

RECEPTIVE CULTURAL FACTORS OF SARAJEVO TOURISM DESTINATION

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Abstract: Sarajevo tourist destination has a favorable tourist-geographical position because it is located on an important European tourist corridor used by Central European tourist clientele to circulate towards the Adriatic Sea. At the same time, Sarajevo is the capital city of Bosnia and Herzegovina and therefore is the most important geographic, geotrafical, political, cultural and tourist center (1/3 of total tourism in Bosnia & Herzegovina). The destination of Sarajevo has an extremely valuable tourism potential (natural and anthropogenic) but according to statistical indicators in the last decade it has had a positive trend of tourism development (moderate to high rates of increase in the number of tourists and overnight stays, accommodation, etc.). It is therefore very important to analyze the receptive cultural factors of tourism: serviceability and content of the tourist stay. These factors largely affect the attractiveness of a destination and its sustainable tourism development. The problem of the paper is identification and valorisation/evaluation (assessment) of receptive cultural factors and relevant parameters. The aim of the paper is to identify cultural factors of tourism and their value important for tourism destination development. Research methods are: analysis, identification, classification, field work, surveys, evaluation, Likert method, synthesis. Field work includes: observations, surveys, interviews and other methods of data collection (from relevant institutions). The survey included more than 200 subjects (tourism employers and employees, tourists, tourist carriers) and it allowed to come to important insights regarding the evaluation of receptive cultural factors of Sarajevo tourism. These factors have a favorable tourist value and represent an important predisposition for planning and development of tourism in the destination of Sarajevo.

Key words: tourism destination, receptive cultural factors, identification, evaluation, tourism development.

INTRODUCTION

Receptive cultural factors have been identified as important factors of tourism (Lohman, 2004, Robinson, 2014, SETE, 2011), they are the factors of offer (Dobre, 2005), factors of tourist receptive (Jovičić, 1986), and complete services in the destination (Blažević and Pepeonik, 1993). According to Jovičić, receptive cultural factors are: hospitality/ serviceability and content of tourist stay. Reference parameters of hospitality are: professional qualifications of tourism staff, other qualifications, language skills, and kindness to the tourist clientele. Indicators of tourist stay are: accommodation, food, motives, services, program of stay.

METHODOLOGY

The problem and subject of the research is the identification and tourist evaluation of

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receptive cultural factors. The aim of the paper is to carry out identification and evaluation of receptive cultural factors and reference parameters, and based on the determined value (ranking) to determine their tourism quality. There were used general scientific and geographic methods: analysis, synthesis, classification, evaluation, identification, ranking, surveying, cartographic method, field work. Tourist geographical valorisation of the factors and parameters relies on classic WTO valorisation model (evaluation method), as well as measuring on the Likert scale. WTO (*World Tourism Organisation*) model is based on the standard formulars that can be used for identification as well as for the assessment of value and ranking parameters. (Stanković, 2000) The identification method has enabled identification of cultural factors of tourist receptive. Surveying allowed to come to important insights, it took two years (2013-2014), was conducted in the Sarajevo tourist destination in the most important tourist sites and included nearly 200 participants (travel managers and workers, tourists-visitors). Interviewing travel managers (20) and workers (59) was carried out in several hotels (the Bristol 4 *, the Europe 5 *, the Art 3 *, the Terme 4 *, the Hercegovina 4 *, the Crystal 4 *, the Hollywood 4 *, the Dardania 3 *, the Holiday 4 *) and travel agencies (Relax Tours, Gaudi Lufthansa, Avio Express, Kompass, Sol Azur, Bosnia Travel, Reyyan, Akdeniz, Euroservices, ZOI'84). The surveys of tourists (107) were conducted on: a) tourist sites in the old city (garden of the Morić Han, harem of the Bey's Mosque), b) tourist accommodation units: hotels (the Europe, Radon Plaza, Bristol, Hollywood, Terme, Dardania, Imzit, Astra Garni, Michele, Old Town, ETN, Mostardayiz, City Boutique, Emona, Lula), hostels (the Vagabond, Franz Ferdinand, Kovači, Max, Guest House, For Me, Doctor's House), private accommodation, and Sarajevo apartments. The structure of respondents is of different ages, about 40% are the tourists of Arab origin, and then other foreign tourists (Turkey, the United States, Canada, Malaysia, Japan, etc.) and domestic tourists (from Bosnia and Herzegovina).

