of tourism valorisation of cultural heritage are mostly based on two criteria: characteristics of spatial distribution of cultural heritage; and the motivation of cultural tourists. It is important to emphasize that same cultural good can be valorised simultaneously using one or more of the proposed models.

The concentrated or point model includes tourism valorisation of individual cultural goods and/or localities that, due to their exceptional tourism attractiveness or remote, isolated location, present a unique tourism attraction. It is possible to apply this to all types of tourism areas: urban; rural; coastal; mountain; spa; as well as protected areas. This model is based on the principle of uniqueness, being that the goal, during the application of this model of tourism valorisation, is to create a strong tourism impression, e.g. a sensation or the so-called "wow-effect". It is primarily appropriate for tourism valorisation of cultural goods that are of great

tourism attractiveness (UNESCO sites), most often of the global or international level, which can be transformed into stand-alone tourism attractions, but it can also be applied to cultural goods on lower levels (e.g. national) in case of isolated, very attractive locations. These kinds of cultural goods can have the role of symbol or metaphor in the collective consciousness and above all they attract tourists who are inspired by culture, i.e. the so-called *must see* tourists and tourists attracted by culture (tourists of accidental cultural motivation.

Within dispersed urban model dispersely located cultural goods are connected in a given city into a linked and functional whole. It is appropriate for tourism valorisation of individual cultural goods on the national and regional levels, which are spread out in a larger number of locations within a given city. Therefore, for tourism valorisation using this model, those goods which contribute the most to "sense of place" should be chosen. The model is based on the principle of "place identity" since the goal of tourism valorisation is to induce a reconstructed impression of a place in its historical context, whereby cultural heritage is only one segment of the overall attraction base of a given city. This principle is understood to include the choice of typical locations in a given city that are important for shaping the lifestyle of the local population, i.e. locations with which citizens identify themselves and that create urban identity in the context of their own past, present, and future. The dispersed urban model is appropriate for tourism valorisation of cultural goods that are not sufficiently attractive to most tourists that they would be stand-alone attractions in the overall tourism supply, which means that they are primarily applied to cultural goods of the national and regional hierarchical levels. This model is appropriate for attracting tourists who are attracted by culture, i.e. tourists of general accidental cultural motivation (e.g. city break trips).

The linear thematic model includes tracing the cultural heritage trails which integrate thematically linked cultural goods in the creation of the tourist product. Apart from cultural goods, other attractions along the line can also be added. This model is appropriate for tourism valorisation of cultural heritage on the national, regional, and local hierarchical levels that are laid out in a linear pattern in a region or city (e.g. along a road, bicycle or walking path, railway, river, etc.), and thematically linked into regional, interregional, and/or international cultural heritage trails. This model is based on the principle of thematic homogeneity (e.g. functional, aesthetic, stylistic, historical, etc.) and representativeness; and, during its application, the goal of tourism valorisation is to satisfy a specific cultural motivation. The model is adequate for attracting primarily true cultural tourists who are motivated by specific culture motivation.

The regional networked model is based on networking cultural goods in a wider area (region) with the remaining natural and anthropogenic attractions in the creation of the tourism supply of a given tourism destination. This model is appropriate for tourism valorisation of cultural goods which best present the individual makeup of regional cultural identity, and most often includes cultural goods and localities on the regional and local hierarchical levels. Being that during the application of this model the goal of tourism valorisation of cultural heritage is to enable tourists to get different tourism experiences in the region by getting to know heterogeneous tourism attractions, the model is based on the principle of regional cultural diversity. Namely, the tourist, who visits a region in this manner, typically wants to experience as wide an array of things as possible in the time available to them; being economic getting the most value for their money is a priority during their tourist stay. This approach can be applied for tourists who visit a given tourism destination for a single, short time, i.e. those who do not plan to return in the near future. This model is suitable for attracting primarily tourists who are attracted by culture, i.e. tourists of general accidental cultural motivation.

What do we get if we have *same cultural good in different packages*?:

- spatially dispersed tourism - necessity of toursim valorisation of all culutral goods, not only the most prominent

- sustainable tourism - necessity of reducing pressure on most famous cultural goods and preserving, not exploiting cultural heritage

- resilient tourism - necessity of quick adjustment of cultural heritage tourism in times of crises and uncertainties (e.g. COVID, natural hazards and disasters…)

- inclusive tourism - necessity of designing of cultural tourism products in accordance to diversity of tourists (e.g. age, education, socio-economic status, motivation).

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THE RELATIONSHIP BETWEEN TOURISM IMPACTS, HAPPINESS AND TOURISM DEVELOPMENT

Perunjodi Naidoo[2]
Prabha Ramseook-Munhurrun[3]
Soolakshna Lukea-Bhiwajee[4]
Sadhiska Bhoojedhur[5]

Abstract: The purpose of this study was to investigate the impacts of tourism on the happiness of the local community in Mauritius. A study on happiness is important since in recent years, it has been acknowledged that the contributions of tourism should not be measured in economic terms alone. It is important to look at the long-term contributions of tourism and the development of an industry such as tourism should seek more significant and broader outcomes for its population. Hence, its relationship to happiness cannot be overlooked because studies have shown that happy people are more likely to perform positive activities and display optimistic behaviours that benefit societies at large. The study uses a quantitative approach through the use of a questionnaire. The quantitative data for this study were collected from a sample of 600 local residents in Mauritius. It was found that two factors, namely economic impacts, and local services significantly and positively influenced community happiness and support for tourism mainly due to the considerable economic dependence and significance of the tourism industry for Mauritius. Contrastingly, health and well-being impacts negatively influenced community happiness and resident's support for future tourism development. Other tourism impacts did not directly significantly influence happiness and the residents' perceptions of future tourism development.

Key words: Happiness, Tourism Impacts, Community, Wellbeing, Mauritius

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[2] University of Technology Mauritius, pnaidoo@umail.utm.ac.mu
[3] University of Technology Mauritius
[4] University of Technology Mauritius
[5] University of Technology Mauritius

INTRODUCTION

Happiness is believed to be a vital developmental goal and there is sufficient proof that happy individuals are healthier and more productive (Croes, Rivera & Semrad, 2017). Diener (2000) and Veenhoven (2005) also explained that happy people are more likely to perform positive activities and display optimistic behaviours that benefit societies at large. Empirical studies advocate that happiness is strongly associated with numerous successful life outcomes, such as, good health, better income and stronger community relationships (De Neve, Diener, Tay, & Xuereb, 2013; Rivera, Croes & Lee, 2016). Scholars argue that is important for a destination to actively pursue the well-being of its citizens (Naidoo & Ramseook-Munhurrun, 2019; Rivera *et al.* 2016). Despite tourism being a dominant industry in SIDS, scant research has been undertaken into the specific contribution of tourism to happiness of residents (Naidoo et al., 2017).

Tourism development does not only bring about economic costs and benefits but also generates non-economic ones, which should be considered. The non-economic aspect of tourism development has been greatly overlooked in early literature. Recent studies such as Rivera *et al.* (2016), Ozturk, Ozer and Caliskan (2015) and Kafashpor, Ganji, Sadeghian and Johnson (2018) focus on the impact of tourism development on residents' happiness and these impacts are not only economic but also bring contributions to other spheres of an individual's life. However, there is a dearth of literature when it comes to the relationship between tourism development and happiness and this study focuses on examining the impact of tourism development on the residents' happiness in Mauritius.

Rivera *et al.* (2016) contend that examining the nature of how tourism development impacts on residents' happiness is a relevant policy question. Government decisions have a wide ranging impact on the lives of individuals in a community. Governments of small island developing states (SIDS) view tourism as a panacea for development (Sharpley, 2002) and hence embark on tourism as a viable option for current and future development. However, governments are accustomed to their success or failure being evaluated according to measures of economic growth (Sharpley & Naidoo, 2016). Increasing evidence show that communities around the world believe that happiness is an important government goal to pursue (Naidoo et al., 2017). The purpose of this paper is to consider the impacts of tourism development in influencing community happiness in Mauritius.

LITERATURE REVIEW

Tourism Impacts

One of the positive economic impacts of tourism is the increase in employment opportunities, which in turn lead to an increase in income for the residents (Andereck & Nyupane, 2011). Another positive impact of tourism development is its effect on local businesses, infrastructure and public facilities and to increase investment (Kim, Uysal & Sirgy, 2013). Positive economic impacts are said to influence residents' perceptions and often supports the main reason for tourism development in a destination (Dyer et al., 2007). These impacts urge governments to choose the tourism sector as an economic development strategy in many regions of the world.

Tourism development has a positive impact on community services and expands the range of leisure and recreational activities of a destination (Andereck & Vogt, 2000). Wang, Fu, Cecil & Avgoustis (2006) added that tourism also helps in revitalizing cultures when fading customs are revived for tourists. Furthermore, tourism development can result in increased social ills such as vandalism, delinquency, gambling, begging, prostitution, drug trafficking and serious crime (Haralambopoulos & Pizam, 1996; Andereck et al., 2005) leading to deterioration in traditional culture of that destination (Kim, Uysal & Sirgy, 2013). The positive environmental impacts of tourism development comprise of an increased effort to preserve natural resources and to enhance public spaces as well as the destination as a whole (Andereck et al., 2005). The most popular destinations also face the problem of overcrowding and threatens the wildlife habitats (Mason, 2008).

Happiness

Happiness is said to be a feeling or an emotion, or it is perhaps established by a set of judgments or attitudes (that a person's life is going well and that his/her main desires are fulfilled) (Sizer, 2010). Diener (1984) also stressed that level of subjective happiness is closely associated to the balance of positive and negative affect and overall life satisfaction. Subjective happiness is something desired and is considered as a state of mind or feeling depicted by pleasure or satisfaction (Lin, Lin, & Wu, 2010). Nowadays, happiness is extremely valued as not only do individual wish for happiness in their personal lives but because it is believed that governments should have as aim to create happiness for its citizens (Veenhoven, 2009).

Methodology

The study uses a quantitative approach with the use of a questionnaire. A sample of 600 questionnaires was distributed to a convenience sample of residents in different parts of the island. The questions for tourism development were derived from Croes et al. (2017), Eshliki and Kaboudi (2012), Faulkner and Tideswell (1997), Gabriel, Osti and Faccioli (2011), Ozturk et al. (2015), and Yu, Cole and Chancellor (2018). The questions in Section A measure tourism development in Mauritius and cover five major domains: economic impacts (Ozturk et al., 2015; Yu et al., 2018; Croes, Rivera & Semrad, 2016; Riveraet al., 2015; Kim, Uysal & Sirgy, 2012; Eshliki & Kaboudi, 2012; Kafashpor, Ganji, Sadeghian & Johnson, 2018). Section B evaluates the happiness of the respondents based on 16 items (Croes et al., 2016). The questionnaires were administered face-to-face and the data collection took 3 months, from September 2019 to December 2019. 464 questionnaires were collected, representing a response rate of 77.3%. The data was coded and analysed using SPSS version 21 and linear regression were used.

RESULTS

Relationship between Tourism Impacts and Community Happiness

A regression analysis was conducted to see if tourism impacts predicted community happiness (Table 1). Community happiness was used as a dependent variable and the five tourism impacts were used as independent variables. The R^2 is 0.044 which revealed that a relationship existed and accounted for 4.4% of the variance. The five independent variables showed 4.4% of variance in the dependent variable. Here, a weak relationship between the variables of tourism impact and community happiness indicated that the perceived effect of tourism on Mauritian residents' happiness is not direct, that is, the perception of tourism impacts did not directly influence the community happiness. In addition, the F ratio of 4.189 was significant. The findings revealed that only 3 factors, namely economic, health and well-being, and local services significantly influenced community happiness. However, the findings further revealed that only economic and local services positively and significantly influenced community happiness, while health and well-being had a negative and significant influence on community happiness. The strongest positive effect was observed for 'local services impacts' (β=0.099), followed by 'economic impacts' (β=0.091), and negative 'health and well-being impacts' (β= -.098) had a negative influence on community happiness. The significant positive effect of the economic impacts of tourism on community happiness is very likely due to the high economic dependence on tourism. The economic weight of tourism is perceived

very important by people working in the sector. Moreover, the Mauritian residents believe that tourism has a positive impact on local services in general, as there is an increase in entertainment opportunities, well maintained roads and local services as well as availability of medical services in their community, thus positively and significantly influencing their happiness. On the other hand, the findings revealed that community happiness is negatively impacted by the health and well-being impacts caused by tourism activities in Mauritius as the residents tend to have negative perceptions of tourism's impacts on adoption of healthy lifestyle, pollution, community safety, and construction of hotels and facilities reduces access to recreational spaces for locals.

Table 1: Relationship between Tourism Impacts and Community Happiness

Dependent variable	Independent variable	β	t-value	Sig
	Economic	.091	1.651	.099**
	Social-Cultural	-.042	-.822	.412
Happiness	Environmental	.056	1.151	.250
	Health and Well-Being	-.098	-2.051	.041*
	Local services	.099	1.766	.078**

R^2 = .044; F = 4.189; p = 0.000; p* ≤ 0.05; p** ≤ 0.1

Relationship between Tourism Impacts and Tourism Development

Another regression analysis was conducted to see if tourism impacts have an influence on tourism development (Table 2). Tourism development was used as a dependent variable and the five tourism impacts were used as independent variables. The R^2 is 0.182 which revealed that a relationship existed and accounted for 18.2% of the variance. The five independent variables showed 18.2% of variance in the dependent variable. Here, a weak relationship between the variables of tourism impact and tourism development indicated that the perceived effect of tourism on tourism development in Mauritian, that is, the perception of tourism impact did not directly influence tourism development. In addition, the F ratio of 20.393 was significant. The findings indicated that only economic, and local services had a positive and significance influence on tourism development, while

health and well-being had a negative and significant influence on tourism development. The strongest positive effect was observed for 'local services impact' (β=0.254) followed by 'economic impacts' (β= .234), while 'health and well-being impacts' (β= -.087) had a negative influence on tourism development.

Table 2: Relationship between Tourism Impacts and Tourism Development

Dependent variable	Independent variable	B	t-value	Sig
	Economic	.234	4.594	.000*
	Social-Cultural	-.069	-1.459	.145
Tourism Development	Environmental	.004	.083	.934
	Health and Well-Being	-.087	-1.974	.049**
	Local services	.254	4.890	.000*

R^2 = .182; F = 20.393; p = 0.000; p* ≤ 0.01; p** ≤ 0.05

Relationship between Tourism Impacts, Happiness and Tourism Development

A regression analysis was conducted to see if tourism impacts, and community happiness have an influence on tourism development (Table 3). Tourism development was used as a dependent variable and the five tourism impacts, and community happiness were used as independent variables. The R^2 is 0.475 which revealed that a relationship existed and accounted for 47.5% of the variance. The five independent variables showed 47.5% of variance in the dependent variable. In addition, the F ratio of 22.230 was significant. The findings indicated that only economic, local services and community happiness had a positive and significance impact on tourism development (Table xxx). The strongest positive effect was observed for 'local services impacts' (β=0.233), followed by 'economic impacts' (β= 0.215) and 'community happiness' (β= 0.214). Hence, H_3 is partially supported.

Table 3: Relationship between Tourism Impacts, Happiness and Tourism Development

Dependent variable	Independent variable	β	t-value	Sig
Tourism Development	Economic	.215	4.312	.000*
	Social-Cultural	-.060	-1.302	.193
	Environmental	-.008	-.189	.851
	Health and Well-Being	-.066	-1.532	.126
	Local services	.233	4.585	.000*
	Community Happiness	.214	5.087	.000*

R^2 = .475; F = 22.230; p = 0.000; p* ≤ 0.01

DISCUSSION

The aim of this study was to examine residents' perceptions of tourism impacts, community happiness and support for future tourism development. The study shows that residents perceived higher economic impacts and better local services arising from tourism development. From an economic perspective, the findings indicate that residents mostly agree that tourism creates good employment opportunities for locals and new enterprises in the community. Several studies have also reported similar positive results which in turn lead to an increase in income for the residents (Andereck & Nyaupane, 2011; Bujosa & Rosselló, 2007; Chen, 2000; McGehee & Andereck, 2004; Suntikul et al., 2016; Yoon, Gursoy, & Chen, 2001). The findings also revealed that respondents perceived that tourism stimulates the creation and growth of new enterprises in their community comparable to the study of Naidoo and Sharpley (2016) conducted in the same destination. The findings of the current study are similar to past scholarly research where the economic benefits of tourism were found to be important for residents (Moyle et al., 2013; Haralambopoulos & Pizam, 1996; King et al., 1993; Lindberg & Johnson, 1997).

As suggested by the literature, one of the most evident impacts of tourism development in a destination is the economic impacts. The current study also revealed the impacts on local services and results indicate that residents are of the opinion that tourism has led to a better standard of services provided by shops,

restaurants and other areas of commerce, there was better police protection, and increased availability of medical services, for example, hospitals, clinics, emergency care and that tourism has also provided additional entertainment opportunities in their community. Studies such as Suntikul et al. (2016) have also shown that residents' perceived that tourism development increases the level of services such as better police protection and quality of roads. Other studies have also shown that tourism leads to a set of improvements in community infrastructure and public facilities (Andereck & Vogt, 2000; Andereck et al., 2005; Belisle & Hoy, 1980; Korca, 1996; Mason & Cheyne, 2000; Saveriades, 2000; Sheldon & Var, 1984; Yoon et al., 2001). The findings of the current study partly support empirical evidence provided in these scholarly work.

