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**TOURISM  
IN FUNCTION OF DEVELOPMENT  
OF THE REPUBLIC OF SERBIA**

**Tourism product as a factor of competitiveness of  
the Serbian economy and experiences of other countries**



**THEMATIC  
PROCEEDINGS**

**I**



**UNIVERSITY OF KRAGUJEVAC  
FACULTY OF HOTEL MANAGEMENT  
AND TOURISM IN VRNJAČKA BANJA**



## EXAMPLES OF ETNO AND ECO TOURISM IN THE REPUBLIC OF SRPSKA

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### Abstract

*Product development of eco and ethno tourism begins with the identification of local resources. Resources may not be as valuable as they are part of the World Heritage; it can be quite ordinary objects and resources from the daily life of local people. Local residents may need a help of experts from various authorities precisely because a large number of resources are so ordinary in the eyes of the local population. They often are not even aware that it could attract tourists. The market oriented approach to tourism, in principle, makes it easy to integrate, and even subordinate tourism policy to economic. Accordingly, the role of state in market economies is of a limited range and it reduces to a minimum security conditions for regular functioning of the market economy mechanism. The Republic of Srpska has a great potential for development of ethno and eco-tourism, which is still not properly valorized.*

Key Words: *ecotourism, ethno tourism, tourism market*

JEL classification: Z320

### Introduction

Tourism is a complex socio-economic phenomenon that causes many effects in the economy and society. Tourism attracts attention primarily because of the positive effects it has shown in the balance of payments of the countries that have hosted foreign tourists. The rapid development and popularization of tourist movements have caused that the effects of tourism, including the effects tourist destination are exposed to, are becoming more numerous and heterogeneous (Jović, 2006).

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The number and type of visitors, as well as geographical, ecological and socio-cultural characteristics of certain receptive field, affects destinations ability to absorb tourist activity. If the economic and social structure of the destination is more diversified, has more built capacities and contents that encourage the development of the tourism, it will be easier to locate and serve the additional number of new tourists over their usual number, more precisely, to organize new forms of touristic traffic. Geographical, environmental characteristics, land and landscape characteristics, economic and social structures, as well as the form of political organization, determine the limits within which tourism realizes its specific local results.

The touristic activity affects the subjects that exist and operate in a specific spatial unit, including local residents, investors, employees, etc. This applies, above all, to the prosperity of companies and businessmen involved in providing touristic services, construction of new entertainment and recreational facilities that can be used by both tourists and locals, creating new jobs that is stimulating for the overall economic growth, increased protection regarding the embellishment of tourist area where the extremely valuable areas are declares as protected natural goods, etc. However, the development of tourism affects the increase of price of goods, movable and immovable which negatively affects the local population, employment of seasonal workers from other countries and regions, access restriction and increased control of the individual objects and areas, such are beach tickets, destruction of the environment if the development wasn't intentionally designed and controlled. Therefore, the initiation and expansion of tourism leads to extremely complex changes in every touristic destination.

In order to properly react to the heterogenic effects of tourism development and the challenges it causes in the destination, it is necessary to build a good-quality monitoring system. A successful monitoring provides a possibility to the national and local entities, destination managers and touristic companies, to discover the unfavorable effects of tourism development that influence the local community and take appropriate measures and activities for their elimination or reduction and to collocate the advantages by a broader scale that will include a large number of interest groups in the destination. However, there is no universal solution, because the local specificities of touristic development, as well as the touristic type and activities they conduct in a destination differ. According to that, the basic task consists of defining a

clear and universal frame within which the influence of the tourism on different domestic population groups in a specific destination shall be analyzed in details. Such analysis shall serve as a groundwork to produce the most suitable development concept and selection of adequate instruments for its realization.

### **Tourist-geographical position of the Republic of Srpska**

The Republic of Srpska was proclaimed on 09. January 1992, and as an entity of Bosnia and Herzegovina verified with the Dayton Peace Agreement on 21/11/1995. It borders with the Republic of Serbia, Montenegro, the Republic of Croatia and the entity of the Federation of Bosnia and Herzegovina. The total length of the borders of the Republic of Serbian is about 2,170 km, of which 1,080 km refers to the demarcation with the Federation of Bosnia and Herzegovina ([www.wikipedia.org](http://www.wikipedia.org)).

