

# CULTURAL TOURISM IMPACT ON THE DEVELOPMENT OF SARAJEVO TOURIST-GEOGRAPHICAL REGION

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**Abstract:** In this paper, we will present the hypothesis that cultural tourism can be a factor of tourist development of the Sarajevo tourist-geographical region with consideration of auxiliary hypotheses:

- Sarajevo tourist-geographical region has potential for development of cultural tourism,
- Cultural tourism is a relevant form of tourism which contributes to the sustainability of tourism and
- By cooperation of tourism and cultural sector, adequate and competitive tourist offer of this tourist-geographical region is achieved.

The aim is to point out that cultural tourism promote sustainability which is based on the preservation of and respect for culture receptive community and as a contemporary form of tourism is significant in the development of tourism in Sarajevo tourist-geographical region, and may represent the possibility of recovery and development of the tourist and geographical region. Given that cultural tourism is not recognized as a development strategy of urban policy and that in Bosnia and Herzegovina there is still not enough cooperation between the cultural sector and tourism nor the continuous multi-sectoral cooperation in the field of cultural tourism development, this issue needs to be realized in the future.

**Key words:** cultural tourism, Sarajevo tourist-geographical region, tourism development

## INTRODUCTION

Conceptual defining cultural tourism in relation to other forms of tourist movements seems more demanding, mainly because the concept of culture in this phrase, which can have a very broad scope. There are very different approaches in defining the terminology of this specific form of tourism, for example heritage tourism, historical tourism, art tourism, ethnic tourism, which, however, are not the same concepts.

McKercher says that there are as many definitions of cultural tourism as there are cultural tourists, but Keillor argues that in addition to cultural tourism other type of tourism does not really exist. This is the essence of tourism (Jelinčić, 2008). Conceptual definition of Greg Richards, one of the most active theoretician of cultural

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tourism in Europe, says: „Cultural tourism is the movement of people caused by cultural attractions outside their usual place of residence with the intention to gather new information and experiences in order to satisfy their cultural needs“. In his technical definition, he says that cultural tourism includes “All movements of people caused by specific cultural attractions such as cultural heritage, arts and cultural events, art and drama outside their place of residence“ (Richards, 2005).

These definitions placed motivation for tourist movements in the center, as is the case with the definition of the World tourism organization, which defines cultural tourism as a movement of people with primary cultural motivations such as study tours, arts and cultural tours, travel to festivals and other cultural events, visiting historical sites and monuments, travel for studying nature, folklore or art, and pilgrimages. In the study of cultural heritage, UNESCO states tangible and intangible heritage, i.e. material and spritual forms of culture. According to McKercher and du Cros, cultural tourism has become an umbrella term for a wide range of activities that include historical, ethnic, artistic, museum and other forms of tourism (McKercher and du Cros, 2012).

The most common cultural tourism is defined as the involvment of tourists in any kind of cultural activity or experience. These include different attractions: archaeological sites and museums, famous buildings, sculptures, art crafts, galleries, festivals, events, music and dance, religious festivals, pilgrimages, theater and literary tours. Cultural tourism can be analyzed from an economic point of view, tourism, cultural, educational, organizational and other points of view, but the point is that if you are committed to the development concept, we need to think of “how to activate cultural and artistic resources that we manage and how to put them into fuction of development“ (Đukić, 2005). Based on all the above, we can conclude that cultural tourism includes material and spiritual culture, but also includes the life of receptive community, and it will be all the more important and more present in modern life. Moreover, we need to define the positive and negative aspects of the development of this specific form of tourism.

- The positive sides of cultural tourism in the overall development of the region are the following:
  1. Tourism can boost the protection of cultural and historical monuments and increase of the form their conservation;
  2. Cultural tourism can be largely incorporated in the use and protection of protected areas;
  3. Cultural tourism can encourage more intensive investment in underdeveloped or run-down areas, as a function of their overall development but also the protection of some of these parts
  4. Cultural tourism can encourage an increase the money supply in this area, which usually leads to investment in other activities and expanding employment.
- The negative side of cultural tourism
  1. Tourists bring new forms of pollution in the wider area;

2. Tourism can also stimulate increased erosion in suburban areas;
3. Development of cultural tourism can encourage negative forms of construction of accommodation and other facilities that may jeopardize the essential function of the urban area;

