

TOURIST VISITS AND OVERSTAYING IN CANTON SARAJEVO

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Abstract: The paper includes the monitoring of data on changes in registered tourist arrivals and overnight stays in the municipalities of Sarajevo Canton. Data were registered for the period from 2013 to 2021, based on which the trends of tourist movements were concluded. Tourist arrivals were also analyzed depending on the type of accommodation capacity. The structure of tourists was analyzed for the recent period, from 2019 to 2021. In addition to the analysis of the number of visits, an effort was made to offer answers to the motives for a tourist visit to Sarajevo as a destination. Tourist trends in Sarajevo are influenced by the motives of the tourist visit, among which cultural and historical characteristics stand out as the most significant.

Key words: Sarajevo Canton, tourist arrivals, overnight stays, motives for visit

INTRODUCTION

Tourism is one of the most dynamic and complex socio-economic phenomena of recent times. As one of the fastest growing branches of the world economy, it has a huge impact on economical, geographical and spatial development, therefore it is very important part of both tourism and spatial planning. City break travel has become one of the key drivers of the European tourism growth in recent period and nowadays, and city break tourism is a very important part of the tourist market in Bosnia and Herzegovina, as well. Sarajevo has all the necessary conditions for the development of urban and city break tourism. The scientific problem is to do the analysis and evaluation of tourism parameters that are relevant to indicate trend of tourism development in the destination of Sarajevo. This article includes a few parameters relevant to understanding the development of tourism in Sarajevo Canton: number of tourist arrivals, number of overnight stays, structure of tourists, motives for visiting and tourist arrivals according to the type of accommodation

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facilities. Parameters of visits and overnightstays were analyzed by municipalities of Canton Sarajevo during a recent period (2013-2021). This way we could determine the trend of tourist growth, by municipalities, in the recent period, which also includes the impact of the Covid-19 pandemic. Some of the ways in which tourism is affected by Covid-19 pandemic, is especially significant given the enormous reduction in flights which are very important as part of transport networks for connectivity within the tourism system. A rapid assessment of the impacts of Covid-19, reported that as of 31 March, 2020, over 90% of the world's population were in countries with some level of international travel restrictions. This has a huge impact on the structure of tourists in tourist destinations. The aforementioned analyzes of tourist trends are strongly influenced by the motives of tourist visits as well as the receptive factors of the destination, especially in the area of accommodation, which are also covered in this paper.

STUDY AREA

The tradition of tourism development in the Canton of Sarajevo is longer than a century, and favourable natural-geographic and socio-geographic factors make a framework for its development. Sarajevo is relatively small when compared to other European cities, but over the past decade, this city prospered as it has become increasingly connected into the global flows of technology, capital and people. Some of the main reasons that confirm Sarajevo as favourable tourist destination are: very favorable traffic-geographical and tourist-geographical positions, great wealth of natural, historical, cultural values, an ideal size for new parts of the tourist market, such as city break tours, great value for the money, hospitable and kind people (Pobrić, Banda, Sivac, 2016). Geographic positions of Sarajevo Canton is very favourable, as it makes an excellent starting point when taking in the entire region of Southeastern Europe or Balkan peninsula, and as it is the capital of Bosnia, settled in its central region, it is faced with the dynamic development of tertiary activities, among which tourism plays a substantial role. Therefore, since Sarajevo has a favorable geo-location in the center of the country, not far from the coast of the Adriatic Sea and on the way towards Split and Dubrovnik tourist destination, it is also convenient for a short break for tourists who are in transit from inner Europe (Žunić, 2017).

In the administrative context, the Canton of Sarajevo consists of 9 municipalities, 4 of which are part of the City of Sarajevo (Stari Grad, Centar, Novo Sarajevo, Novi Grad). However, when it comes to the tourist destination of Sarajevo, it is very important to consider the municipalities of the wider urban area, especially the municipality of Ilidža due to the consideration of the complete receptive offer of this destination.

CHANGE IN THE NUMBER OF TOURIST ARRIVALS AND OVERNIGHT STAYS IN CANTON SARAJEVO

A significant part of this research refers to the analyzes that were carried out in order to observe the differences in the total number of tourist arrivals by municipalities of the Canton of Sarajevo, in the continuous considered time period, from 2013 to 2020. The basis of the following map is the total number of tourist arrivals by municipalities of the Canton of Sarajevo in 2013, which was taken as a base indicator. In the same year, the largest number of arrivals was recorded in the municipality of Ilidža, which is 44% of the total arrivals in the Canton of Sarajevo, and in second place was the municipality of Stari Grad, with 21% of the total arrivals in the Canton. The smallest number of tourist arrivals was recorded in the municipality of Hadžići, which in 2013 amounted to 689 or 0.2% of the total arrivals in the Canton.