RESULTS AND DISCUSSION

Hospitality means “taking care of customers“ (Tomašević, 2009) and “serving with the aim to make customers feel at home“ (Brotherton, 1999). The research on the rising number of employees in catering industry and tourism of Sarajevo according to professional qualifications showed a positive growth of secondary school, college and university degrees, although the largest share has secondary school degree with 41% (Federal Office for Statistics of Bosnia & Herzegovina, 2011).

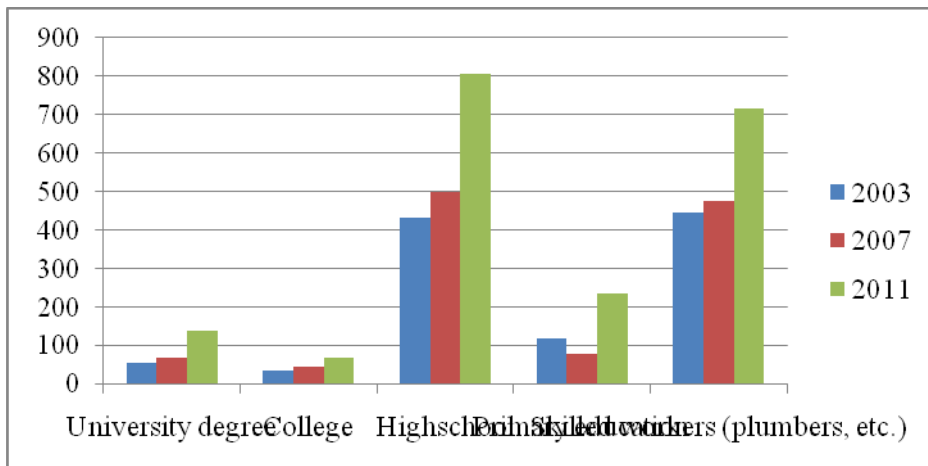


Fig. 1. Growth in number of employees at hospitality and tourism of Sarajevo according to their qualifications (title) in the period of 2003-2011 (The Archive of Federal Office of Statistics, Federation of Bosnia and Herzegovina, Sarajevo)

The structure of titles is adequate (the largest share is of hotel and tourism technicians) but it is evident that there are inadequate profiles engaged to perform tourist activities (eg, a dental technician, a theologian, a textile technician). The reason is nepotism which is largely present in the tourism industry (around half the workers, many of them got the job on the basis of personal recommendations without the need of proving the qualifications).