When it comes to cultural tourism, it is very important to take into account the carrying capacity of particular cultural and historical monuments. When it exceeds a certain carrying capacity, it leads to environmental degradation and physical, psychological, biological and ecological saturation (saturation of the region). In this respect one can vary physical, ecological, psychological, biological and recreational facilities space. Physical facility - means the maximum number of tourists and tourist facilities which can be physically placed in a tourist destination. It can be achieved only in theory, but it would not be economically, geo-ecologically, psychophysiological and socio-psychologically justified, and such a capacity would not be optimal capacity. Socio-psychological facility indicates the number of people - the upper limit in an area that does not lead to a decrease in customer satisfaction (psychological saturation) or to psychophysiological ailments due to overcrowding space (eg overcrowding "Baščaršija"). Recreational facility - means the maximum number of visitors that can be placed in a space, but to have their needs for rest and recreation satisfied through various educational activities. Geoecological facilities of a tourist destination - indicates the maximum level of tourist activities within a tourist destination and while there is no entropy ecosystem of the area.

Each of these types of capabilities may be minimal, maximal and optimal. It is logical to assume that the use of capacity must always be at the optimum capacity. Such use is sustainable use, and it is, therefore, sustainable capacity, according to the concept of sustainable development. Essentially, it is important to assess the space of Sarajevo tourist-geographical region with the help of cultural tourism to develop in the direction of preserving the real urban environment and receiving a wide range of tourist attractions. In this sense, the most importance is in the formation of different types of tourism development policies that incorporate in themselves different forms of cultural tourism as a factor of better use of cultural resources. Bosnia and Herzegovina will in the future take care more and more about these issues which will require, in the beginning, devoting more time to educate the population and local communities. Education should answer how to establish modern forms of cultural tourism. In this regard, the commitment to the development of an integrated cultural tourism is perhaps one of the ways.

## **TOURISM POTENTIALS IN CULTURAL TOURISM OF SARAJEVO TOURIST-GEOGRAPHICAL REGION**

Potentials in cultural tourism of Sarajevo tourist-geographical region are cultural attractiveness which are made available for tourists. These are the material and spiritual values that attract tourists and which should be activated.

Cultural resources can be:

- archaeological sites (Butmir, Debelo Brdo, Zlatište, At mejdan, Tašlihan, etc.)
- architecture (City Hall, Baščaršija, Marijin Dvor, National Museum, Bey Mosque, Aškenska Synagogue, Cathedral, Štrosmajerova Street, Isa-bey hamam, Yellow bastion, Goat's bridge, Latin bridge, Alifakovac etc.)
- museums (National Museum, Historical Museum of Bosnia and Herzegovina, Svrzo's house, Museum of Alija Izetbegović, the Bosniak institute Foundation Adil Zulfikarpašić, Sarajevo tunnel, etc.)
- galleries (Art Gallery of Bosnia and Herzegovina, Collegium Artisticum, Academy of Fine Arts, etc.)
- events (Sarajevo Film Festival, Baščaršija nights, Jazzfest, MESS, Sarajevo Winter, International chess tournament "Bosnia", International Trade Fair for tourism and hospitality industry, the International book and material fair, etc.)
- music and dance (sevdalinka, Bosnian kolo, contemporary dances, etc.)
- language and literature (Gazi Huserv- bey's library, Haggadah, etc.)
- old crafts (silversmith, coppersmiths, wood carving, saddlers, etc.)
- religious events (Ramadan and Eid Adha, Orthodox and Catholic Christmas and Easter, Passover, etc.)
- the entire folk culture and subculture.

Since cultural tourism potentials are elements that distinguish the individual destinations and these enumerated participate in the creation tourism identity of Sarajevo tourist-geographical region. Their optimum use will contribute to the strengthening of this identity, and will make life in this region more dynamic not only for tourists but also for locals and it will bring profits of course. It is therefore essential that the Tourist Board of Sarajevo tourist-geographical region shapes the cultural tourism potential. All cultural tourism potential should be selected, and valorized, then interpreted, where interpretation has to be as a creative and interactive process and they should make the main content of the tourism product. Tourism potential should be further developed ensuring their preservation, and time sustainability.

On the one hand the Sarajevo tourist-geographical area would be the tourism potential of Bosnia and Herzegovina, the dynamic and complex potential for cultural tourism, and on the other side, the cultural tourism is a way, i.e. economically viable option for urban regeneration, that is optimal urban development and reconstruction of the region. The spatial component of the Sarajevo tourist-geographical region is relatively favourable, it is determined by the geopolitical situation of which we emphasize the central position in Bosnia and Herzegovina and by the determination that Sarajevo is

the capital of Bosnia and Herzegovina, the Federation of Bosnia and Herzegovina and the headquarters of the Sarajevo Canton, which is the political, administrative, economic and cultural center of the country. In this tourist-geographical region are located all major institutions of cantonal, federal and national importance, a number of diplomatic and consular, international and other economic offices. Sarajevo tourist-geographical region represents an interesting tourist destination as a result of its geostrategic position, exquisite and untouched natural beauty, cultural and historical values and favorable climatic conditions.

