

POTENTIAL TOURISM PRODUCTS OF TUZLA CANTON

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Original Scientific Article

DOI: 10.35666/25662880.2022.8.126

UDC: 338.485.2(497.6 TK)

Abstract: Tourism products are the most important factors in attracting tourists to certain destinations, that is, the tourism product could be seen as the overall result of tourist consumption or the totality of products and services that generated the total tourist consumption. A tourism product is a combination of tangible and intangible elements, such as natural, cultural and artificial resources, attractions, facilities, services and activities around a certain center of interest that represents the core of the destination's product. The more diverse, independent and better marketed the tourist products are, the more competitive the destination is. Tourism product of Tuzla Canton is based on the characteristics of the area and tourist needs, and within it, we distinguish several basic forms of movements that are directed towards the environment, culture, and events of the Tuzla Canton. All municipalities of the Tuzla Canton have, at least, the potential of developing tourism and tourism products related to rural areas and areas of preserved natural environment. The paper presents the primary and secondary forms of tourism in rural areas and ways of enriching the tourist offer of the Tuzla Canton with the aim of creating the highest quality tourist product of this destination.

Keywords: tourism products, tourist destination, special interest tourism, Tuzla Canton.

INTRODUCTION

As defined by UNWTO, a Tourism Product is "a combination of tangible and intangible elements, such as natural, cultural and man-made resources, attractions, facilities, services and activities around a specific center of interest which represents the core of the destination marketing mix and creates an overall visitor experience including emotional aspects for the potential customers. A tourism product is priced and sold through distribution channels and it has a life-cycle.

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Tourism product of Tuzla Canton (TC) is based on the characteristics of the area and tourist needs, and within it, we distinguish several basic forms of movement that are directed towards the environment, culture, and events of the Tuzla Canton. The territory of the Tuzla Canton includes 7 municipalities, namely: Banovići, Čelić, Doboj-Istok, Kalesija, Kladanj, Sapna, Teočak, and 6 cities: Živinice, Srebrenik, Gračanica, Gradačac, Lukavac and Tuzla. Several scientific and research methods and procedures were used for research purposes, such as: analysis of available sources and information of the research area, field research and surveys of people employed in tourism in TC, direct observation method, the cartographic method, the Adria Topo digital map, satellite images from Google Earth Pro Etc.

Tuzla Canton covers an area of 2.649 km², with 434,424 inhabitants (estimation for 2021), with an average population density of 168.4 people/km². Agricultural areas occupy about 49% of the area of the Tuzla Canton, which is almost over 1/3rd of the total agricultural areas of the Federation of Bosnia and Herzegovina. About 133,000 hectares are under forests, mostly in the areas of the municipalities: Kladanj, Živinice and Banovići. More than 70% of territory of Tuzla Canton is rural or subrural area with ca 6 000 agricultural households that sell products on the market (in TC) and more than 17 500 agricultural households that sell products on the market in North-eastern Bosnia and Herzegovina (Kudumović Dostović, 2017; Statistic agency, 2016). The northern part of Canton is known as a fruit-growing region, and the entire area is traditionally rich in events based on culture and cultural heritage. In the last two decades the TC became an immigration area which left numerous houses and apartments empty, which after small adaptations can be used for a tourist accommodations.

RESEARCH AREA

The Tuzla Canton is one of the ten administrative-political units within the Federation of Bosnia and Herzegovina, which consists of thirteen municipalities from the North-eastern Bosnia region. The Dayton organization of Bosnia and Herzegovina, realized through the establishment of an inter-entity dividing line at the end of 1995, led to the complete destruction of both the communal and settlement structures of North-eastern Bosnia. Considering that the border of the entity does not follow the borders of the pre-war municipalities, marginal parts of individual municipal areas were cut off and new municipalities were created. The municipalities of Teočak, Čelić, Sapna and Doboj Istok were created on the territory of the Tuzla Canton based on this principle. These are mostly territorially small, rural areas without sufficiently developed centers on their territory and strongly oriented towards Tuzla as a regional and cantonal center. At the same time, the establishment of the Tuzla Canton leads to strong economic growth in the area of the other nine municipalities/cities, so the role of Gradačac, Gračanica, Srebrenik, Živinice,

Banovići and other municipalities, which under the influence of the new administrative-territorial division, have a stronger connection with Tuzla and today form a wide and functionally connected gravitational area where most of the economic and industrial capacities of Northeastern Bosnia are located (Kudumović Dostović, 2017).

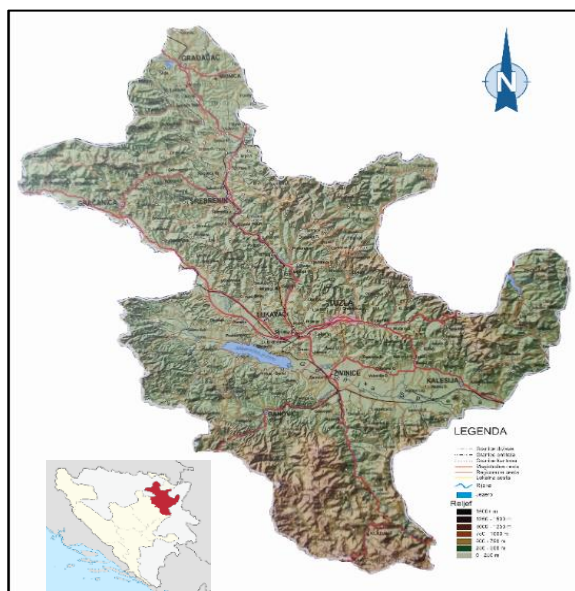


Fig 1: Geographical position and relief characteristics of Tuzla Canton

In a broader regional and geographical sense, the Tuzla Canton is a functional part of the region of North-eastern Bosnia, whose northern border is entirely formed by the Sava River, the eastern Drina, and from south to west the border stretches along the eastern slopes of the mountains Javor, Konjuh and Ozren, then the valley of the lower reaches of the Spreča River and the western slopes of the low Trebovac mountain, and the wide valley of the Tolisa river to the Sava in the north. The northern and eastern border of the region is also the state border of Bosnia and Herzegovina, with the Republic of Croatia in the north and the Republic of Serbia in the east, which gives this area the advantages of faster connections with neighbouring regional units (Slavonia, Baranja, Srem, Bačka, western Serbia, etc.), and with that also for faster tourism development. From the south and west, the Tuzla Canton is open and connected to the most developed regions of Bosnia and Herzegovina, to the south with Central Bosnia (Sarajevo - Zenica), and to the west with the West Bosnia (Banja Luka) region, which favours strong connections with the two largest cities in Bosnia and Herzegovina.