CONCLUSIONS

The study indicated that locals were in general happy with their lives and were looking forward to future development although they perceived that some groups of the population may be benefiting more out of tourism development. The study tested the relationship between tourism impacts and community happiness and the findings indicate that tourism impacts did not directly influence community happiness. The study showed the extent of the influence of tourism impacts on community happiness and the relationship was perceived to be weak. The results suggest that some factors have a positive impact on happiness whereas other factors had an adverse effect on happiness. The findings reveal that only three factors, namely economic, health and well-being, and local services significantly influenced community happiness. However, only economic and local services positively and significantly influenced community happiness, while health and well-being had a negative influence on community happiness.

Moreover, the study also sought to determine if there was a relationship between tourism impacts and tourism development and it was found that tourism impacts did not directly influence support for future tourism development. The strongest positive effect was observed for 'local services impact' followed by 'economic impacts' while 'health and well-being impacts' had a negative influence on support for tourism development. Previous studies have also suggested that residents' positive perception of economic impacts lead to greater support for further development (Stylidis et al., 2014). Moreover, the study of Nunkoo and Ramkissoon (2011) also showed that there was a relationship between community services and support for tourism development. The current study also examined the relationship between tourism impacts, community happiness and support for future

tourism development. Residents perceive that tourism impacts influence community happiness and tourism development in Mauritius to a certain extent. The findings indicated that only economic impacts, local services and community happiness had a positive and significance impact on future tourism development. As mentioned by Ozturk, Ozer & Çaliskan (2015), residents will endorse tourism development in their community only if they feel that tourism activities bring along economic benefits to their community. If the economic costs of tourism are higher that the economic benefits, residents will be more likely to support tourism development.

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DRIVERS AND CHALLENGES OF CREATIVE AND INNOVATIVE SUSTAINABLE ENTREPRENEURSHIP: CASE OF SOUVENIRS AND CRAFTS PRODUCTION IN MAURITIUS

Prabha Ramseook-Munhurrun[6]
Perunjodi Naidoo[7]
Soolakshna Lukea-Bhiwajee[8]
Sadhiska Bhoojedhur[9]

Abstract: The purpose of this study was to explore the key drivers and challenges in souvenirs entrepreneurship and to broaden understanding of souvenir production through the examination of creativity and innovation in craft souvenirs. Despite the importance of innovation to all sectors of the economy, creativity and innovation has not been sufficiently studied from the perspective of SMEs in the tourism industry in Mauritius. A qualitative approach was used to explore the entrepreneurs' understanding and experiences of creative and innovative sustainable approaches in designing and producing sustainable locally made artefacts for the tourism industry. Semi-structured interviews were conducted with 25 SMEs using purposive and snowballing samplings to facilitate the access to hard-to-reach SMEs. The qualitative data was content analysed for prominent themes. The criteria used by the SMEs to explain creative and innovative sustainable crafts and souvenirs were workmanship, eco-friendly, originality and uniqueness of local heritage, and local inspiration. The findings further revealed that challenges such as lack of skilled labour, labour cost, availability and price of raw materials, unfair competition, and sales and marketing support impacted on the production of locally handmade and authentic crafts and souvenirs. The findings of this study can provide useful information for souvenir producers/retailers, tourism decision-makers and tourism authorities when developing crafts and souvenirs that reflect aspirational experiences for travellers and also an opportunity to use these tourism products as a powerful destination marketing tool.

Key words: Crafts and Souvenirs, Creativity and innovation, Sustainability, Destination marketing, Mauritius

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[6] University of Technology Mauritius, pmunhurrun@umail.utm.ac.mu
[7] University of Technology Mauritius
[8] University of Technology Mauritius
[9] University of Technology Mauritius

INTRODUCTION

Tourism has high concentrations of entrepreneurs as small and medium sized enterprises and is a distinctive feature of the tourism industry (Morrison et al., 2010). Tourism can be identified as an exporter of such services as it is one of the largest employment generators in the world (Barringer and Ireland, 2006; Lee-Ross, 2012;). Over time, an increasing number of destinations have opened up and invested in tourism development, as it has the potential to stimulate other sectors in the economy owing to its cross-synergistic benefits and its backward and forward linkages with other sectors (Gill, 2015). With tourism development, the local entrepreneurs also have excellent opportunities to offer services or sell products to local and foreign tourists (Rogerson, 2004), hence enhancing their income and quality of life as well as protecting the local heritage (Marques et al., 2019). Moreover, Naidoo and Ramseook-Munhurrun (2016) argued that shopping and in particular souvenirs are important mementos which are an essential component of the destination experience and hence can be used as a strategy for competitive advantage.

The literature on innovation provides various perspectives on the concept of innovation and is defined as the creation of novel or advanced products, services or processes that the market sees as new or desirable (Lumpkin and Dess, 1996; Garcia and Calantone, 2002). Improving creativity and innovation capability in the SME sectors is critical to sustain the economic growth (Naidu et al., 2014). It is crucial for SMEs to have clues about the market needs and also niche markets to develop new and innovative products which will help the SMEs build their marketing strategy and competitive advantage. Considering the pivotal role of SMEs in the economic growth of a country, where smaller businesses represent the cornerstone of almost all national economies, it is also vital to instill this sense of environmental responsibility in smaller enterprises (Harrington et al., 2016). However, the literature revealed there is a lack of research on factors that stimulate creativity and innovation among SMEs in the tourism sector (Wolfgang et al., 2014). Past studies revealed that several factors restricting SMEs' ability to innovate, such as limited financial resources, a lack of multidisciplinary competence, the lack of time, skilled personnel, access to finance and shortage of technical knowledge or knowhow and less structured and professionalized innovation processes when compared to large companies (Taggar, 2002; van de Vrande et al., 2009; Kamalian, 2011; Parida et al., 2012). The development of souvenirs in Mauritius is developing at a slow pace and lagging behind with a lack of innovation to develop authentic, sustainable and appealing products (Naidoo, 2014). Thus, it is important to gain deeper insights

from the SMEs of the factors contributing to or hampering the production of creative and sustainable innovative crafts and souvenirs as these factors may either enhance or limit the growth of the SMEs businesses.

LITERATURE REVIEW

Concept of Souvenirs

Souvenirs as cultural artefacts are central to the tourism and travel experience, with many tourists wanting to take home mementos of places they have visited, and things they have done in the tourism destination (Swanson and Horridge, 2006; Brennan and Savage, 2012; Li and Ryan, 2018; Amaro, Ferreira and Henriques, 2019). Souvenirs might take the form clothing items (e.g., T-shirts), postcards, authentic handcrafted items, key chains, food items, miniature replicas of landmarks, or various other objects, and these souvenirs could be seen as a form of marketing the destination (Kong and Chang, 2012; 2016). Souvenirs not only provide a tangible object to take home that represents the memories of the destination visited, but also reap economic benefits for the host community in the areas of design, production and sales (Swanson and Horridge, 2006; Swanson and Timothy, 2012). Souvenirs and gifts constitute a significant part of tourist expenditures and thus account for a significant share of overall shopping revenue (Litirell et al., 1994; Turner and Reisinger, 2001; Henderson et al., 2011; Kong and Chang, 2016). Previous studies indicate that most tourists purchase souvenirs that are typical for the destination, representing authentic elements of the history or culture of the place visited (Onderwater et al., 2000; Brennan and Savage, 2012; Li and Ryan, 2018). Consequently, the production, sales and purchase of souvenirs form an integral part of the touristic experience that is worth billions of dollars (Swanson and Timothy, 2012; Amaro et al., 2019). Thus, souvenirs consumption serves as a positive reinforcement of economic impact of a destination and also re-visit intentions (Swanson and Horridge, 2002; Prebensen, 2005; Lacher and Nepal, 2011).

When traveling, almost every tourist buys a broad range of souvenirs to bring back in the home country. Shopping has been viewed as an important part of the tourism experience and destination attraction as it provides tourists with a taste of local culture (Jansen-Verbeke, 1990; Hsieh and Chang, 2006). Past studies have identified souvenir shopping, a component of tourist shopping, as a primary travel motivation, an important source of enjoyment and excitement during a traveller's trip (Timothy, 2005), and an essential tourist activity such as entertainment and/or

recreation which helps shape the travel experience (Law and Au, 2000; Hu and Yu, 2007). Timothy (2005) further identified seven broad reasons that tourists shop while on vacation: 1) a desire for keepsakes and memories; 2) a quest for authenticity; 3) novelty-seeking; 4) functional needs; 5) boredom/ excess time; 6) buying gifts for people at home; and 7) altruism. Souvenirs are therefore viewed as commodities for trade in tourism and are material commodities produced, sold, and consumed (Swanson and Horridge, 2006; Torabian and Arai, 2013). Demand for souvenirs is generated by souvenir makers and vendors (Swanson and Timothy, 2013; Torabian and Arai, 2013). Souvenirs thus become exchange items with value in the marketplace and the distribution of souvenirs is organised through supply chains from their points of production and packaging and eventually to points of consumption by tourists to remind them of their travel experience (Swanson and Horridge, 2006; Swanson and Timothy, 2013). Littrell et al. (1994) stated that design, superior quality workmanship and attractive colours were the product attribute criteria of tourists when buying a souvenir. On the other hand, Turner and Reisinger (2001) found three product attributes were important to tourists: value (range, quality), product display characteristics (colour, display, packaging, size) and uniqueness (memory of the trip). Swanson (2004) further reported that the knowledge that a cultural souvenir is locally hand-made is an important ingredient in establishing authenticity as well as purchase decision by the tourists.

Creativity and Innovation

Innovation is often associated with aspects such as creativity, novelty, value creation, and economic growth (Wikhamn, 2019). The capacity to innovate is recognised today as one of the main aspects leading to competitive advantage and influencing a company's long-term success (Marques and Ferreira, 2009; Terziovski, 2010; Naranjo-Valencia et al., 2016). Today, companies adopt creative and innovation behaviours while introducing new products and services or new methods of operation in order to attract customers by adding values, improve offers, increase sales and consequently being successful (Lumpkin and Dess, 1996; Damanpour and Wischnevsky, 2006). Innovation is considered a key success factor to enhance the performance of the tourism enterprises. Given the high demand for souvenirs in destinations, it is important for SMEs to have clues about the market needs and produce crafts and art which are creative, authentic and sustainable for the tourism industry.

METHODOLOGY

A qualitative approach comprising of semi-structured interviews was used to develop knowledge about SMEs innovative and creative approaches as well as challenges in designing and producing sustainable artefacts for the tourism industry. The target audience included (i) souvenir manufacturers and (ii) souvenir suppliers and (iii) souvenir retailers. Twenty-five participants were selected as they are the key suppliers who can influence the souvenir items, and they have the required experience and knowledge that this research demands. Purposive and snowballing sampling techniques were used to seek potential and appropriate key respondents, where individuals selected to be studied invited new people from their network to participate to facilitate the access to hard-to-reach populations and to attain the saturation point more easily (Smith and Albaum, 2012). The Covid-19 crisis has affected the data collection process. Some data were collected from March 2020 to May 2020 and data collection restarted from July to October 2020 considering the Covid-19 sanitary protocols. Both face-to-face and online interviews were used depending on the availability of the respondents. Before conducting the interviews, consent from the participants were sought, and the interviews were recorded with the interviewees' permission. The 25 interviews were transcribed and analysed using thematic analysis. The interviews lasted around 45 minutes to one hour, and "meanings" were derived out of these conversations. These were then categorized through coding, under specific themes as outlined to answer the research objectives.

RESULTS AND DISCUSSIONS

The majority of them (88%) are souvenir producers, two are both souvenir producers (8%) and retailers and one is a souvenir retailer (4%). The sample consisted of 25 individuals aged between 32 and 72 years old. While 20% of the souvenir producers and/or retailers interviewed for this study are into this business for less than 5 years, 20% of the respondents are producing souvenirs between 5 to 10 years and 60% mentioned that they were into this business for more than 10 years. Their business activities range from manufacturing of glass souvenirs, ship models, tea, and other Made in Mauritius handicrafts products.

Drivers of Crafts and Souvenirs Production

The study explored the drivers of creative and innovative sustainable crafts and souvenirs production. The respondents seem to understand the attributes that make a souvenir creative, innovative and sustainable. They explained that the crafts and souvenirs produced reflected the culture of the destination, thus reminding the tourists of the places they have visited. The respondents mentioned that they produced souvenir products such as wall and table deco, different types of tea, accessories and jewelries, beauty and health care, baskets, purse and bags, and jewelry boxes made from "vacoas" (local raw material), key rings and re-cycled glass souvenirs. Some of the crafts and souvenirs are typical Mauritian items such as the "ravanne" (local musical instrument), the Dodo (extinct bird), map of Mauritius with Filao seeds (local raw material), ships mockups, local coffee, rum, and jam and dried fruits made from the tropical fruits. It is observed that the souvenirs produced locally ranged from handicraft items to local food, tangibles objects which the tourists purchased to remember the places they visited, the people they met and other memorable experiences of the destination. It was further observed that the respondents create objects that have functional and aesthetic value using traditional craft techniques and, in some cases, using local raw materials. The findings also revealed that most of the souvenirs produced or sold by the respondents are 'symbolic miniatures' and 'pictorial images' connected to the local culture as advocated by Gordon (1986). The respondents pointed out that their products focused on the design of the souvenirs and also depict the local cultures and traditions, which portray the characteristics of the destination.

Table 1 presents some of the extracts of the interviews to depict the drivers of creative and innovative sustainable crafts souvenirs produced by the SMEs. The foremost attributes mentioned in the interviews were workmanship, eco-friendly, originality and uniqueness local heritage, and local inspiration. Some SMEs mentioned that they wanted to preserve the local culture and history by producing and selling souvenirs and crafts that demonstrate the local heritage and inspiration, thereby testifying the culture and history of the island. They further indicated that their craft items are uniquely designed, handmade with local raw materials, different, original and cannot be found elsewhere. The findings show that the integration of creativity with traditional craftmanship gives a unique cast to the craft souvenirs produced by the SMEs, transmitting the local culture to the tourism products to be sold as cultural artifacts.

Table 1: Drivers of Creative and Innovative Crafts and Souvenirs Production

Key theme	Sub-theme	Quotes
Functional and aesthetic value	Workmanship	*"We make natural and authentic Mauritian jewelleries made from "fish scales" and watermelon seeds" – Respondent 21* *"We produce Mauritian souvenir like the map of Mauritius with the filao seeds. It's all hand-made" – Respondent 6* *"We use recycled glasses to product tourist products such as Dodo paperweight" – Respondent 6*
	Eco-friendly	*"Our baskets, purse, and jewel boxes are made from 'vacoas' a local raw material" – Respondent 8* *"The main source of our raw materials is recycled bottles. Even the furnace is run not by diesel or any other fuel, we recycle cooking oil which we collect from the hotels and from fast-food outlets"- Respondent 13*
Symbolic value	Originality and Uniqueness	*"We produce 'ravannes' of different sizes as tourists like to buy this local music instrument. What we do is unique and is not made by machines." – Respondent 18* *"We make Dodo paperweights, magnets and key rings and use bright colours and sea shells to represent our sea and sky. Each of our products are unique as they are handmade"– Respondent 15*
	Local Culture and Heritage	*"I try to depict the Mauritian culture through my artefacts" – Respondent 25* *"I manufacture Dodo birds which reflect the history of our island." – Respondent 3*
	Local Inspiration	*"I have never been given any training to create the souvenirs we design and produce. There was a coconut tree at home, at fifteen years old, one day after having eaten a coconut, its shell was outside and I started playing with it by making graphitises on it with a nail. I made a cross on the coconut shell and everyone told me it was beautiful. These words encouraged me where I got the inspirations since now where my brother and I make souvenirs with coconut and wood" – Respondent 7* *"Our souvenirs production is inspired by the sea, things that you see in nature, and around us. We try to depict the four colours of our island in our design" - Respondent 6*

The SMEs produced a wide range of souvenirs that are crafted by hands, possessed originality and uniqueness, authentic, green and eco-friendly, made with local natural raw materials, re-cycled materials and some are handmade but also using imported raw materials. They also highlighted that besides experience and know-how, it is the demand and product uniqueness that drive producers to manufacture

such souvenirs. It is thus observed that the entrepreneurs put greater emphasis on producing local crafts and souvenirs which are interconnected with culture and heritage of the island, thereby, connecting their products to the tourism industry using their creative ideas and innovative capabilities. The respondents are motivated to create different crafts and souvenirs, and need to always innovate and modernize their crafts, in order to follow the market needs. Past studies also stated that handicraft businesses stand out by the high degree of manual skill, creativity and the design their products require and their close link with the history and cultural traditions of the specific countries (Storey, 2018; Marques et al., 2019).

Challenges of Crafts and Souvenirs Production

The respondents were asked about the challenges they face to produce creative and innovative sustainable souvenirs. Table 2 provides some insights of the challenges faced by the SMEs, namely, labour characteristics such as lack of knowledge and skilled labour and lack of labour cost, availability and price of raw materials, unfair competition, and sales and marketing support impacted on the production of locally handmade and authentic crafts and souvenirs. These barriers can be categorized as internal and external barriers experienced by the respondents, who are from the supply side. Table 2 depicts some of the extracts of the interviews illustrating the challenges experienced by the SMEs to create and produce creative and innovative sustainable crafts souvenirs.