Sarajevo tourist-geographical region is characterized by the abundance and diversity of content which can largely be included in tourist offer and can at the same time serve local residents. The old town or new townscape attract visitors as well as specific events and atmosphere. Adequate condition of cultural goods, its protection and optimal exploitation are a prerequisite for inclusion in the tourist offer.

### **CULTURAL ACTIVITIES AND EVENTS OF THE SARAJEVO TOURIST-GEOGRAPHICAL REGION**

Archeologists can safely confirm that the area where today stands the Sarajevo tourist and geographical region has continuously been settled since the Neolithic period. The most famous evidence of settlement in the Sarajevo region in Neolithic Butmir culture. Excavations have been discovered in Butmir in Ilidža, in 1893 by the Austro-Hungarian authorities during construction of an agricultural school. The most interesting fact is that they found a unique ceramic objects and pot dishes which make Butmir culture unique in the world.

In the Middle Ages the area of Sarajevo tourist-geographical region was part of the Bosnian parish of Vrhbosna near the traditional center of the kingdom in Visoko. Sarajevo tourist-geographical region that we know today as Sarajevo, was established in the Ottoman Empire in 1450, and the year 1461 is typically used as the year of the foundation of the city. The first Ottoman governor of Bosnia and Herzegovina, Isa-beg Ishaković, turned a couple of villages, which were there at that time, into the city and state center by building a number of key objects, including mosques, closed marketplace, public baths, shelters, and of course the governor's palace (Saraj) who gave the city its current name. The mosque is named the Emperor's Mosque in honor of Sultan Mehmed II the Conqueror.

Furthermore, an important period for this tourist-geographical region is the period under the wise leadership of Gazi Husrev-Bey (the largest benefactor (vakif) of the city who has built most of the old town) when Sarajevo grew rapidly. It became known for its large marketplaces and numerous mosques which were over a hundred in the mid sixteenth century. It was then that Sarajevo was the biggest and most important Ottoman city in the Balkans after Istanbul. In 1660 in Sarajevo, there were over 80,000 inhabitants.

Austro-Hungarian period was a major breakthrough for this tourist-geographical region as the western power brought its acceptance of the standards of the Victorian era. Numerous factories and many other buildings were built at this time, and a large number of institutions were modernized and Westernized. After that the Sarajevo tourist-geographical region became a mixture of Ottoman market city and contemporary western architecture. There one can find some examples of Moorish and Art Nouveau styles from the period.

Another significant date that marked the Sarajevo tourist-geographical region is an event which started the First World War, that is when Franz Ferdinand, heir to the throne of the Austro-Hungarian Empire, and his wife Sofia were assassinated in Sarajevo on June 28, 1914 by Serbian nationalist and member of the organization Mlada Bosna (Young Bosnia), Gavrilo Princip. After four bloody years that followed, this tourist-geographical region as part of Bosnia and Herzegovina entered a new state, the Kingdom of Serbs, Croats and Slovenes (later Kingdom of Yugoslavia). At that time it was the capital of the Drina Province. It remained a part of this country until World War II when the Sarajevo tourist-geographical region was occupied by Nazi German forces and it became part of the Independent Croatian State.

After World War II, the Sarajevo tourist-geographical region was growing at incredible speed and at that time it was one of the most important industrial centres of Socialist Federal Republic of Yugoslavia. Modern communist blocks, built west of the old town, give this tourist-geographical region an architect's uniqueness. It reached the peak of its development in the early 1980s and at that time was chosen to host the XIV Winter Olympic Games in 1984. The games were a great success for the Sarajevo tourist-geographical region whose tourism started to develop rapidly ever since.

The euphoria over the Olympic Games and a good economic development have been destroyed by the four-year aggression on Bosnia and Herzegovina when this tourist-geographical region was under military siege for long 1,425 days. It has resulted in uricide and dramatic population decline. Reconstruction of the Sarajevo tourist-geographical region started as soon as the war in 1995 ended. At the end of 2003 most of the city was rebuilt with only a few visible ruins in the city center.

Identification, evaluation and valorisation found that the Sarajevo tourist-geographical region has a total of 125 cultural tourism potential, and 9 archaeological sites, 69 buildings of architectural and cultural heritage, 16 objects of type of museums, galleries and collections and 31 event. In this analysis there were excluded cultural tourism resources of local significance (Bidžan, 2016).