The columns on the map show the trend of tourist arrivals in the period 2016-2020 which indicates a continuous increase after 2013. In 2016, the number of arrivals in Sarajevo Canton was 90,651 more than in 2013, that is, a recorded growth of 28.55%.

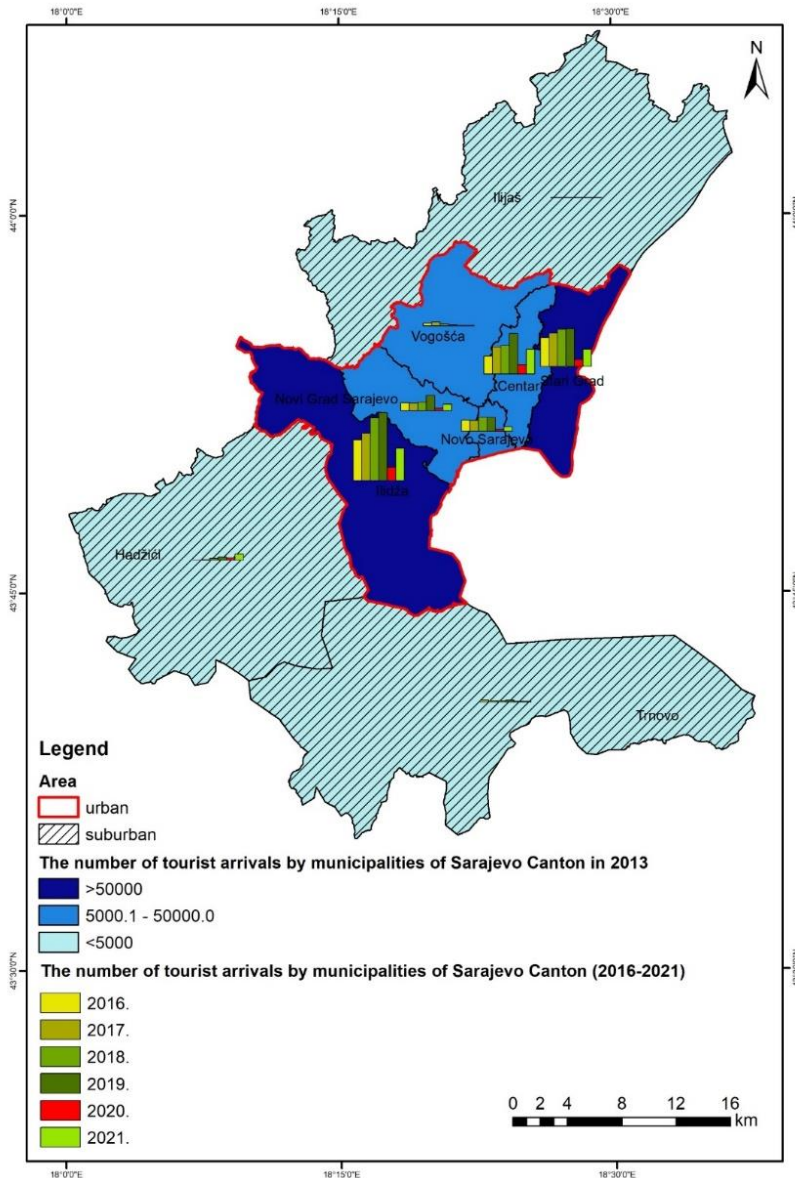


Fig. 1. Tourist arrivals by municipalities of Sarajevo Canton in the period 2013-2021

Source: Table 1

A large number of arrivals continued to be recorded by the municipalities of the urban area of Ilidža, Stari Grad, Centar, Novo Sarajevo and Novi Grad Sarajevo, and the municipality of Vogošća, which, compared to 2013, had 5,814 more arrivals, i.e. a growth of 75%. In 2016, the municipalities of the wider urban area of Hadžići and Trnovo recorded a lower

number of arrivals compared to the municipalities of the urban area, but the increase in tourist arrivals in the municipality of Trnovo is noteworthy, amounting to 77%.

