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BOSNIA AND HERZEGOVINA AS A SUSTAINABLE TOURISM DESTINATION

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Abstract:

For Bosnia and Herzegovina, a tourist destination that has suffered war developments, uncertainty and sustainable development are features that are permanently modeling processes in the BH tourism development. Bosnia and Herzegovina has existed for two decades as an independent state, but its peoples are still recovering from the war and political conflicts. Nevertheless, tourism in Bosnia and Herzegovina is constantly developing, making an important part of the state economy, thus we can say it is increasingly streaming towards the transformation from the mass into sustainable tourism. The aim of this study is to show how important is the revenue generated by tourism for creating the Gross Domestic Products (GDP) as well as to point out the consequences of mass tourism and the need for sustainable tourism development in Bosnia and Herzegovina. Cross-border cooperation is the first and the most important political task of European Union, which needs to be implemented on regional and local levels. In the policies of European Commission, tourism is presented as a realistic possibility for development of border regions. This paper gives review of the key indicators which give economic basis for development of tourism in Semberija as a border region.

Keywords: *sustainable tourism, income from tourism, GDP, BH*

Introduction

The idea for the sustainable tourism had appeared a lot earlier, before the term *sustainable tourism* became popular. The concept of sustainable tourism, which appeared in the early 90s of the 20th century, means tourism based on the objectives and principles of sustainable

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development. The literature often says that any form of tourism permanently contributing to the improvement of the environment (Liburd, 2010), social welfare, economic prosperity (Spindler et al., 2013) and the preservation of both natural and manmade resources, cultural values and identity of the local community (Bramwell & Lane (1993); Smits, (2003); Hall, (2010); Weaver, (2012)) is sustainable. *Sustainable tourism* is defined as tourism which satisfies the needs of present generations, without putting in danger the possibility of future generations to satisfy their needs (Bramwell & Lane, 2011). Sustainable development includes the existence of borders development which are determined by the present state in technology and social organization in connection with the environment (Maksin et al., 2009). It is thought that the economic development, social development and the protection of the environment, in the borders of sustainable development, represent inter-dependending and helping components of the sustainable development, which is the suitable frame for the directing the efforts to reaching the higher quality of life for all people (Popesku, 2011).

For Bosnia and Herzegovina, a tourist destination that has suffered war developments, uncertainty and sustainable development are features that are permanently modeling processes in the BH tourism development. The life cycle of the tourist destination of BH, as a whole in the development stage, consists of several smaller destinations that are different by level of development, competitiveness, market trends, the influence of tourists, planning, etc. Special value of tourism in BH is reflected in contributing to balanced regional development. Nothing like tourism is able to contribute to accelerating the development of less developed areas. Tourism is an export at home. Goods and services are not exported abroad, but the buyers, respectively the foreign tourists, come to consume them. There lay special value and economic importance of tourism for the development of less developed destinations, i.e. the less developed areas within the destination. There are many fascinating tourist attractions throughout BH eligible for all kinds of tourists. The most interesting and attractive places in Bosnia and Herzegovina represent a remarkable combination of cultural and natural heritage, which cannot be separated, because both the culture and tradition of this country flourished precisely from this untouched nature.

The vision of sustainable development reflects and demands a big shift in numerous visions of the functioning, i.e. interdependence of economic activities and natural surroundings (Črnjar & Črnjar, 2009). However, the

vision of sustainable development puts ahead qualitative development compared to quantitative growth. By applying the idea of the sustainable development tourism should maximize the travel benefits and limit the travel development according to principles and demands of the sustainable tourism (Petrović, 2008). In order to achieve this, it is essential for Bosnia and Herzegovina to use positive experiences from developed tourist countries. The base of sustainable tourism in BH is the position of the region (cluster) and the local framework, respectively integral regional development, and rural within it; tourism products of different value system, their authenticity, can make the basis for competitiveness in the tourism market. The tourism industry is also viewed as the industry that plays a significant role in regional and cross-border cooperation. EU pays special attention to the economic support of international cooperation in the field of tourism, through initiatives financially supported by the Structural Funds, within and beyond its borders, as well as in border areas of the future members of the European Union. Measures of its policy supporting the development of tourism based on integrated cultural, ecological and agricultural products, develop new tourism products, as well as their joint promotion. The European Union encourages the development of tourism based on the cross-border regional identity and the natural and cultural resources of the cross-border region, as well as the protection and conservation of natural resources cross-border region. Tourism creates jobs and generates income to citizens of the border regions. Infrastructure built for tourism purposes contributes to local development, and jobs are opening in areas where industry and agriculture are stagnant or in decline. Tourism promotes intercultural dialogue, through contact between various social, economic and cultural groups.

Problem

The subjects of research of this paper are the impact of tourism revenue to GDP and sustainable tourism in BH.