**Table 1:** The average value of anthropogenic tourist potentials in the Sarajevo tourist-geographic area

<b>Tourist-geographical region</b>	<b>Tourist-geographical position</b>	<b>Ambience</b>	<b>Attractiveness</b>	<b>Compatibility</b>	<b>Uniqueness</b>	<b>Degree of utilization for tourist purposes</b>	<b>Access to anthropogenic tourist motives</b>	<b>Two-season possibility of exploitation</b>	<b>Construction / equipment</b>	<b>Representativeness</b>	<b>Aesthetic / artistic value</b>	<b>Tourist visits</b>	<b>General tourist value</b>
Sarajevo	4,2	3,8	4,2	3,8	4,2	3,0	4,1	3,3	3,0	2,9	4,0	3,0	3,6
Bosnia and Herzegovina	4,1	3,9	4,0	3,8	4,0	3,1	3,8	3,6	3,4	3,3	3,9	3,0	3,6

Source: Bidžan, 2016.

As we can see from Table 1, cultural tourism resources got the highest average tourist value from the following tourism criteria: tourist-geographical position, attractiveness and uniqueness, and the lowest rate was from: representativeness, degree of utilization for tourist purposes and construction / equipment. The reason for such a low rating is the fact that, in this tourist-geographical region, tourism still develops spontaneously and without major investments in marketing and without their tourist adapting to foreign tourists (curators who speak several foreign languages or recorded audio-visual presentation in several foreign languages, and so on). Bosnia and Herzegovina and its government and ministries should begin to seriously address this issue, allocate more funds for its development, and make tourism development plans as soon as possible to be carried out by tourist boards and other state services, because only in this way one can begin a serious development of tourism in the Sarajevo tourist-geographical region.

**Table 2:** Number of cultural tourism potential according to spatial level of importance in the Sarajevo tourist-geographical area

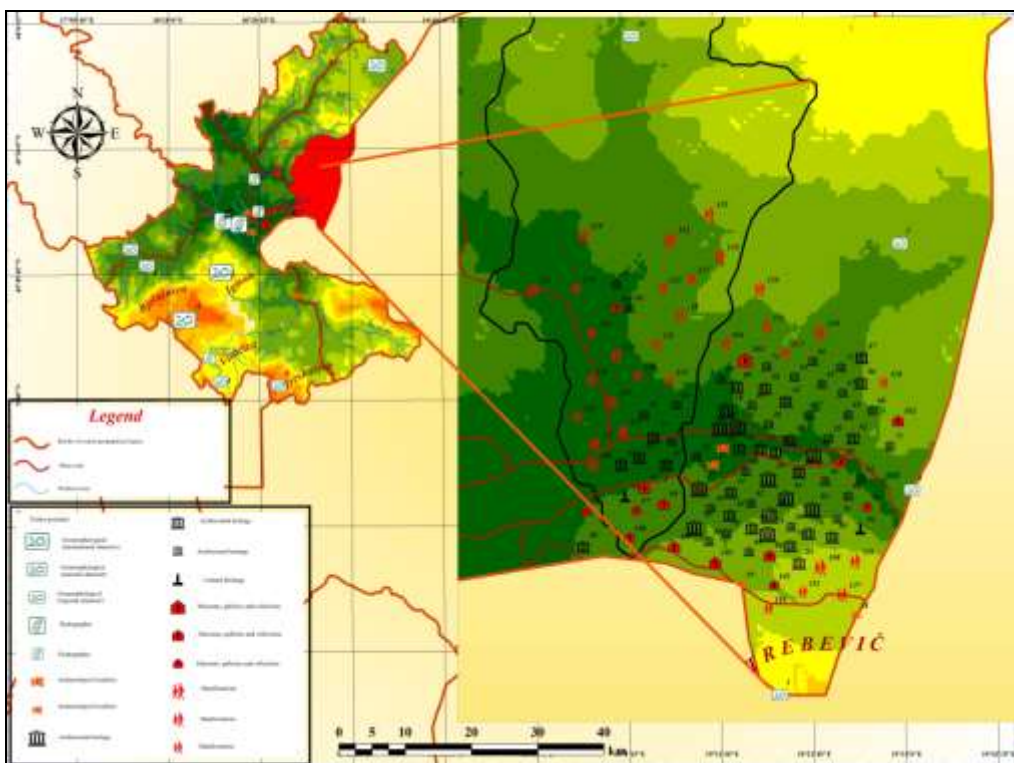
<b>Tourist geographical region</b>	<b>International</b>	<b>National</b>	<b>Regional</b>
Sarajevo	<b>15</b>	<b>43</b>	<b>67</b>
Bosnia and Herzegovina	<b>75</b>	<b>301</b>	<b>371</b>

Source: Bidžan, 2016.