The highest values of tourist arrivals in the Canton were recorded in 2019. The number of arrivals in 2019 increased by 63% compared to 2016. The largest number of arrivals in 2019 was recorded by the municipalities of Ilidža (37.44% of arrivals in the canton), Centar Sarajevo (22.24%) and Stari Grad (20.91%). The largest increase compared to 2016 was recorded by the municipality of Hadžići, which recorded an increase of 11,294 arrivals in 2019. The significant increase in the number of arrivals is indicated by the fact that, in 2016, the municipality of Hadžići recorded only 3.8% of the total arrivals, recorded in 2019. In the same period, the municipality of Centar Sarajevo recorded an increase of 124%. In 2019, the lowest number of arrivals was recorded in the municipality of Ilijaš. The municipality of Vogošća recorded a decrease in the number of registered arrivals in the urban area, with 6,080 fewer arrivals, i.e. a drop of 60%.

2019 is the year in which the largest number of arrivals was recorded in the Canton of Sarajevo, with clear differences in attendance by individual municipalities, which was previously stated in the indicators. The municipalities of the urban part, especially Stari Grad, Centar and Ilidža, include a significant number of tourist attractions. Stari Grad is a municipality with a significant share of cultural and historical heritage, while the municipality of Ilidža has a higher number of visitors due to the concentration of accommodation facilities from the hotel category, as well as its favorable location in relation to natural motifs, such as the olympic mountains of Bjelašnica and Igman. The municipalities of Centar, Novo Sarajevo and Novi Grad record higher attendance due to their proximity to the historic, at the same time, the most attractive core of the city. Suburban municipalities: Ilijaš, but Vogošća, as well, include mainly residential zones, with a smaller number of tourist motives, and lower tourist attendance is expected.

In 2020, all municipalities recorded a sharp drop in the number of tourist arrivals, due to the Covid-19 pandemic, which had a particularly negative effect on the tourism sector and a decrease in the number of tourist arrivals in Sarajevo Canton, in the amount of 79.54%, in compared to 2019. A sharp drop in the number of tourist arrivals is observed in the municipalities of Novi Grad Sarajevo, Novo Sarajevo, Stari Grad and Ilidža, in the amount of over 80% compared to the previous year. However, in 2021, an increase in tourist arrivals was recorded, with the easing of pandemic measures. The largest relative increase was recorded in the municipalities of Stari Grad, Centar and Novi Grad, which amounts to over 150%. A positive increase can also be noticed in suburban municipality of Hadžići, due to the improvement of investments in the area of tourism projects.

Table 1. Tourist arrivals by municipalities of Sarajevo Canton in 2013; 2016-2021

TERRITORY	2013	2016	2017	2018	2019	2020	2021
Sarajevo Canton	318036	408687	482494	570889	667373	136536	339451
Stari Grad	65955	105397	122412	137060	139517	25157	63152
Centar	33916	66206	100160	105139	148419	33944	90521
Novo Sarajevo	48393	40757	40044	50868	51429	7968	16790
Novi Grad	19981	28969	27072	30487	56480	8484	23701
Ilidža	139650	150324	173105	230429	249868	48479	118131
Vogošća	5814	10196	13503	5640	4116	1281	1473
URBAN AREA	313709	401849	476296	559623	649829	125313	313768
Hadžići	689	396	561	6293	11690	8269	22843
Trnovo	3638	6442	5637	4879	5842	2954	2840
Ilijaš	/	/	/	94	12	/	/
SUBURBAN	4327	6838	6198	11266	17544	11223	25683

Source: Authors according to Institute for informatics and statistics of Sarajevo Canton data

Same research methodology was applied in the analyses of the change in the total number of overnight stays by tourists, by municipalities of Sarajevo Canton. In the year of 2013, the largest number of overnight stays was recorded in the municipality of Ilidža (42% of the total overnight stays in the Canton) and the municipality of Stari Grad (22.60% of the total overnight stays). In 2013, the municipality of Hadžići participated with only 0.20% of the total overnight stays in Sarajevo Canton. A continuous increase in the number of overnight stays by tourists was established in 2016, especially in the municipalities of the urban area: Centar Sarajevo (by 92%), Stari Grad (by 69%), Vogošća (67%), Novi Grad (36%) and Ilidža (11%), while a slight decrease in the number of overnight stays was recorded in the municipality of Novo Sarajevo (3%). The municipalities of the wider urban area also recorded an increase in the number of overnight stays: the municipality of Hadžići (by 48%), the municipality of Trnovo (by 11%). Municipality Ilijaš, as mainly a residential area, in terms of the number of overnight stays by tourists, as well as the number of tourist arrivals, records the lowest attendance values.