The Tuzla Canton covers an area of 2,649 km². Area of Tuzla Canton tectonically belongs to the Inner Dinarides. Based on the mathematical-geographical and regional position, it can be concluded that the Tuzla Canton belongs to the region of North-eastern Bosnia in a narrower sense, and in a broader sense it is located in the area of South-eastern Europe, the Balkan Peninsula, the southern part of the Pannonian Plain and the Danube and the northern part of the Dinaric mountain system. The touristic - geographical position of Tuzla and the Tuzla Canton is distinguished by its extreme advantage due to the proximity of a large number of dispersal centers. At a distance of less than 100 km, there are important centers in the area: Brčko, Bijeljina, Zvornik, Doboј, Zenica, Sarajevo and Loznica. There are large dispersive at a distance of up to 200 km, and the most important for the Tuzla Canton are Banja Luka, Osijek, Novi Sad and Belgrade. At a distance of up to 400 km, there are important regional centers and tourist destinations of neighbouring and regional countries such as Dubrovnik, Zagreb, Podgorica, Skopje, Tirana, Ljubljana, Budapest and others (Kudumović Dostović, 2017; Stjepić Srkalović et al, 2022).

The complexity of the geological structure and petrographic composition of the terrain of the Tuzla Canton is the result of a long geological past in which various changes took place, which led to the formation of numerous and different types of rocks: igneous, sedimentary and metamorphic, and many mineralizations. Rocks from the Paleozoic, Mesozoic and Cenozoic eras are represented in the area of the Tuzla Canton (Soklić, 1964).

The relief of the Tuzla Canton was created and developed in different time periods and under different conditions, which makes it polygenetic and polyphasic. It is represented by morphostructures and morphosculptures created by the action of endogenous forces, which were reshaped by erosion and accumulation processes. The Tuzla Canton has a varied relief, which is a consequence of its specific location in the north-eastern part of the Dinaric mountain system along the border with the Pannonian Plain. Hypsometrically, the highest point is Mount Konjuh (1327 m) in the southwest of the Tuzla Canton, while the lowest point in the Gradašnica basin is near the settlement of Sibovac (Gradačac) at an altitude of 95 m.), low-mountain and medium-mountain relief. This fits perfectly with the geomorphological regionalization according to which the entire area of the canton, except for Konjuh, enters the macrogeomorphological region of Lowlands, low mountains, hills, and valleys of northern Bosnia (Lepirica, 2009). The area of Canton is characterized by low and medium-high mountains, hills and slopes.

The mountains are presented with predominantly rounded ridges (Majeвица 916 m.a.s.l., Ratiš 595 m.a.s.l.) and massifs (Konjuh 1327 m.a.s.l., Javornik 1021 m.a.s.l. and Trebovac 692 m.a.s.l.).

The climatic characteristics of the Tuzla Canton are conditioned primarily by its geographical location, and then by the circulation of air masses, relief, hydrographic features of the terrain, plant life, etc. The Tuzla Canton is located in the zone of moderate - continental climate. The main characteristic of this climate are two distinct seasons (summer and winter) and two transitional periods (spring and autumn).

The dominant influence of the continental climate on the area of the Tuzla Canton, among other elements, is indicated by the moderate annual average air temperature, which in the observed period (1961 - 1990) was 10.1°C. In the area of the Tuzla Canton, the most important is the west wind, followed by the south and north winds and local winds, while the precipitation is mainly in the form of rain in spring, summer and autumn, while snowfall is characteristic of the winter months. Thus, the continental pluviometric precipitation regime is expressed in this area. Rainfall is dominant in the lowland northern parts of the canton in the spring and autumn months and mostly has the character of showers (Kudumović Dostović et al, 2019).

The general hydro geographic feature of the area of the Tuzla Canton is a densely developed network of smaller rivers with a small amount of water and an uneven flow. The sources of the largest number of rivers are at the foot of the mountains Majeвица, Trebava, Konjuh, Ozren and Javor. The territory of the Tuzla Canton is connected to the Danube and the Black Sea via the rivers Spreča-Bosna-Sava, i.e. it completely belongs to the Black Sea basin. The most important streams of the Tuzla Canton are the rivers Spreča, Gribaja, Jala, Lukavačka, Sokoluša, Gračanička river, Krivača, Oskova, Gostelja, Sapna, Janja and Tinja. Lakes in the area of Tuzla Canton are mainly artificial reservoirs built for the purpose of supplying industry with technological water, but also for the water supply of the population of this region. The most important lake reservoirs in Tuzla Canton are the Pannonian lakes, Modrac, Snježnica, Hazna, Vidara and Paučko Lake.

A mosaic of different types and types of soil has been formed in the area of Tuzla Canton, which is conditioned primarily by the lithology of the terrain, and secondarily by the climate and other pedogenetic factors. Of the automorphic soils, the most common are: distric cambisol, chalcocambisol and calcomelanosol, vertisol, lithosol, regosol and rendzine, and among the hydromorphic soils: pseudogley, fluvisol, humofluvisol and eugley. Anthropomorphic soils are soils where human intervention is considered the main pedogenetic factor.

Such soils are quite common in the area of Tuzla Canton, and are mainly represented by horthisol (garden soil), regosol (drained soil) and deposol (Ćirić, 1991; Resulović, 1983; Stjepić Srkalović et al, 2019).