The Sarajevo tourist-geographical region according to spatial importance has 15 cultural tourism potentials of international importance, 43 potentials of national importance and 67 potentials of regional importance (Table 2). Of international importance are the following cultural tourism potentials: Baščaršija, Morića han, City Hall, Gazi Husrev-Bey bezistan, Sebilj Fountain, Academy of Fine Arts, Gazi Husrev-Bey Mosque, Madrasah Kuršumli, Sacred Heart Cathedral, Orthodox cathedral, Haggadah, Gazi Husrev-bey library, Bosniak Institute Foundation of Adil

Zulfikarpašić, "Sarajevo Film Festival" and Interio 2015 - International Fair of Forestry, Wood Industry, Furniture, Decoration and supporting activities.

The highest concentration of sights which form the basis of potential tourism products of the Sarajevo tourist-geographical region are located in the very center of the city, Baščaršija, i.e. central parts of municipalities Centar and Stari grad. The most meaningful is Baščaršija, and indispensable are the townscapes: Vratnik, Alifakovac, Bistrik, Marijin Dvor, Štrosmajerova Street, Ferhadija street Mula Mustafe Bašeskije Street, Thermal Riviera Ilidža, and so on. The first institutions of national culture in the Sarajevo tourist geographic region were created in the nineteenth century as museum and theater institutions, such as the National Museum of Bosnia and Herzegovina, the National Theatre and the like (Fig. 1.).



**Fig.1.** Cultural tourism potentials in Sarajevo tourist-geographical region  
Source: Bidžan, 2016.

The National Museum of Bosnia and Herzegovina was built after the annexation and merger of our country to Austro-Hungarian monarchy in the period when there was built a largest number of public buildings modeled after Western European style, and it was founded as a result of political, strategic and economic objectives, in order to increase literacy and education of people of Bosnia and Herzegovina in general. As a scientific institution, the Museum was founded in 1885 as a result of long-present idea of establishing a museum for the research of Balkan countries, and for the protection of



cultural monuments which during the occupation were begun to be taken away. It was built in Neo-Renaissance style, with four interconnected pavilions in the middle of which is beautifully decorated botanical garden with the most representative examples of individual *stećci* (tombstones) from all over Bosnia and Herzegovina and together represent a complex of high ambient value. The museum consists of three departments (department of archeology, natural history and ethnology) and libraries. Department of Archaeology includes the departments of Prehistory, Antiquity, Middle Ages, documentation and laboratory for conservation. Department of Natural History includes Department of Geology, Zoological and Botanical Departments within which is the Botanical Garden. Department of Ethnology has interiors that reflect the look of traditional Bosnian houses and objects of everyday life of peoples of our country. The library of the museum is organized as a specialized scientific library with more than 250,000 publications (magazines, books, newspapers) (Kurto, 1998).

This theater is the largest theater house in Bosnia and Herzegovina. "Built In 1897 by Karl Paržik. Stylistically speaking, the building is designed in a historicist neo-Renaissance vocabulary, with irregular ground plan, similar to rectangle, and in terms of composition and detail it is possible to identify the specific elements that are taken from the National Theatre in Prague. Others believe that the theater is done on the model of the Vienna Stock Exchange, which was designed by K. Paržik's teacher. The building consists of a basement area, ground floor, first floor and second floor. The main auditorium has 286 seats arranged in 13 rows of 22 seats" (Kurto, 1998). The National Theatre has a high symbolic value because it represents the oldest professional theater in BiH, and as the only Opera and Ballet theater in the country represents the central point of development of the Performing Arts in Bosnia and Herzegovina.

In addition to these important cultural sites, we certainly need to allocate other museums and galleries as well, such as the Haggadah, Svrzo's house, Despić's house, Historical Museum of Bosnia and Herzegovina, the Museum of Jews of Bosnia and Herzegovina, Sarajevo Museum, Olympic Museum, Ars Aevi - Museum of contemporary art, Museum of Alija Izetbegović, Sarajevo tunnel, Art Gallery of Bosnia and Herzegovina, Collegium Artisticum, etc. As for the events, in the Sarajevo tourist-geographical region are realized 12 cultural, 11 sports and 8 economic events that have a national or international significance. Out of cultural events most important are the following: "Sarajevo Film Festival", International Theatre Festival "Teatar Fest", Festival "Bašćaršijske noći", International Folklore Festival, International Music Festival "JAZZFEST", International Theatre Festival "MESS", International Festival Sarajevo "Sarajevo winter", "Kids' Festival", "Sarajevo fashion Week", European literary encounters, "Ballet Fest Sarajevo", International festival of classical music "BOSNA", and so on.