The trend of continuous increase in registered overnight stays in the municipalities of the urban area, in addition to the most tourist attractive municipalities of Stari Grad and Ilidža, was observed in the municipalities of Centar, Novo Sarajevo and Novi Grad. These

municipalities, in addition to being close to tourist attractions and the cultural and historical center, with which they are well connected by traffic, offer cheaper private as well as hotel accommodation. Some of the most famous hotels in the tourist offer of these municipalities are "Novotel Sarajevo Bristol", "ibis Styles Sarajevo" and "Hotel Holiday". A positive increase in suburban municipality of Hadžići is recorded due to the improvement of investments in the area of tourism projects. The proximity of the most important natural tourist attractions (olympic mountains, mountain rivers and lakes) is recognized as a resource for this municipality as well, and the construction of the modern hotel complex "Tarčin Forest Resort", which was opened in 2017, contributed to greater tourist visits in this municipality, as well as its inclusion in the tourist offer of the destination of Sarajevo.

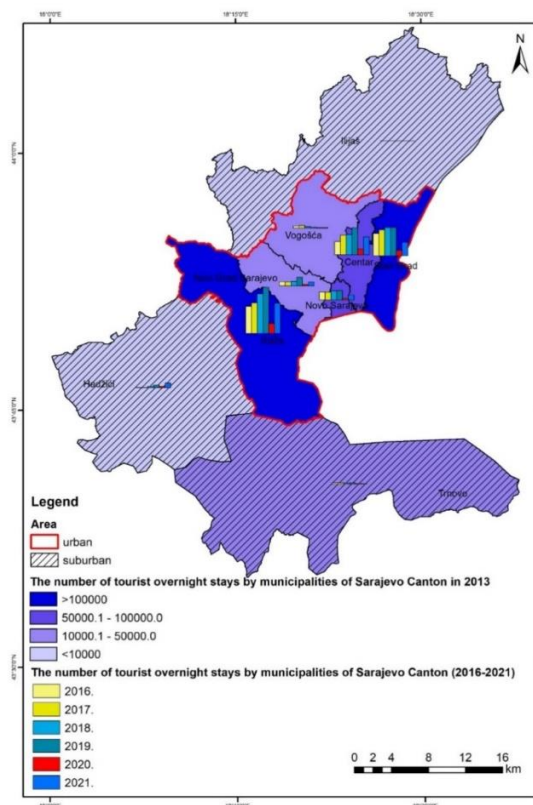


Fig. 2. Tourist overnight stays by municipalities of Sarajevo Canton in the period 2013-2021

Source: Authors according to Institute for informatics and statistics of Sarajevo Canton data

A sharp drop in the total number of overnight stays, as a result of the negative impact of the Covid-19 pandemic, was recorded in 2020. In the same year, the Sarajevo Canton saw a 79% decrease in the number of overnight stays compared to the previous year. A decrease in the registered number of overnight stays in the same year was recorded in all municipalities of Sarajevo Canton. In the urban area of the Canton, a drop of 80% was recorded, mostly in the municipalities of Novi Grad, Novo Sarajevo and Stari Grad. In the wider urban area, a decrease of 45% was registered.

Table 2. Tourist overnight stays by municipalities of Sarajevo Canton in 2013; 2016-2021

TERRITORY	2013	2016	2017	2018	2019	2020	2021
Sarajevo Canton	617184	827432	967372	1113659	1308382	275493	801086
Stari Grad	139473	235192	274605	298721	299496	54154	141712
Centar	72355	139046	208109	215066	282233	59046	187196
Novo Sarajevo	88359	85255	81952	94287	98031	17233	52037
Novi Grad	31728	43349	40384	46158	90714	15154	40758
Ilidža	257710	285940	320148	417947	487154	103381	318331
Vogošća	13522	22616	26750	14190	8835	3602	4059
URBAN AREA	603147	811398	951948	1086369	1266463	252570	744093
Hadžići	1262	1875	1834	15383	27809	15491	49143
Trnovo	12775	14159	13590	11667	14079	7432	7850
Ilijaš	/	/	/	240	31	/	/
SUBURBAN	14037	16034	15424	27290	41919	22923	56993

Source: Authors according to Institute for informatics and statistics of Sarajevo Canton data

In the post-pandemic period, however, the largest relative increase in tourist overnight stays was registered in municipalities: Centar, Novo Sarajevo, Ilidža and Hadžići, where the municipalities of Centar and Novo Sarajevo, as already stated, stand out with the offer of cheaper accommodation, which may be the cause of the higher number of tourist overnight stays in these municipalities, which influenced the faster recovery of their tourism sector.