The conversations depicted that one of the main challenges which most of the SMEs faced was the characteristics of labour such as lack of interest, knowledge and skills of the younger generation as well as labour cost as critical factors hampering creative and innovative production. The respondents highlighted that the younger generation was more eager to join other more lucrative sectors of the economy such as the clothing and food sector, rather than souvenir production. Some respondents also pointed out that lack of knowledge and skills among the young generation regarding sustainable issues such as recycling also influence the production of creative and authentic souvenirs. Furthermore, they mentioned that most of them are already finishing their professional career and there are no young people to follow in their footsteps. Consequently, various types of handicrafts will cease to exist, and, with them, a part of regional culture and history will also be lost. The other characteristic of labour which posed a challenge was the labour cost. The respondents mentioned that they lack the fund to employ full-time employees as they are small enterprises, and when they receive large orders, then they recruit part

time employees for a small period of time. Lacher & Slocum (2013) also stated that lack of capital and knowledge are concerns for souvenir providers.

Being a small island, Mauritius has limited local raw materials to manufacture innovative, green and authentic souvenirs and the SMEs are sometimes left with no option but to import their raw materials from other countries, mainly China. Availability and price of raw materials were very prominent in the discourses of the respondents as illustrated in Table 2. Some of the souvenir producers also stated that the raw materials to make green and authentic souvenirs are expensive and this makes it even more difficult for them to sell it as customers do not find it value for money. They also mentioned that since the use of plastic is banned in Mauritius, natural raw materials such as 'vacoas' and 'vertiver' can be used to produce souvenir items, which are sustainable and authentic, however, they stated that very few people are interested in the plantation of 'vacoas' and 'vertiver' as this is not a profitable business and thus have to import the raw materials.

The absence of a dedicated and strategic place for SMEs to sell their products has also been put forward by the respondents. They mentioned that they have to pay to exhibit their souvenirs in exhibitions and fairs. They further pointed out that there is lack of visibility of their souvenir products and there should be more exposure of 'Made in Morris' crafts, thus supporting the authenticity of local craft and souvenir products. Respondents also voiced out the difficulties encountered to market their products as they are not trained in marketing. The respondents have also expressed concern for networking and finding partners who are willing to trust, support and also promote their business activities, so that these entrepreneurs can sell their crafts and souvenirs in strategic places such as the boutiques of the hotels, shopping malls and duty-free shops of the airport. The findings of this study also revealed that tourists like to buy authentic souvenirs, and this is in line with past studies (Littrell et al.,1993; Anderson and Littrell, 1995; Soukhathammavong and Park, 2018; Storey, 2018).

Unfair competition was another challenge faced by the SMEs in the local souvenirs market. The respondents explained that their hand-made products are produced and consumed on a small scale, thus they cannot compete with the mass production, large volume and cheaper souvenirs produced by China and other countries. However, some of the respondents also pointed out that despite imported souvenirs are cheaper, tourists do look for souvenirs that are locally produced and authentic.

Table 2: Challenges of Creative and Innovative Crafts and Souvenirs Production

Theme	Sub-theme	Quotes
Labour Characteristics	Labour cost	*"I work on my own. I can't employ someone as I can't pay the salary, and people are not willing to do enter in this business because they feel they will not get enough money"* - Respondent 4
	Lack of Interest	*"The young generations are not interested in this sector because they are more interested to join other sectors such as clothing or food than craft as other sectors are more profitable nowadays* – Respondent 11
	Lack of knowledge and skills	*"... nowadays people, especially the young ones just want a job. They don't have any experience in the industry and they don't want to learn the craft, they don't have new ideas. You have to tell them everything, do this and do that and they still do it wrong. – Respondent 15*
	Raw materials (availability and price)	*"We can't afford to use green materials to produce souvenirs as either they are not available or they are expensive, and at the end making the souvenirs is not value for money and may results in low sales"* – Respondent 8
		"We don't have raw materials in Mauritius, we need to import from other countries, and they are expensive" – Respondent 19
Support and Exposure	Sales and Marketing Support	*"We don't have a proper place to sell our crafts. It is very important to have access to the airport because when somebody is leaving, he got a few rupees left and that's when he's going to buy a small souvenir and unfortunately, we don't have that window at the airport. We need support to sell our local products."* – Respondent 1
		"There is no place to sell our products, we have to pay for exhibitions and fairs. We don't have enough exposure and publicity for our products and have difficulty to market them to tourists." – Respondent 21
		"The concerned authorities must support the local products and provide a platform where we can promote the local products as 'Made in Morris'. The tourists want to but crafts that are produced in Mauritius and not elsewhere." – Respondent 5
	Unfair Competition	*"I guess the real difficulty is to manage the competition with the souvenirs Made in China"* – Respondent 5
		"Competition from China discouraged us as their products are cheaper than us." – Respondent 11
		"We must encourage the local crafts and promote the label 'Made in Morris' instead of selling souvenirs that are manufactured in China" – Respondent 15

CONCLUSION AND RECOMMENDATIONS

Crafts and souvenirs are integral part of the tourism industry and key contributor in commercialising the tourist products. This study was concerned to gain an understanding of the drivers and challenges of creative and innovative crafts and souvenirs from the SMEs in Mauritius and tourist is an important economic pillar of the island economy.

The findings of this study showed that crafts and souvenirs play an important role in supporting cultural, environmental and social entrepreneurships in producing local tourism products that show workmanship, are eco-friendly, display originality and uniqueness of local heritage, and are local inspiration of SMEs. The crafts and souvenirs products display the functional and aesthetic as well as symbolic values of the creative and innovative production. These different attributes of the crafts and souvenirs produced by the SMEs are from their imagination and inspiration, representing the culture and heritage of the island, and thus displaying the identity of Mauritius. These findings are similar to the past studies where the craft souvenirs contain original qualities of workmanship, use natural materials based on traditional designs and incorporated attributes of the places visited (Littrell et al., 1993; Swanson, 2013; Wilkins, 2011; Soukhathammavong and Park, 2018).

Although, the respondents consider the creativity and innovation to be an essential component in crafts and souvenirs production, the entrepreneurs face several challenges. They are struggling to grow and boost their businesses because of lack of resources, support and exposure. The respondents indicated that lack of skilled labour, labour cost, availability and price of raw materials, unfair competition, and sales and marketing support impacted on the production of locally handmade and authentic crafts and souvenirs. Though, SMEs often face challenges in creating and implementing innovations because of their small size and resource limitations (Pikkemaat and Peters, 2005; van de Vrande et al., 2009), one way to overcome these limitations is to establish and maintain networks and collaborations to develop and implement creative products and services. In addition, with the evolution of the technology, modernizing and innovating the entrepreneurs' talent is important. The development of skills and knowledge will help SMEs to perform better and will aid them in developing new ideas for existing products (Jitnom and Ussahawanitchakit, 2009). Most of the small entrepreneurs do not have large financial resources, however, they have knowledge, and creative and innovative ideas to create

sustainable crafts and souvenirs which can add significant value to the products they produce to the local and international markets.

This study concludes from the supply side that the creative and innovation capability of SMEs consisting of long experience of the craftsmanship, use of local and sustainable raw materials, linked to the cultural heritage as well as improvements in financial, marketing, human resources, and regulatory policies that support the development of quality and authenticity local crafts and souvenirs are important in order to secure this industry in the tourism market. Hence, creativity and innovation in the crafts and souvenirs sector based on the tradition and capacity of the SMEs, who are trying hard to attract tourists, and preventing the authenticity of their products and cultural heritage from dying out, should be an integral part of the tourism industry for the economic development as well as socio-cultural gain of the destination. The findings of this study can provide useful information for souvenir producers/retailers, tourism decision-makers and tourism authorities when developing crafts and souvenirs that reflect aspirational experiences for travellers and also an opportunity to use these tourism products as a powerful destination marketing tool.

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CHALLENGES OFPROTECTED AREA'S MANAGEMENT IN COOPERATION WITH TOURISM STAKEHOLDERS: A CASE OF LANDSCAPE PARK STRUNJAN

Emil Brazzatti[10]
Simon Kerma[11]

Abstract: Protected areas are particularly sensitive places that require proper management. The development of tourism in protected areas is a challenging task. It presupposes good relations between the manager of the protected area and various tourism stakeholders. A selected protected area in Slovenia, the Landscape park Strunjan, has been chosen as a case study. Park Strunjan is located in a well-developed tourist environment and is easily accessible, which is one of the reasons for high visitor count by one-day visitors and holiday guests. However, this is a protected area, and it is thus necessary to introduce sustainable principles in its tourist development. The aim of this study was therefore to address the quality of cooperation of the protected area management with tourism stakeholders in the Landscape park Strunjan and determine whether it is possible to apply the integrated approach in the area. Four semi-structured interviews with the manager and the selected tourist stakeholders were conducted, alongside an analysis of tourist offer and visits. The results show that the destination is not yet sufficiently developed in the direction of sustainable tourism.

Keywords: tourism in protected areas, protected area management, sustainable development, Landscape park Strunjan, Slovenia.

INTRODUCTION

Several studies have presented win-win scenarios that can effectively link conservation practices and enhancement of ecosystem services (Chan et al., 2006; Reyers et al., 2012), namely provisioning services, supporting services, as well as cultural services, including tourism and recreation (Figueroa and Aronson, 2006; Lipej et al., 2020; Nikodinoska et al., 2015; Pueyo-Ros, 2018).

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[10] Postgraduate student, Faculty of Toursim Studies – Turistica, University of Primorska, Obala 11a, 6320 Portorož, Slovenia. emilbrazzatti@outlook.com

[11] PhD in Geography, Assist. Prof., Department of Cultural Toursim, Faculty of Toursim Studies – Turistica, University of Primorska, Obala 11a, 6320 Portorož, Slovenia. simon.kerma@fts.upr.si

Increasing demand for tourism and recreational activities in protected areas has many positive as well as negative consequences. Managers of the protected areas face a challenge of balancing policies that strengthen nature conservation and therefore limit the progress of tourism related activities, and tourism development plans. This represents the major challenge in their relationship with tourism stakeholders. The need for the implementation of the concept of sustainable tourism development in protected areas resulted in the development of integrated management of protected areas (Opačić and Koderman, 2020).

Protected areas are therefore specifically designed to protect and preserve biodiversity, natural and cultural values. According to IUCN[12] they are governed by prescribed rules of conduct and by various effective means aimed at maintaining long-term preservation. In most cases, protected areas are highly attractable to visitors and tourists not only because of natural and cultural attractions, but because of protective status. This can create a natural tendency to visit and discover these areas. Tourism can bring a negative impact, but with the right approach by protective area management together with stakeholders, various guidelines or methods of tourism management can be implemented to alleviate the pressure on the environment (Eagles et al., 2002; Leung et al., 2018).

Tourism in protected areas is certainly important both in terms of volume and in terms of direct and indirect income, as it is often the only activity on which the development (or survival) of local communities is based. Protected area managers (public or private), together with other stakeholders, have a duty to ensure the environmentally friendly development of tourism, which dictates the appropriate guidance of visitors, while facing several challenges: from determining the number and direction of movement of visitors to determining the permissible limits of the volume of tourist visits (Kerma and Vranješ, 2020).

The article discusses the above-mentioned issues in the case of Landscape Park Strunjan on the Slovenian coast and presents some of the most important results of the conducted preliminary research.

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[12] IUCN - International Union for Conservation of Nature(About Protected areas): https://www.iucn.org/theme/protected-areas/about/protected-area-categories

METHODOLOGY

The methodological framework includes a review of relevant literature and sources in the field of sustainable tourism and tourism in the protected areas, as well as strategic documents related to the development of tourism in the Strunjan district area (Landscape park Strunjan as a tourist destination). The content analysis of a tourism supply and infrastructure in the park and its immediate vicinity included different sources (official websites and brochures of tourism and hospitality organisations or enterprises). We also analysed the available statistical data from the Statistical Office of the Republic of Slovenia (SORS) for the field of tourism, supplemented by data obtained directly from local tourism organizations (Piran-Portorož and Izola).

The central part of the paper is dedicated to determining the quality of cooperation between the management of the Landscape park Strunjan and the local (tourism) stakeholders. To better understand their relationship and cooperation, semi structured interviews were conducted. After collecting all the data, we have summarised the results and suggested several possibilities for better development of sustainable tourism in the area.

LANDSCAPE PARK STRUNJAN

Landscape Park Strunjan is a protected area, and accordingly to the guidelines ofIUCN (www.iucn.org/theme/protected-areas/about/protected-area-categories) it matches the criteria for category V – protected landscape / seascape.

Figure 1. The map of Landscape park Strunjan

It is located along the Slovenian coast, between the towns of Izola and Piran. The total size of the protected area is 428,6ha and (the marine part is 176ha large).In the park there are three nature reserves, nine valuable natural features and some local monuments / attractions of cultural heritage (see Figure 1). Landscape park Strunjan was established at the local level in 1990, and at the national level in 2004. The protected area has not been managed until 2008, when the Public institute Krajinski park Strunjan was established. There is one settlement in the park (a village of Strunjan), which counts about 400 inhabitants. Considering the size of the Landscape park Strunjan, it is one of the most populated protected areas in Slovenia (Javni zavod Krajinski park Strunjan, 2018).

Natural and cultural values

Landscape park Strunjan has a distinct character with significant ecological, biological, cultural and scenic values. The protected area consists of three nature reserves in which stricter protective guidelines are implemented. Nature reserve Strunjan is located at the northern part of the protected area. The most prominent part of the reserve is a flysch cliffside that stretches up to 80m high, and above the cliff one can find typical Mediterranean vegetation. The nature reserve stretches further into the sea, protecting maritime life and biodiversity. Nature reserve Strunjan-Stjuža is located at the western part of the protected area, and it consists of the Stjuža lagoon and the Strunjan saltpans. Both landmarks are man-made, but still of exceptional nature conservation importance. This is a site that birds use as a nesting and feeding ground, besides that it is a habitat for crabs, various fish species and halophyte plants. The third nature reserve is a natural monument of pine tree alley. It consists of approximately 110 pine trees, which were planted there in 1935 (Javni zavod Krajinski park Strunjan, 2018).

Strunjan is the only settlement on the Slovenian coast that has preserved a typical settlement pattern that is not condensed but stretched, which means that the homesteads are scattered along the countryside. Homesteads are surrounded by field terraces, which are most often supported by dry-stone walls without biding agents. Some buildings are valued as ethnological monuments, these are subject to specific guidelines to preserve a distinct appearance and architecture. Saltpans and salt production represent a key value to the area, because of the cultural value and traditional tools and methods that are used to produce the salt (Figure 2). Fishing and agriculture in the landscape park represent an interaction of people with nature, which gives a distinct character to the area and an important cultural role (Javni zavod Krajinski park Strunjan, 2018).
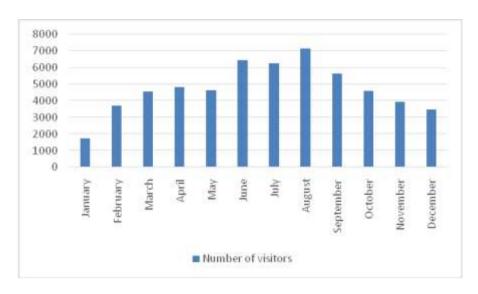
Figure 2. Traditional salt harvest in Strunjan

Tourism in Landscape park Strunjan

Strunjan is located in one of the most developed tourist regions of Slovenia, which means that surrounding micro destinations (particularly coastal towns of Izola, Piran and Portorož) have a high visitor count. The area is easily accessible by various means of transport, which can – among other factors – create a substantial environmental impact. Tourism infrastructure and tourist offer have already been developed before the idea of a protected area appeared. In the initial period, tourism did not develop in the direction of sustainable development, but with the establishment of the Landscape park Strunjan and its official management (Public institute) the sustainable approach became a high priority (Javni zavod Krajinski park Strunjan, 2018).

Tourism supply in the protected area and its proximity includes the resorts with hotels, campsites, restaurants and various leisure facilities, small private providers with restaurants, inns and apartments. Hotels createmostof the overnight stays (71%), followed by the apartments and camps (13% each), while other accommodation types create 3% of the overnightstays (LTO Portorož and LTO Izola, 2021). Beside accommodation facilities, there is a diverse infrastructure that supports tourism activities: walking paths, education trails, beaches and snorkelling areas. In addition, there is more than 600 public parking spots (Občina Piran, 2017; Komunala Izola, 2016), whichmay encourage mass tourism in the peak of the season (Figure 3).

Figure 3. Number of visitors by months in 2019 (source: LTO Portorož)

According to the information from the management of the park, there are more than 300,000 tourists and/or visitors per year. Most of the tourist providers advertise that they are located in the protected area, and their services include local cuisine, wellness treatment and congress facilities. In general, tourist offer attracts different segments of tourists, such as seniors, families, active leisure tourists, congress guests, nature-based (eco)tourists and education visitors.