The territory of the Republic of Srpska is between 42° 33' and 45° 16' north latitude and 16° 11' and 19° 37' east longitude. It covers northern and eastern geographic space of Bosnia and Herzegovina. It has an area of 25,053 km<sup>2</sup> or 49% of the territory of Bosnia and Herzegovina with the population of 1,391,503<sup>3</sup> inhabitants. The official languages are Serbian, Croatian and Bosnian. Of religions are present Orthodox, Catholic, Islamic and a small percentage of others. Administrative headquarters of the Republic of Srpska is Banja Luka with about 250,000 inhabitants. The Republic of Srpska is located at the contact of two large natural - geographic and socio - economic regional wholes - Pannonia and Mediterranean. In transport - geographic terms, such position have a special importance because it is crossed by vital communication links. This is primarily related to a meridian line that interconnected river valleys of Bosna and Neretva, crossing the Dinars mountain complex, connects Central European and Mediterranean macro-region.

Tourist-geographical position defines the dynamic spatial element that is closely associated with the development of the road network and transport equipment as well as the influence of the spatial distribution of contractile and dispersion zones (Gnjato et al., 2005).

This position allows high transition north-south direction and east-west direction and brings a new transit-tourist value to the tourist potential of

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3 Census of population 2013.

the Republic of Srpska. We can conclude that the Republic of Srpska has a relatively favorable tourist-geographical position that stimulating effect on the attractiveness and thus the initiation of tourist movements.

### **The natural-geographical characteristics**

In **geomorphology** prospect on the territory of the Republic of Srpska are replacing different forms. In the northern part of peripannonian, the hilly terrain are gradually lowered to the flat land with alluvial plains and river terraces that makes the most fertile part of the Republic of Srpska (Gnjato et al., 2005). In this area rise only a few isolated mountains: Kozara, Prosara, Motajica, Vučijak, Trebovac and northeastern branches of Majevica. To the south lowland space through hilly terrain becomes mountainous area that occupies most of the area of the Republic of Srpska.

Figure 1: *The Republic of Srpska*



Source: [http://www.visitmycountry.net/bosnia\\_herzegovina/bh/images/stories/geografija/bosna\\_i\\_hercegovina\\_reljef3.jpg](http://www.visitmycountry.net/bosnia_herzegovina/bh/images/stories/geografija/bosna_i_hercegovina_reljef3.jpg)

Bio-geographic characteristics of the Republic of Srpska are distinguished by exceptional richness and diversity of flora and fauna, which is a reflection of the different climate, relief and pedologic conditions.

From the hydrological point, the space of the Republic of Srpska could be defined as relatively rich surface and ground waters. All major rivers belong to the basin of the Black Sea. Of great importance is the Drina River, which has a huge hydropower potential that is still insufficiently valorized. There is also a river Trebišnjica whose hydrographic potential is almost entirely valorized. The advantage of our rivers, especially the mountain streams, is their richness in fish and clear water. There are numerous sources and springs on the territory of the Republic of Srpska, such as thermal (Sava trench), and also there are numerous reservoirs and natural, mainly glacial lakes ([www.tors.rs.sr](http://www.tors.rs.sr)).

Market-oriented approach to tourism, in principle, facilitates the integration, and even the subordination of touristic policy to the economic policy. Therefore, the role of the state in market economies is limited and reduced to the minimum security requirements for the regular functioning of the market mechanism economy. This would practically mean that the role of the state is reduced to the sphere of financial policy and balancing the budget. However, that is not a sufficient and valid indicator of a successful performance of the competent state authorities in the field of tourism. It is essential that governments, or their competent authorities, involve themselves in the promotion and encouragement of tourism development, in a more active but without a pretension to regulate all of the aspects of tourism activities.