STRUCTURE OF TOURISTS

According to data from the Institute for informatics and statistics of Sarajevo Canton data, in 2019, the largest share of total tourists arrivals was registered with domestic tourists (13,5%), followed by the share of tourists from People’s Republic of China (9,5%), Croatia (8,9%), Saudi Arabia (7,1%) and Turkey (7%), which accounted almost 50% of the total registered arrivals in Canton Sarajevo. A number of foreign tourists in 2018 were 87% of all tourists’ arrivals (Pobrić, Šljivo, Mulaosmanović, 2019). In 2019, a slight decrease in the share of visits by foreign tourists was recorded, which amounted to 86.5%. However this trend continues in 2020, with registered 62% of foreign tourists’ arrivals, but in 2021, 74% of foreign tourist arrivals were registered. A significant increase in the share of domestic tourists was recorded in 2020, which accounted for almost 37% of arrivals in Canton, followed by tourists from the region, more precisely Croatia and Serbia, which accounted for about 20% of total tourist arrivals. This is a consequence of tourist trends during the Covid-19 pandemic. In 2021, there is a trend of increasing tourist arrivals from Middle East countries, as a consequence of the existence of tourist motives for visiting the destination of Sarajevo by tourists from Arab countries (natural conditions and culture), but also by establishing more airlines between these countries and Bosnia and Herzegovina.

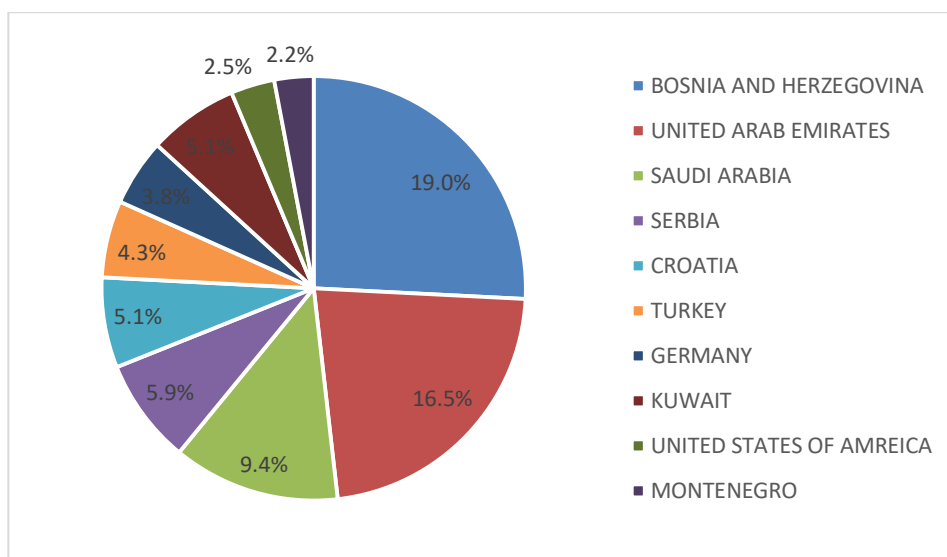


Figure 3. Structure of overnight stays by tourists in 2021

Source Authors according to Institute for informatics and statistics of Sarajevo Canton data

In the structure of overnight stays by foreign tourists, the highest number of overnight stays was registered by tourists from the United Arab Emirates (UAE) as many as 130,717 and in recent years it has been increasing from year to year. Tourist arrivals from Saudi Arabia for the observed period (2013-2021) have the highest growth rate of 34.3% and the number of tourists in 2021, compared to 2013, increased by more than 10 times (Institute for development planning of Canton Sarajevo, 2022). Concerning the structure of foreign tourist overnight stays, most of them were registered by tourists from United Arab Emirates (16,5%), Saudi Arabia (9,4%), Serbia (5,9%), Croatia (5,1%) and Kuwait (5,1%). Turkey tourists contributed with 4,3% and from Germany with 3,8% of total overnight stays. The average detention of foreign overnight stays has a continuous increase, considering that in 2013 it was 1,9 days, in 2018 it was 2,1 days and in 2021 it was registered in 2,6 days and Canton Sarajevo visited tourists from more than 60 countries. However, one of the basic problems connected with tourism development of Sarajevo is actually short length of stay at a destination (2,1 which is less than 3 days, which is hardly sustainable). The strategy of providing longer stays in Sarajevo should be one of the basic aims and priority tasks of tourism development strategy, considering that in 2021, the average detention of foreign overnight stays was the same as in the year of 1999 (Žunić, 2017). Also a major problem in the presentation of tourist traffic in Sarajevo is unregistered arrivals in statistical reports, mostly because of the private places, adapted for tourists and easily reachable via online sites.