INTERVIEWS WITH THE SELECTED STAKEHOLDERS

Cooperation among different stakeholders in protected area is crucial for the further successful development of sustainable tourism in the park. Mutual interest, common projects, and harmonised objectives can lead to successful cooperation. Tourism-related stakeholders can be divided in public sector (municipalities, state agencies, LTOs), private sector (hotels, tour-operators, owners of restaurants, etc.), tourist individuals / visitors and local population (Interreg Central Europe CEETO, 2019; Byrd, 2007). Management of the Landscape park Strunjan already cooperates with various stakeholders on the local, national, and international levels. Most of the cooperation refers to other public institutes and organizations, while the least cooperation relates to private sector. The manager of the park is a public institution whose main goal is the protection of natural environment, while tourist companies (private sector) primarily concern about generating profit. This fact can lead to different ideologies about the environment, which is later reflected in

miscommunication and different development goals (Jamal and Stronza, 2009). Furthermore, lack of experiences in management of different interest groups can impact on the cooperation, financial issues, and lack of good practices (Czernek, 2013). However, in the case of Landscape park Strunjan, a very successful cooperation between the management of the park and tourism / hospitality providers represents a European project CEETO, which is based on development of sustainable tourism and should be the proper guideline for the future projects (interregcentral.eu/Content.Node/CEETO.html).

To understand the current cooperation and the possibilities of future cooperation, four semi-structured interviews were conducted. On one side an interview with the manager of the Public institute Landscape park Strunjan was conducted, and on the other side the interviews with the representatives of the Belvedere Hotels, Sosič House Apartments and the local restaurant "Pod Trto". All interviews were conducted in spring 2021.Our aim was to interview more representatives of tourism and hospitality providers, but their response would be rather weak. Some representatives have refused the collaboration and the others wouldn't even respond to our invitation.

Our findings show that the cooperation between the management of the protected area and the interviewed hospitality providers has been established and is pretty solid. This cooperation is based on the small-scale projects, and most of the communication is done separately, meaning that the stakeholders are (still) not mutually collaborating but rather cooperate separately with the management of the park. Management is spending most of the funds on protection and conservation, and not so much on tourism development. Of course, this is in line with the primary goal of the protected area: to preserve the natural and cultural values. A step forward toward collaboration should be done by tourism and hospitality providers. Protection guidelines of the Landscape park Strunjan do not cause an obstacle to tourism development. On the contrary, it can represent an added value for tourism stakeholders. Namely, the fact they are located in the protected area is successfully used for the marketing purposes. Some of the obstacles and lack of cooperation arise due to the different understanding and misconception about sustainable tourism development. The LTOs of Portorož and Izola can help overcome these problems since they represent the interests of tourist providers, and they understand their role in tourism which allows easier communication. The interviewed representative of the hotel resort is aware of sustainable development measures. To some extent the resort is implementing sustainable tourism, and it also finds important to cooperate with the management of the park. The other two interviewed

hospitality providers understand the need for sustainable development, but they do not implement sustainable tourism goals. However, all interviewees have suggested they are ready to cooperate and participate in the future projects.

But how and in what form? A business network needs to be established first to further connect stakeholders through co-creative meetings and workshops, helping them to implement ideas and co-financing the potential projects. One of the possible solutions is also cooperation within the EUROPARC Federation (www.europarc.org), which is a community of the European protected areas that have a common goal of sustainable tourism development. Exchange of different (innovative) ideas, know-how and solutions for similar difficulties could be implemented and altered to solve potential problems in the Landscape park Strunjan.

CONCLUSION

Landscape park Strunjan is located in a well-developed tourist destination of Slovenian Istria and is easily accessible, which is – in addition to natural and cultural attractions – one of the reasons for high visitor count by one-day visitors and holiday guests. In protected areas in general it is necessary to introduce sustainable principles in tourism development. Only by this approach, tourism can have a positive impact on protected (natural and cultural) environment.

In our case study we focused on possible cooperation of various stakeholders that operate in the protected area for the benefit of local community and tourists or daily visitors (the park management, municipalities of Izola and Piran,institutes of nature and culture conservation from the public sector, and tourism and hospitality providers from the private sector). All of them may have quite different interests and views. However, everyone must be aware of the importance of the protected area in which they operate. In the context of sustainable tourism development, networking and cooperation with the park management is essential. Many factors can hinder sustainable development, one of which is stakeholders that are not ready or willing to cooperate.Such also refused to take part in the interviews. On the other hand, there are many who are ready for the constructive collaboration and solving of identified problems. Public parking for example: most of the parking spots are located in the middle of the park. This is closely related to the monitoring of tourists and daily visitors which should be better performed. Management of the Landscape park Strunjan could use modern ITC to properly monitor the visitation,in order to also better understand the impact of tourism in the protected area. As far as

networking and joint stakeholder promotion in the park is concerned, the brand "Landscape park Strunjan" needs to be further strengthened.Co-branding and integrative tourist offer should be developed to strengthen the cooperation between stakeholders. Potential visitors and tourists must be properly informed about the regulations in the park. It still happens that many of them are not even aware that they are in the protected area.

We may conclude that tourism in the Landscape park Strunjan is heading towards sustainability. Nevertheless, one of the key factors for successful future development of tourism in the park is better involvement and cooperation between the crucial stakeholders and management of the protected area.

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EVALUATION OF DAIRY PRODUCT SUPPLIERS FOR TOURISM INDUSTRY IN TURKEY BY USING THE SECA APPROACH

Ömer Faruk Görçün[13]
Hande Küçükönder[14]

Abstract: The tourism industry encounters many complicated decision-making problems on supplier selection. Companies have to make a very comprehensive collaboration with many suppliers to give quality hospitality services. However, selecting appropriate suppliers is not easy, as many conflicting criteria affect the evaluation processes. Furthermore, complexities are ever-increased depending on the number of alternatives and criteria. This paper proposes a novel multi-criteria decision-making (MCDM) framework to solve these decision-making problems encountered in the tourism and hospitality industries. The proposed framework consists of two MCDM techniques. First, the Simple Additive Weighting (SAW) method was applied to convert the subjective evaluations of some criteria to the crisp values. Second, the simultaneous evaluation of criteria and alternatives (SECA) technique was implemented to identify the criteria weights and determine the preference ratings of the decision alternatives. In this perspective, the proposed methodological framework was applied to evaluate dairy products suppliers in Turkey. The identified evaluation criteria are price, reliability, delivery performance, product quality, payment ease, packaging quality, warranty period, product variety, production capacity, and financial situation. According to the analysis results, it has been observed that the criterion of financial situation is the most influential factor, and the A4 option is the best alternatives.

Key words: Tourism and Hospitality, Multi-Criteria Decision-Making (MCDM), Simultaneous Evaluation of Criteria and Alternatives (SECA), Simple Additive Weighting (SAW), Supplier Selection

[13] Associate Professor, Faculty of Business, Department of Business Management, Kadir Has University, Istanbul, Turkey. omer.gorcun@khas.edu.tr
[14] Assistant Professor, Department of Numerical Methods, Faculty of Economics and Administration, Bartın University, Bartın, Turkey. hkucukonder@bartin.edu.tr

1. INTRODUCTION

Tourism and hospitality, called the smokeless industry, is the most crucial industry of a country and serves regional and national development (Lan et al., 2021; Bhattarai & Adhikari, 2021; Akash & Aram 2021). It has many valuable contributions to a country's economy and its prestige. Service quality of the current industry has been the most vital issue for customer satisfaction and sustainability every time. Quality is entirely dependent on well-organized tourism supply chains. Significantly, food and beverage suppliers are the determinative factors for service quality, as there are no good things than tasty treats for tourism industry customers. In the existing literature, although several studies dealt with supplier selection in the tourism industry, the number of studies dealing with this issue by applying decision-making tools is exceptionally scarce. The available papers existing in the literature are presented in Table 1 by summarising

Table 1. The related previous papers and implemented approaches

Authors	The subject of the papers	Technique
Şimşek et al. (2015)	SS of a hotel company	TOPSIS & MOORA
Yangınlar, (2018)	SS criteria	Statistical analysis
Gündüz & Güler, (2015)	SS in thermal tourism	AHP
Karaatlı & Davras (2014)	SS in hotel company	AHP
Sarıoğlan (2011)	Accommodation business SS	Statistical analysis
Doğan & Gencan (2015)	Best hotel selection	AHP
Gümüş et al. (2017)	Alanya hotels SS	AHP
Ünal et al. (2019)	SS for hotel companies	BULANIK AHP
Vatansever & Tellioğlu (2020)	Choosing a supplier for a Hotel	T2IF TOPSIS
Hsu C-W (2014)	Low carbon SS for tourism firms	DANP & VIKOR
Önder & Kabadayı (2015)	SS in hotel firms	ANP

As shown in Table 1, the most preferred MCDM approaches in the existing literature are the Analytic Hierarchy Process (AHP) and the Analytic Network Process (ANP) methods to evaluate the suppliers in the tourism industry. Hence, there are severe and surprising gaps in the literature since the used techniques have some drawbacks and limitations. First, these techniques suffer from rank reversal problems, and any change (i.e., the number of attributes and alternatives or the value of attributes) may cause a change in the final results dramatically (Mufazzal & Muzakkir, 2018). Because of that, these approaches have no significant reliability. Also, they require many computations and pairwise comparisons, and it is required to use additional techniques for identifying the consistency (Karthikeyan et al., 2016).
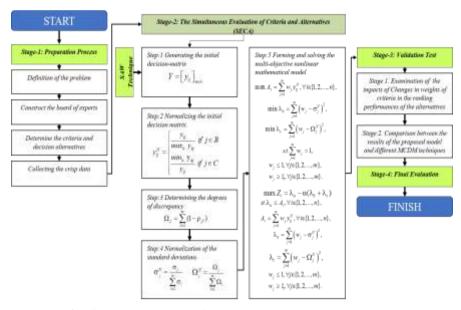
In addition, the simultaneous evaluation of criteria and alternatives (SECA) technique has been applied by several researchers in the literature though it is a very novel multi-criteria decision-making (MCDM) approach. These studies can be summarised as follows. In some studies performed by Keshavarz-Ghorabaee et al. (2018), the technique, called Simultaneous Evaluation of Criteria and Alternatives (SECA), introduced by the same authors, was implemented. It was applied for evaluating the sustainable production systems (Keshavarz-Ghorabaee et al. 2019), the best asymmetric formulation for the traveling salesman problems (Bazrafshan et al. 2021), evaluating the performances of the battery vehicles (Ecer, 2021). Also, Ecer (2020) demonstrated the implementations and algorithm of the SECA technique.

When the literature is evaluated in general, the SECA approach is still a very novel MCDM technique, and it was applied in fewer studies in the existing literature. Thus, we preferred to use the SECA approach to handle the evaluation and selection of the dairy products suppliers in Turkey, and it is aimed to solve this decision-making problem encountered in the field of the tourism industry by applying an MCDM framework based on this approach.

The rest of the paper is organized as follows. In section 2, the basic algorithm of the proposed framework is introduced, and implementation of the proposed model is demonstrated to solve the selection of dairy product suppliers in the tourism & hospitality industry in section 3. In section 4, a comprehensive sensitivity analysis was performed to test the validation of the proposed model. In section 5, the obtained overall results are discussed by considering the outputs and findings of the study. Also, recommendations to the following studies are indicated in this section.

2. THE PROPOSED MCDM FRAMEWORK

In this section, the proposed MCDM framework is demonstrated in detail. The basic algorithm of the model is presented in Figure 1 schematically.

Fig. 1. The procedure of the proposed MCDM framework

As given in Figure 1, the decision-making problem is first identified, and decision alternatives and the selection criteria are determined. Secondly, the criteria weights and the preference ratings of the options are determined simultaneously by applying the SECA technique. Finally, a comprehensive sensitivity analysis is performed to test the validation and robustness of the proposed model.

Simultaneous Evaluation of Criteria and Alternatives (SECA) technique

The SECA introduced by Keshavarz-Ghorabaee et al. (2018) is a novel MCDM technique (Ecer, 2021; Keshavarz-Ghorabaee et al., 2018). When this approach is compared to other traditional and popular MCDM frameworks, its most significant difference is that this technique can simultaneously identify the weights of the selection criteria and the preference ratings of the decision alternatives (Keshavarz-Ghorabaee et al. 2018; Ecer, 2020; Bazrafshan et al. 2021). According to the procedure of the SECA technique (Keshavarz-Ghorabaee et al.2018, Keshavarz-Ghorabaee, 2018), two types of reference points such as within-criteria and between-criterion are identified. The first reference point (i.e., within-criterion) is based on standard deviation, and the second (i.e., between-criterion) is identified based on correlation measure (Keshavarz-Ghorabaee et al.2019). The deviations of within-criterion and between-criterion are determined, respectively. Thus, a multi-purpose nonlinear model formed the basis on these expressions is mathematically

formulated in a manner that consists of three aim functions (Ecer, 2020). It aims to maximize the relative importance scores of the alternatives and minimize the deviations of within-criterion and between-criterion. Thus, as a result of the optimization of the mathematical model, both the performance score of the alternatives and the relative significance of the criteria are synchronically identified Keshavarz-Ghorabaee et al.2018; Ecer, 2021) advantages and suitable and applicable structure of this approach have effective for selecting it as a methodological for the current paper.

The basic algorithm of the SECA technique is presented as follows (Keshavarz-Ghorabaee et al. 2018; Ecer, 2020; Ecer, 2021; Bazrafshan et al. 2021).

Step 1. Generating the initial decision-matrix: Let suppose that n denotes the number of alternatives ($i = 1,2,...,n$) and m represents the number of the criteria ($j = 1,2,...,m$). The initial decision matrix is constructed as given in equation 1. Each matrix element [Y] should provide the condition of $y_{ij} > 0$.

$$Y = \begin{bmatrix} y_{11} & x_{12} & \cdots & y_{1m} \\ y_{21} & y_{22} & \cdots & y_{2m} \\ \cdots & \cdots & \cdots & \cdots \\ y_{n1} & y_{n2} & \cdots & y_{nm} \end{bmatrix}$$

(1)

Step 2. Normalizing the initial decision matrix: The elements of the initial decision matrix given in equation 1 are normalized with the help of equation 2 (Bazrafshan et al. 2021) by considering the characters of the criteria (i.e., benefit or cost criteria).

$$y_{ij}^N = \begin{cases} \dfrac{y_{ij}}{max_k \ y_{kj}} & if \ j \in B \\ \dfrac{min_k \ y_{kj}}{y_{ij}} & if \ j \in C \end{cases}$$

(2)

Where; B denotes the benefit criteria, and C symbolizes the cost criteria.

Step 3. Determining the degrees of discrepancy: In this step, the degrees of the discrepancy between j^{th} criterion and others are computed using equation 3 (Ecer, 2020).

$$\Omega_j = \sum_{l=1}^{m} (1 - \rho_{jl})$$

(3)

While ρ_{jl} is the correlation between j^{th} and l^{th} column of the normalized matrix, Ω_j denotes the degrees of discrepancy.

Step 4. Normalization of the standard deviations(σ_j) and correlation coefficients:

The normalized values of standard deviation and correlation coefficient for each column of the normalized decision matrix are computed. For this purpose, Eqs. 4 and 5 are used, respectively.

$$\sigma_j^N = \frac{\sigma_j}{\sum_{l=1}^{m} \sigma_l} \tag{4}$$

$$\Omega_j^N = \frac{\Omega_j}{\sum_{l=1}^{m} \Omega_l} \tag{5}$$

Where; σ_j^N is normalized standard deviation value, Ω_j^N denotes the normalized correlation coefficient.

Step 5. Forming and solving the multi-objective nonlinear mathematical model: In this step, the mathematical model consisting of expressions between 6th and 11th is formulated.

$$\max A_i = \sum_{j=1}^{m} w_j y_{ij}^N, \forall i\varepsilon\{1,2,...,n\}, \tag{6}$$

$$\min \lambda_b = \sum_{j=1}^{m} \left(w_j - \sigma_j^N \right)^2, \tag{7}$$

$$\min \lambda_c = \sum_{j=1}^{m} \left(w_j - \Omega_j^N \right)^2, \tag{8}$$

$$s.t. \sum_{j=1}^{m} w_j = 1, \tag{9}$$

$$w_j \leq 1, \forall j\varepsilon\{1,2,...,m\}, \tag{10}$$

$$w_j \geq \xi, \forall j\varepsilon\{1,2,...,m\}. \tag{11}$$

Then, this model is optimized by converting the model consisting of equations from 12th to 17th, and the criteria weights and preference ratings of the decision alternatives are determined. ξ, parameter existing in the model denotes the value provided to remain between ξ, and 1 for criteria; Also, it is recommended that this value should be identified as 0.001 (Ecer, 2020).

$$\max Z_i = \lambda_a - \alpha(\lambda_b + \lambda_c) \tag{12}$$

$$st. \lambda_a \leq A_i, \forall i\varepsilon\{1,2,...,n\},$$

$$A_i = \sum_{j=1}^{m} w_j y_{ij}^N, \forall i\varepsilon\{1,2,...,n\}, \tag{13}$$

$$\lambda_b = \sum_{j=1}^{m} \left(w_j - \sigma_j^N \right)^2, \tag{14}$$

$$\lambda_c = \sum_{j=1}^{m} \left(w_j - \Omega_j^N \right)^2, \tag{15}$$

$$\sum_{j=1}^{m} w_j = 1, \tag{16}$$

$$w_j \leq 1, \forall j \varepsilon \{1, 2, ..., m\}, w_j \geq \xi, \forall j \varepsilon \{1, 2, ..., m\}. \tag{17}$$

α coefficient given in equation 12 denotes the value that is effective for taking closer scores to the reference points for criteria weights as providing the condition $\alpha \geq 0$. As well as it can take a score between 0 and 1, it is possible to identify a value over 1 for that (Ecer, 2020; Bazrafshan et al., 2021; Ecer, 2021).