The Tuzla Canton represents a complex biogeographical area, thanks primarily to its geographical position, physical-geographical and historical factors. If we observe and analyze the area of the Tuzla Canton from the aspect of separate climatogenic ecosystems, then this region can be divided into six large separate ecosystems: Ecosystem of flood forests (*Populetalia albae*), Ecosystem of mesohygrophilous forests with sedge (*Quercion roboris*), Ecosystem of mesophilic forests of sedge and common hornbeam (*Carpinion betuli illyricum*), Ecosystem of beech-fir forests (*Abieto - Fagetion moesiaca*), Ecosystem of mountain beech forests (*Fagetion moesiace montanum*), Ecosystem of dark conifer forests (*Abieti - Piceion illyricum*) (Stefanović, Beus, 1983; Srkalović, Stjepić Srkalović, 2021).

Fauna is also an important resource from the tourist aspect. The Tuzla Canton is located on the border between the Mountain and Pannonian Faunal Regions, so the fauna of this area represents a kind of mixture of both species. In a relatively small area, you can find a large number of species of insects and various other invertebrates, as well as birds, mammals, reptiles, freshwater fish and amphibians. Here exists also: roe deer (*Capreolus capreolus*), wild boar (*Sus scrofa*), badger (*Meles meles*), wolf (*Canis lupus*), brown bear (*Ursus arctos*), hare (*Lepus europaeus*), grouse (*Tetrao urogallus*), pheasant (*Phasianus colchicus*), quail (*Coturnix coturnix*) and many others. Many species of fish characteristic of the lower and middle courses of Central European rivers live in the rivers and artificial lakes, such as barbel, catfish, perch, carp, bream, pike and others, while in the rivers of Konjuh you can find crayfish (*Astacus astacus*) and brown trout (*Salmo trutta morpha fario*) (Kudumović Dostović, 2017).

The characteristics of the contemporary socio-geographical development of the Tuzla Canton are a reflection of the centuries-old continuity of existence and living in this area. The socio-geographical characteristics of the Tuzla Canton include the general characteristics of the population, economic and non-economic activities and settlements, where each of the mentioned elements represents the potential for the development of various forms of cultural and historical tourism. The area of today's Tuzla Canton has been inhabited since ancient times with continuity of life in these areas, as evidenced by numerous archaeological sites from the prehistoric, ancient, medieval, Ottoman and Austro-Hungarian periods, up to the present day.

Anthropogenic tourism resources incorporate all the elements that the Bosnian society built through its work, making up its cultural and historical heritage. In this regard, the anthropogenic tourism resources of the Tuzla Canton can be classified into several groups, namely: cultural-historical, ethnographic, artistic, ambient and event. All of them are mutually conditioned, and represent complex, in some cases independent, and in others complementary tourist resources, which significantly enrich the tourism offer of the canton. Anthropogenic tourism resources are of great importance for the development of tourism in the Tuzla Canton. To the greatest extent, they represent the cultural and historical heritage of this area, and the most significant are archaeological sites, stećci – medieval tombstones, medieval towns, sacred objects, and ethnographic memorials (Kudumović Dostović, 2017).

TOURIST PRODUCT

A tourist product is an object or means of exchange or sale on the tourist market. It essentially represents the most important element of the tourist market because all business activities in tourism would have no purpose or function without its existence. A tourist product as an object of exchange on the tourist market can be transportation, accommodation and food services, through numerous other individual activities. The tourist product represent the totality of what is offered on the tourist market and the object of exchange between tourist supply and demand. The tourist product of the destination is complex because it must meet the various needs of the guest visiting the destination. Spatial distribution of individual conditions and tourist motives determines their common value. Depending on the elements of tourist attractiveness, different spatial relationships are created between them. All of this belongs to a wider, tourist attractive area, in which unchanging elements are incorporated, which create different possibilities for tourist activities. The result is a spatial, tourist attractive area, which can be shaped as a tourist destination through tourist locality, tourist place, tourist region or tourist country (Koutoulas, 2015).

What is closest to the definition of a tourist product in economic theory and practice is a tourist arrangement. Tourist arrangement is an integrated product of a destination, and it represents a set of complementary services intended to satisfy tourist needs, i.e. tourists as customers or consumers. The basic components of a tourist arrangement are travel, accommodation, food and cultural, recreational and other services offered by the travel agency at a single price. The tourist product could also be seen as the overall result of tourist consumption or the totality of products and services that generated the total tourist consumption. Accordingly, the tourist product is a collection of various benefits, services and goods that jointly serve to satisfy the tourist needs of individuals and groups of tourist users (Koutoulas, 2015; Brezovec, 2015).

The main elements of choosing a destination are the general image and image that the destination has on the demand market. The same destination can have a different perception of attractiveness among different groups of consumers and tourists, so the choice of destination necessarily determines the segment of the market to which it is addressed. The chosen destinations must correspond to the wishes and needs of potential users. A tourist arrangement also requires time coordination of the services it includes, so a future itinerary is needed in order to determine in detail the sequence and distance between individual services when creating the arrangement.

For the successful formation of a tourist product, the existence, but also the quality recognition and valorisation, of natural and cultural motifs and resources is crucial. All the mentioned elements are understood as components of an integrated tourist product, that is, they are defined as the totality of individual objects of exchange on the tourist market that the tourist, during his stay in the tourist destination, seeks in a complete way, satisfying his complex wishes and needs (Ravnić, 2019; Gržinić, 2019).

The formation of an integrated tourist product, in modern times, is based on the establishment of relations between all participants in the market in question and the creation of their relations with the tourist resource. An integrated tourist product implies the unification of several products or forms of tourism by the subjects of the tourist offer. Selecting the elements of the tourist product does not end the process of forming the same. The tourist product must also have other elements, such as price, communication, method of distribution and the like. This actually represents the formation of the same through the policy of the tourist product. A small number of complementary services that have the character of a final product can be taken into account as a product, and thus we get an elementary or basic tourist product, and the individual services that appear in tourist consumption create a simple tourist product. In the case of a simple tourist product, there is a refinement of the offer by supplementing it with simple products, parts of products or forms of tourism.