MOTIVES FOR VISITING THE TOURIST DESTINATION OF SARAJEVO

Sarajevo has huge natural and anthropogenic heritage with recognizable tourism value. The motives for visiting the tourist destination of Sarajevo are numerous. Sarajevo is the capital city of Bosnia and Herzegovina with a rich cultural and historical heritage from different historical periods; the greatest value has the one from the Ottoman and Austro-Hungarian period, Sarajevo is a “unique symbol of universal multicultural“ (Žunić, 2017 stated in Commission to Preserve National Monuments, Bosnia and Herzegovina, 2005, UNESCO, 2015). In the surroundings there are artifacts and objects from the Middle Ages as well as from the Roman period.

In order to get the best possible answer to the potential motivation for visiting Sarajevo, numerous interviews were conducted. Among the various motives of the visit, the following stand out in particular: cultural and historical characteristics, rest and relaxation, new experiences, broadening horizons, nature, gastronomy, entertainment, change in every day life, manifestations and sport and recreation. All interviewees emphasized the hospitality and openness of the local population. The wide range of motives for visiting

allows an equal development of almost all known types of tourism and actually indicates that tourist movements are possible in Sarajevo throughout the year, irrespective of the season.

Potential types of tourism are therefore: culture, event, gastronomy, mountain and recreational excursion, caving, eco-tourism, congress, urban. In recent years in the Canton of Sarajevo there has been a renewal of cultural values, facilities and manifestations, some of which, by its tradition and artistic value are cultural events of international importance, which are, therefore recognized with the highest importance as motives for visiting.

The Sarajevo Film Festival is of crucial importance when it comes to the image and competitiveness of Sarajevo's tourist product. The wealth of history and culture sets it apart from all other cities in Bosnia and Herzegovina, and SFF is the ideal way of valorizing and affirming precisely these values (Čaušević, 2020, pp. 163).

The territory of the present-day Sarajevo was and still is a crossroads of major roads, from prehistoric times to the present day. For several hundred years, the borders of two great empires, the Ottoman and Austro-Hungarian, which represented the two poles of the world at that time – East and West, Islamic and Christian – met in Bosnia and Herzegovina. This left a big mark on architecture and the lifestyle of Sarajevo, as the place where Orient met Occident in the heart of the Balkans (Pobrić, et.al., 2016). Archaeological sites, cultural and historical monuments and entities, the specifics of folklore, national cuisine and other anthropogenic tourism values represent a significant part of the tourism potential in the Canton of Sarajevo. In the Canton of Sarajevo there are ideal conditions for religious tourism, i.e. for pilgrimage of the three most massive religions: Islam, Orthodox and Catholic. For example, during a ten-minute walk, tourists can visit places of worship for the world's biggest monotheistic religions, among which are The Cathedral of Jesus' Sacred Heart, Gazi Husrev-Bey's Mosque, The Old Orthodox Church and Jewish synagogue, recognized with the international importance.

