

# IDENTIFICATION AND VALORIZATION OF TOURIST MOTIVES - CASE STUDY OF THE OLD TOWN OF DUBROVNIK IN ILIJAŠ

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**Abstract:** The subject of research is the identification and valorization of tourist motives - a case study of the Old Town of Dubrovnik, in the area of Ilijaš municipality. Tourist motives form one of the three basic elements (attractive, communicative and receptive) that are important for undertaking tourist movements. The goal of the research is to show the tourist value of the Old Town of Dubrovnik by analyzing all elements of tourism valorization. Also, the goal is to determine the courses of action that can be taken through the process of tourism planning in order to increase its overall tourist value. In addition to the assessment of tourist value, the evaluation of tourist potential belongs to the domain of spatial planning (special purpose spatial planning), so the choice of evaluation procedure depends on the purpose of valorization. The identification and valorization of tourist motives on the example of the Old Town of Dubrovnik will be realized on the basis of field research, GIS methodology and relevant methodologies for the evaluation of tourist motives. When evaluating the tourist motive, the following constitutive elements were taken for evaluation: tourist location, attractiveness of the motive, ambience, construction and compatibility. The application of GIS has a very important role in the entire process of identification and valorization of tourist potentials and tourism development planning. The assessment of the total tourist value is based on spatial data that includes physical-geographical (relief characteristics, hydrography of the area, etc.) and social-geographical characteristics of the area (compatibility, proximity to traffic routes, proximity to emission centers, etc.), and is based on the application of modern geoinformation technologies. Field research was supplemented and validated research results obtained from cabinet research and research based on the application of geoinformation technologies. In relation with the previously mentioned analyses, the relevant methodology for the evaluation of tourist motives will be applied, based on the evaluation of the constitutive elements of tourist value.

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The implemented methodological procedure will provide an insight into the touristic value of the Old Town of Dubrovnik, as well as the directions of action aimed at its increasing.

**Keywords:** identification, valorization, motives, Old Town Dubrovnik, GIS, tourism, spatial planning.

## INTRODUCTION

Tourist motives represent one of the basic driving factors of tourist movements. There is a clear difference between the motivation of tourists to undertake tourist activities and motives in tourism, one of the basic elements of a tourist destination (attractive - tourist motives, communicative and receptive). Tourist motives are the basic psychological reasons for traveling and reflect the needs of the individual (Pearce, Lee, 2005). They can be divided according to their attractive effect into recreational and cultural and according to their genesis into physical-geographical and anthropogenic. The identification of the tourist motives of an area is the first step in the domain of special-purpose spatial planning. In tourism practice, the term recognition is used more often, although it is much broader and more complex (Pobrić, Hrelja, 2012). Valuing tourist motives is actually an assessment of tourist capacities, quality, and special features, which is usually based on special calculations. The evaluation of tourist potential and the choice of the evaluation procedure depends on the purpose of the valorization. Cultural monuments have had great attraction potential since the very beginning of the development of tourism.

Cultural monuments in the broadest sense represent products of the human spirit, and intellect, which stand out from the average with their quality, artistic, scientific, technical, etc., and stand out among other similar tourist products (Marinović, 1980). They represent an indispensable factor in the development of tourism in a certain area, and it is precisely by combining culture and tourism that local and regional development is stimulated. Tourist valorization of tourist potentials on the one hand contributes to the realization of economic benefits from tourist movements towards them, and on the other hand, they contribute to the promotion of tourist places in which they are located, which represents the identity characteristics of a certain area (Millar, 1989). Based on the previous fact, Bosnia and Herzegovina is a country that, through its spatial planning documents, recognized the importance of cultural monuments in tourism. In the long and colorful history of the cultural development of Bosnia and Herzegovina, certain cities had a special significance. Ilijaš once had a significant spiritual and educational-cultural role, which is confirmed by finds dating back to the Roman period, and the stećak necropolis in Kopusići, which is also a national monument.

The most significant cultural monument in Ilijaš is the medieval town of Dubrovnik, which bears witness to the economic activity of its inhabitants, life, and tradition. In 2003, the Commission for the Preservation of National Monuments (Official Gazette of BiH No. 4/03, 33/03, 31/06, 99/06, and 53/11) declared the medieval town of Dubrovnik in Ilijaš a cultural monument under state protection.

## **OBJECTIVE AND METHODOLOGY**

The goal of the research is the tourist valorization of the Old Town of Ilijaš by applying an adequate scientific and research methodology. Since the touristic value of the motive depends on: the tourist location, the attractiveness of the motive, the environment of the area where the motive is located, the infrastructure (traffic, parking space, and other necessary tourist infrastructure), and compatibility with other motives, all constitutive elements were analyzed with the aim of tourist valorization of the Old of the town of Dubrovnik in Ilijaš. Based on the conducted valorization, the advantages and limitations of the tourist motive in terms of its inclusion in the tourist economy will be determined, and possible aspects of action that can be undertaken through tourist planning to increase its overall tourist value will be recognized. Different methods were used in the work, namely: general scientific methods (spatial analysis method and geostatistical method), field research method, tourist valorization, and GIS method.

The spatial analysis method involves the analysis of all available spatial data related to the Old Town of Dubrovnik and its surroundings. Potential tourism motives were analyzed by all spatial components (geological, geomorphological, hydrological, pedological, and vegetation characteristics). The geostatistical method is based on a networked opinion and assessment of the tourist value, which is used to obtain geostatistical values for all elements of tourist valorization and obtain the general tourist value based on average values. The tourist valorization method is applied by quantitative evaluation of spatial data and constitutive elements based on a networked imaginary assessment of the same and analysis of locational factors (the methodological concept is explained in detail in the section Identification and valorization of tourist motives). GIS methodology was used for the purposes of geovisualization of spatial data and definition of the touristic value of motives by analyzing the locational factors of the basic constitutive elements of touristic valorization.