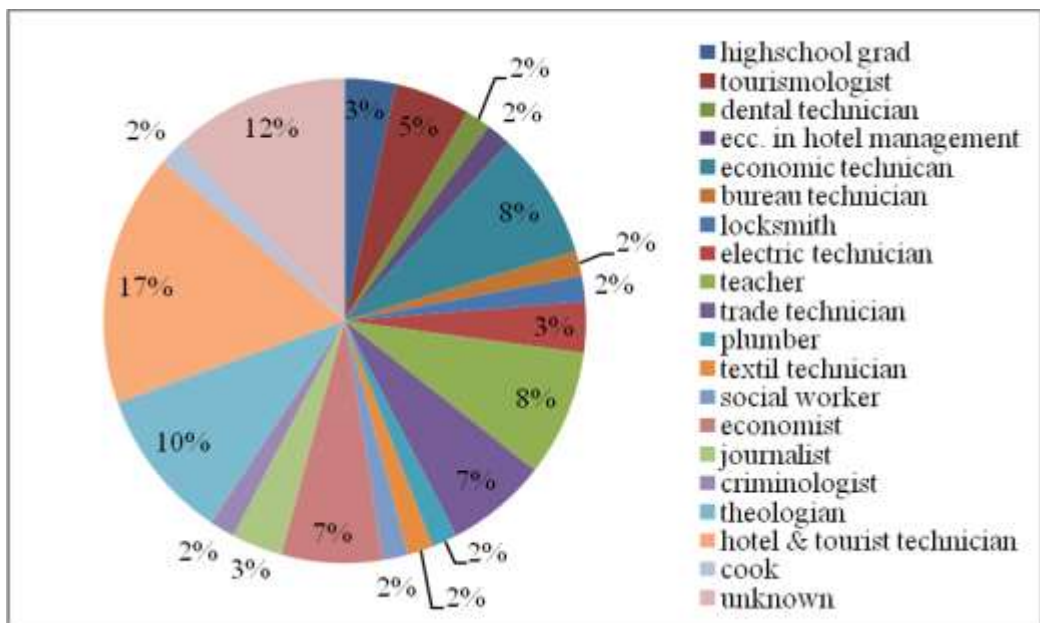


Fig. 2. Professional degree in tourism workers (employees) in Sarajevo (Survey for employees in tourism, Sarajevo, 2013)

The occupational structure is relatively heterogeneous (one-third is of the reception) but as “tourism industry provides more than 400 different professions“ (Canadian Tourism HR Council, 2013), it is possible and necessary to develop a range of occupations in the tourism of Sarajevo.

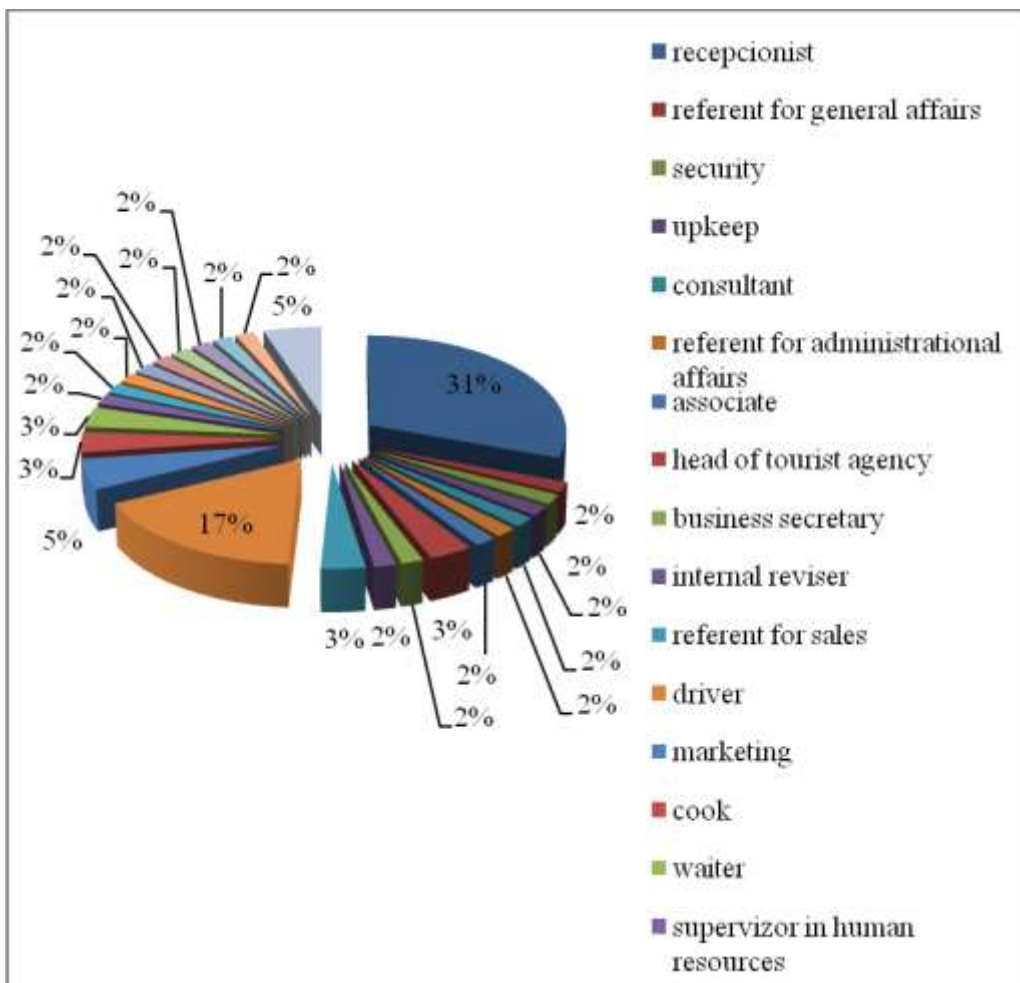


Fig. 3. Job profile and position in tourism workers in Sarajevo (Survey for employees in tourism, Sarajevo, 2013)