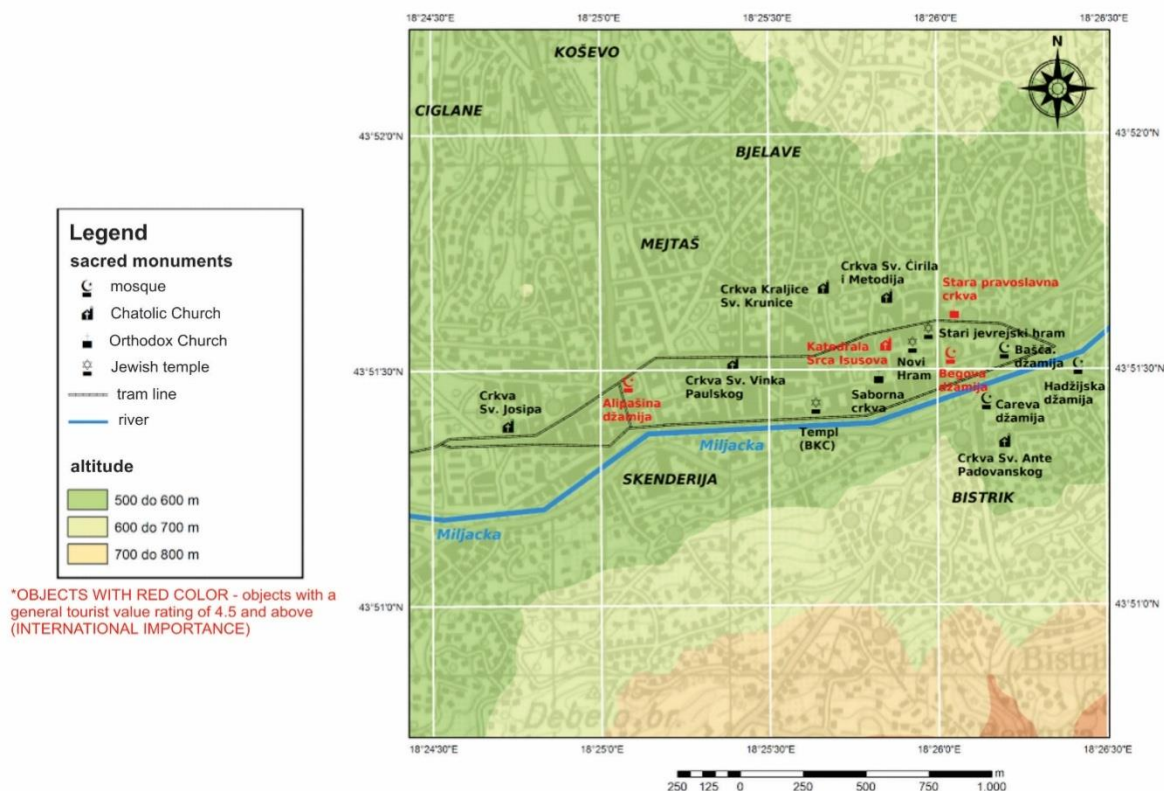


Fig. 4. Important sacred monuments of Sarajevo Canton

Source: Azra Mulahmetović

With all of the advantages of urban environment of Sarajevo, visitors have a chance to visit various protected areas with springs, waterfalls, rivers and beautiful nature landscapes within a short driving distance or less than an hour's walk on foot from the city center.

TOURIST ARRIVALS AND ACCOMMODATION FACILITIES

Canton of Sarajevo records continuous growth of accommodation facilities, so in 2009 a total of 55 facilities, with over 2700 rooms and over 5400 beds were recorded. According to data from 2017, the number of accommodation facilities in Canton Sarajevo was 163, with 11,831 beds, and in 2018 it increased to 350 accommodation facilities which is a growth rate of 15.9% (Pobrić, et.al., 2019). In Sarajevo Canton, according to the official data of the Institute for Development Planning in the field of tourism, at the end of 2021, there are 118 registered business units with accommodation facilities. This is 52 business units more than in 2013, which results with an average growth rate of 7.5%. There are the

most business units in the municipalities of Stari Grad (43), Centar (22) and Ilidža (25). In the same year, the Canton had 5,268 rooms in accommodation capacity, which is for 1,948 rooms or 58.7% more compared to 2013. The largest number of rooms is recorded in the municipality of Ilidža, 2,228, which is 42.3% of the total number of rooms in the Canton. Precisely because of this, Ilidža stands out as an important part of the tourist offer of this destination. This place is very populated because of a vast number of hotels and other type of accommodation units with good prices (lower prices than in the center). At the same time, Ilidža is well connected with the downtown (by tram, bus or taxi). Moreover, it is near natural attractions (Springs of the Bosnia river, olympic mountains) as well as some of very important cultural attractions (Tunnel of Hope, The Roman Bridge).