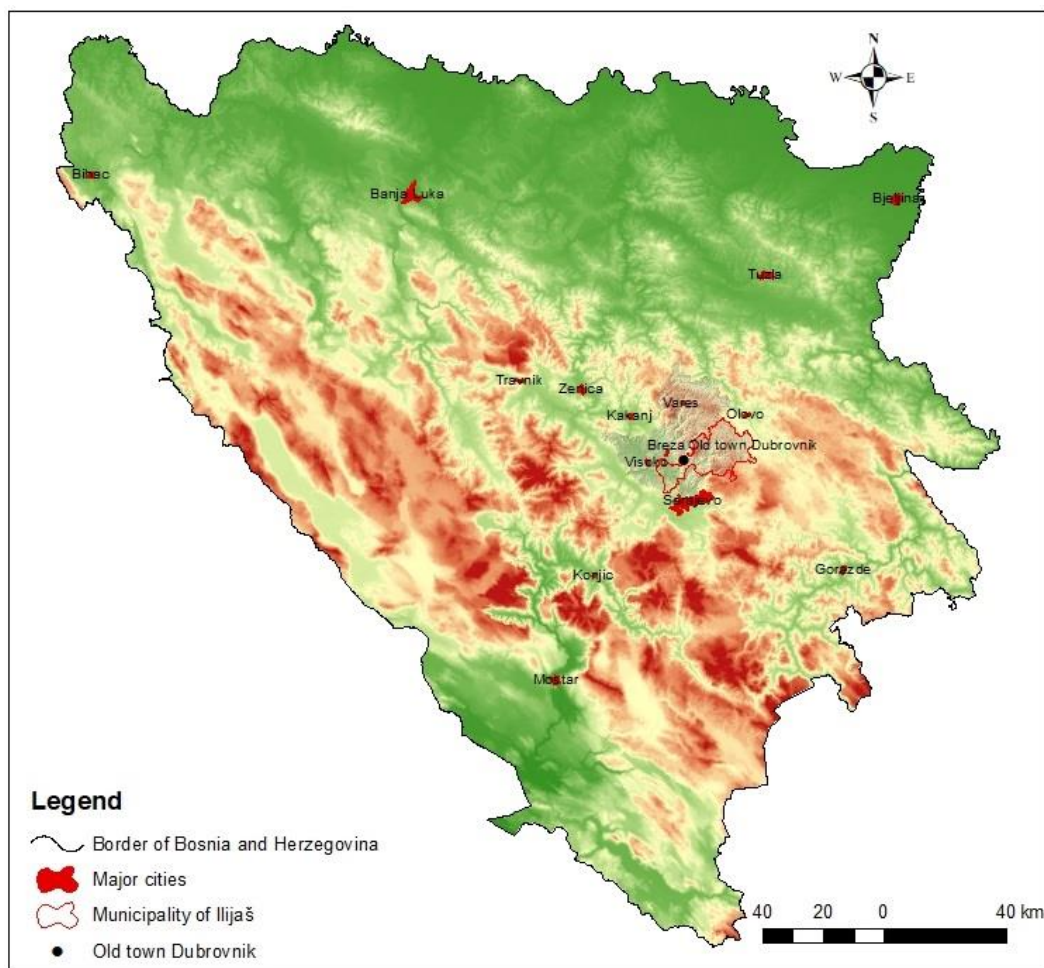
## **GEOGRAPHICAL LOCATION OF THE OLD TOWN OF DUBROVNIK IN ILIJAŠ**

The old town of Dubrovnik (Fig. 1) was built on a steep, narrow, and craggy spur of the Hum hill, above Sastavak, i.e. the mouth of the Zenika stream into the Misoča river. The Old Town of Dubrovnik is located in the central part of Bosnia and Herzegovina, in the Canton of Sarajevo, i.e., in the municipality of Ilijaš. It is located on Hum hill, at an altitude of 882 m. It is located 17 km from Sarajevo, 52 km from Zenica, 115 km from Tuzla, 131 km from Mostar, 172 km from Banja Luka, and 183 km from Bijeljina (Fig.2). The town is located on a naturally terraced terrain that stretches from the northeast, i.e., the Hum hill to the southwest, and ends with a slope that falls towards Sastavak, where since 1972, stone has been extracted in a quarry located 9 km from the Misoča river.



**Fig.1:** Old Town of Dubrovnik  
**Source:** authors, 2022.

It is located 17 kilometers from Sarajevo and is positioned about 10 kilometers along the Misoča river from Ilijaš (Commission for the Preservation of National Monuments of Bosnia and Herzegovina, 2003). The Old Town of Dubrovnik is irregularly shaped and adapted to the configuration of the terrain. It was built on a plateau that gradually descends towards the rivers, from the highest plateau - Grad, through Bedem, Varoš and Ugrada. The town is at an altitude of 882 m, and the mouth of the river is at 569 m. Such a topographically prominent place, protected from the north by the cliffs of Hum hill, was suitable for defensive purposes. The Old town of Dubrovnik consists of two distinct parts. The upper, main part of the fortification, 72 m long, 5-17.5 m wide, extends in the East-West direction. At the eastern end is a tower with a circular base (diameter 7.5 m), and on the northern wall are two quadrangular towers. There is a well in the middle of the town, carved out of rock and surrounded by large stones. Where the entrance to the old upper part of the town was, can only be guessed because the northwestern wall has been partially cleared. Next to the western wall of the upper part of the fortification is the lower courtyard, which was most likely leveled and turned into a tabija (fort) during the Ottoman period. The main town gate was reached from this enclosure, via the approach road from the North, but there are no remains of it. Southwest of the town, under the tabija, is the toponym Varoš. There is also a living tradition among the locals that there was a varoš (borough) below the town (Mazalić, 1939).