91.5% of tourism workers speak and use English very well to excellent, and in addition to English there is a need for knowledge of Arabic and Turkish, as imposed by the structure of visitors. "In the structure of foreign arrivals the largest share take tourists from Turkey (17.3%), Croatian (16.7%), Slovenia (7.0%), Serbia (4.9%) and Germany (3.7%). In the structure of foreign overnight stays in 2013, the largest share take again tourists from Turkey (16.8%), Croatian (14.8%), Kuwait (5.8%), Slovenia (5.7%) and Serbia (4, 6%). (Tourism Association of Sarajevo Canton, 2013)

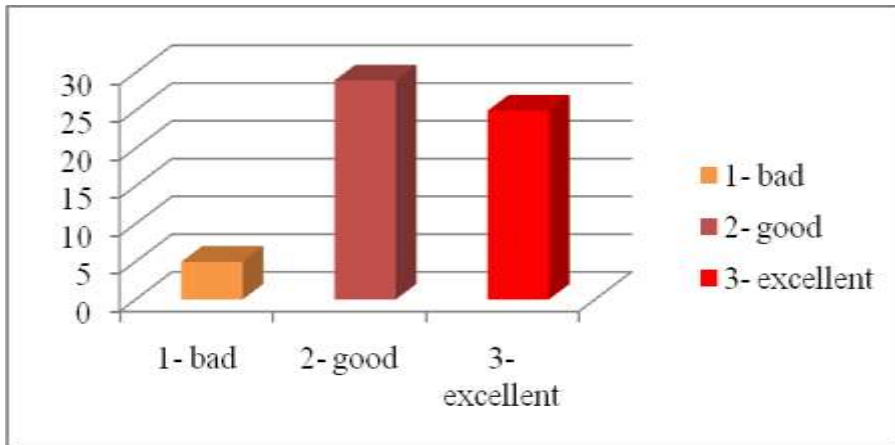


Fig. 4.English language skills in tourism workers (Survey for employees in tourism, Sarajevo, 2013)

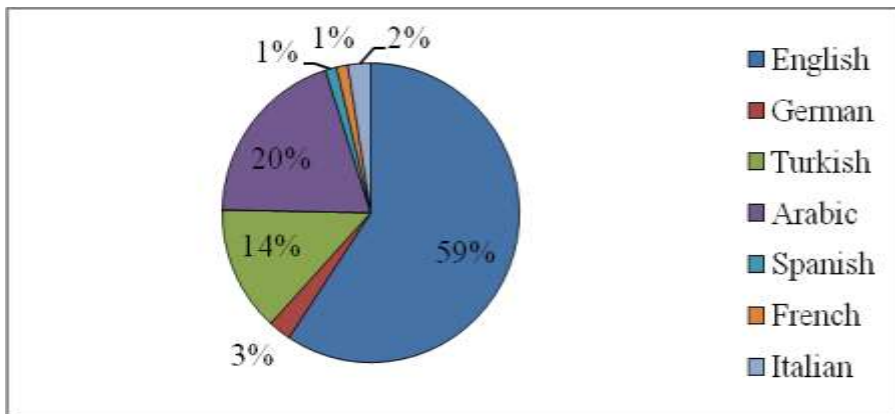


Fig. 5.Required languages for tourism purposes (Survey for employees in tourism, Sarajevo, 2013)

Culture of tourism is “cultural practice and benefits of tourism“ (Tittinghkam and Walsh, 2010) while the hospitality of tourism workers in the destination is good (65-66%) and the local population is approachable - affable (88-90%).