The task of the state is focused on providing the essential premises without which it is impossible to develop tourism that includes infrastructure facilities, organization and landscaping, staff education, peace, security, adoption and implementation of laws and other regulations. The development of tourism is related to the promotion of wider and narrower spatial entities and the state authorities have a role to ensure the optimum coherence and coordination of the various contents and services in a given area.

The touristic product of the Republic of Srpska is defined by the level of development of the certain tourism forms (quality, structure and supply volume).

Analysis show that mountain, spa, city and transit tourism have a leading role within the touristic industry (touristic products). Also, the analysis reveal that the mountain and spa tourism lack of additional contents and programs, as well as larger accommodation facilities, as a precondition to the larger volume of tourist traffic.

### **The Eco and ethno tourism**

Eco and ethno tourism use the maximum of the existing local tourism and human resources for the regional development. The local parties must analyse the current situation of their resources, touristic activities and economies related to tourism in order to create a strategy. A clear and firm understanding of touristic resources and their values is needed both in relation to their uniqueness and their singularity, in order to develop touristic products. It is desirable that a number of experts in nature, culture and tourism are involved in the analysis of the situation together with the local parties (Gluhaković, 2015). These experts can provide new values to the local parties related to the resources from an objective, external view of point. They are also in a position to recognize the value of resources through cooperation with other experts.

Based on the analysis of the situation, the local parties identify the advantages / disadvantages, potentials/ problems of touristic resources and the economies. They can consider how to use and also protect resources in the development of touristic products. A workshop is a suitable place for this task, for the one of create common ground among local stakeholders (Gluhaković, 2015). The workshop requires a larger part of the participants from different sectors; local and regional residents, tourist businesses, municipalities, professionals and NGOs. SWOT analysis (strengths and weaknesses, opportunities, threats) is usually used to identify strategic directions for potential development. Strengths and weaknesses are directly connected to a specific regional situation, based on which the areas may take active involvement or make certain improvements. Opportunities and threats are, basically the situations that can not be controlled. The issues that relevant areas can not directly control through their actions, should be used or bypassed. As a participatory in the method (participation method), as an alternative for the local issues study, the stakeholder analysis, problem analysis, analysis of objectives, that are typically used in the participatory planning method should be taken into account. Moderators lead participants to analyze the

situations of stakeholders in given area, problems and interrelations (cause - effect), funds to address the situation (resources -the end goal).

#### *Determining of things for development*

- Diversification of touristic related business
- Identifying the destination as a year-round tourist destination
- Diversification of the product and added value
- High quality touristic services

The local parties will be able to specify the local issues which should be taken care of, according to the priorities, in workshops, using SWOT analysis and / or participatory planning method. The local issues lead to the directions for regional development or overarching objectives in the fields. Diversification and improvement of the quality of tourism products can be key factors, a realistic marketing that narrows down the objectives is also necessary for the first phase of development.

### **The main preconditions for developing of rural tourism in the Republic of Srpska**

The development of rural tourism requires an application of the appropriate service standardization and categorization of services, especially adequate conditions for accommodation. The Law on tourism specially regulates providing services of accommodation and food in households, as a specific form of providing hospitality services. Rooms, houses and holiday apartments that are rented to tourists must fulfill prescribed sanitary and technical conditions and be sorted in an appropriate category (Gluhaković, 2015).

The investment in infrastructure (travel network, PTT), provision of health care and preservation and protection of environment in aim to prevent uncontrolled urbanization are of particular significance. One of the most important tasks in the development of rural tourism is the education of domestic population regarding the conduction of this activity. Non-governmental organizations, municipal tourist organizations and all of the interested subjects should play a great role in these activities. First, it is necessary to show the economic justification of engaging in such activity the rural households, through an expert interpretation of domestic and foreign positive experiences in dealing with rural tourism, and after that, the hosts should be introduced to all of the standards of the acceptance and accommodation of guests,



appropriate hygienic demands, way, quantity and quality of providing food services, behavior towards the guest and other necessary conditions for the tourists pleasant stay in the rural household.