APPLYING THE PROPOSED MODEL TO THE SUPPLIER SELECTION PROBLEM

In this section, the proposed model was applied to solve the selection problem of dairy product suppliers in Turkey's tourism & hospitality industry. Before the implementation steps, information about the preparation process is presented in the following section.

Problem description

The current paper is derived from a real-life decision-making problem. Top managers of a tourism and hospitality firm that is one of the most significant tourism companies in Turkey requested help to solve decision-making problems on selecting their suppliers to our research team, and they requested a meeting to discuss these problems. By attending the first meeting, we tried to collect information about their problems and the company. According to our first sight, the company followed the entirely traditional and ancestral ways to evaluate and select the suppliers. They could not select the right and appropriate suppliers, as there were no sufficiently reliable and honest companies trying to do the work right. Consequently, they continued to lose money, and their material flows were not satisfactory concerning productivity, effectivity, and costs. By keeping this pre-information about the company in mind, we decided to collaborate with them to solve this decision-making problem permanently and carry out a research process. First, as seen in Table 2, we constructed a board of experts consisting of five highly experienced members and have extensive knowledge of the tourism and hospitality industry to obtain more reliable and reasonable results. We organized many round

table meetings with them in addition to many face-to-face interviews with each expert. In this meeting, we requested each expert to prepare a list to identify the selection criteria. Next, we collected these lists and prepared the final criteria list by eliminating the repetitive criteria. At the end of the process, the final criteria set has been identified to use in the research process by providing the complete consensus of the board members, as presented in Table 3.

Table 2. Information and details of the experts

No	Experience	Graduate	Duty
DM1	24	Tourism management	General manager
DM2	26	Finance	Business owner
DM3	28	Travel management	Purchasing manager
DM4	32	Business	supply chain manager
DM5	30	Tourism hotel management	General manager

Table 3. The selection criteria and decision alternatives

Code	Criteria	Code	Criteria	Code	Alternatives
C1	Price	C6	Packaging quality	A_1	SekSüt
C2	Reliability	C7	Warranty period	A_2	Ülker İçim
C3	Delivery performance	C8	Product variety	A_3	Sütaş
C4	Product quality	C9	Production capacity	A_4	Torku
C5	Ease of payment	C10	Financial situation	A_5	Pınar

Definitions about the identified selection criteria are presented in Table 4.

Table 4. The final selection criteria & alternatives, and definitions

Codes	Criteria	Definition
C1	Price	The price of service & products presented by suppliers
C2	Reliability	the ability of a firm to supply an acceptable product at the required time consistently
C3	Delivery performance	The level that measures how much an organization's supply of goods and services has met the standards expected by its customers.
C4	Product quality	It refers to how well a product satisfies customer needs, serves its purpose, and meets industry standards.
C5	Ease of payment	The ease of transactions helps companies to make payments.
C6	Packaging quality	It refers to well-packaging for preserving the product quality
C7	Warranty period	It guarantees the quality of services and products presented by suppliers
C8	Product variety	The number and range of brands or products offered by a supplier
C9	Production capacity	It refers to maximum production or output, which can be produced in business with the help of available resources.
C10	Financial situation	It means the company's financial position and represents to balance or unbalance its financial structure.

Evaluation of the suppliers with the help of the proposed model

After the criteria and decision alternatives are identified, the proposed model is applied by following the SECA technique's implementation steps. For this purpose, the initial decision matrix is constructed as presented in Table 5. The subjective data related to the existing subjective criteria were transformed to the crisp data by using the Simple Additive Weighting (SAW) technique (Ömürbek et al., 2016), other crisp and objective data collected from the reports, catalogues, technical data published by the dairy products manufacturers identified as the decision alternatives in the current study.

Table 5. The initial decision matrix

	C1	C2	C3	C4	C5	C6	C7	C8	C9	C10
A_1	6.25	7.50	7.16	8.16	7.33	8.33	7	69	2	89900000
A_2	7.90	7.00	7.16	7.50	6.83	7.83	6	78	5	99800000
A_3	6.25	7.30	6.66	7.50	6.83	7.50	6	49	2	92000000
A_4	5.75	8.50	8.00	8.50	8.66	8.16	6	73	5	102000000
A_5	6.40	9.00	8.16	8.66	7.66	8.66	5	98	3	34700000

The decision matrix given in Table 5 has been normalized using equation 2. In the current paper, only criterion C1 is the cost criterion, and remainders are the benefit criteria. The normalized matrix is presented in Table 6.

Table 6. The normalized decision matrix

	C1	C2	C3	C4	C5	C6	C7	C8	C9	C10
A_1	0.920	0.833	0.877	0.942	0.846	0.962	1.000	0.704	0.400	0.881
A_2	0.728	0.778	0.877	0.866	0.789	0.904	0.857	0.796	1.000	0.978
A_3	0.920	0.811	0.816	0.866	0.789	0.866	0.857	0.500	0.400	0.902
A_4	1.000	0.944	0.980	0.982	1.000	0.942	0.857	0.745	1.000	1.000
A_5	0.898	1.000	1.000	1.000	0.885	1.000	0.714	1.000	0.600	0.340

Next, by computing the correlation coefficient, degrees of discrepancy are determined with the help of Eq. 3 based on these values. After the standard deviations are calculated, these values are normalized with the help of Eqs. 4 and 5, and the results are given in Table 7.

Table 7. The σ_j^N and the (Ω_j^N) values

	C1	C2	C3	C4	C5	C6	C7	C8	C9	C10
σ_j	0.100	0.094	0.077	0.063	0.087	0.052	0.101	0.180	0.303	0.273
σ_j^N	0.075	0.071	0.058	0.047	0.066	0.039	0.076	0.135	0.228	0.205
Ω_j	7.036	5.649	5.113	5.034	4.883	5.918	10.965	6.851	7.858	11.247
Ω_j^N	0.100	0.080	0.072	0.071	0.069	0.084	0.155	0.097	0.111	0.159

In the last step, the model has been formed and solved with the help of LINGO 18.0 software. In the model, it has been taken as ζ=0.001 and α=4. The obtained criteria weights and the performance scores of the alternatives are given in Table 8.

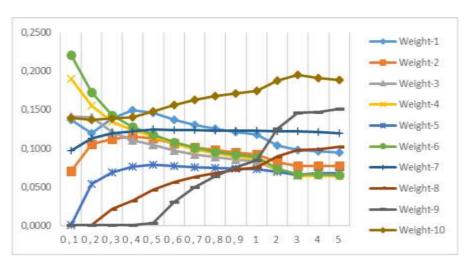**Table 8.** The criteria weights and performance score of options

	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10
W_j	0.0965	0.0776	0.0676	0.0647	0.0680	0.0667	0.1211	0.0992	0.1472	0.1914
Rank	5	6	8	10	7	9	3	4	2	1
	A1	**A2**	**A3**	**A4**	**A5**					
Score	0.814	0.877	0.759	0.947	0.763					
Rank	3	2	5	1	4					

When the criteria weights given in Table 8 are evaluated, the most significant criterion is the C10 financial situation with a score of 0.1914. remain criteria have been ranked as C9>C7>C8>C1>C2>C5>C3>C6>C4. Besides, the A4 Ülker İçim has been determined as the most suitable option, and remainders are ranked as A2>A1>A5>A3.

THE VALIDATION TEST

Here, we performed a comprehensive sensitivity analysis consisting of two phases to test the validity and applicability of the proposed model.

a) *Examination of the modification of* α *coefficient:* In this section, the criteria weights and performance score of alternatives were re-calculated by changing the α coefficient. For this purpose, we formed 14 different scenarios. As a result of optimizing the mathematical models formed for each coefficient, the criteria weights in Figure 2 and ranking the criteria for different values of α in Table 9 are given. When the obtained results are evaluated, the coefficient values of $\alpha \geq 0.5$, C10 has remained in the same rank.

Fig. 2. Changing the criteria weight for α coefficient

Table 9. Ranking the criteria for different values of α

	0.1	0.2	0.3	0.4	0.5	0.6	0.7	0.8	0.9	1	2	3	4	5
W1	5	5	3	1	2	2	2	2	3	3	4	5	5	5
W2	7	7	7	6	6	5	4	4	4	4	6	6	6	6
W3	3	3	5	7	7	7	7	7	7	8	8	7	8	8
W4	2	2	4	4	5	6	6	6	6	6	9	10	10	10
W5	8	8	8	8	8	8	8	8	9	10	10	9	7	7
W6	1	1	1	3	4	4	5	5	5	5	7	8	9	9
W7	6	6	6	5	3	3	3	3	2	2	3	3	3	3
W8	8	9	9	9	9	9	9	9	10	9	5	4	4	4
W9	8	9	10	10	10	10	10	10	8	7	2	2	2	2
W10	4	4	2	2	1	1	1	1	1	1	1	1	1	1

For the value of the α parameter identified as different, the performance scores of alternatives are given in Table 10.

Table 10. Performance scores of options for the different coefficients of α

	□=0,1	Rank	□=0,2	Rank	□=0,3	Rank	□=0,4	Rank	□=0,5	Rank	□=0,6	Rank	□=0,7	Rank
A1	0,923	2	0,915	2	0,908	2	0,905	2	0,900	2	0,884	2	0,872	2
A2	0,866	3	0,859	3	0,852	3	0,848	3	0,848	3	0,854	3	0,858	3
A3	0,866	3	0,859	3	0,852	3	0,848	3	0,842	3	0,826	4	0,815	4
A4	0,963	1	0,962	1	0,958	1	0,956	1	0,953	1	0,952	1	0,951	1
A5	0,866	3	0,859	3	0,852	3	0,848	3	0,842	4	0,826	4	0,815	4
	□=0,8	**Rank**	**□=0,9**	**Rank**	**□=1**	**Rank**	**□=2**	**Rank**	**□=3**	**Rank**	**□=4**	**Rank**	**□=5**	**Rank**
A1	0,864	2	0,857	3	0,851	3	0,827	3	0,815	3	0,814	3	0,811	3
A2	0,861	3	0,863	2	0,865	2	0,873	2	0,877	2	0,877	2	0,877	2
A3	0,807	4	0,801	4	0,796	4	0,773	4	0,761	4	0,759	5	0,756	5
A4	0,951	1	0,950	1	0,950	1	0,948	1	0,947	1	0,947	1	0,946	1
A5	0,807	4	0,801	4	0,796	4	0,773	4	0,761	4	0,763	4	0,763	4

The ranking results for decision alternatives given in Table 10 are examined; the best option, according to the proposed model results, has remained in the same ranking position. Hence, the proposed model results can be accepted as stable and consistent.

b) Comparison with other MCDM approaches

By considering the initial decision matrix constructed for the SECA technique, different MCDM techniques are implemented, and the ranking results are examined. For this purpose, multiattribute utility theory (MAUT) (Lopes and Almeida, 2015), measurement of alternatives and ranking according to compromise solution (MARCOS)(Stević et al., 2020), the technique for order preference by similarity to ideal solution (TOPSIS) (Venkatesh et al. 2015), multi-attributive border approximation area comparison (MABAC) (Pamučar and Ćirović, 2015), and weighted aggregated sum product assessment (WASPAS) (Zavadskas et al., 2012) techniques are applied. The obtained results are given in Figure 3.

Fig. 3. Comparison with different MCDM techniques

According to the ranking of the alternatives given in Figure 3, the A4 option Ülker İçim is the best alternative for each implemented technique. It has been observed that slight changes cannot change the overall results in the ranking performances of the other alternatives. However, the average correlation coefficient is determined as r= 0.84, which can be accepted very high.

CONCLUSIONS

This study applied an MCDM framework based on the SECA approach to evaluate the dairy products supplier selection problems. The current paper has some valuable contributions and managerial implications. First, a novel criteria set is presented in the current study to fill the existing gap in the literature because there are no criteria set commonly accepted in the literature. In addition, it is unclear how the identified criteria were selected, and there is no evidence about the applied methodological frame for determining these criteria in the previous papers. This paper identifies the criteria set by following a methodological frame. In addition to a detailed literature review, we performed comprehensive fieldwork with highly experienced professionals.

Also, the paper tried to solve a real-life decision-making problem encountered in the tourism & hospitality industry. Besides, the proposed model has an efficient basic algorithm that decision-makers can follow without requiring advanced mathematical knowledge. In addition, the proposed model does not require an additional weighting technique for computing the criteria weights, as it can identify the criteria weights simultaneously. Therefore, it can reach very reasonable and logical results with fewer computations. Furthermore, the sensitivity analysis results show that the model is maximally consistent and stable. Hence, the proposed MCDM approach provides a more reliable decision-making environment.

When the practical results of the current paper are evaluated, the most influential criterion is determined as the financial situation of the suppliers. It means the strong suppliers in terms of financial structure can contribute to the tourism supply chain; also, it is possible to create more strategic solid alliances with these kinds of companies. Because of that, it is the most significant of this criterion. It is entirely understandable.

Besides, C9 product quality is the second-significant selection criterion. In practice, food quality is one of the determinative factors for guests' satisfaction. Eren (2020) indicated that the quality of the food and beverage service is essential for tourists, and its importance increases in all-inclusive hotels having five or over stars. Experts also approve of this view based on their experiences. According to them, guests mostly complain about problems related to food and beverage, and the central part of the complaints encountered in their companies are related to food and beverage. The remaining criteria are ranked as C7>C8>C1>C2>C5>C3>C6>C4.

When we evaluate the ranking results of the proposed model, A4 is the best alternative, as it provides good values for almost all criteria. In addition, this supplier had a robust financial structure when we examined its financial positions and values in the Istanbul stock exchange market (www.borsaistanbul.com).

The current paper provides some managerial implications to the current industry. The identified criteria and their weights can guide decision-makers and practitioners responsible for deciding in the tourism and hospitality industry. Also, dairy product manufacturers can consider these criteria and factors to improve the structure and quality of their products. In addition, the current paper focuses on the dairy products supplier in Turkey, as each supplier may have different characteristics, and it is not possible to compare dairy products producers with other types of suppliers such as meat & meat products suppliers, textile & apparel suppliers and so on. Because of that, presenting a general overview for all kinds of suppliers may not provide practical approaches and solutions to the problems of the current industry.

Although the current paper has many valuable contributions to the literature, it has some limitations. For instance, it deals with Turkey's dairy products suppliers. The current paper can be repeated for different countries and industries that are the supplier of the tourism industry, and the obtained results can be compared. In addition, the scope of the paper can be extended with the different fuzzy sets by the future works to capture and process the existing uncertainties.

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APPLICATION OF GIS IN TOURISM DEVELOPMENT PLANNING OF BIJAMBARE PROTECTED AREA

Edin Hrelja[15]
Nusret Drešković[16]
Aida Korjenić[17]
Amina Sivac[18]

Abstract: The subject of the research is the application of GIS in tourism development planning, a case study of the protected natural area of Bijambare. The research aims to show the benefits of the application of GIS in the use of existing and the establishment of new tourism products within protected natural areas. Protected natural areas are a valuable tourist potential, but as such, they are often under significant tourist pressure, losing their original role - nature protection. Therefore, it is necessary to consider all elements of the environment when planning the development of tourism within them. The application of GIS has a very important role in the overall process of valorization of tourism potentials and tourism development planning. The identification of tourist potentials is the initial phase in the process of tourist valorization, which in the modern scientific concept of research includes the creation of databases that are thematically established. Tourist valorization is also based on spatial data that include natural geographic (characteristics of relief, the hydrography of area, etc.) and socio-geographical characteristics of the area (proximity of roads, the proximity of emitting centers, etc.), and the most adequate can be seen using modern geoinformation technologies. The implementation of the mentioned concept of tourism development planning, presented through the conducted research, will contribute to the reduction of anthropogenic tourist pressures within protected natural areas.

Keywords: protected areas, GIS, planning, tourism, environment, Bijambare

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[15] Assistant professor, Department of Geography, University of Sarajevo - Faculty of Science, Zmaja od Bosne 33 – 35, 71000 Sarajevo, edinhrelja@pmf.unsa.ba
[16] Full professor, Department of Geography, University of Sarajevo - Faculty of Science, Zmaja od Bosne 33 – 35, 71000 Sarajevo nusretd@pmf.unsa.ba
[17] Associate professor, Department of Geography, University of Sarajevo - Faculty of Science, Zmaja od Bosne 33 – 35, 71000 Sarajevo aida.k@pmf.unsa.ba
[18] Senior Teaching Assistant, Department of Geography, Department of Geography, University of Sarajevo - Faculty of Science, Zmaja od Bosne 33 – 35, 71000 Sarajevo, amina.sivac@pmf.unsa.ba

INTRODUCTION

At the Assembly of the Canton Sarajevo session, held in 2003, the Law on the Proclamation of the Protected Area of Bijambare was passed. According to the IUCN categorization, the protected area of 370 ha belongs to the V category - protected landscape. The protected landscape of Bijambare is located in the area of Canton Sarajevo, in the municipality of Ilijaš, between the mountains Zvijezda in the north and northeast, Ozren in the south and southeast, and the Čemerska mountain in the west and southwest. It is located about 25 km as the crow flies north of Sarajevo, between the villages of Nišići and Krivajevići, in the northeastern part of the Crna Rijeka plateau (Fig. 1.).

In geotectonic terms, this area belongs to the area of the central Dinarides of Bosnia and Herzegovina. The diversity of the relief is a consequence of the different petrographic compositions of the rocks in which it was developed. Relief of mild and rounded shapes has been developed in shales, marls, sandstones, and alluvial deposits. A relief develops with a more pronounced relief component on the limestones: challenging to pass, on the surface covered with scrapes and sinkholes. The contact of limestone deposits with other rocks in this area is characterized by a steep ridge of resistant limestones along which softer Verfen deposits are washed and carried away through underground cracks in the limestones.