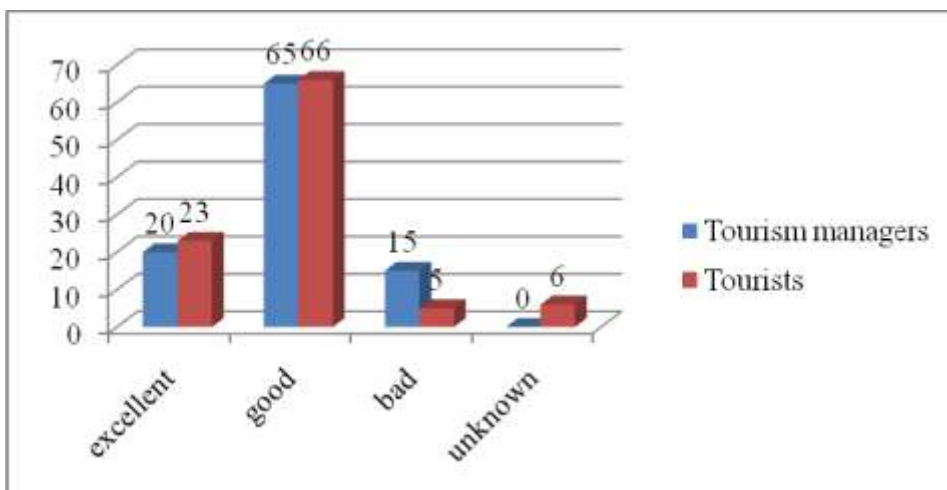


Fig. 6. Affability in tourism workers in Sarajevo (in percentage)
 (Survey for employers in tourism, Sarajevo, 2013; Survey for tourists, Sarajevo, 2013-2014)

The content of tourist stay is manifested through variables of the destination: accommodation, motives, services, and so on. The total average rate of increase of accommodation in Sarajevo tourist destination is favorable and amounts to 9.8% (1999-2009) with the largest concentration of buildings in the old town.

Table 1. Growth rates in the accommodation capacities in period 1999-2009

	1999	2004	2009	Growth rate (%)
Accommodation	22	34	55	9,8
Rooms	882	1762	2753	16
Beds	1604	3546	5488	17

(Đuzo, 2010. Author)

Accommodation services are good to excellent (over 80%).

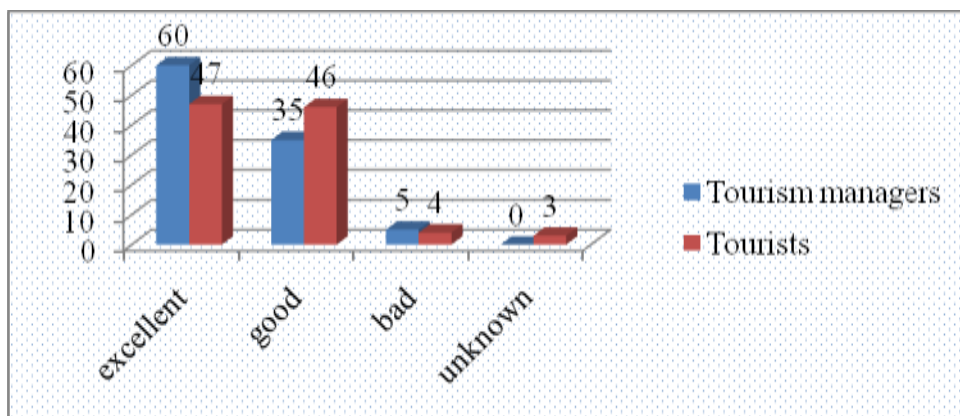


Fig. 7. Accommodation services in Sarajevo (in percentage)
 (Survey for tourists, Sarajevo, 2013-2014)

The gastronomic offer is very important segment of the tourist offer (Kovačević, 2003), it has initiated the development of gastronomy (culinary) tourism (International Culinary Tourism Association, USA) and in Sarajevo it has been assessed as very favorable, food and drink offer has an excellent tourist quality, while traditional Bosnian dishes (eg. ćevapi - a dish of obelisk-shaped minced meat) were identified at the World list of ideal foods (Oliver, 2014).