The following cultural event should be noted and it is "Sarajevo Film Festival", which is an international art event which was established before the end of the four-year siege of Sarajevo with a desire to assist the reconstruction of civil society and thus maintain the cosmopolitan spirit of the city. In 1995, Obala Art Center runs the festival. Today,

two decades later, "Sarajevo Film Festival" is the leading film festival in the region, recognized by both film professionals and wider audience. "Sarajevo Film Festival" is an international film festival with a special focus on the region of Southeast Europe, and beyond (Albania, Armenia, Austria, Azerbaijan, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Greece, Georgia, Hungary, Kosovo, Macedonia, Malta, Moldova, Montenegro, Romania, Serbia, Slovenia, Turkey), thanks to which films, talents and future projects from the region get to the international limelight. High-quality programs, strong industrial segment, educational and promotional platform for young filmmakers, and the presence of representatives of the film industry, filmmakers and media representatives, alongside an audience of over 100,000 people confirm the status of "Sarajevo Film Festival" as the leading film festival in the region, recognized by professionals and by the public. At the 19th "Sarajevo Film Festival" in 2014 was shown 214 films from 59 countries, and which was attended by 577 employees, 380 volunteers, more than 1,300 accredited guests, more than 800 media representatives from 32 countries and more than 100,000 visitors to all the programs (<http://www.sff.ba/stranica/o-festivalu>).

Among the sporting events we will emphasize the following: International chess tournament "Bosnia", International memorial table tennis tournament "Kemo Fazlić", "Silver fox" Cup, International basketball tournament "Mirza Delibašić", Sarajevo Ladies Open 2015, International soccer traditional Eid tournament, International horse races, International boxing tournament in " Kadić Brothers ", International indoor soccer tournament "Asim Ferhatović-Hase".

Among the economic events that attract both domestic and foreign tourists, we will emphasize the following: International Fair of Organic Production and Eco-tourism Sarajevo, Interio 2014 - International Fair of Forestry, Wood Industry, Furniture, Decoration and Related Industries, International Trade Fair for Tourism and Hospitality, "Sarajevo Wine Fest", International Fair of Books and Teaching Appliances, "TEA FEST" - International Festival of Tea and Medicinal Herbs, "BEE FEST" - International Festival of Beekeeping and Beekeeping Equipment and Agrofood - International Exhibition for Agriculture, Food, Beverages and Consumer Goods, etc.

## **FROM CULTURAL TOURISM POTENTIAL TO CULTURAL TOURISM PRODUCT**

The very existence of cultural institutions and a large number of cultural events is not an indicator of development of cultural tourism as it should develop a way from cultural potential to cultural tourism product. In "the preparation" of the product, its interpretation is very important, which is also the essence of the product. It should in an appropriate way provide an authentic experience and a closer cultural identity, with the anticipation of knowledge on modern characteristics of postmodern cultural tourism demand. Different cultural groups are interested in different cultural content. Some

tourists are satisfied with a tour and observation, while others want to participate in local community life, which means that each type of culture has its own market. The preparation process should take a greater number of experts in addition to tourist and cultural workers, as this process is very complex. This is contributed by the visitor himself because his participation in the activities and experience are often more pronounced than in other types of products. In the formation of the tourism offer based on culture, things that are unique in that culture should be respected through customs, and important religious and cultural events should not be turned into mere entertainment but we should explain their meaning and significance to tourists and foster and measurely use traditional architectural styles, arts and crafts.

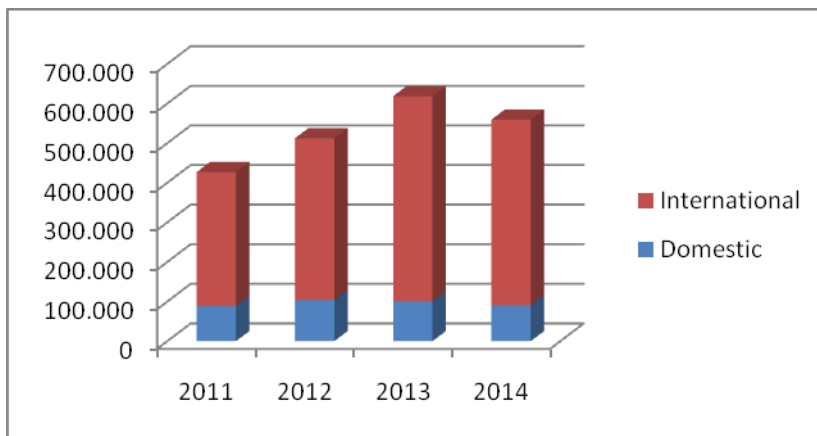
Sarajevo events represent significant potential drivers of the event, but they are mostly oriented to local or regional audience. Their animation in cultural and tourist terms would require long-term planning approach to its financing, organization and development. Here is the necessary cooperation between the public and private sectors with a previously well-researched segments of demand. Events for younger audiences are getting more and more attractive power and have the visitors from the region and European countries.