**Fig. 2:** Geographical location of the municipality of Ilijaš and the Old town of Dubrovnik  
**Source:** Geo-database of the GIS Center of the Department of Geography, the Faculty of Science, the University of Sarajevo, adapted by the authors by using ArcGIS [GIS software] Version 10.6.)

## HISTORICAL-GEOGRAPHICAL CHARACTERISTICS

In the 13th century, the area between Sarajevo and Visočko polje belonged to the old Bosnian parish of Vidogošća-Vogošća. In the second half of the 14th century and the 15th century, Dubrovnik, together with its suburbs, was the main political center of this parish. It was mentioned for the first time in the Dubrovnik archives, on June 11th, 1404. It is a town of size, significance, and level of development of a military and bureaucratic settlement. Certain feudal lords also settled in such towns. Considering the time of its

creation, the proximity of Kopošić to the Necropolis of Duke Batić, and the fact that it was the political center of the parish and then of Dubrovnik, this town probably belonged to the Mirković family, to which Duke Batić also belonged. It is assumed that the town was named after medieval merchants. from Dubrovnik who came in that period to exploit lead, gold, and zinc mines. There is no precise information about the origin of the town. Friar Ivan Jukić also mentions the people of Dubrovnik who smelted silver and iron ore here and built the town with the approval of the Kulin ban (Filipović, 1924). Bobovac and Visoki towns fell under the Ottoman rule in 1463, and it is assumed that Dubrovnik was also conquered then. In the time of Sultan Mehmed II, the town was manned by a dizdar (gatekeeper). During his time, a mosque was also built in the town. Dubrovnik is mentioned in Ottoman-Hungarian treaties, and Gazi Husrev Bey's charter from 1531, as Dobronik. The surrounding nahija was also called Dubrovnik. The crew was in the town until 1655, and a few years later it was moved to an unknown location. In a letter from the Sarajevo kadi dated December 12th, 1709, it is proposed to transfer one official from the mosque in Dubrovnik to the Emperor's Mosque in Sarajevo, because the town was abandoned (Kreševljaković, 1953). Due to administrative reforms in the 18th century, the western part of the Dubrovnik district belonged to the district unit Nadvisoko, and the eastern part to the Sarajevo region.

With the emigration of the population, the Old Town of Dubrovnik, like most other medieval towns in Bosnia and Herzegovina, was left to fend for itself - which contributed to its significant deterioration. According to the Decision of the Commission for the Preservation of National Monuments of Bosnia and Herzegovina, it was declared the National Monument of Bosnia and Herzegovina. In the last few years, certain revitalization projects of the historical areas of the Old Town of Dubrovnik have been launched to restore and conserve its material remains and include the tourist potential in the tourist economy.

## **IDENTIFICATION AND VALORIZATION OF TOURIST MOTIVES**

The identification of tourist potential is the initial stage in the process of tourism valorization (Drešković et al, 2015). The application of GIS method in the identification and valorization of tourist potential in the immediate surroundings of the Old Town of Dubrovnik was applied through several stages:

- Phase I (identification - field observation method and GIS method);
- Phase II (valorization - method of networked thinking and GIS method - multi-criteria analysis);
- Phase III (possibility of establishing new tourist products (planning - GIS method)).

Tourist identification in the modern scientific concept of the research of tourist motives includes the creation of a thematically established database. In addition to tourist motives, within this phase of the work digitization and the creation of databases for tourist infrastructure and superstructure were carried out. The next step is the digitization of all tourist potentials and their integration into a unique interactive map connected to the previously created database. The database contains very important information or constitutive elements that are used in the process of tourism valorization: ambiance, infrastructure, attractiveness, compatibility, location, and average tourist value (Hrelja et al., 2021). Tourist identification of tourist potential in this work is based on the available literature, field research, and cartographic method - GIS method, using thematic and topographical maps and satellite images as a basis.

Tourism valorization implies evaluation, that is, qualitative and quantitative assessment of all tourist values and other constitutive elements of a tourist motive. Valorization is one of the most important stages in the process of spatial planning of tourism. The research phase is complex and it is very difficult to objectively evaluate the tourist significance of the motive. Objectivity is achieved by applying methods of networked thinking and GIS. Valorization aims to assess the value of the elements of the tourist potential (individually and collectively), that is, to determine their use value. The paper used a scale of 5 grades:

- Grade 1 – insufficient quality, i.e., the evaluated tourist motive is not for tourist presentation and use;
- Grade 2 – satisfactory quality, the motive has local touristic significance;
- Grade 3 – good quality, has regional tourist significance;
- Grade 4 – very good quality, has wider regional significance;
- Grade 5 – excellent quality with international significance (Hrelja et al., 2012; Hrelja et al., 2014).
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Constituent elements of tourism valorization, whether it is physical-geographical or social-geographical tourist motives, are touristic location, ambiance, attractiveness, construction, and compatibility. Table 1 shows in red the elements that can be improved through tourism planning, while this is not possible for other elements of tourism valorization. To evaluate the ambient value and attractiveness of the tourist motive, the method of networked opinion was used, which was realized to achieve an objective opinion, where each of the authors quantified the ambiance and attractiveness by a certain number of points, and the average touristic value of the Old Town of Dubrovnik was calculated.