In the market research or using all market instruments approach to planning the development of rural tourism is of particular importance. It is necessary to determinate target markets, at first, or their segments, on which the positioning of the tourist village product of the Republic of Srpska should be performed. The positioning of the tourist village product of the Republic of Srpska should be based on keeping natural environment, diversity of touristic product, wealth of the village cultural heritage (architecture, tradition, old craft products and hospitality and cordiality of the population) (Gluhaković, 2015, 52).

### **Touristic offer in the countryside**

Along with a pleasant ambience, good food, relaxed atmosphere and beautiful nature various contents and activities can also be offered to the tourists (Gluhaković, 2015, 53):

- Domestic cuisine-homemade meals prepared in a domestic manner
- Homemade wine, spirits and likers-natural products from our production,
- Recreation and entertainment- different sports game and games for children, cycling, carriage ride, recreational horse raiding and entertainment provided by ethno groups.
- Cultural activities-sightseeing of family ethno collection and historical attractions of the region.

Figure 2: *Rural landscape and architecture*



Photo: *M. Dragicevic*

## **Tourism as a factor of village revitalization**

The development of the rural tourism has plenty positive sides (Gluhaković, 2015, 53-54):

- Slows migration to the city and affects on young people to stay in the countryside, the rejuvenation of the rural population and thereby the improvement of the working population structure.
- The production is increasing, that enables better placement of the agricultural products,
- The development of rural tourism prevents the infringement of natural environment and effects on preserving a traditional national architecture, ethnographic elements, a distinctive way of life and work, customs, folklore, etc.
- Providing additional income and employment from tourism to the rural areas with the minimal investment by the farmers.

### **Ethno villages in the Republic of Srpska**

The Republic of Srpska has ethno villages that provide a unique holiday experience in nature to the tourists, in a rural ambience with local cuisine and ethnographic characteristics.

Figure 3: *Stanišići Ethno vilage, Bijeljina*



Photo: *M. Dragicevic*

**Stanišići Ethno village** – Located at the exit from Bijeljina it consists of unities. One shows the mundane life and it's built from a wood. It has wooden houses-logs with the furniture that belonged to them for centuries. The houses are connected with paved stone paths and in the middle of village stand two lakes. The second unity has more spiritual characteristics and it is presented with the medieval architecture that has

been built in stone, which is actually a replica of historical and religious significance. The village consists of water mills, creamery, forge, stone well, barn and authentic wooden houses with furniture and national costume expositions. The spiritual unity brings us even deeper into the past and is made up of replicas of different places marked with Orthodox religion (Gluhaković, 2015, 54).

**Kotromanićevo Ethno village** - It is located in Doboj, more precisely in the village of Šešlije. The aim of building this village is to increase accommodation, catering, health and sport capacities and contents in the Doboj region. The building abounds with various facilities, including: a central facility with a tower designed for catering services and seminar tourism, observation towers, the wellness center Roman bath, bungalows in the form of old medieval cottage and small bungalows for school population, a hippodrome with stables for horses, camping and resting place for caravans, hunting and fishing house, lake, central small square, mills, wooden bridge, children's playground, stage, souvenir shops, ethno market, mini-golf course and others (Gluhaković, 2015, 55).

Figure 4: *Kotromanićevo Ethno village*



Source: [www.kotromanicevo.com](http://www.kotromanicevo.com)

### **The examples of ethno villages in the Federation of Bosnia and Herzegovina**

**Medugorje Ethno village** - A unique Hotel and Tourist complex opened at the end of 2008 into five sections (<http://www.etno-herceg.com/hr/ot-nama-herceg-etno-selo-medjugorje.html>). Here come lovers of good food and people looking for relaxation and respite from everyday life, as well as business people who can here organize seminars and conferences. The

Center of complex represents Herceg restaurant, then a hamlet with 10 stone houses with the accommodation section and a shopping section, covers an area of 4 hectares of land where was built about 50 stone objects divided with ten memorabilia (<http://www.etno-herceg.com/hr/otnoma-herceg-etno-selo-medjugorje.html>). In addition, for business purpose was built conference hall and amphitheater as a center of cultural events. On the biggest hill was built the chapel and near was planted the vineyard with native species žilavka and blatine. At the end there are stalls with domestic animals of this region, and in front of the terrace playground for the youngest visitors.