Besides the attractive factors, cultural and tourist product of the Sarajevo tourist-geographical region as a tourist destination are also communicative and receptive factors. All elements of the product must be balanced and foremost is to constantly work on the development of the overall tourism product, or total stay in the area. This tourist-geographical region need to begin to take account of standardization, education and training of employees in tourism, hotel categorization in accordance with European standards and always bear in mind the structure of visitors and the fact that middle and low-income categories of tourists account for 60% and 30 % of tourism demand. Yet this region needs hotels involved in the world's chains, primarily for business visitors but also family hotels and boutique hotels in which categories of cultural tourists are especially interested. The disadvantage is that the few agencies that have the Sarajevo tourist-geographical region in their offer promote it to foreign tourists as the capital, which is one of the essential tasks of the tourist board which must urgently begin to execute and enhance it.

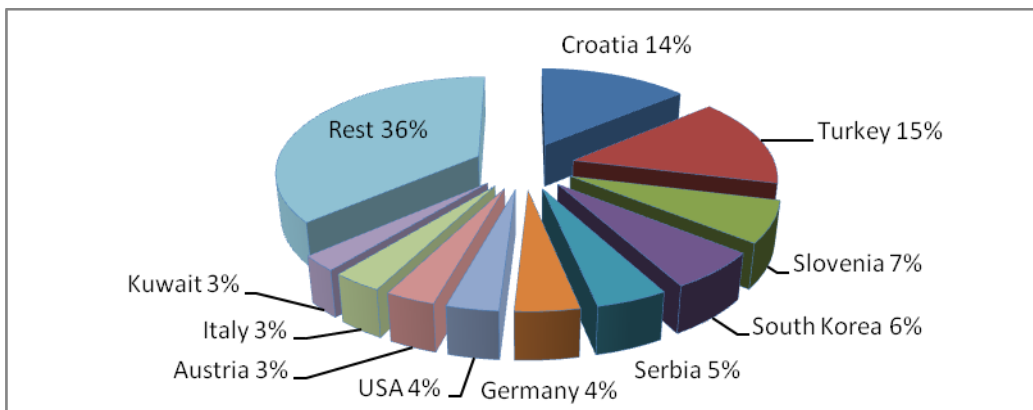
## **THE ESSENTIAL CHARACTERISTICS OF TOURIST DEMAND FOR CULTURAL ATTRACTIONS**

The Sarajevo tourist-geographical region is the leading Bosnian-Herzegovinian tourist destination, with a share in the total number of visitors of over 47% and the total number of overnight stays close to 46%. It is a key destination for foreign tourists which includes over 60% of arrivals and overnight stays of foreign tourists in Bosnia and Herzegovina. In Sarajevo tourist-geographical region in 2014 tourist traffic recorded a decrease in the number of tourist arrivals by 1% (301,319) and a decline in the number of overnight stays by 1% (579,553) compared to 2013. Since official

statistics of tourism trends in Sarajevo tourist-geographical region has started in 1997, the year of 2013 was a record year in the number of arrivals and overnight stays. Domestic tourists recorded a growth in the number of arrivals by 1.0% (48,276) and a fall in the number of overnight stays by 1.7% (90,774). Foreign tourists recorded an increase in the number of arrivals by 21.8% (253,043) and the increase of the number of overnight stays by 22.0% (468,779). In the structure of foreign tourist arrivals, most arrivals were realized by tourists from Turkey (14.9%), Croatia (14%), Slovenia (6.9%), South Korea (6.3), Serbia (4.7%) and Germany (4.3%). In the structure of foreign tourist overnight stays in 2014, most nights were realized by tourists from Turkey (14.3%), Croatia (12.9%), Slovenia (5.8%), Kuwait (5,5%), Serbia (4.8%), Germany (4,7%) and the USA (4.6%) (Fig. 2., Fig. 3.).