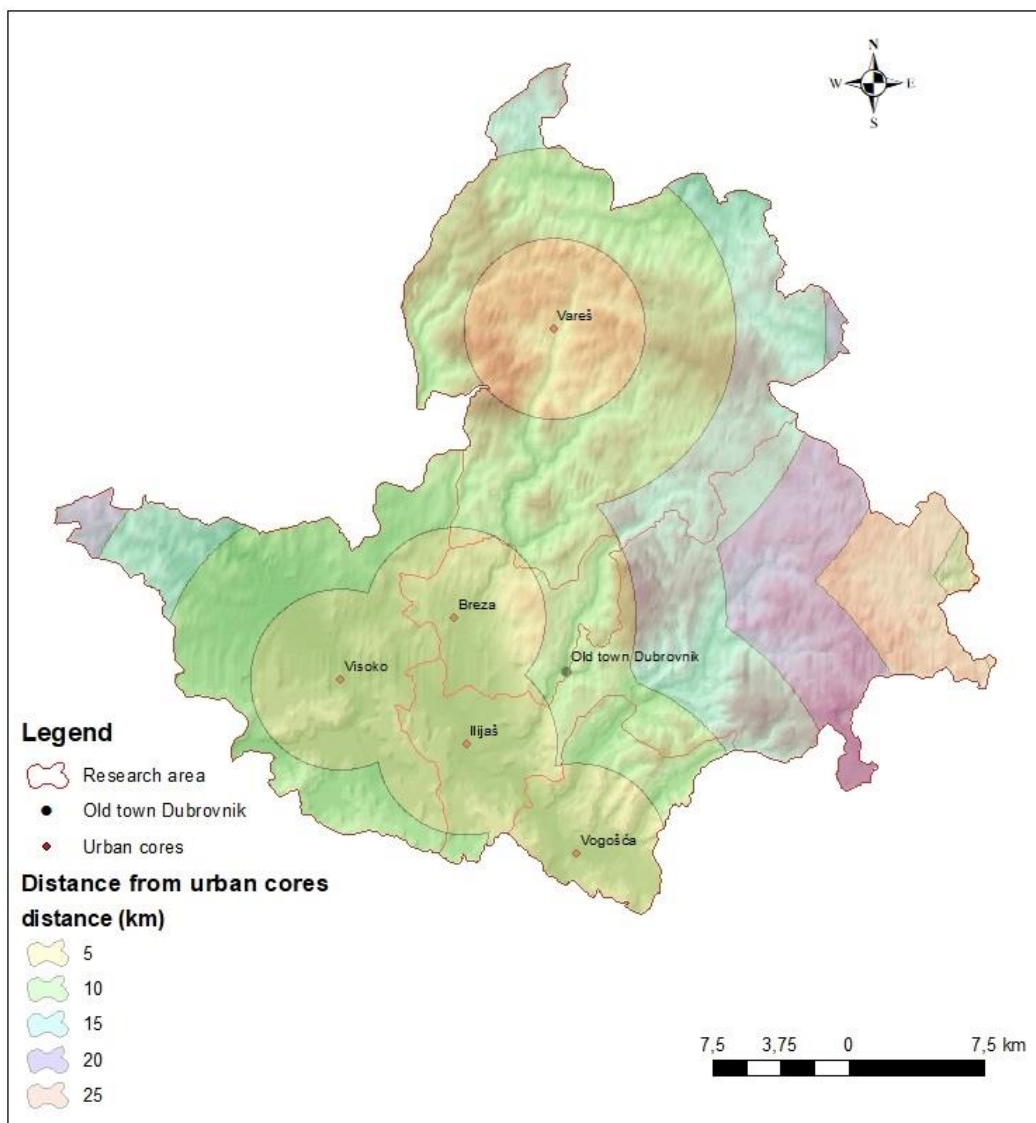
**Table 1: Constitutive elements of tourism valorization**

<b>Tourist motive</b>	<b>Tourist location</b>	<b>Ambience</b>	<b>Attractiveness</b>	<b>Construction</b>	<b>Compatibility</b>	<b>General tourist value</b>
<b>Physical-geographical</b>						
<b>Social-geographical</b>						

Source: adapted by the authors according to Hrelja et al., 2014.