**Begovo Village** is situated in the protected zone of the reserve Bijambare, between Niksic plateau and Bijambare caves, Borak place. The altitude is 1040m and distance 500m from the main road Sarajevo-Tuzla. Activities that are on offer in the village except accommodation in the apartments are: original Bosnian cuisine and live music, horseback riding, bicycle rental, photo safari, rafting on Krivaja, yoga, massage, possibility to visit Bijambare caves. The village was built from original material, some of which are old several hundred years, and techniques that were used during that period (<http://www.etnoselo.ba/historija.html>).

### **Basic preconditions for the development of eco tourism in the Republic of Srpska**

The ecotourism is growing market niche within the broader travel industry, with the possibility to be an important mean of sustainable development. With the sale measured in billions of dollars per year, the ecotourism is truly an industry which tends to take the advantages of market movements. At the same time, it often operates quite differently than the other segments of the tourism economy, because the ecotourism is defined by its results in sustainable development: natural areas protection, education of visitors about the sustainability and creating the benefits for the local population (<http://www.cenort.rs>).

The increasing need for the preservation of psychophysical stability has increased the demand for an active holiday in naturally preserved environment (Gavrilović & Blagoičević, 2016). It is anticipated that the greatest increase in world tourism will be produced from the tourism based on ecologically healthy destinations. It is exactly the ecotourism as one of the touristic offers of the Republic of Srpska that increasingly

satisfies touristic need of modern man and is characterized by rapid growth.

The natural basis of the ecotourism of the Republic of Srpska consists of protected natural areas, such as:

- National parks (Kozara and Sutjeska)
- Natural reserves (Perućica, Janj, Lom, Klekovača, Bardača)
- Natural monuments (caves Ljubačevo, Orlovača i Rastuša, pit Ledana, as well as Žuta bukva...)
- Other areas with significant potential, but that are not listed in protected areas (eco zones Šipovo, Ribnik, Borike, Jahorina, Drina...)
- The significant number of flora and fauna which have been marked as natural values.

Besides the natural protected areas, current and potential, the specifics of ethnographic characteristics of individual spatial units have a complementary role and great significance in the development of the ecotourism (The Tourism Development Strategy of the Republic of Srpska for the period 2010 – 2020), and those are:

- Krajina
- Posavina with Ozren
- Semberija
- Romanijsko-podrinjski area
- Herzegovina.

The favorable opportunities for the development of eco-tourism on the territory of the Republic of Srpska can be provided through eco parks, organization of workshops and schools in nature, educational excursions, eco festival, eco colonies, eco camps, eco safaris, eco recreation and entertainment, eco rural tourism, gastro festivals and etc.

The main priorities in the development of eco-tourism in the Republic of Srpska are ecologically diverse and preserved areas, growing interest in eco-tourism, increasing demand for healthy food, while the weakness are manifested through inadequate environment treatment, incomplete touristic product, inadequate marketing and inadequate channels of distribution.

The development of eco-tourism in the Republic of Srpska is not only an instrument in achieving the overall sustainable development of tourism,

but also an adequate approach to the repositioning of the Republic of Srpska as a touristic destination on the international market through creating a positive image of the country with the preserved environment and the richness of natural and cultural resources (The Tourism Development Strategy of the Republic of Srpska for the period 2010 – 2020).

**“Sutjeska” National Park** is the oldest and the biggest national park in Bosnia and Herzegovina which is by its natural values and beauties considered to be the pearl of Bosnia and Herzegovina. It includes the area of Sutjeska along with Perućica reservation, parts of Maglić mountain (2386m- the highest peak in Bosnia and Herzegovina), Volujak, Vučevo and Zelengora. Due to the extraordinary natural values and their preservation, Sutjeska National Park is listed in IUCN’s category II (Department of UN for Protection of Nature and Natural Resources) since 2000.