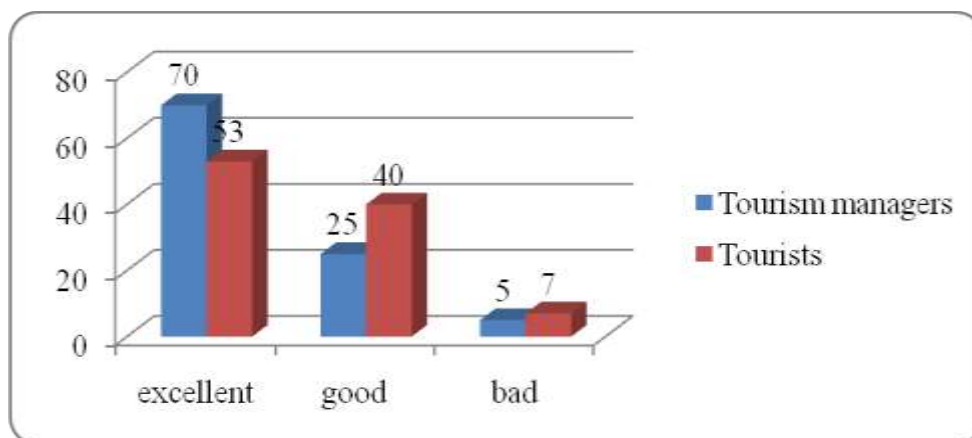


Fig. 8. Gastronomic offer in Sarajevo (in percentage)

(Survey for employers in tourism, Sarajevo, 2013; Survey for tourists, Sarajevo, 2013-2014)

The motives of Sarajevo are numerous (natural and anthropogenic) because it is the capital city of Bosnia and Herzegovina with a rich cultural and historical heritage; the greatest value has the one from the Ottoman and Austro-Hungarian period, Sarajevo is a “unique symbol of universal multicultural” (Commission to Preserve National Monuments, Bosnia and Herzegovina, 2005, UNESCO, 2015). Potential forms of tourism are: culture, event, gastronomy, mountain and recreational excursion, caving, eco-tourism, congress, urban.

Table 2.Top tourist attractions in Sarajevo

	Significance	Rank
NATURAL ATTRACTIONS		
Mountains (Bjelašnica, Igman)	International	1
Waters (Springs of Bosnia, thermal water- bath Ilidža)	National	1, 2
ANTROPOGENIC ATTRACTIONS		
Environment (Baščaršija, Downtown)	International	1
Bridges (Kozja ćuprija, The Latin Bridge)	National	2, 1
Realigious (Kuršumli medresa, Sebilj česma)	National	1
Cultural(City Hall, National Theatre, Bosnian Presidency)	National	2
Mosques (Gazi Husrev Bey's, Emperor's)	International	1
Churches (Congregational Church, Cathedral)	National	2
Synagogeus (Ashkenazi, The Old Temple)	National	2
Cemeteries (Alifakovac, Bey's turbeh)	International	1
Memorials (Eternal flame, Vrace, Markale)	National	2
Museums (The National; Alija; Bezistan, Svrzo, Despić)	National	2
Buildings (Artisticum BiH, Bosniak Institute)	National	2
Collections (Sarajevska hagada, the Museum's)	International	1
Libraries (Gazi Husrev Bay)	International	1
Fun & recreational parks (Peeonir's Valley)	Regional	3

(Žunić, 2016)

Services in the destination generally have a good travel quality: banks, market/ shopping, while tourist information is slightly lower rated. The reason is lake of tourist informators and navigation and thematic maps, as well as insufficient promotion of the Sarajevo destination.

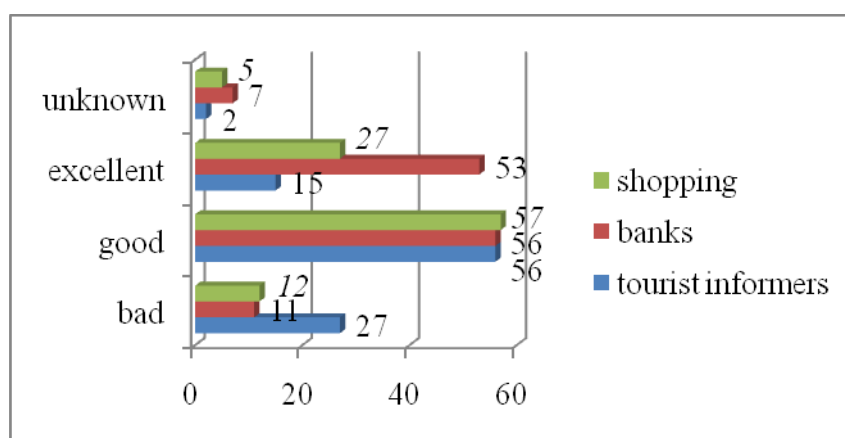


Fig. 9. Complementary services: tourist informers, banks, shopping (%)
(Survey for employers in tourism, Sarajevo, 2013; Survey for tourists, Sarajevo, 2013-2014)