Geomorphologically, this area represents an intra-mountain depression, about 60 m lower than the passes Crna Rijeka and Čevljanovići. Along the peripheral part of the geomorphological depression, three caves were formed at different hypsometric levels, which indicates the polyphasic genetics of the depression. In addition to caves within the protected area, surface and underground relief forms have been developed - sinkholes, ravines, abysses, etc.

Underground geomorphological forms of relief - caves (Srednja, Gornja, Ledenjača, Ledenica, Dimišina, Đuričina, Donja, and Nova) represent especially valuable natural phenomena and are the primary motive for the establishment of a protected natural area.
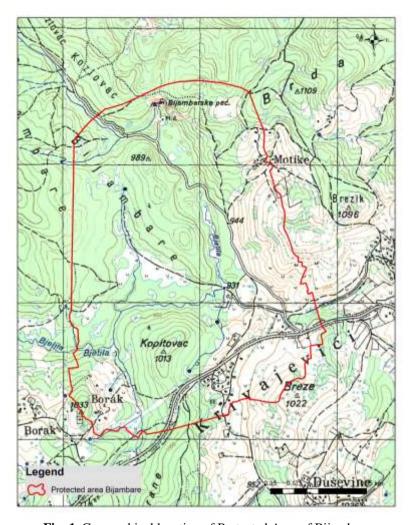
Fig. 1. Geographical location of Protected Area of Bijambare

(Source: Geo-database of GIS Center of Department of Geography, Faculty of Science, University of Sarajevo - Topographic maps of SFRY 1: 25.000, sheets Čamovine & Olovo Jug, adapted by the authors using ArcGIS [GIS software] Version 10.3.)

Hydrologically, due to the limestone terrain, the area has a poorly developed surface river network. The Bjelila river drains the waters within the protected area. It flows through the central part of the Crna Rijeka plateau and enters the Bijambare valley through a shorter gorge carved between the hills of Kopitovac and Bijambare.

In terms of climate, at lower hypsometric levels, Cf climate dominates, while at higher hypsometric levels, Df climate prevails.

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These terrain's geomorphological, hydrological and climatic specifics also influenced the creation of a specific and diverse vegetation cover and fauna. Many plant species are medicinal and honey-bearing, which contributes to the value of the protected natural area. A particular floristic value is the lower peat plants, with a high degree of representation of rare, endemic, sensitive, and endangered plant species. Of great importance in the value of the area are also large animals, birds, bats, and insects.

METHODOLOGY

In order to analyze the possibility of applying GIS in the spatial planning of tourism development of the protected area of Bijambare, several methods were used:

- General scientific methods (spatial analysis method, geostatistical method);
- GIS method;
- Field observation method;
- Method of tourist valorization.

Valorization, combined with other mentioned methods, is one of the most important phases in the process of spatial planning of tourism. It represents a complex phase of research, i.e., a quantitative assessment of values of available motives. It is very difficult to assess the tourist significance of the motive objectively. Therefore, the valorization was done by applying modern geoinformation technologies for tourist elements in which spatial parameters are assessed (compatibility, traffic connections, distance from the emitting center, etc.).

The process of assessing the quality and importance of tourist motives in the protected natural area of Bijambare was carried out through several phases:

- Phase I (identification);
- Phase II (valorization);
- Phase III (ranking of tourist values and separation of tourist micro-regions).

APPLICATION OF GIS METHODS IN IDENTIFICATION AND VALORIZATION OF TOURIST POTENTIALS IN BIJAMBARA PROTECTED AREA

The application of GIS methods in the identification and valorization of tourist potentials in the protected area of Bijambare has been applied through several phases:

- Phase I (identification - field observation method and *GIS method*);
- Phase II (valorization - method of networked thinking (through surveys) and *GIS method - multicriteria analysis*);
- Phase III (separation of tourist zones - *GIS method - data interpolation*);
- Phase IV (possibility of establishing new tourist products (*planning - GIS method*)).

Identification of tourist potentials using GIS in Bijambare protected natural area

The identification of tourist potentials is the initial phase in the process of tourist valorization (Drešković et al, 2015), which in the modern scientific concept of research includes the creation of databases that are established thematically. In addition to tourist motives, digitalization and the creation of databases for tourist infrastructure and superstructure were performed within this phase of work.

The next step is digitizing all tourism potentials and integrating them into a single interactive map linked to a previously created database. This database contains various information: from basic information about the attraction (name of the attraction) to its detailed description, possible visiting times, ticket prices, etc. Also, within the database are very important information or constitutive elements used in the process of tourist valorization: ambiance, infrastructure, attractiveness, compatibility, location, and average tourist value (Fig. 2.).
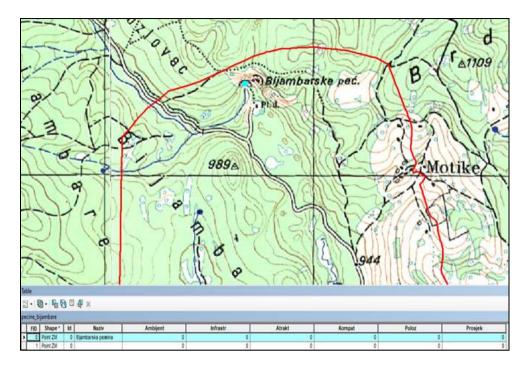
Fig. 2. Identification of tourist motives in the research area

(Source: Geo-database of GIS Center of Department of Geography, Faculty of Science, University of Sarajevo - Topographic maps of SFRY 1: 25.000, sheets Čamovine & Olovo Jug, adapted by the authors using ArcGIS [GIS software] Version 10.3.)

Identification of tourist motives in the protected natural area was performed based on: literature data sources, field observations, and cartographic - GIS methodology. Based on the available cartographic data sources, using modern geoinformation technologies, the identification of tourist potentials within the protected natural area of Bijambare was performed.
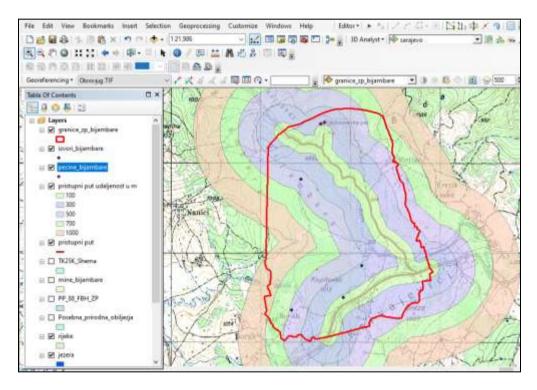
Tourist valorization using GIS in Bijambare protected natural area

Tourist valorization means the evaluation, i.e., the qualitative and quantitative assessment of the tourist values of all previously listed motive values and other constitutive elements of the tourist potential. Valorization is one of the most important phases in the process of spatial tourism planning. However, at the same time, it is the most complex and most challenging phase, especially when it comes to assessing the values themselves, whose tourism significance is challenging to assess objectively. Valorization aims to assess the value of the elements of tourist potential (individually and collectively), i.e., to determine their use-value.

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The process of valorization of tourist motives (natural geographical - hydrological and geomorphological) was performed for all constitutive elements of tourist motives (tourist position, ambiance, attractiveness, construction, and compatibility), with a grade of 1 to 5 points depending on its quality.

To achieve objectivity in the process of tourist valorization of tourist motives in the protected natural area of Bijambare, GIS technologies are applied in the analysis of spatial constitutive elements such as construction and compatibility.

Tourist valorization of the construction was performed by analyzing the distance of tourist motives from the access road using buffer zones (Fig. 3.).

Fig. 3. Analysis of analyzing the distance of tourist motives from the access road using buffer zones

(Source: Geo-database of GIS Center of Department of Geography, Faculty of Science, University of Sarajevo - Topographic maps of SFRY 1: 25.000, sheets Čamovine & Olovo Jug, adapted by the authors using ArcGIS [GIS software] Version 10.3.)

The analysis of the area/tourist motives connected to the access roads or located in its immediate vicinity received a higher number of points than the motives further from the access roads.

Compatibility analysis and scoring were performed according to the same principle. Compatibility implies the interconnectedness/proximity of tourist facilities. Thus, motifs that are spatially located within one/nearest buffer zone have a higher value, according to this criterion, compared to motifs that are located in the farthest buffer zone (Fig. 4.).

Also, the application of GIS in the tourist valorization of the protected natural area of Bijambare was used in the analysis of unexploded ordnance. This analysis involved the use of previously established databases and .shp files. Based on the conducted research, in the areas marked as areas with unexploded ordnance, they are not proposed for touristic or any other use, regardless of the tourist attractiveness of the area.
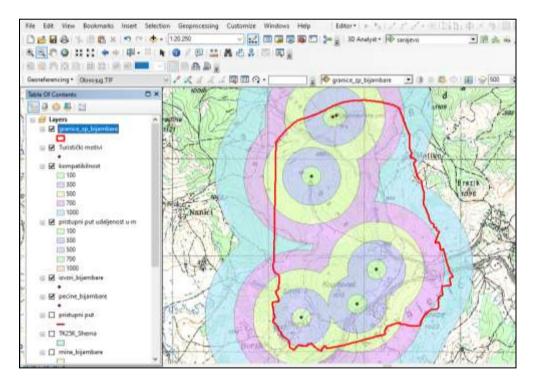

Fig. 4. Compatibility analysis of tourist motives

(Source: Geo-database of GIS Center of Department of Geography, Faculty of Science, University of Sarajevo - Topographic maps of SFRY 1: 25.000, sheets Čamovine & Olovo Jug, adapted by the authors using ArcGIS [GIS software] Version 10.3.)

Ranking of tourist potentials and allocation of tourist zones within the Bijambare protected natural area

Based on the point scale with which the valorization of tourist potentials was done (Fig. 5.), the ranking of tourist motives was performed based on the general tourist value defined in the categories:

- Rating 1 (insufficient quality) is not for tourist presentation and use;

- Rating 2 (satisfactory quality) has local tourist significance;

- Rating 3 (good quality) has regional tourism significance;

- Rating 4 (very good quality) has a broader regional significance;

- Rating 5 (excellent quality) has international tourism significance (Hrelja et al., 2012; Hrelja et al., 2014).

The general tourist value was obtained by analyzing the constitutive elements, their valorization, and the creation of databases and by calculating the average value for each motif separately.
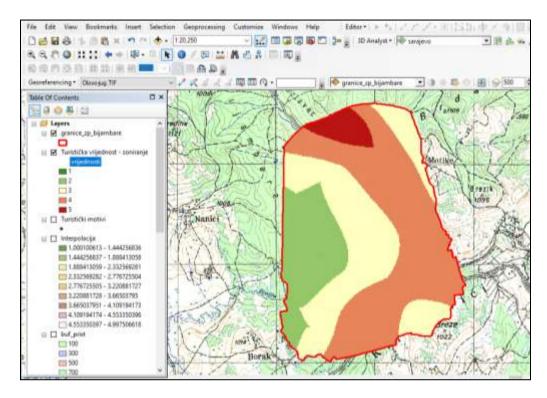
Fig. 5. Allocation of tourist zones within the Bijambare Protected natural area

(Source: Geo-database of GIS Center of Department of Geography, Faculty of Science, University of Sarajevo - Topographic maps of SFRY 1: 25.000, sheets Čamovine & Olovo Jug, adapted by the authors using ArcGIS [GIS software] Version 10.3.)

Based on the general tourist value assigned to vector data/motives, by applying the interpolation of spatial data, raster data were obtained based on which the zones of tourist value of the entire area were separated. The natural neighbor is one of the most popular interpolation methods, with wide application in geographic modeling (Boissonnat and Cazals, 2001; Unger, 2003; Fan et al., 2005). It is a weighted average method that estimates value using the local coordinates of a natural neighbor (Kilibarda, M., Protić, D., 2018). The interpolated value used in the process of separating tourist regions is determined by the values of the measured points that surround it.

APPLICATION OF GIS IN FINDING NEW FORMS OF TOURIST TRENDS

The application of GIS to find new forms of tourism trends is one of its most important functions in tourism development planning. Using GIS, databases, and cartographic representations of morphometric characteristics of the terrain (altitude, terrain slopes, vertical disintegration, and terrain exposures), hydrological characteristics, soil characteristics, biogeographical and climatic characteristics are created, which is the basis for all activities focused on creating new forms of tourist movements.

This includes determining the most suitable location for constructing new tourist sites and infrastructure or renovating existing ones, planning new zones for various tourist activities, and determining the maximum number of tourists in a given area for sustainable development. For the purposes of this research, the application of GIS in order to plan, establish and categorize hiking and biking trails is presented (Fig. 6.).
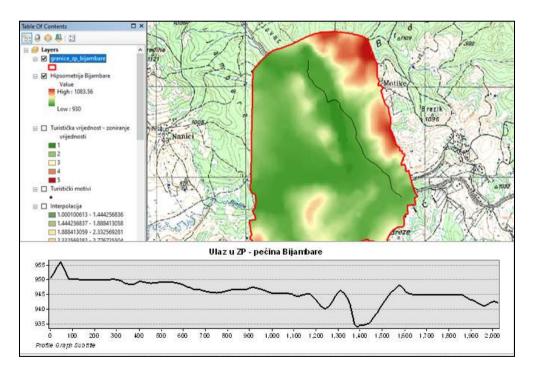

Fig. 6. Application of GIS in finding new forms of tourist trends

(Source: Geo-database of GIS Center of Department of Geography, Faculty of Science, University of Sarajevo - Topographic maps of SFRY 1: 25.000, sheets Čamovine & Olovo Jug, adapted by the authors using ArcGIS [GIS software] Version 10.3.)

The path from the entrance (eastern side of the area) to the protected natural area to the Middle Bijambare Cave has been digitized. Using GIS-based on a digital relief model, the longitudinal profile of the path is shown, based on which its slope of 0.20 was calculated. Longitudinal slopes are conditioned by the physical abilities of cyclists, technical and driving characteristics of the bicycle, wind speed, air resistance, and the quality of the traffic surface. On the profile of the mentioned path, based on the categorization of bicycle paths, it is possible to develop cycling for the purpose of recreation where it is possible to practice cycling for all age groups. Also, in addition to all the above, the application of GIS in analyzing the adverse effects of tourism development within protected natural areas is significant. This refers to monitoring changes in land cover, construction of tourist infrastructure and superstructure, defining the carrying capacity and area load, etc.

CONCLUSION

The conducted research ultimately confirmed the set assumptions of the research. Based on the research results, it is possible to generalize the following concluding assumptions:

The application of GIS has a very important role in the overall process of valorization of tourism potentials and tourism development planning.

Using cartographic data sources and the application of modern geoinformation technologies makes it possible to identify tourist potentials. The application of geoinformation technologies complements the identification of tourist potentials, which was performed by consulting literature data and field observations. Identification carried out in this way implies the creation of thematically established databases and represents the basis for tourist valorization of an area.

Tourist valorization is based on spatial data that include natural geographical (characteristics of relief, the hydrography of area, etc.) and socio-geographical characteristics of an area (proximity of roads, the proximity of emitting centers, etc.). Some of the elements of tourist valorization (proximity to emitting tourist centers, construction, compatibility, etc.) can be most adequately considered by applying modern geoinformation technologies.

By applying geoinformation technologies with interpolation of spatial data, obtained by the method of tourist valorization, micro-regionalization of an area is performed, which distinguishes tourist zones ranked according to tourist value.

Multicriteria analysis of spatial data using GIS makes it possible to establish and spatially determine new forms of tourist movements. In addition to the above, it is possible to contribute to the reduction of anthropogenic tourist pressures within protected natural areas.

Based on all the above, it is possible to conclude that the great importance of GIS in the inventory, valorization, ranking of tourist potentials, as well as the possibility of establishing new forms of tourist movements and tourist activities within protected natural areas.

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THE PROFILE OF TOURISTS DURING SARAJEVO FILM FESTIVAL

Amra Čaušević[19]
Amra Banda[20]

Abstract: Sarajevo Film Festival is of great importance for the image and competitiveness of Sarajevo as a tourist product. It has been held every year since 1995 in Sarajevo and has an average attendance of about 100,000 film lovers. An event of any kind, which gathers more than 100,000 visitors in Sarajevo, hosts an impressive number of world media, employs a large number of young people, fills the capacity of hotels, restaurants, draws offers from the tourist community, is the best promoter not only of Sarajevo but the whole country and the leverage for the development of the country in other areas too. The aim of this paper is to analyze the profile of tourists visiting Sarajevo during the Sarajevo Film Festival. Statistical significance tests and descriptive statistics were used in the analysis of the results.

Keywords: tourism, event tourism, Sarajevo, Sarajevo Film Festival

INTRODUCTION

Views among the authors on what the term "event" encompasses are varied. It is considered that the common feature of all events is periodicity and that each manifestation is an exceptional driving force for a mixture of management, program, decoration, and people (Getz, 2005).

The event that is discussed, from the point of view of tourism, and which will be discussed in this paper, is considered by a large number of authors as a "special event", referring of course to special public events. Special events include a wide range of events, from national holidays and celebrations, important civic events, notable cultural performances, major sporting events, and trade promotions. Today, the industry of these events is so large that it is very difficult to find a definition that includes all types and forms of special events (Čaušević-Ribić & Čizmić, 2016).