A tourist destination, which is treated as a tourist product, needs to be planned, marketed and promoted. Today's tourist market is very segmented, differentiated and specific. By its very appearance, it determines the tourist offer, i.e. the characteristics and number and variety of tourist products. The behaviour of other tourists will depend on the satisfaction of tourists, their acquired experience and tourist experience.

Therefore, it can be pointed out that the role of tourists in this area is manifested through their motives, wishes, needs and interests, the way of perception of a tourist destination, the decision to choose it, considerations of tourist value, creating one's own perception and decision.

Accordingly, they directly affect the life cycle of the tourist product and the destination itself. When it comes to modern tourist demand, it has clearly expressed specificities and characteristics. The following stand out among them:

- expressed desire of tourists for authenticity,
- expressed demand of tourists for experience in the local environment and
- pronounced demand of tourists for the respect of the hosts (Koutoulas, 2015; Gržinić, 2019; Ravnić, 2019).

In the identification of the characteristics of contemporary tourists, including the tourist market of the Tuzla Canton, attention should be paid to "new tourists" who are characterized by spontaneous behaviour, changes in the way they choose to travel, travel experience, a pronounced need for adventure and entertainment, the quality of the overall experience is in focus, they want to manage free time and take risks and others.

According to the degree of activation, the natural and cultural tourism motives of the Tuzla Canton can be classified as: activated motives; affirmed motives and potential motives. According to the degree of attractiveness and effectiveness of the tourist motives of the Canton, we consider them as:

- Independent (the motive can act independently on a tourist visit)
- Complex (several attractive motives influence a tourist visit) and
- Complementary (they complete the attractiveness of the independent motive or other motives of the destination)
- Potential (the analysis also includes motives that have the potential to develop some form of tourism and tourist traffic, it is necessary to eliminate limiting factors).

METHODOLOGY OF CREATING THE TOURIST PRODUCT OF THE TUZLA CANTON

The tourist product of the Tuzla Canton is created on the basis of tourist attractions, i.e. basic features and perceptions or features of recognition, perception of space, degree of tourism valorisation and development potentials.

The Canton can base the development of tourism products on new forms of tourism, that is, thematic or specific types of tourism. These are vacations where travel and arrivals are realized by all modes of transport, traveling by plane, bus, private car, in order to see natural and cultural attractions. Short visits to cities or tourist locations and places, even in the Tuzla Canton, show a tendency to increase in the past few years. This is the result of the worldwide trend for tourist trips to be more frequent and shorter during the year. Specific types of tourism or thematic tourism arise as a person's individual desire for an authentic experience during vacation and travel. Defining these new directions in modern tourism implies knowledge of the entire complex of phenomena whose main characteristics are flexibility, market segmentation and improvement of technologically supported management and distribution.

The second approach, more suitable for the area of Tuzla Canton, in the division and classification of special forms of tourism is based on the area in which tourist movements take place and which has the resources necessary for the development of certain forms, but also on tourists who are directed towards the satisfaction of certain specific needs within such spaces. So, according to this approach, but also according to the previously presented characteristics of special forms of tourism, space and needs are the two basic determinants of special forms of tourism. On the basis of the characteristics of the area and tourist needs, a detailed classification can be made, and within it, we distinguish several basic forms of movement that are directed towards the environment, culture, and events of the Tuzla Canton.

In order to obtain a tourism product, the natural and cultural tourist motives and resources of the Canton are analysed. Tourist motifs are attractive phenomena and objects in society and nature, which will encourage tourists to travel and thereby satisfy their cultural and recreational needs. Motifs that we recognize as touristic have their own attractive attributes. Attractive attributes are features of motives that satisfy tourist needs, such as:

- recreational attributes,
- curious attributes,
- notable attributes i
- aesthetic attributes.

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Three groups of factors influencing the activities of segments within recognized and potential forms of tourism were also analysed:

- Geographical location of the segment,
- Accommodation, transport, events, registered tourist movements and
- Affinity of the segments, that is, the interest of the tourist market.

The area of Tuzla Canton has a variety of resources, on which a wide range of industrial production has grown. Agricultural areas occupy 49% of the area of the Tuzla Canton, which is over one third of the total agricultural areas of the Federation of Bosnia and Herzegovina. About 133,000 hectares are under forests, mostly in the areas of the municipalities: Kladanj, Živinice and Banovići. The most important watercourses are the rivers Spreča, Tinja and Drinjača, the most important water resource is Lake Modrac. The area of Canton is also known for spas with natural thermal and mineral waters and springs, which offer the possibility of rehabilitation. The northern part of Canton is known as a fruit-growing region, and the entire area is traditionally rich in events based on culture and cultural heritage.

Bearing in mind the natural and cultural characteristics of the Tuzla Canton, tourist attractions, infrastructure, human potential and the vision of the development of tourism in the Canton, several thematic forms of tourism have been singled out as the main backbone of the creation of a tourist product.

TOURIST PRODUCT IN TUZLA CANTON

The dominant forms of tourism in the Tuzla Canton, according to previous analyses, are: rural tourism, agrotourism, gastronomic tourism, urban (city) tourism, eco-tourism and geotourism (visits to impressive geo-localities), spa, health (medical, dental, wellness) and swimming tourism, sports -recreational tourism, business tourism, event tourism and cultural-historical tourism.

UNWTO understands Rural Tourism as "a type of tourism activity in which the visitor's experience is related to a wide range of products generally linked to nature-based activities, agriculture, rural lifestyle/culture, angling and sightseeing. Rural Tourism activities take place in non-urban (rural) areas with low population density, landscape and land-use dominated by agriculture and forestry and traditional social structure and lifestyle.