The stay program offers a product that promotes basic tourist activities: 50% promotion of heritage, 15% shopping and 35% entertainment, it is considered to be optimal for stays of 3 days (Mehičić, 2007). Events are developing, they are important because they “make 20% of the total tourist income in European capitals“ (Marjanović, 2012). The topics of the Sarajevo events are different but the most important are cultural, for example Sarajevo Film Festival which takes on an international importance because it has a positive growth of visits of foreign tourists and recognizable image (visits by the big Hollywood stars Brad Pitt and Angelina Joly). The total average rating of the receptive cultural factors of Sarajevo tourist destination has moderate to elevated value (2.4), and has a very good tourist quality (I-II quality range, excellent to good quality). The content of tourist stay (I) has a better assessment than serviceability (II), and is a particularly important factor in the destination tourism development. Especially valuable are: cuisine, motives, accommodation. (Žunić, 2016)

Table 3. Evaluation of receptive cultural factors in Sarajevo tourism

Factors and parameters of evaluation:	Average mark	Scale
F1: Hospitality		
F1-I: Professional degree in tourism workers	2,8	0-4
F1-III1: Affability of tourism workers	2,2	1-3
F1-II2: Affability of inhabitants	0,9	0-1
F2: The content of tourist stay		
F2-I: Accommodation	2,4	1-3
F2-II: Food & drink	2,6	1-3
F2-III1: Attractions	4,4	3-5
F2-III2: Access attractions	1,6	1-3
F2-IV1, 2, 3: Services (together)	2,1	1-3
F2-IV1: Tourist informers	1,9	1-3
F2-IV2: Banks	2,3	1-3
F2-IV3: Shopping	2,2	1-3
F2-V: The stay program	2	1-3
F2-VI: Manifestation	3,6	1-3
Overall average:	2,4	1-3

(Žunić, 2016)

CONCLUSION

Receptive cultural factors have a very good quality of tourism and will have a significant impact on the design of tourism offer, promotion of the destination and ways to use them for tourism purposes. As “the tourist receptive is the basis of each destination as well as the outcome and condition for creating optimal tourism product“ (Crnogorac, Babić, 2003), so receptive cultural factors represent the leading attribute factor in further development of tourism in Sarajevo. Particularly important are:

gastronomy, motives, events, accommodation, affability of people and professional qualifications of tourism workers.

Problems are associated with a lower value of some basic services, eg. tourist information, which need to be improved in the way to bring a larger number of tourist information spots, to mark tourist trails and signs better, to make tourist brochures and maps available at various locations, even in public transport, then to highlight and protect the tourist-information boards, and to enable electronic info navigation for tourists. Besides, it is important to work on improvement of the marketing and promotion of the destination. On the other hand, it's necessary to develop tourism awareness and culture in people who work in the service sector (trade, catering, banks, etc.). There are also problems with the access to cultural property because there are large crowds at major tourist sites as well as in public transport, so that it requires more planning behind tourist visits and movement of tourists in the destination. Problems related to accommodation are related to lower utility infrastructure in the old town (possible reduction of water or a lack of hot water), then there are inferior interiors making it necessary to carry out monitoring, especially in better categorized units, because it is paradoxical that there are objections by the tourists there and it is also necessary to bring the accommodation decor to a higher level (better lighting, more vivid colors and the like). Moreover, it is necessary to introduce control and monitoring of the hospitality of tourism workers in order to raise the serviceability to the highest possible level. "It is necessary to develop and practice cultural intelligence (CQ) and tourist culture, because it is very important for the successful functioning in the relation to other people – guests, visitors, tourists, who have different cultural affiliation." (Yazici, 2016) Sarajevo has a lot to offer and the benefits of cultural receptive will significantly boost tourism trends and have an important share in the total tourist income of the destination.

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