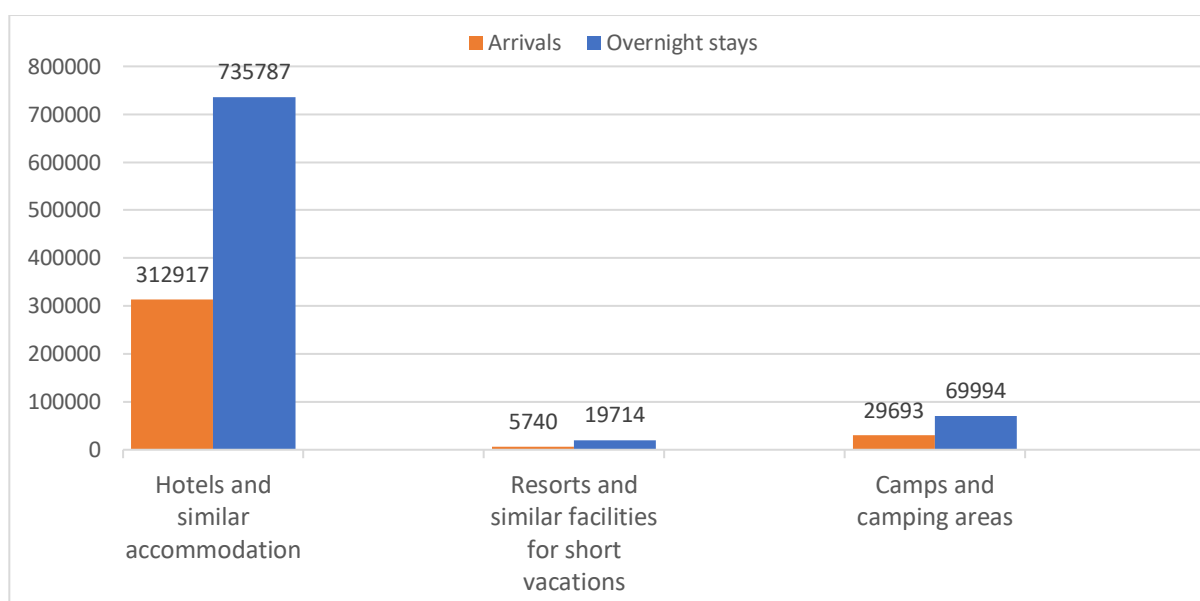


Fig. 5. Tourist arrivals and overnight stays by type of accommodation facilities in 2021

Source: Authors according to Institute for informatics and statistics of Sarajevo Canton data

Data on tourist arrivals and overnight stays by types of facilities in 2021 show the largest number of arrivals and overnight stays in hotels and similar accommodation. Hotels accounted for 90% of total arrivals and overnight stays. The largest number of arrivals and overnight stays, in the category of hotels and similar accommodation, was registered in July, in the category of resorts and facilities for short vacations, in August, and in camps and similar facilities in May. In hotels and resorts, the minimum number of arrivals and overnight stays was registered in May, and in camps and similar facilities in February.

The above data speak of a pronounced early summer and summer tourist season with a reduction in restrictive measures and an improvement in the condition of the Covid-19 pandemic.

In 2021, a total of 57 objects from the hotel category were registered, the largest number of which are located, according to the previously mentioned data, in the area of the municipalities of Stari Grad, Centar and Ilidža. Hotels such as “Europa”, “Astra”, “Latinskimost” and “Central” are located in the Stari Grad municipality. Several hotels in the area of the Ilidža municipality, which are from the category of 4- and 5-star (“Austria and Bosnia”, “Crystal”, Hercegovina”) have an important dual function. These hotels are also objects of cultural and historical significance since they were built during the Austro-Hungarian rule. Nowadays they provide significant and necessary accommodation capacities in the Canton Sarajevo as a basis for the development of tourism.

“In attractive locations in the city, it has been very common for private investors(both domestic and foreign) to invest in demolished/war devastated properties or just old, traditional Bosnian houses purchased from long-term Sarajevo residents who are not in financial position to restore them, with the aim of providing tourist accommodation and services.” (Pobrić& Robinson, 2019,pp. 290).

A significant problem, as stated earlier, remains the transmission of official data on tourist arrivals according to the type of accommodation facilities, given that there is a significant number of private accommodations, which are easily accessible to tourists via online sites like booking.com, airbnb.com etc. Searching these sites it was noticed big disparity in registered accommodation places and those find accessible online.

CONCLUSION

The tourism sector of the Canton of Sarajevo has recorded significant upward trend in recent years,with an obvious gap in 2020 as a result of Covid-19 pandemic, whichshowed that Sarajevo is becoming an increasingly important tourist destination.

The basic predisposition for tourist visits is the rich cultural and historical heritage and various natural tourist motifs in the surroundings of the city.The observed data on overnight stays and tourist arrivals indicate the tourist attractiveness of the municipalities of the urban area, especially the municipalities of Ilidža,with attractive nature and mountains nearby and Stari Grad and Center, as a cultural and historical core of the City.

Hadžići is a municipality that has recorded progress in tourist visits precisely because of the enrichment of the tourist attractiveness on nearby mountains. The municipality of Hadžići had the investments made in the field of tourism. Tourism indicators recorded a significant drop in arrivals and overnight stays, caused by the Covid-19 pandemic, which was actually expected. The analysis also established the significant recovery of this sector, according to recent data, both in the area of pronounced tourist seasons and in the area of accommodation capacity followed by higher number of tourists.

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