The rural area attracts different profiles of tourists, considering how they perceive the destination and the tourist experience of staying, and how they identify with it. Therefore, through the segmentation process, we are looking for rural tourists who match the identity of our rural area. In doing so, we follow tourists with a high level of education, who are ecologically aware and have developed an adequate (emotional) relationship towards the rural environment. Namely, such tourists represent a sustainable advantage for a rural destination, since they motivate providers of tourist products to constantly care for the environment, follow trends and improve the quality of tourist and accompanying services. Within the mentioned conditions, it is necessary to combine classic geographic and demographic segmentation criteria with other criteria, such as motives, values, lifestyle and behaviour.

The rural tourism market consists of tourists looking for:

- exclusion from urban life,
- staying with family,
- physical activity in nature,

but they also want:

- get to know another culture,
- meet interesting people,
- get to know the places of their origin and more (Brezovec, 2015; UNWTO, 2022).

Given that the genealogical form of tourism is also recognized as the potential of the Tuzla Canton, as an area with a high rate of population migration, it can be concluded that the market for tourism products related to rural areas is extremely wide. The tourist market are family tourists or social tourists who come to the village in company i.e. with friends, they are usually young adults and they want a lot of local events, they are interested in activities in nature, contact with the local population, they want to experience something different. The tourist market includes tourists from early to late middle age who visit the village as a couples, want to escape from their work routine, city life, to change their lives and habits, love their privacy, comfort, beautiful environment, enjoy peace and nature in a good local culinary, culture, they buy local products, they don't like a programmed schedule of activities, and they are already mentioned seekers of cultural roots, i.e. tourists who visit the rural area where they or their ancestors come from. The primary market of rural tourism in the Tuzla Canton are tourists that are: more educated and employed, interested in activities in nature, come with their own transportation and stay within the region, looking for authentic nature and cultural heritage, seek positive effects on health. Broadly speaking, these can also be: authenticity seekers, nature watchers, cultural tourists, tourists enthusiastic about antiquities, gourmets, eco-tourists, cyclists and adrenaline junkies, mountaineers and others.



Fig 2, 3: Rural areas of Tuzla Canton

Agrotourism appears as a sub-form of rural tourism. Agrotourism include any activity carried out on a farm or ranch that allows members of the general public, for recreational, entertainment, or educational purposes, to view or enjoy rural activities, including farming, ranching, historic, cultural, harvest-your-own activities, or natural activities and attractions. It is a type of tourism in which the hosts offer a stay at their own agricultural facility (farm) and allow the visitor to participate in all activities: caring for animals and plants, planting, harvesting food that is specific to that area (fruits, vegetables, corn, wheat, etc. depending on the area) (UNWTO, 2022). Analysing the natural and cultural potential of the Tuzla Canton, agrotourism is one of the primary forms of tourism and is key in creating the Canton's tourist product. According to the analyses, agrotourism is recognized as an independent, dominant form of tourism in the municipalities of Gradačac, Čelić and Kladanj, while in other municipalities it is a form of tourism that, along with other attractive motives, can influence tourist visits.



Fig 4, 5: Different tourist activities in Tuzla Canton



Fig 6, 7: Tuzla Canton has numerous resources in agro and rural tourism

Gastro Tourism as a type of tourism activity which is characterized by the visitor's experience linked with food and related products and activities while travelling. Along with authentic, traditional, and/or innovative culinary experiences. Gastro tourism may also involve other related activities such as visiting the local producers, participating in food festivals and attending cooking classes (UNWTO, 2022). The independence of activity is also shown by gastrotourism, which is indirectly linked to the rural areas of the Canton. However, the city of Tuzla has the greatest possibility of offering gastro tourism, while other areas, local communities, have the character of complementarity or potential.

Gastronomic tourism implies a visit to a destination whose primary goal is to satisfy personal interest in ethnic, national or regional gastronomy. This includes consuming food and drink, learning how to prepare meals, shopping for food-related products and taking cooking classes.

Although, some authors single out gastronomic tourism as a form of rural tourism in the Tuzla Canton, we also see it as a type of cultural tourism, since cuisine and recipes represent local cultures, and food preparation methods fall under intangible cultural heritage.



Fig 8: Some examples of rich gastro offer in Tuzla Canton

Urban or city tourism includes all forms and services that take place in urban areas. The motives to travel and an interest in getting to know the destination, its history, customs, way of life, art, heritage etc., but also includes sightseeing, visiting museums and galleries, going to theaters, concerts and parties, visiting for educational reasons, shopping, festivals and events, conferences, congresses and business meetings, visiting restaurants, bars and night clubs (UNWTO, 2022).

City tourism in Tuzla Canton is developed in the city of Tuzla as an independent tourist motive with a tendency to develop in other cities of the canton, but the capacities of Gradačac, Srebrenik, Živinice and Gračanica are not negligible either. For the development of the tourist offer of city tourism, investments, protection and maintenance of the cultural and historical heritage and its integration into the tourist offer at the local and regional level are necessary. Undertake activities to resolve the issue of research and protection of cultural and historical tangible and intangible heritage, as well as clearly defining the right holders of resources, with the aim of sustainable management of cultural heritage. It is especially necessary to improve settings and interpretations in publicly owned museums and cultural institutions. Promote and offer the product at the local and/or regional level, under the name "City of Great Artists", "City of Salt", etc. The tourist offer of city tourism should improve in order to elongate the season.

The cultural manifestations, events, festivals, religious celebrations, concerts, sport competitions, galleries, museums, libraries, archives gather numerous tourists throughout the year, extend the tourist season and contribute to higher tourist consumption and investments in the development of such events would recover the tourism offer of the canton.