## **RESULTS**

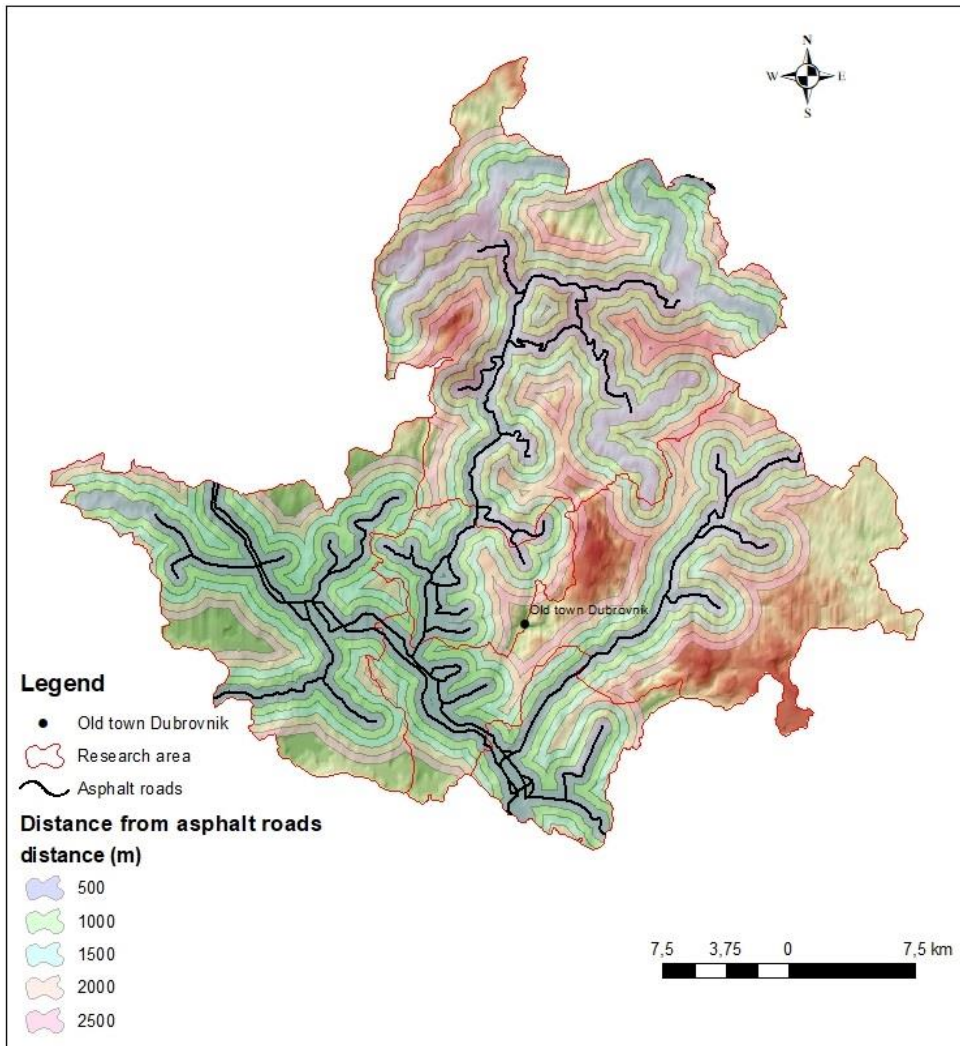
Using the GIS method, the distance of the Old Town of Dubrovnik from the surrounding municipalities, which also represent emitting tourist centers, was analyzed. Using buffer zones, the distance is shown on a scale of 5 kilometers each. Based on the state of individual constitutive elements, it can be concluded (Fig. 3) that the analyzed tourist motive is located in the second zone of emission centers, and for this reason, the Old Town of Dubrovnik received 4 points.



**Fig. 3:** Analysis of the distance of the Old Town of Dubrovnik from the surrounding urban centers using buffer zones

**Source:** Geo-database of the GIS Center of the Department of Geography, the Faculty of Science, the University of Sarajevo, adapted by the authors by using ArcGIS [GIS software] Version 10.6.)

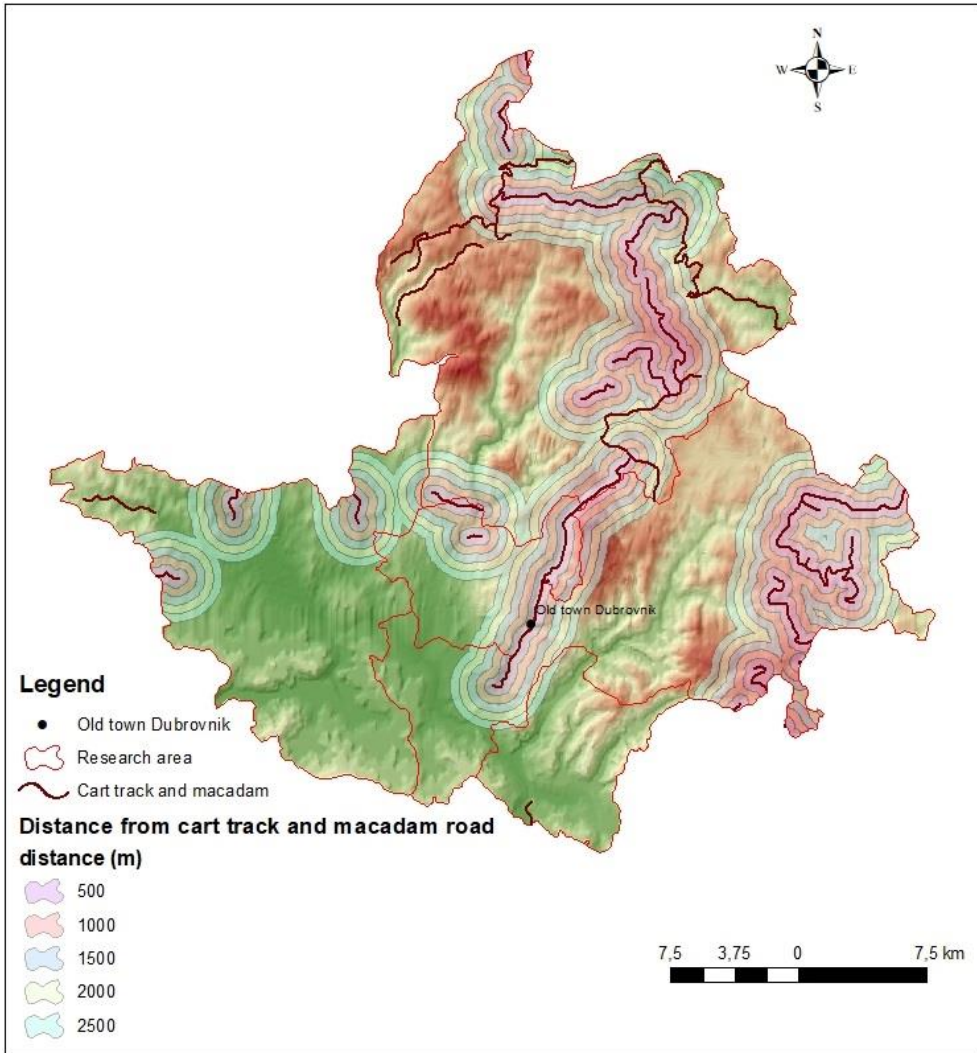
When it comes to the analysis of tourist motives located along the access roads or in their immediate vicinity, the motives that are at a shorter distance get a higher number of points compared to those that are at a greater distance. Given that the Old Town of Dubrovnik is located on inaccessible terrain, at a distance of 2,500 m (Fig. 4) from the paved road, it received only 1 point according to the above scale.