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[19] Assistant Professor, Department of Geography, University of Sarajevo - Faculty of Science, Zmaja od Bosne 33 – 35, 71000 Sarajevo.
[20] Assistant Professor, Department of Geography, University of Sarajevo - Faculty of Science, Zmaja od Bosne 33 – 35, 71000 Sarajevo.

Special events have six important features: they are attractive to tourists and promote tourism development, have a limited duration, happen once or periodically, increase awareness of the region, its image, and characteristics, provide a social experience, significantly deviates from everyday events (Jago & Shaw, 1998).

Sarajevo Film Festival is one of the most prominent film festivals in Southeast Europe. It has been held every year since 1995 in Sarajevo and has an average attendance of about 100,000 film lovers. It is the leading film festival in the region, recognized by both film professionals and the general public. High-quality programs, a strong industrial segment, educational and networking platform for young filmmakers, and the presence of film industry representatives, filmmakers, and media representatives, with an audience of over 100,000 people, confirm the status of Sarajevo Film Festival (Čizmić & Čaušević, 2017).

It is important to emphasize that no film event in the region has managed to attract the attention of the entire region in such a short time, especially in the countries of the former Yugoslavia. Thanks to the linguistic proximity, foreign tourists from the region perceive the Sarajevo Film Festival as a platform connecting and bringing them even closer through linguistically similar projections. Thanks to the international program of the Festival and the participation of some of the most famous Hollywood actors as visitors, people from all countries are increasingly deciding to visit the Sarajevo Film Festival. The good reputation of the Festival, as well as cheap travel and accommodation arrangements, make the Sarajevo Film Festival a very attractive destination in this part of Europe (Čaušević & Čizmić, 2017).

An event of any kind, which gathers more than 100,000 visitors in Sarajevo, hosts an impressive number of world media, employs a large number of young people, fills the capacity of hotels, restaurants, draws offers from the tourist community, is the best promoter not only of Sarajevo but the whole country and leverage for the development of the country and in other areas. This is its greatest strength and significance.

Sarajevo Film Festival is of crucial importance when it comes to the image and competitiveness of the Sarajevo tourist product. The richness of history and culture sets it apart from all other cities in Bosnia and Herzegovina, and the Sarajevo Film Festival is an ideal way to valorize and affirm precisely these values. (Čaušević-Ribić & Čizmić, 2016).

METHODOLOGY AND RESEARCH RESULTS

The paper applied a quantitative approach to the research, including data collection through surveys (face to face). The population covered by this research are foreign tourists (non-BiH citizens) who visited Sarajevo during the Sarajevo Film Festival, as well as in the period before and after the Sarajevo Film Festival (July and September 2014). The convenience sample for this research was 400 respondents (foreign tourists), namely 200 foreign tourists who visited Sarajevo during the Sarajevo Film Festival (August 15-23, 2014) and 200 who visited it in the month before and after the Festival (100 foreign tourists who visited it in July and 100 foreign tourists who visited it in September 2014). The classical method of interception was used to select the respondents. The data obtained by the research were processed separately for two target groups of respondents, i.e., for (1) foreign tourists who visited Sarajevo during the Sarajevo Film Festival and (2) foreign tourists who visited Sarajevo in the period of one month before and after the Festival. A comparison of these data and an analysis was then performed for each of the mentioned groups of respondents. In the analysis and interpretation of the obtained data, tests of statistical significance and descriptive statistics were used (Čaušević & Čizmić, 2017).

This paper aims to overview the characteristics, i.e., differences in the characteristics of the stay of tourists in Sarajevo during the Sarajevo Film Festival and the months before and after the Festival.

Table 1: Gender of the respondents

64%	36%	41%	59%
male	female	male	female
July and September		SFF	

Source: Čaušević, 2017.

In the months before and after the Sarajevo Film Festival, a convenience sample included more male respondents, namely 64% and 36% of female respondents, while during the Festival, this ratio was more balanced and slightly more in favor of the female respondents, 59%, while the occasional sample included 41% of male respondents.

As can be seen from the tables, the part of the sample related to the respondents who visited Sarajevo outside the period of Sarajevo Film Festival was aggregated in the analyzes to be compared with the respondents who visited Sarajevo during the Festival, which is the primary aim of this paper - to compare the experience during

and after the Sarajevo Film Festival. This presentation will be used in other analyzes and presentations.

Table 2 shows that the age structure of both samples is similar but still significantly different. In both cases, the largest group of respondents belonged to the age group of 24 to 39 years, namely almost half of the respondents (Čaušević, 2017).

Tourists who visited Sarajevo in July and September mainly belong to the age group of 24 to 39 years, 47% of them, while 21% of tourists belong to the age group of 40 to 55 years, 19% to the group of 18 to 24 years, and the smallest number of tourists, 14% of them belong to the age group over 55 years. Non-festival tourists (tourists who visited Sarajevo in July and September) belong to the second and third age groups in almost the same number of cases. One-fifth of the respondents belong to the youngest group, aged 18 to 24, and the other fifth to the older group, aged 40 to 55. The smallest number of respondents belongs to the oldest group, with more than 55 years of age.

Tourists who visited Sarajevo during the Sarajevo Film Festival, on the other hand, differ significantly in their age structure. The largest number of respondents, as with non-festival tourists, belongs to the age group of 24 to 39 years, 48% of them. Almost one-third of visitors belong to the youngest group, 29% of those aged 18 to 24, while 13% of tourists belong to the age group over 55. The smallest share in the age structure of visitors during the Festival belongs to the group from 40 to 55 years of age, namely 11% (Čaušević, 2017).

Table 2: Age distribution of respondents

19%	29%	47%	48%	21%	11%	14%	13%
18 to 24 years		**24 to 39** years		**40 to 55** years		age group over **55**	
July and September	SFF	July and September	SFF	July and September	SFF	July and September	SFF

Source: Čaušević, 2017.

A χ^2 test was also carried out for this analysis to determine if the difference in the age distribution of respondents is statistically significant. The test showed that this difference, which shows that the respondents who visited Sarajevo during the Sarajevo Film Festival were somewhat younger, was statistically significant. Therefore, significance was determined at the level of 0.013% (Čaušević, 2017).

Table 3: Degree of education

0%	2%	2%	1%	7%	25%	58%	63%	34%	10%
Without education		Elementary School		High school		College		Postgraduate education	
July and September	SFF	July and September	SFF	July and September	SFF	July and September	SFF	July and September	SFF

Source: Čaušević, 2017.

Again through the χ2 test, statistical significance was also determined in the analysis of differences in the highest completed degree of education. Visitors of Sarajevo during the Sarajevo Film Festival are more likely to have graduated from college or university (63%). In comparison, this is also the case with 58% of tourists who visited Sarajevo in July and September. However, it would be wrong to conclude that they are more educated because respondents who visited Sarajevo during July or September are significantly more likely to have completed postgraduate education (34%), while this is the case in 10% of Festival visitors. In addition, 25% of Festival visitors have a high school, while this is the case with 7% of tourists who visited Sarajevo in July and September.

This can be related to the earlier presentation, which showed that the respondents during the Festival were still slightly younger (18 to 24 years), and a significant part of them had just finished high school or college and did not even have time to complete higher education (Čaušević, 2017).

Visitors in July and September most often, almost, as a rule, came to Sarajevo for the first time, namely 82%. Eight out of ten respondents visited Sarajevo for the first time, and just over a tenth, namely 12%, visited Sarajevo more (but not more than four) times. On the other hand, only 3% of tourists visited Sarajevo more than 10 times, while 2% of tourists visited Sarajevo 5 to 9 times (Čaušević, 2017).

Visitors during the Festival were significantly less frequent in Sarajevo for the first time, about half of the respondents, or 55%. More often than non-festival tourists, these visitors have been to Sarajevo several times. Almost a third (27%) were in Sarajevo more than twice and less than 5 times. 4% of festival tourists visited Sarajevo 5 to 9 times, while 4% of tourists visited Sarajevo 10 or more times. In this case, too, the χ2 test was performed, which showed that these differences were statistically significant since the p-value was lower than 0.05 (Table 4).

Table 4: Results of χ² test

		Type of survey
How many times have you visited Sarajevo so far?	Chi-square	48,411
	Df	8
	P value	**0,000**

Source: Čaušević, 2017.

Table 5: Previous visits to Sarajevo

82%	55%	12%	27%	2%	4%	3%	4%	2%	11%
First time		**2 to 4 times**		**5 to 9 times**		**10 and more times**		**Does not want to answer**	
July and September	SFF	July and September	SFF	July and September	SFF	July and September	SFF	July and September	SFF

Source: Čaušević, 2017.

The nature of the visit can be explained by the previous, but also by the next question. For this variable, respondents provided information on how long they intend to stay in Sarajevo.

Respondents who were not in Sarajevo during the Sarajevo Film Festival stayed in Sarajevo for up to three days in almost three-quarters of cases (70%), which was the case with slightly more than half of the respondents (54%) during the Festival. Tourists from July and September, 14% of them, stayed in Sarajevo for 4 to 6 days, 5% of them stayed from 7 to 9 days, 3% of tourists stayed for 10 or more days, while 9% of tourists did not have a defined duration of the visit. Respondents surveyed during the Festival intended to stay in Sarajevo a little longer, 20% of tourists from 4 to 6 days, 5% from 7 to 9 days, 4% 10 and more days, and 17% did not know how long they would stay in Sarajevo (Čaušević, 2017).

<div align="center">

Table 6: Results of χ² test

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		Type of survey
How many nights will you spend in Sarajevo?	Chi-square	27,128
	df	10
	P-value	**0,002**

Source: Čaušević, 2017.

Test of statistical significance, as in the case of testing the previous variables, showed that this difference is also statistically significant because the p-value is 0.002 (table 6) (Čaušević, 2017).

<div align="center">

Table 7: Length of stay

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1%	2%	70%	54%	14%	20%	5%	5%	3%	4%	9%	17%
Stays only during the day		**1 to 3 days**		**4 to 6 days**		**7 to 9 days**		**10 and more days**		**Does not know**	
July and September	SFF	July and September	SFF	July and September	SFF	July and September	SFF	July and September	SFF	July and September	SFF

Source: Čaušević, 2017.

CONCLUSION

The research in this paper has multiple benefits both for the tourist offer of the city of Sarajevo and for the Sarajevo Film Festival. First of all, we need to start from a significantly different structure of visitors during and outside of the period of the Sarajevo Film Festival. The results showed that tourists in Sarajevo during the Festival are younger, probably still in the process of obtaining education, and do not have a clear plan for how long they will stay, but their stay is still significantly more extended than that of visitors to Sarajevo in July and September. On the other hand, visitors in the period when the Sarajevo Film Festival is not held are somewhat older, more educated, and intend to stay shorter in Sarajevo, usually one to three days, and have not been to Sarajevo before. Observing this segment of the research, it can be observed that the experience of visiting is different, which corresponds to

different profiles of visitors in two different periods. Younger visitors come during the Sarajevo Film Festival, while older and more educated ones visit outside this period. Also, outside the Festival, visitors stay in Sarajevo shorter (up to three days), while the visits during the Festival are longer and more often of undefined length.

The results of the research can be a good guide for the strategy of enriching the tourist offer of Sarajevo. The experiences and results of the research should be used in order to enrich the offer of the city of Sarajevo strategically. They can be the basis for further development of the tourist offer - which will be an upgrade and enrichment of the current offer in order to provide as much value as possible for current and potential tourists. Sarajevo Film Festival has merged with the city and is an inseparable part of it, which is why it is even more important to approach the design of other content strategically on the basis of marketing information and insights (Čaušević, 2017).

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BANJA LUKA AS THE LEISURE AND RECREATIONAL TOURISM-GEOGRAPHICAL REGION

Aida Bidžan-Gekić[21]
Lejla Žunić[22]
Haris Gekić[23]

Abstract: Banja Luka as the leisure and recreational tourism region is rich in natural tourism potentials, where specific forms of tourism can be developed: mountain, hunting, rural, excursion-recreational, adventure, recreational-sports, fishing, speleological, ecotourism, religious, cultural, event, business, congress and transit tourism. This paper presents the main natural-geographical features of this tourism region, as well as the possibility of its valorization for the development of leisure and recreational tourism. There will be applied few different and adopted models related to tourism regionalisation, identification and valorisation of natural potentials in order to define leisure and recreative tourist sites. There are plenty of them in the region of Banja Luka and some of them are even protected areas (Kozara NP), as well as the part of UNESCO World Heritage List (Strict Nature Reserve Primeval Forest Janj).

Key words: Banja Luka tourism region, natural potentials, leisure and recreation, tourism valorization, protected areas

INTRODUCTION

Leisure travel is the main purpose of visit in all tourism macroregions in the world except the Middle East (VFR, health and religious tourism predominates). The share of leisure travel in global tourism is 56% (UNWTO, 2018), which is relevant indicator of its popularity and importance. Liszewski (2009) defined leisure and recreational region as the area based on the natural attractions (coastal and mountain areas, spa sites). It includes activities related to simple leisure like free time, learning, fun and health programs. Šecibović and Žunic (2008) explained 2 forms

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[21] Department of Geography, University of Sarajevo - Faculty of Science, Zmaja od Bosne 35, 71 000 Sarajevo, Bosnia and Herzegovina, Email: aidabidzan@gmail.com

[22] Department of Geography, University of Sarajevo - Faculty of Science, Zmaja od Bosne 35, 71 000 Sarajevo, Bosnia and Herzegovina, Email: pmflejlazunic@yahoo.com

[23] Department of Geography, University of Sarajevo - Faculty of Science, Zmaja od Bosne 35, 71 000 Sarajevo, Bosnia and Herzegovina, Email: hgekic@gmail.com

of recreational tourism: leisure and non-leisure. Non-leisure form includes business tourism, professional sport activites and VFR. Leisure form includes: different range of indoor and outdoor activities, excursions, environmental activities. Liszewski's classification of leisure regions is also based on their exploitation: seasonal (summer and/or winter) or throughout the year (e.g. spa). According to tourism-geographical analysis of the Banja Luka region, there were identified resources and potentials for development of the leisure and recreational tourism, which falls into developing character nowadays.

Aim, materials and methods

The aim of this paper was to identify and valorisate natural tourist potentials at Banja Luka tourist-geographical region for the purpose of leisure and recreation. Firstly, the S. Liszewski (2009) model of tourism regionalisation was applied (3 types of tourism-oriented regions): tourist-metropolitan region; leisure and recreation region; cognitive, educational & religion region to identify type of region Banja Luka (the region of leisure and recreation) (Liszewski S., 2009; Bidžan A., 2016). The modified McKercher & Hillary du Cross model of tourism valorization were applied to evalaute relevant indicators: tourism location, ambience, attractiveness and aesthetic value, compatibility, uniqueness, the level of utilization for tourist purposes, two-season possibility of exploitation, tourist attendance. The research was based on methods: tourism-geographical analysis, identification, valorisation, terrain observations (the field work), while ortophoto & satellite maps were helpfull in additional terrain analysis and identification of specific tourist attractions and routes... There was calculated general tourist value for each of them and rated on the Likert scale (1-5) to measure the spatial tourist significance :

- ➢ 0 to 1.5 (inadequate quality and low market attractiveness)- not suitable for tourist exploitation/ zero tourist significance (ZTS);
- ➢ 1.5 to 2.5 (satisfactory quality and medium market attractiveness) - local tourist significance (LTS);
- ➢ 2.5 to 3.5 (good quality and good market attractiveness) - regional tourism significance (RTS);
- ➢ 3.5 to 4.5 (very good quality and very good market attractiveness) - national tourist significance (NTS), and
- ➢ 4.5 to 5 (excellent quality and high market attractiveness) - international tourist significance (ITS).

VALORISATION OF NATURAL TOURIST POTENTIALS FOR THE LEISURE AND RECREATION

Banja Luka tourism region area: 7.977 km^2 is located on the northwest of Bosnia and Herzegovina. It's administrative area of 16 municipalities. Banja Luka city is the tourist center of this region, which is at the same time the main political, economic, financial and cultural- gravitational & administrative center of smaller entity Republika Srpska. The unique beauty of this region lies in its natural wealth (rivers, spa, mountains, valleys, 3 different ecosystems), so-called: „region of greenery". The region has very favorable tourist-geographical position as the M-16 road connecting it with the capital of Bosnia and Herzegovina and the Adriatic coast, as well as with Central Europe. This direction is also recognized as the important tourist corridor in Europe. According to official statistics, Banja Luka made 136.696 overnights in 2019, share of international >60% (Statistical bulletin of Banja Luka, 2020).

Fig.1. Tourism regions of Bosnia and Herzegovina
(Source: Bidžan, 2016)

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Tourism identification of natural potentials- „leisure and recreational areas", was based on the complexed analysis of the plenty of relevant literature and relevant spatial-planner documentation, available maps and data from competent institutions, as well as data collected during terrain, field work (observation and authors' judgement). There were identified and classified natural potentials: reliefs & forms, waters, climate, vegetation/ bioms followed with determination of tourism type (tab.1). For each of them is calculated general tourist value (average mark) and determined the rank of tourism & spatial importance (tab.2).