Fig 9, 10: City tourism, Tuzla

Tourists who visit the country to attend a sports event, concerts or festivals stay longer on average than other visitors, and Tuzla Canton should work on diversifying the offer and accompanying contents in order to extend the stay of tourists even more. It is necessary to create and promote an online database of categorized events, develop and promote festivals and manifestations, such as the Tuzla Film Festival, Kaleidoscope, Plum and Strawberry Fairs, Winter in Tuzla Canton, etc., and develop criteria for determining and providing support to festivals and events led by the private sector and connect with local and international travel agencies, hotels and service providers, adapt to the needs of families with children and include in the offer theme and water parks, golf courses, bowling alleys, etc., but also improve the nightlife in TK, such as offering a variety of bars and clubs, which will prolong the stay, increase spending, as well as the dispersion of "younger" tourists. Also, in order to avoid strict seasonality in city tourism, it is necessary to improve the existing and introduce new capacities for the organization of paid trips, as an incentive for employees, corporate and association meetings, team building, etc.

Mountain Tourism is a type of "tourism activity which takes place in a defined and limited geographical space such as hills or mountains with distinctive characteristics and attributes that are inherent to a specific landscape, topography, climate, biodiversity (flora and fauna) and local community. It encompasses a broad range of outdoor leisure and sports activities" (UNWTO, 2022).

Ecotourism is defined as “responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education” (TIES, 2022). Education is meant to be inclusive of both staff and guests. The Canton has the potential for the development of this type of tourism, especially in areas that have a special type of protection, such as the protected landscape "Konjuh", and the tourist market is represented by more educated, more experienced, wealthier, environmentally conscious tourists with travel experience.



Fig 11, 12: Protected landscape Konjuh

Geotourism also represents great potential. This form of natural tourism is focused on geology and natural landscape, as well as protected areas. It promotes tourist visits to geolocalities, geoparks and the protection of geodiversity, as well as the understanding of geosciences through education. This is achieved by individual or group visits to geological attractions, the use of geostations and panoramic points, group tours, and visits to the visitor centers of individual geolocalities. The area of Tuzla canton has numerous geosites which can be recognized as a tourist resources especially in eco and geotourism, such as natural and artificial lakes, mineral and thermal springs, different relief shapes, caves, forests, rich wildlife etc.

Spa tourism includes spas as places that are characterized by pronounced health-recreational functions due to the wealth of natural elements (thermo-mineral springs, noble gases, climatic elements, vegetation, clean air). Previous analyses indicate that Tuzla and Gradačac have this form of tourism, along with bathing tourism, as a highly developed, dominant form from which the creation of tourist arrangements begins.

Health and wellness tourists travel to revitalize the body and mind (weight reduction, fitness, anti-stress, etc.), to relax (massages, special treatments), or to perform specialized operations. Therefore, people do not need to be sick in order to opt for health and wellness

tourism, but their motive is to improve and prevent their overall health. Dental tourists travel abroad because of lower prices, as well as better quality and more accessible dentist services. Almost all cities and municipalities have the capacity to develop this form of tourism.

Sport, primarily recreational tourism is recognized as a form of great attractiveness in the area of Tuzla Canton. Recreational tourism is a massive and diverse form of traffic, which is a consequence of the accelerated pace of urbanization that characterizes this area as well. The opportunity lies in the fact that it is a very massive form of tourism. Gammon and Robinson (2003) suggested that sports tourism can be categorized as Hard Sports Tourism or Soft Sports Tourism, while Gibson (1998) suggested that there are three types of sports tourism: Sports Event Tourism, Celebrity and Nostalgia Sport Tourism and Active Sport Tourism. The "hard" definition of sport tourism refers to the quantity of people participating at a competitive sport event, which attract many visitors to the events (Olympic Games, FIFA World Cup, F1 Grand Prix etc.). The "soft" definition of sport tourism is when the tourist travels to participate in recreational sporting, or signing up for leisure interests. Hiking, skiing, running, golf and canoeing can be described as soft sports tourism. Considering this categorization the Tuzla Canton has a great potential in sport and recreational tourism especially in form of the soft sport tourism, sport event tourism, celebrity and nostalgia (Mirza Delibašić, Razija Mujanović, Kada Delić, Jusuf Nurkić etc.), and active sport tourism (various sport competitions, sport infrastructure, local sport clubs with rich history etc.).

Business tourism and tourists have become an important segment in the tourist services of the Tuzla Canton. The problem is that participants in business trips are omitted from the definition of tourists and these movements are not recorded as touristic. Nevertheless, this group of travelers spends significant funds on tourist facilities and services and spends a large part of their time as a tourist as part of a business trip. Business tourists are characterized by higher consumption than tourists in other forms of tourism, they hold larger gatherings outside the main tourist season and thereby influence the increase in the profitability of accommodation and other capacities in the destination. In addition to the above characteristics, it should also be pointed out that business tourism also represents prestige. The Tuzla Canton needs to develop business tourism capacities that would enable them to develop this form of tourism in order to build an image and a favourable position on the state or regional tourism market.

Manifestational (event) tourism appears as a very attractive form of tourism in the area of Tuzla Canton. This area, in addition to natural tourist resources is also distinguished by a significant cultural and historical heritage which, as a reflection of centuries of coexistence,

has built a complex multi-ethnic, multi-confessional and multicultural environment from which numerous cultural and economic manifestations have arisen. Over the years, these events have grown into larger festivals and fairs that today make Canton recognizable in the wider region. An opportunity is also the fact that fairs and festivals, as a fast-growing tourist offer and the best promoters, are not only in larger cities, but are also the main drivers of tourism development in smaller towns and villages. Thanks to ethnofestivals, fairs and other events, many smaller agricultural or recognizable industrial and mining settlements in Canton have largely redirected development flows to tourism and shaped the image of a cultural destination, some of which have decades of tradition, some even centuries. Most of these manifestations do not have the classic sign of tourist manifestations, but are held as local and regional cultural, historical and other events, and do not have the power to be the primary motive for the arrival of tourists to this area, not counting business trips, i.e. business tourism.