**Fig. 4:** Analysis of the distance of the Old Town of Dubrovnik from the asphalt road using buffer zones

**Source:** Geo-database of the GIS Center of the Department of Geography, the Faculty of Science, the University of Sarajevo, adapted by the authors by using ArcGIS [GIS software] Version 10.6.)

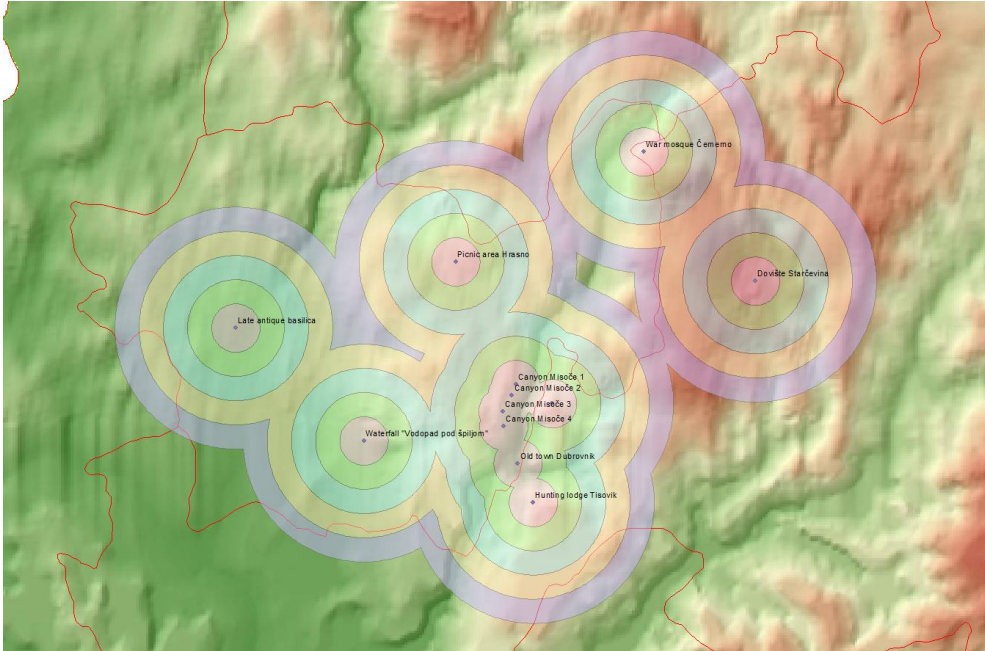
According to the buffer zone (Fig. 5), the Old Town of Dubrovnik is located at a distance of 500 m from the mainland and macadam road. Although it received the highest number of points in this valorization category, the macadam road is unacceptable for tourist movement, it is unorganized and unusable for significant tourist development, especially when it comes to cultural tourism.



**Fig. 5:** Analysis of the distance of the Old Town of Dubrovnik from the mainland and macadam roads using buffer zones

**Source:** Geo-database of the GIS Center of the Department of Geography, the Faculty of Science, the University of Sarajevo, adapted by the authors by using ArcGIS [GIS software] Version 10.6.)

The implementation of the GIS method of compatibility of the Old Town of Dubrovnik with the recognized tourist motives located in its vicinity led to the result that there are several tourist motives at a distance of 1000 m, such as the stećak necropolis Kopošići, the late antique basilica in Breza, the Misoča river canyon and excursion area Hrasno in Breza. This type of compatibility is sufficient for the Old Town of Dubrovnik to receive 4 points according to the previously defined scale (Fig. 6).