Sutjeska National Park is the most diverse ecosystem complex on the territory of Bosnia and Herzegovina and one of the most diverse on the territory of South-East Europe. The whole area of the park is characterized by the exquisite beauty and diversity of landscape format, from tamey valleys, thickly forest complexes, mountain pastures to high mountain ranges. There are eight glacial lakes, "mountain eyes", on Zelengora, and deep canyons of Sutjeska, Hrčavka and Jabučnica stand out, with clear mountain rivers rich with the creek trout ([www.npsutjeska.info](http://www.npsutjeska.info)).

Very valuable and rich is the fund of wildlife and rare plant sorts, many of which are endemic. A strict nature reserve Perućica (1434) is located in the very center of the park, it is the best preserved and the largest rainforest in Europe, where any man intervention is strictly prohibited, since the establishment of the national park. National park’s touristic offer consists of mountaineering, mountain climbing, mountain biking, hiking, camping, rafting, and on the area of Sutjeska National Park are located numerous monuments of old and recent history which complement the park’s touristic offer ([www.npsutjeska.info](http://www.npsutjeska.info)).

**“Kozara” National Park**, with the area of 3,907.54 ha, was declared on 6 April 1967, in order to protect many monuments that have been created during the battle on Kozara Mountain, the natural beauty and other attractions of this area, as well as to improve the tourism and to create

favorable conditions for holiday and recreation. In the central part of Kozara National Park the Mrakovica plateau (806 m a.s.l.) dominates, where, because of its urban contents, cultural events are often hosted and a large number of visitors are gathered ([www.npkozara.com](http://www.npkozara.com)). The mountaineering, biking, climbing and skiing makes staying on Kozara complete. The marked hiking trails provide an excellent opportunity to get to know the mountain and enjoy its picturesque landscapes.

Figure 5: *The Kozara National Park*



Source: <http://www.npkozara.com>

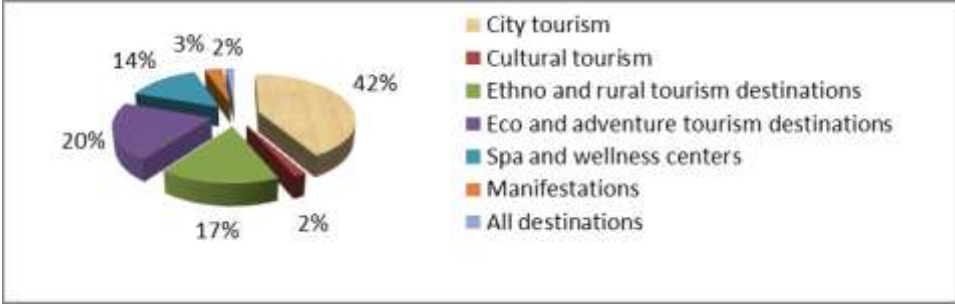
The Republic of Srpska should soon get another national park, with the ongoing process of the declaration of Drina National Park.

### **Analysis of the touristic movements in the Republic of Srpska**

In order to precisely define the trends of the touristic movements in the Republic of Srpska, it was necessary to investigate the affinities of tourists that visit the Republic of Srpska according to certain destinations. The Ministry of Trade and Tourism carried out a research by interviewing the tourists. 1,421 tourists were surveyed using the method of random sampling. 42% of the total number of surveyed tourists expressed a will to visit the main urban centers in the Republic of Srpska. 20% of them would chose those destinations that offer a content of eco and adventure tourism for their potential destination, such as national parks, protected areas, natural monuments, mountains and rivers that offer rafting, hiking, climbing, cycling, canoeing and similar activities. Enjoying eco-tourism destinations is attractive equally to all ages, while the affinity towards adventurism is expressed mainly by the members of the younger population (Ministry of Trade and Tourism Republic of Srpska, 2016).