Cultural and cultural-historical tourism is described as learning about others and their way of life. One of the humanist definitions reads "cultural tourism is a trip for personal enrichment", while other authors define it as a search for knowledge. Cultural tourism means a form of tourism that relates to the culture, heritage or artistic aspect of a destination or experiences and activities for tourists, deep devotees of culture.

In cultural tourism, there are three types of cultural tourists: tourists motivated by culture, tourists inspired by culture and tourists enticed by culture (Štetić, et al, 2014). The third type of tourist is the most numerous, who usually learns about cultural attractions only after arriving at the destination, which is an opportunity for cultural tourism in Canton. The cultural tourism of the Canton is based on the cultural heritage, which consists of: archaeological sites, works with monumental and artistic properties, spatial cultural-historical entities (the old city area, significant rural ambient entities, sacred objects, ethno parks, medieval towns and fortifications), famous places and memorials, folklore heritage (buildings of folk architecture, costumes, old crafts, music, oral tradition, culinary tradition (food), traditional games and sports), event values (events and festivals, cultural fairs, sports events of traditional sports and competitions), cultural institutions (museums, galleries, cultural centers, movie theaters, libraries), cultural landscapes (gardens, parks, landscaped landscapes).

Forms of tourism recognized as complex or complementary are those forms of tourism that cannot independently influence tourist traffic according to the potential of the area or limiting factors. However, their value is great because they contribute to the segmentation of the tourist offer, because it is a model according to which certain special forms of tourism are introduced within one destination as a factor in the future development and

success of the destination, while in the phase of decline of these forms, their restructuring and the introduction of new forms are carried out for the revival of the tourist destination. All these forms have the same or similar characteristics, whether it is a dominant, attractive form of destination tourism or a form of medium attractiveness.

A very important form on which Canton should be developed as a destination is genealogy tourism or *root* tourism. It is a form of tourism based on the tourism market where tourists visit the countries of their origin or the origin of their ancestors and discover the roots of their family trees to find themselves and connect with their own. The potential is represented in countries and regions with a high rate of emigration, which is also a characteristic of the Tuzla Canton and Bosnia and Herzegovina.

Outdoor tourism includes a set of different types of special interest tourism whose activity is mainly focused on spending free time outdoors. Among the most popular are cyclotourism, walking or hiking and adventure tourism such as mountaineering, climbing and numerous water activities.

Adventure tourism can be described as a trip that includes at least two of the following three elements: physical activity, natural environment and contact with local culture. Regardless of the economic development of the country or region, destinations affirm adventure tourism due to the recognition of market growth, i.e. the ecological, cultural and economic value of this form. Adventure activities can be divided into two categories. The first is the SOFT category, which includes: archaeological research, hiking (trekking), bird watching, camping, cycling, kayaking, canoeing, hunting, spearfishing, hiking, horseback riding, rafting, research expeditions, scuba diving, sailing, etc. The second is HARD category, which includes: free climbing, mountain biking, caving, rock climbing, scuba diving, paragliding, bungee jumping (Gammon, Robinson, 2003). On the basis of the previous analyses, it is evident that there are potentials for the development of almost all listed forms of adventure tourism in the area of Tuzla Canton.

Congress tourism is a specific form of tourism in which the main motive of the trip is not vacation, but the participation of individuals in gatherings that can have a different character. Visitors in the framework of congress tourism are not idlers, because they travel for a specific need, which is usually related to their workplace. The development of congress tourism in the Tuzla Canton is related to the tourist infrastructure, so the City of Tuzla with its infrastructural capacities has priority, but also other municipalities that have these capacities, such as Lukavac or Gradačac.

Cultural tourism represents a form of tourism that relates to the culture, heritage or artistic aspect of a destination or experiences and activities for tourists, deep devotees of culture. Cultural tourism implies "refined forms" of culture that should contribute to the improvement of culture and development using symbols such as: museums, galleries, significant buildings, historical houses, performing arts.

Hunting tourism - the specifics are reflected through hunting game, active rest and recreation, staying in a healthy natural environment, enjoying the natural beauty of hunting areas with attractive species of flora and fauna. In Tuzla Canton, hunting is organized in established hunting grounds managed by hunting associations and has a development perspective based on ecological sustainability. Recently, hunting has been avoided, and hunting tourism is based on following, observing, photographing (photo safari), filming of wildlife, with the aim of disturbing it as little as possible in its habitat.

As a segment of hunting, the hunting tourism is connected to a large number of economic and non-translated activities, especially forestry, agriculture, water management, sports, education, science, culture, etc. Hunting tourism has many dimensions. These are recreational, ecological, economic, educational and cultural components. Fishing has special potential due to the large number of artificial water reservoirs.

The highest potential is related to Lake Modrac in Lukavac, Vidara and Hazna in Gradačac, and Lake Snježnica in Teočak. Other, smaller water reservoirs should also be recognized as a potential for the development of fishing tourism.

In educational tourism, the main motive is the tourist's personal desire to expand knowledge and activities that include visiting other places and countries to learn about its material and spiritual culture. Such travel programs include student exchange and language schools, painting colonies, art and craft workshops, study trips, participation in conferences, congresses, and virtual tourist trips. Tuzla, as a university city, has the potential of sustainable educational tourism, but also the municipalities of Banovići and Kladanj, conditioned by tradition and infrastructure, have the potential to develop this form of tourism.

Shopping tourism - Tourists from all over the world come to the destination with the aim of shopping and spending money in their retail department stores and shopping centers. Global research shows the dizzying amounts that "shopping tourists" spend during their trips, spending more on shopping and the pleasure it provides than on accommodation and food. The greatest capacities for the development of this type are found in the urban area of Tuzla, but also in Živinice, Gračanica, Srebrenik and Kalesija due to favourable traffic conditions.