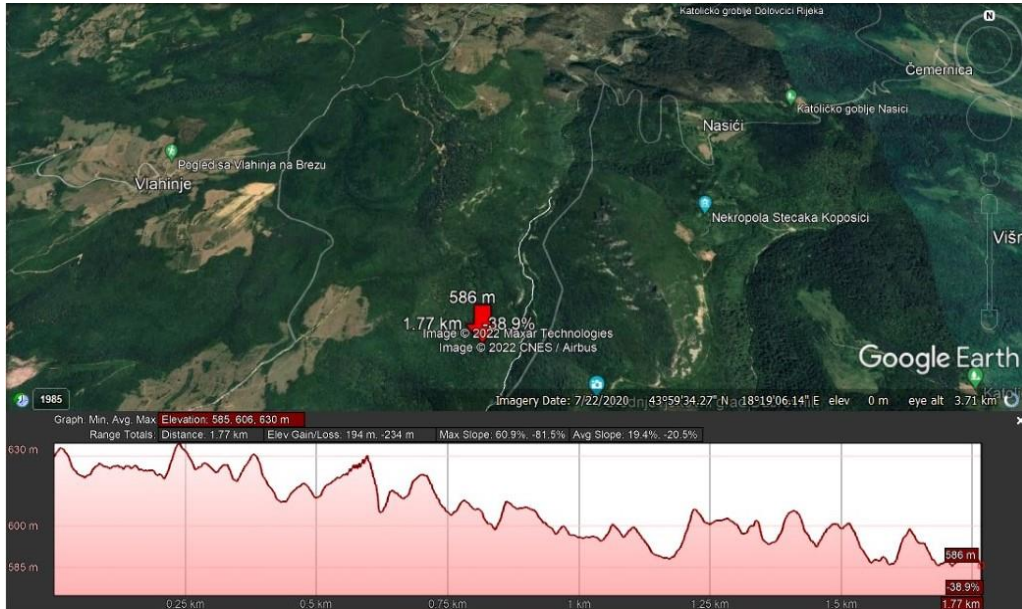


**Fig. 6:** Analysis of the compatibility of the Old Town of Dubrovnik with tourist motives in the vicinity using buffer zones

**Source:** Geo-database of the GIS Center of the Department of Geography, the Faculty of Science, the University of Sarajevo, adapted by the authors by using ArcGIS [GIS software] Version 10.6.)

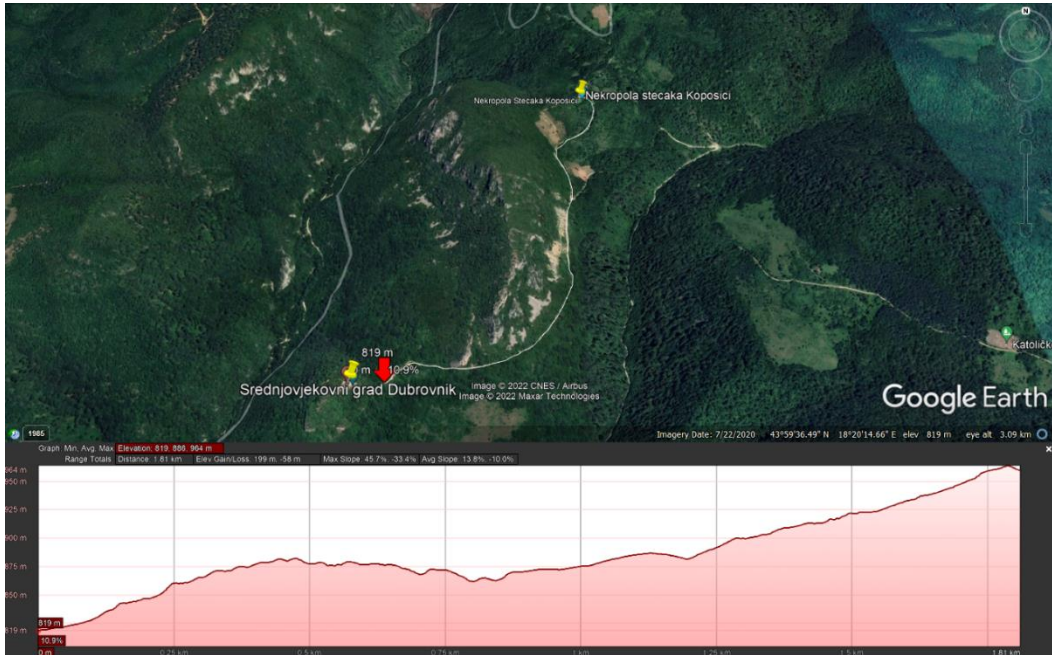
### **APPLICATION OF GIS METHOD IN FINDING NEW TOURIST MOTIVES**

Applying the GIS method to finding new forms of tourist motives is its most important function in tourist planning. Databases and GIS cartographic representations of all morphometric characteristics of a certain area, such as altitude, vertical breakdown of the relief, slope and exposure, and hydrological, climatic, pedological, and biogeographical characteristics, are the foundation for all activities in finding new tourist motives. To improve the compatibility from 4 to 5 points in the immediate vicinity of 500 m, the canyon of the Misoča river is recognized as extremely suitable for the development of canyoning intended for more experienced visitors. The canyoning tour would start at 630 m above sea level and end at 585 m above sea level, with a trail length of 1.7 km and an average gradient of 19.4% (Fig. 7).