Ethno and rural tourism destinations are attractive to 17% of the total number of surveyed tourists. Most of them expressed their interest for ethno villages and ethno catering facilities with traditional cuisine and accommodation offer (Ministry of Trade and Tourism Republic of Srpska, 2016). Detailed review is presented in the Figure 6.

Figure 6: *Destinations that tourists would like to visit in the Republic of Srpska*



Source: *The Ministry of Trade and Tourism of the Republic of Srpska*

### Research results

When the research results conducted by the Ministry of Trade and Tourism of the Republic of Srpska, that refer to the desire of tourists to visit a particular destination, compare with the touristic trends within the European Union, it can be concluded that the trend of the touristic movements in the Republic of Srpska is similar to that within the countries of the European Union. Some of the parameters are presented in Table 1.

Table 1: *Touristic movements in the Republic of Srpska compared to the European Union*

DESTINATION	Republic of Srpska (u %)	European Union <sup>4</sup> (u %)
City tourism	42	52
Ethno and rural tourism	17	23
Eco and adventure tourism	20	17
Spa tourism	14	-

Source: *The Ministry of Trade and Tourism of the Republic of Srpska*, <http://ec.europa.eu/eurostat>

4 Travel to the type of destination in the EU (2013).



The research results show that the Republic of Srpska needs to invest and develop those areas that provide the conditions for meeting touristic needs and demands and that are attractive to the tourists in line with global trends.

When we talk about eco-tourism destinations in the Republic of Srpska, the focus should be directed to the destinations such as: "Kozara" and "Sutjeska" National Parks, the outskirts of Mrkonjić Grad with Balkana Lake and Lisina Mountain, Šipovo with the protected area of Janj rainforest, Jahorina and Trebević mountain and other similar destinations. The infrastructure for the development of adventure tourism as a complementary form of the tourism (rafting, hiking, walking, cycling, climbing, skiing) exists in the mentioned destinations (Gavrilović & Blagoičević, 2016).

Some of the advantages of the Republic of Srpska as a destination of ethno and eco tourism are the diversification of the touristic offer in a relatively small area, close to the city centers, in most destinations, tourists can get acquainted with the culture and tradition, and cultural heritage from folklore, architecture to gastronomic offer (Gavrilović & Blagoičević, 2016).

### **Conclusion**

In the concluding observations, we can see a very high potential of ethno and eco tourism in the Republic of Srpska, which can be very interesting both on the domestic and foreign market. The heterogeneity in the content of the motives has been confirmed and also the necessity of synthesis of various factors in exploiting the numerous potentials in the process of planning development in these areas.

The rural tourism in Europe is flourishing in the recent decades. Accommodation facilities came to 200 000 facilities with 1.7 million of beds. The trend of tourism development in the world refers exactly to the rural tourism, partly because the sea coast is already overcrowded with tourists in the beach season and the number of tourists in the world is growing. The World Tourism Organization (WTO) predicts that by 2020 there will be 1.6 billion of foreign tourists in the world, which is 100% more than it was in 2006. The guests are increasingly turning from the mass tourism and the destinations that became a common place in all offers of the touristic organizations. Spain, Italy, Slovenia, Cyprus,

Austria and many other countries are seeing rural tourism as the main direction in their development plans.

The studies that have been done on this subject show the evident increase of all parameters of rural tourism (increased supply, increased number of overnight stays, higher turnover...) and thus it is imposed that strategic planning must be dominant in all touristic and other service organizations and all on the basis of information provided by marketing, as confirmed by the examples of countries that we mentioned in the work. The success of planning depends on the efficiency of the participation of all relevant stakeholders (government agencies, tourist operators, representatives of the local community, the staff of the protected area, scientists, experts and non-governmental organizations). It is necessary to include all the people and institutions from the group of stakeholders on the development of this plan that will be involved in implementing the program of eco and ethno tourism from the region where the plan is conducted.

In this particular case, the versatility and complexity of all the different elements and factors is demonstrated in the process of formulating a new marketing strategy of ethno and eco-tourism of the Republic of Srpska and it confirms the view that the interdisciplinary and integral approach is the essential precondition for the successful tourism policies.

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