**Fig. 2.**Number of tourist arrivals in Sarajevo region  
Source: <http://www.fzs.ba/Podaci/KantBr9.pdf>



**Fig. 3.**Structure of international tourist arrivals in Sarajevo region  
Source: <http://www.fzs.ba/Podaci/KantBr9.pdf>

## **KEY TOURISM PRODUCTS AND CULTURAL TOURISM OF THE SARAJEVO TOURIST-GEOGRAPHICAL REGION**

Integrated planning and development of tourism according to the Law on tourism is provided within the framework of the Strategy of development of Sarajevo tourist-geographical region 2012 - 2020 and the Tourism Development Strategy of the Federation of Bosnia and Herzegovina ([www.sarajevo.ba/ba/files/bcentar/strategija-razvoja.pdf](http://www.sarajevo.ba/ba/files/bcentar/strategija-razvoja.pdf); [www.fmoit.gov.ba/downloads/strategija.pdf](http://www.fmoit.gov.ba/downloads/strategija.pdf)). All results however, show that tourism is little used for economic growth, that Bosnia and Herzegovina (the same goes for the Sarajevo tourist-geographical region) has only comparative and not a competitive advantage in tourism, that it is not strategically positioned on the world tourist market and that it must significantly raise the attractiveness of its tourist products.

According to the above Strategies, there are the following key products for the Sarajevo tourist-geographical region but also Bosnia and Herzegovina, namely:

- cultural event tourism
- winter sports tourism
- rural tourism
- excursion and recreational tourism
- health tourism
- speleologic tourism
- hunting and fishing tourism
- business tourism.

Based on the available potentials, trends and tradition heritage, optimal is the model of restructuring (quality) with elements of the rapid development of relatively undeveloped but attractive or specific forms of tourism. With regard to cultural tourism and these seven key products, it can be said that cultural tourism is becoming an integral element (more or less pronounced) of each of these individual products or specific types of tourism.

## **SWOT ANALYSIS OF CULTURAL TOURISM IN THE SARAJEVO TOURIST-GEOGRAPHICAL REGION**

In the analysis are highlighted the specific elements related to cultural tourism but there are not listed the general elements of SWOT analysis of the overall competitiveness of tourism of the Sarajevo tourist-geographical region. Of course that the increase of opportunities for the development of tourism as a whole, attracting foreign investment and increasing the number and appropriate structure of hotels, a strong presence of low-cost companies, better regulation of traffic in the city etc contribute to the competitiveness of cultural tourism in this tourist-geographical region.

#### ADVANTAGES:

- the existence of a large number of cultural resources,
- specificity of mixture of cultural influences of East and West,
- Varied entertainment and nightlife
- Positive attitude of the population towards the tourists

#### DISADVANTAGES:

- underdeveloped cultural product and infrastructure,
- Low intersectoral and intrasectoral cooperation
- Insufficient awareness of the importance and opportunities of cultural heritage in tourism,
- mismatching of calendar and events and working hours of cultural institutions.

#### OPPORTUNITIES:

- World trends of increased demand for cultural tourism as special interest tourism
- Former meager presence on the cultural tourism market makes it a new undiscovered destination,
- Possibility of networked thematic programs with joint appearance on the market,
- Education of potential coordinators of cultural and tourist projects,
- sensitization of the local population to new projects.

#### THREATS:

- great competition - Zagreb, Dubrovnik, Belgrade, etc. 7

### CONCLUSION

Cultural tourism is becoming an area where it is necessary to connect culture and tourism for development, ie to enable a response of tourism to new demands and to include culture in a new light and to gain a new impulse of development. Understood as a function of development, it can have an integrative role between cultural activities and tourism industry. In practice are shown problems in the planning and implementation of quality of cultural and tourism development programs due to the fragmentation of responsibility for cultural and tourism sector, as well as the lack of organization of mutual cooperation at all levels of uncertainty in the financing of projects and lack of creativity in the development of cultural tourism projects. The reasons are somewhat in relative "youth" of this sector, so the important role of the state is still necessary.

Moreover, there are also problems related to the underdeveloped system of cultural statistics and only recently has it been given the increased importance of recording cultural statistics but there is not complete, nor even periodical monitoring of the number of visitors of cultural institutions among which there are plenty of tourists. Another major problem, which the Sarajevo tourist-geographical region and its tourist board should urgently address if we seriously want to start with the development of

cultural tourism, is the lack of knowledge about their own heritage and insufficient awareness of its value, and there is even bigger lack of heritage as a tourist potential. In the field of the cultural sector, it is necessary to realize that cultural potentials are of great importance to tourism, that tourism industry operates according to market principles of business and that they attract a greater number of visitors when their media promotion and presentation is adequately performed. Cultural goods may serve visitors in the same way as the local community, which largely increases their range, and the local community also receives a large financial gain. In the field of the tourism sector, it should be understood that all localities are not cultural and tourist attractions and identify those which are and determine the appropriateness of their offers for tourists.

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