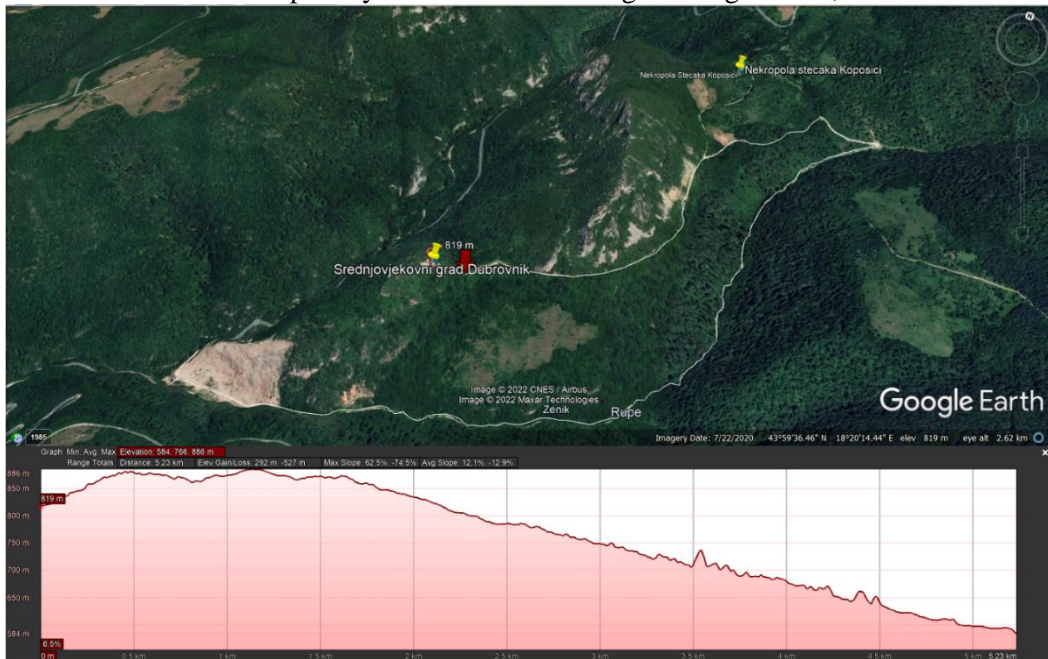
**Fig.7:** Proposed canyoning route through the Misoča river canyon  
**Source:** adapted by the authors according to Google Earth, 2022.

Within the framework of improving the tourist value of this area, to increase the compatibility of tourist elements with the help of geoinformation technologies, hiking tours 1 and 2 were recognized. Route 1 would connect the Old Town of Dubrovnik with the site of the Kopošići stećak necropolis. Route 2 would connect the Old Town of Dubrovnik with the populated place of Misoča, and in this way, the all-day tourist offer of this area would be completed. The mentioned routes with a terrain slope of about 12% and a total length of 7 km would, in accordance with hiking standards, be intended for recreationists (Fig. 8 and 9).



**Fig. 8: Proposed hiking tour 1**

Source: adapted by the authors according to Google Earth, 2022.



**Fig. 9: Proposed hiking route 2**

Source: adapted by the authors according to Google Earth, 2022.

Research results based on the quantification of all constitutive elements of tourism valorization show that recently the Old Town of Dubrovnik has regional touristsignificance (3,35). By taking into account the proposed measures for the improvement of the tourist offer (improvement of construction - asphaltting and recategorization of roads, improvement of compatibility through the establishment of additional tourist products), the Old Town of Dubrovnik would have a greater tourist value, i.e., a wider regional significance (4,15). The implementation of the mentioned measures throughout the tourism planning segment and the recategorization of the value of this tourist motive would significantly expand the emission market of visitors (recently from the municipality of Ilijaš to other emission tourist centers from Bosnia and Herzegovina) (Table 2).

**Table 2:** Constitutive elements of tourism valorization of the Old Town of Dubrovnik - current state and improvement measures

<b>Tourist motive</b>	<b>Tourist location</b>	<b>Ambience</b>	<b>Attractiveness</b>	<b>Construction</b>	<b>Compatibility</b>	<b>General tourist value</b>
<b>Old town Dubrovnik</b> (current state)	4	4,25	3,5	1	4	<b>3,35</b>
<b>Old town Dubrovnik</b> (proposed improvement)	4	4,25	3,5	4	5	<b>4,15</b>

**Source:** adapted by the authors according to Hrelja et al., 2014.

## CONCLUSION

The location of the Old Town of Dubrovnik is an extremely important cultural and historical monument dating back to the period of medieval Bosnia, and as such is curious, attractive, and rare. Based on the conducted research, it can be concluded that the application of the GIS method in the process of valorization of tourist motives and tourist planning has a very important role. With the help of available literature sources, field observations, and the use of geo-information databases, extensive tourist identification, and qualitative tourist valorization were carried out. Tourism identification in this work is based on the available literature, field research, and the cartographic method - GIS method, using thematic and topographic maps and satellite images as a basis. area of the Old Town of Dubrovnik. Based on the tourism valorization carried out, it was determined that the Old Town of Dubrovnik has regional significance, whose visitors are from the municipality of



Ilijaš as an emission center and neighboring municipalities. Valorization is one of the most important stages in the spatial planning process of tourism, based on which certain measures and activities are proposed to increase the tourist value and the number of tourist visits to the Old Town of Dubrovnik. Multi-criteria spatial analysis with the application of geo-information technologies enabled the establishment and spatial determination of new forms of tourist movements as well as the discovery of new tourist motives and activities. Proposed measures to improve the tourist value of the researched tourist potential reference to the improvement of construction (through the improvement of road infrastructure) and new forms of tourist movements (hiking and canyoning routes) to increase compatibility. To achieve greater tourist attendance and general public interest in this locality, it is first necessary to carry out all the necessary archaeological research, restore the most important buildings of the Dubrovnik colony in Bosnia, build adequate road infrastructure, mark the area, and link the offer with other cities in the surrounding area, to organize one-day trips could be organized with the aim of visiting not only the Old Town of Dubrovnik but also other identified tourist attractions in the immediate vicinity. Investing money from local and regional levels of government only in the revitalization of the tower of the Old Town of Dubrovnik is not of great importance in terms of improving the development of tourism due to the great distance and isolation of the tourist motive, and poor tourist and traffic infrastructure.

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