Banja Luka tourism region is predominantly leisure and recreational area, which can be seen from the tourist map below:

Tab.1. Identified Natural potentials of leisure and recreational tourism

Natural potentials: leisure & recreation			Tourism type (*bosnian marks*)
Relief & forms	Mountains & Protected areas	Manjača	PT/LT/ST/IR
		Čemernica	PT/LT/ST/IR
		Zmijanje	PT/LT/ST/IR
		Lisina	PT/LT/ST/IR
		Kozara (NP)	PT/LT/ST/IR/ET/ECO
		Rainforest Janj (SNR)	ET/ECO
	Gorges & canyons	Tijesno	IR/ET/RS/RT
		Zvečajska	IR/ET/RST/RT
	Caves	Hajdučka	SPT
		Lazareva	SPT
		Mišarica	SPT
		Zaglavački kamen	SPT
Waters	Rivers	Vrbas	IR/RST/RT
	Thermomineral waters	Banja Slatina	ZL
		Banja G. Šeher	ZL
Climate	Moderately climate	Banja Luka	KT/BT/ST/KT/TT
	Pre-mt. climate	Manjača Čemernica	ZST/IR/ZL
Vegetation	Biome of moderately moist willow and poplar forests		IR/ZL

	Biome of beech and beech-fir forests	IR/ZL
	Biome of moist forests of pedunculate oak and field ash	IR/ZL

(Updated table 2021 by Authors; Bidžan, 2016)

Legend: PT- Mt. tourism; LT- Hunting; ST- Sport; IR- Picnic; BT- Business; ET-Education & Science; RST- Fishing & sport; SPT- Speleologic; ZST- Winter & Sport; KT- Culture; ZL- Health & Rehab; ECO- Ecotourism; TT- Transit tourism; NP- National Park (IUCN-II); SNR- Strict Nature Reserve (IUCN-Ia)

Tab.2. Tourism valorisation of Banja Luka region for the leisure and recreation

Natural potentials: leisure & recreation	Location	Ambience	Attractiveness	Compatibility	Uniqueness	Utilization	Access	Exploitation	Attendance	GTV	Rank
Kozara NP	5	5	5	4	5	3	3,5	4	3,5	**4,2**	NTS
Janj SNR	4,5	5	5	5	5	4	4	4	4	**4,5**	ITS
Čemernica	1,5	4	4	3	5	1	2	2	1	**2,6**	RTS
Lisina mt.	4,5	5	5	3	5	1,5	2	3,5	2	**3,5**	RTS
Tijesno Cyn.	3	4,5	4,5	3	5	1	3	2	1	**3**	RTS
Zvečajska G.	1,5	4	4	3	5	1,5	1,5	1,5	1,5	**2,6**	RTS
Hajdučka C.	3,5	4	5	3,5	5	1,5	2	1,5	1,5	**3,1**	RTS
Lazareva C.	3,5	4	5	3,5	5	1,5	2	1,5	1,5	**3,1**	RTS
Mišarica C.	1,5	4	4	3	5	1	2	2	1	**2,6**	RTS
Vrbas Riv.	5	5	5	5	5	4	4	4,5	4	**4,6**	ITS
Slatina Spa	4,5	4,5	4,5	4,5	4	3,5	5	5	3,5	**4,3**	NTS
G. Šeher Spa	3,5	4	5	3,5	5	2,5	3	3	3	**3,6**	NTS

Climate (2)	4,5	2,8	3,5	2,8	2,5	3	3	3,5	3,5	**3,3**	RTS
Bioms (3)	3,5	2,7	2,7	2,5	2,5	2,2	2,5	2,5	2,7	**2,6**	RTS
B. LUKA	3,6	4,0	4,2	3,4	4,3	2,3	2,7	2,7	2,4	**3,9**	NTS

(Updated table 2021 by Authors; Bidžan, 2016)

According to this results of evaluation of natural potentials (tab.2), Banja Luka tourist-geographical region belongs to the second rank of spatial importance, NTS-national tourist significance predominant (gtv. 3.9). This finding is new relevation, as few years ago Bidžan (2016) classified this region into the third rank (3,3)-regional tourist significance. Tourism & spatial importance of this region was increased due to the recent UNESCO acceptation of Rainforest „Janj" on its prestigious World Heritage List (officialy Strict Nature Reserve, IUCN category Ia, since July 2021). The highest value is found at uniqueness (4.3), which means very good quality and very good market attractiveness. It's because every geographical area is unique itself and objectively the region of Banja Luka possess beautiful landscapes and sceneries with refreshing & recreational attributes. The lowest value is found at tourist attendance (2.4), satisfactory quality and medium market attractiveness. It's mostly because lack in tourism marketing and weak promotion tools.

The Rainforest Janj (SNR-Ia, UNESCO 2021)

Primeval reserve "Janj" is located near Šipovo, south area of Banja Luka tourist-geographical region, western part of Bosnia and Herzegovina. It is located between 44°07'-44°10' N and 17°15'-17°17' E, elevational range 1,180 - 1,510 m above sea level. In primeval forest Janj, there is a strict area of the reserve, that covers 295 hectares. Protection regime of the first degree (Ia) represents area with outstanding or representative ecosystems, geological or physiological features and types, which are primarily used for scientific purposes and the monitoring of the environment, and it's part of the UNESCO since July 2021. In the surrounding area there are rivers Pliva with Pliva Lake, Vrbas, Sana and Janj, and mountains Lisina (1,333 m), Podovi (1,084 m), Čemernica (1,631 m), Vitorog (1,906 m), Hrbina (1,543 m) and Crni vrh (1,514 m). Area of the reserve is located in western Bosnia in the region of internal mountains Dinarides which is characterized by mountainous climate. By its altitude and position, it is located in the zone of beech and fir forest with spruce, except the highest parts which belong to the subalpine vegetation belt. "Janj" is located on the border of Illyrian vegetation provinces. Community of beech and fir
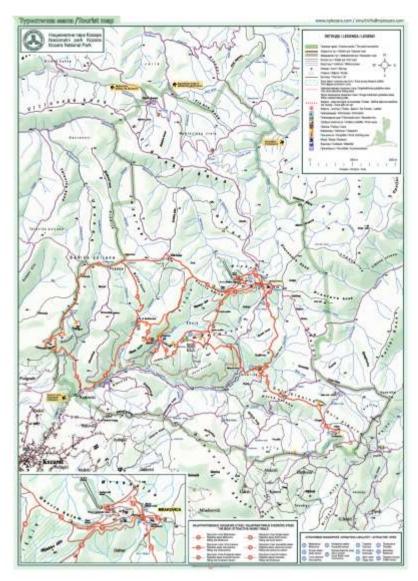
with spruce occupies about 95% of the reserve "Janj". Permanently protected mammals that live in this area are: ermine *(Mustela erminea L.),* squirrel *(Sciurus vulgaris L.),* and lynx *(Lynx lynx L)*. Permanent birds: western capercaillie *(Tetrao urogallus L.),* hazel grouse *(Tetrastes bonasia L.),* hawk *(Accipiter gentilis L.),* falcon *(Falco peregrinus T.)*. Mammals protected during haunting season: brown bear, roe deer, rabbit. Birds protected during haunting season: rooster of western capercaillie, rooster of hazel grouse. Migratory birds that are protected: common wood pigeon *(Columba palumbus L.)*. The main functions of this area are: educational, ecological and aesthetic.

Fig.2. Hermeline *(Ermine)*
(Protected Areas of Republika Srpska, 2013)

National park Kozara (1967)

The National Park Kozara is popular like "the air spa", the "Krajina beauty". Kozara Mountain (NW Bosnia & Herzegovina) is low, island mountain between the Pannonian Plain in the north and the Dinarides in the south, and bordered by the rivers Sava, Una, Vrbas and Sana. The area is specific by its dense complexes of deciduous and coniferous forests, glades, clear streams, wealth of flora and fauna. Natural heritage is presented by plenty of different geological, geomorphological, hidrographic and biodiversity features. There are Mesozoic and Tertiary layers in Kozara Mountain (SE, NW), although it's basically made up of older rocks (Paleozoic, Precambrian).

Fig.3. Tourist Map NP Kozara
(Official website of Banja Luka municipality)

There are different relief forms: mountain peaks, reefs, plateaus, slopes, valleys, ravines, sinkholes, hills, etc.; long slopes steeply descending into the stream valleys; karst features (ridges, valleys and basins) in limestone areas (Kozarački and Zečiji kamen, etc.). Hydrographic network is very dense, radial-dendroid type. There are 3 main rivers: Mlječanica, Crna Rijeka, Moštanica. Some rivers created deep valleys, canyons and gorges, waterfalls (The waterfall at Zečji kamen, Gumline, etc). All water sources are of good quality – drinkable water. The Park has moderate climate

with clearly marked four seasons. 90% of its territory is forest area: mostly high beech and fir. High biodiversity includes: flora 865 plant species (117 fungi, 11 lichens, 80 mosses and 657 higher plants e.g. ferns, trees) and fauna: numerous species, mammals: roe deer, wild bear, wolf, fox, wild cat, etc., birds: nightingale, etc. Cultural heritage includes most popular sites: the city of Maria Theresa (the Middle Age); the Mehmed church, chapel: Nativity of the Blessed Virgin Mary (1903); Mrakovica plateau (806 m)- central part of the park, area with recognized urban content & cultural events; The Kozara tower (1972), memorial complex to deceased soldiers- partisans from World War II: Monument, Memorial Wall and Museum, monument of 33 m, symbolically, represents the size of liberty and freedom- loving spirit of Kozara people, while concrete columns around it represent physical pressure that enemy put on Kozara.

Fig.4. The Kozara Tower, Mrakovica
(Foto by Žunić, L.)

Popular activities in the area of National Park Kozara are: hiking, cycling, sport climbing and skiing; history education; nature & cultural tourism.

River Vrbas & events

„The paradise valley" is another name for the river Vrbas in Bosnia and Herzegovina. River source: under Zec mt. 1530 m. River mouth: Sava, 90 m. River length: 235 km. Vrbas Adventure Resort is area recognized by its recreative activities: kayak and dayak race boats, rafting race, jumping from city bridge, swim over Vrbas, sand volleyball, closed stadium football, basketball, sports fishing competition, parachute jumping, promotion of the activities of sports clubs, etc. Dominant types of tourism are: sports, adventures, ecotourism. The most popular manifestation is „Summer at Vrbas" (since 1953). The IRF World Cup 2021 Banja

Luka, Bosnia & Herzegovina (June)- International Rafting Federation competition of 15 teams from 6 countries (Serbia, Romania, Latvia, Bosnia and Herzegovina, Hungary, Russia), which is worth of mention as the COVID-19 crisis affected tourism badly, but this manifestation kept her international content anyway.

Fig.5. River Vrbas
(Foto by Bidžan-Gekić, A.)

The spa complex in Slatina

The Spa complex in Slatina is the popular centre of physical medicine and rehabilitation (since 1888) with the bed capacity: 500. It is located 12 km distance from city centre of Banja Luka. Thanks to the natural healing factors: thermomineral water which is well mineralized calcium-magnesium-sulfate-hydrocarbonate-carbonic hyperthermia (40-42˚C), healing mud (peloid), forest complex, this is an attractive and rentabile site of health & spa tourism, and congress tourism. Thermomineral waters of Slatina belong to the Vrbas river basin, geological position is determined by the Jurassic-Cretaceous and Upper Cretaceous flysch zone.
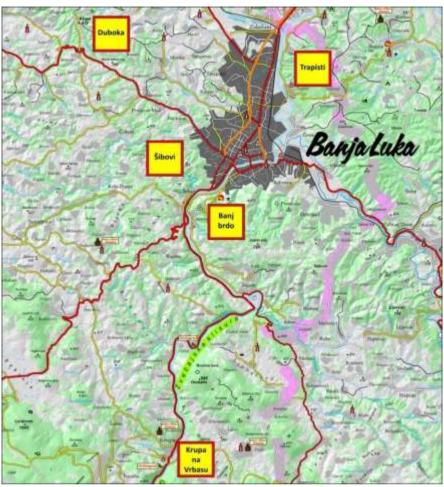
Fig.6. The Spa complex Slatina
(Source: Official Website)

Recreational „picnic" areas

There are few recreational picnic areas near Banja Luka: Šibovi, Krupa at Vrbas, Banj hill, Duboka, Trapisti-Forest Park, as it can be seen from the map below.

Šibovi (383 m) is panoramic site with scenic viewpoint. Activities: picnic, walking, hiking. *Krupa at Vrbas* is a small town in valley between canyons of the Vrbas-river (25 km south of B. Luka). *Banj hill (431 m)* is panoramic site with different range of activities: walking, hiking, resting; culture: memorial monument (World War II). *Duboka (near B. Luka)* is picnic area with traditional gastronomy, but it's also practical for sports and recreation. It also includes scenic viewpoint. *Trapisti-Forest Park* is leisure and recreational area. There is interesting Delibasha village (1869), agricultural vocational-industrial complex (beer, cheese, pasta, fabric; monastery, power station, mill, printing house, bakery, etc.), whose founder were Catholic priests (originated from the French monastery La Trappe) and Trappists community, approved by the Ottoman government then.
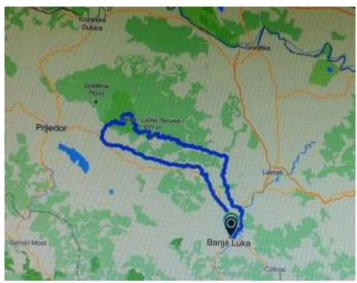
Fig.7. Recreational Picnic Areas in Banja Luka region
(Source: JU Tourist organisation of Banja Luka)

Cycling: bike trails

There are over 150 cycling route in and around Banja Luka, mostly of hilly type. Between most popular is bike route „Krupa on Vrbas" which is long 45 km and made of asphalt and gravel. The route starts on the cascades of the Krupa and goes upstream to the river's spring and Strika's cave, continues to the Stricici village, down to the village Dobrnja and back to the cascades and mills on the river Krupa. There are also 3 MBT in NP Kozara, but Kozara cycling route (30 km) is the most adventurous. It's the part of international route (Bosnia&Herzegovina; Croatia; MTB 60 km) and it connects the Kozara National Park, the Mostanica monastery

and Kozarska Dubica. It has 4 rest areas and 3 springs situated along the route, and beautiful landscapes.

Fig. 8. Banja Luka-Kozara cycling route
(Source: Portal Bikemap)

Fig. 9. Biker's resting area with scenic view
(Source:NP Kozara Official Website)

Hiking

Hiking is practicing in recreative area of Banja Luka. Popular hiking trail Suturlija (near the city of Banja Luka) consists 6 shorter sport's routes. In Vrbas Adventure Resort there is canyon Tijesno with hiking trail (7 km) and scenic view on Vrbas river. There are sports hiking on the marked routes with elevation range 10-100 m. Hiking trails in NP Kozara: Mrakovica trail; Mrakovica (806 m) –Gumline (520 m)-Gola mt. (876 m); Mrakovica (806)-Kozaracki st. (658).

Adventure

Besides adventurous sites that are mentioned above (Vrbas Adventure Resort, Summer at Vrbas, NP Kozara hiking and cycling routes, etc.), it's important to remark that Banja Luka is also popular by adventourous skydiving tourism. The city has skydiving centre *Skydive Banja Luka* (jumping since 1938) and sport airport „Zalužani" where the parachute jump activities are held.

Fig. 10. Skydiving Banja Luka
(Source: Banja Luka tourist board)

CONCLUSIONS

Banja Luka as the leisure and recreational tourism region has national tourist significance with developing character. There are plenty of natural potentials evaluated for leisure and recreation. This region offers different forms of tourism: leisure and recreation; nature tourism, cultural tourism; city tourism; rural tourism; eco-tourism; sport's and adventure tourism; hunting tourism; etc. There is more to be done to create popular nodus of leisure & recreation and to promote them efficiently, as an identified exceptional natural potential for this purpose is not

adequately exploitated. There is still minority of identified leisure & recreational potentials with the international tourist significance. The tourism of Banja Luka region has not been sufficiently represented on foreign markets, it's „somehow" exclusively predominantly oriented to the eastern block of Europe countries. The number of overnight stays has not achieved the million number yet. There is hard access to many natural potentials beacuse of 2 reasons mainly: a) the complexed topography, mountain relief and deep valleys, and b) lack of investments and bad communications. Most of events has local or regional tourist significance although they are labeled as international manifestations. Other problems are: depopulated areas; lack of accommodation properties; poor traffic infrastructure (bad communications & weak tourist signalisation); weak cooperation between the state government- entities- local community- the tourist community. Measures to improve the tourism development particularly related to leisure and recreation include steps:

- to improve public and private traffic, communications (differenty varieties)
- to improve tourist infrastructure (accommodation, different type of routes, land & navigational signalization)
- to create strong promotion (web presentations and brochures in several languages; word of mouth; media)
- to create more interesting and bigger number of different programs to accomplish everyone's wishes and needs (all generations)
- to establish effective co-operation on the relation between representatives of governments- local community -tourism sector, which would increase types and level of exploitation natural potentials for leisure & recreational tourism
- to invest more in nature tourism, means leisure & recreation
- to create new and receptive areas: popular leisure & recreational nodus-centres
- to invest in scientific research of natural areas for recreation
- to follow the positive examples from Europe etc. (advanced models implementation)
- to work actively on the goals to fulfil international requirements and standards that lead us to the UNESCO and IUCN list of protected heritage

Banja Luka tourism region has plenty of natural potential for the leisure & recreational tourism development, but it strongly needs rational investments, radoholic human resources and professionals (scientists, geographers, spatial

planners, tourismologists, engineers, etc.) to achieve the higher level of tourism significance in the Europe and the rest of the World.

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