Religious and faith tourism are trips that are realized due to visits to different religious centers, holy places, monuments, localities, buildings, many of which have historical and architectural value. A tourist who is a believer is faith tourist with his religious attitude and tries to regularly fulfil his religious obligations. A religious tourist visits religious and holy places and attractions, primarily out of curiosity. Most religious places and facilities are also visited by other tourists (cultural tourism), regardless of religious feelings, which makes it even more difficult to differentiate religious tourism from other tourist movements. Religious tourism does not have a seasonal character, since in this case the concentration of tourists is more related to certain dates in the religious calendar (religious holidays) or to some special events. Pilgrims are also religious tourists regardless of the fact that they devote their stay in the destination to religious needs. The activities of pilgrims and tourists can be similar and involve the use of the same services (transportation, accommodation, etc.), whereby pilgrims can also practice some typical tourist activities (sightseeing, buying souvenirs, etc.).

Industrial tourism (visiting industrial plants) is a new form of tourism. The Tuzla Canton, as an area characterized by a mining and industrial past, has enormous potential for the development of industrial tourism. The city of Tuzla has the greatest potential (salt mines and salt wells, Salt Museum, brewery, etc.) and Banovići (brčko-Banovići railway, narrow-gauge railway, etc.).

Excursion tourism has development potential within the Tuzla Canton. It includes the organization of one-day trips offering tourist products of individual tourist locations, facilities, towns or cities. Analyzing the motives and potentials of the Canton, excursion visits should be directed towards Gradačac, Srebrenik, Kladanj and Tuzla, but other municipalities also have the capacity to create arrangements for one-day and even multi-day excursions.

Transit tourism has seen great growth and development in the last decade. It is mostly connected to the main roads of the Canton, but lately the international airport "Tuzla" has played a more important role for this type of tourism. Urban tourism also has a transit feature, as some of the cities or municipal centers are characterized by a favourable traffic location.

Residential tourism means a stay in a place or destination longer than 24 hours, or a stay that records a larger number of overnight stays. Tuzla have infrastructural capacities (hotels, motels, apartments) and tourist products, that is, arrangements for this type of tourism, and conditional on transit, the area of Živinice also has potential. It is also possible to stay in private accommodation facilities in villages that have the capacity to develop rural tourism. The perspective of the tourism development in the area of the Tuzla Canton is made up of some forms that have not been recognized in strategic documents or in offers or arrangements so far, and have the potential for the development of certain local communities of the canton.

The greatest natural prerequisites are water sports, that is, the form of nautical tourism on the Canton's artificial water reservoirs. The nautical tourism offer includes numerous water sports that tourists can try even if they are not addicted to extreme sports disciplines. Equipment for water sports enables safe and unhindered enjoyment of all the attractiveness of these sports. These sports are windsurfing, water skiing, diving and others. Lake Modrac has the greatest potential, but in order to establish this type of tourism, it is necessary to change the management of this hydroaccumulation, i.e. return it to the function of an object where it will be possible to organize sports and tourist activities on the water.

Geotourism is a form of tourism focused on geology and a specific natural landscape. It promotes tourist visits to geolocalities, and is reflected on visits by individuals or groups to geologically and geomorphologically interesting localities, which the Canton abounds in, especially the Konjuh mountain, i.e. the Protected Landscape "Konjuh".

Demographic trends and changes in the structure of the population cause changes in the tourist market. It significantly refers to the increase in the number of the world's population and the disparity that includes the age structure of the population. Nowadays, there is a large market for tourism of people of third age. These are the most demanding tourists, primarily in terms of the content of educational programs, learning and various activities. Many travelers over the age of 65 are fans of eco-tourism, which contributes to their physical and mental health. The characteristics of tourists of the third age are: experienced, mostly highly educated, often wealthier, with travel experience, environmentally conscious, more sensitive to the traditions, society, culture, and customs of the destination they visit. With the aging of the population in the largest emitting countries, the demand for mass destinations and active recreation will decrease, while the demand for "soft" eco-tourism and cultural tourism will increase. Complementarily, this form of tourism has great potential and opportunity in the Tuzla Canton, in combination with the previously mentioned geotourism.

The number of alternative, specific or special forms of tourism is unlimited, and it depends primarily on the geographical location of the destination, accommodation capacity in the destination, traffic connections, that is, transport and the affinity of tourists. How many developed forms of tourism the Tuzla Canton will have as a destination also depends on the employees in tourism sector, because previous analyses and classifications tell us that none of them is final, that is, with the development of demand and supply, as well as their mutual relations on the market of special forms of tourism, and that there can and must be further segmentation of recent, emergence of new forms and sub-forms and potential ones that the destination and market have not yet perceived. In this way, we get the appearance and tourist products of the Tuzla Canton as a tourist destination.

The tourist product of Tuzla Canton is created on the basis of tourist attractions, that is, main characteristics and perceptions or features of recognition, perception of space, degree of tourism valorization and development potentials (see the following table).

CONCLUSION

In accordance with the natural and cultural characteristics of the Tuzla Canton, the tourism potential and the possibility of development of numerous other forms of tourism were recognized, which would complement the tourism product of the Canton as a destination. Complex and complementary motives and forms of tourism in the Tuzla Canton evaluated as motives of medium attractiveness are: Mountain and winter (ski) tourism, hunting and fishing tourism, excursion tourism, adventure and outdoor tourism, genealogical tourism, then religious, urban, congress, industrial, educational, excursion, shopping and transit tourism, and accommodation according to the accommodation capacities of the Canton, that is, municipalities and cities. A tourist product is created in such way that several attractive motifs affect the tourist visit or individually complete the attractiveness of an independent motif or other motifs of the destination.

The tourism product of the Tuzla Canton is created on the basis of recognized tourist attractions, and it starts from the forms of tourism that are based on the motives of the area of great attractiveness. The tourism product of the Tuzla Canton can be created based on the potential of rural and urban areas as well as by combining their capacities. The dominant forms of tourism in the Canton related to rural areas and the natural basis are: Rural tourism, agrotourism and ecotourism, and urban/city tourism in cities. The connection between urban and rural tourism is achieved through gastronomic, spa, sports-recreational, event and cultural tourism. Health tourism, wellness and business tourism are associated with urban areas, cities and towns.

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