As a social and economic phenomenon exposed to constant and strong changes, tourism is the catalyst of the economic vitality and has the positive impact on economic development and the development of travel destination, in this paper Bosnia and Herzegovina. Uncontrolled growth of tourism has made a lot of pressure on the environment and tourism resources. The concept of sustainable tourism development is faced with challenges whose overcoming is of particular importance for the

protection of natural and cultural heritage, as resources which are necessary for the long-term development and competitiveness of travel destinations.

Development of tourism and its impact on GDP in BH

Tourism has recorded a favorable development trend in the previous decades (Čerović et al., 2015) especially in the region of Balkans. During the war time in Bosnia and Herzegovina, many branches of industry in BH, including tourism, suffered considerable damage, which still affects their normal functioning. Damage made on tourism is probably the greatest, considering the fact that tourism mostly depends on the stability and safety, which make the image of one country. However, in the after-war period, BH experiences the significant growth in travel area. Although the number of tourists who visit BH is relatively small compared to number of tourist who visit the main Europe destinations, a significant growth has been noticed in the last few years. Spending of foreign tourists in BH on products and services, pumps new money in the domestic economy which results in increasing the level of complete domestic expenditure. Thus, spending that foreign tourists make here is important business activity for sellers and service providers who work outside the traditional touristic domain.

According the data of World Tourism Organization (*UNWTO, 2015*), indicators of developing tourism in BH in the last ten years followed the growth of tourism in Croatia and it is much bigger than the one in Slovenia. This trend can be explained by increased stability of the country and the region all together. Still, the reasons for this should be also seen in enormous touristic potential of BH. Thanks to their natural beauties, ecological and climatic variety, very rich cultural-historical heritage and the vicinity of the biggest international markets, BH has the important touristic potential which represents the actual developing potential of BH (Glić, 2010).

Bosnia and Herzegovina has an exceptional geo-traffic position, which further positively affects the conditions for development of transit tourism. It is located in one of the three main transport routes in Europe, and can count on a substantial number of transit tourists from Eastern and Central Europe who go to the Adriatic coast. Anyway, via the future development of traffic infrastructure and improvement of the tourist offer, BH should focus on extending the stay of transit tourists. A precondition

for the development of transit tourism in Bosnia and Herzegovina is its transitioning between emission centers (region) and destinations, mainly between the countries of Central Europe (Czech Republic, Slovakia, Hungary, Austria) and the Adriatic coast, and a closer regional environment, particularly Serbia, through eastern part of Republika Srpska to Dubrovnik and the Herceg Novi Riviera. The qualities of transit corridors, mobility, security, infrastructure, services, etc., are all important factors of transit tourism development. Given that the current situation in Bosnia and Herzegovina does not meet the required standards, it is necessary to take measures that will encourage the improvement of the quality and volume of tourist offer and enrich the tourism product with the secondary motives (entertainment, leisure time, recreation, gastronomy, services, etc.). Also, Bosnia and Herzegovina is especially interesting destination as a result of geographic location, unique natural beauty, cultural and historical values, and favorable climate. Mountain tourism in Bosnia and Herzegovina has favorable natural conditions for development, such as high, medium high and low mountains, varied climate (climate of high, medium high and low mountains), various forms of surface waters (natural and artificial lakes, rivers, streams, permanent and temporary water sources), various forms of plant and animal communities, the rare plant and animal species, and specific ecosystems (rainforests). Therefore, it is necessary to promote the mountains as a destination for winter and summer tourism and enrich the tourism product with secondary motives, such as sports, leisure time, gastronomy, entertainment and more. Spa tourism in Bosnia and Herzegovina should be given special attention. Given the balneo-resources, tourism infra- and supra-structure, traditions, etc., the spa tourism is one of the generators of the development of the tourism economics of BH. The rate of tourist traffic in spas in BH differs as it is a result of various available accommodation options, as well as the inclusion of other forms of tourism (congress, event, sports, etc.). In order to improve spa tourism in Bosnia and Herzegovina, the spas should be promoted as a tourist attractions for medical, congress and recreational tourism; the tourism product of secondary motives should be enriched and the investments in the expansion of accommodation facilities and tourism product content should be encouraged. It is important to mention the city tourism in Bosnia and Herzegovina, which is based on cultural values and tourism infra-and supra-structure required for achieving the top quality tourism products and the rate of tourist traffic. The city tourism in Republika Srpska is based on relatively short stays, the city center's are of small-scale tourist development and tourist traffic, tourist offer is modest, poor

infrastructural organization. To change these, it is necessary to take measures that will encourage the development of tourism infrastructure and products (events, culture, sports, entertainment, etc.) and the tourism in general. Bosnia and Herzegovina is the area of mixture of different cultures, tradition and architecture which give it the additional value in the sense of creation of specific touristic product.

Impact of tourism on GDP in BH

Tourism has various economic, social, political and other influences and provides itself important position in the overall economic development of many countries (Ćerović et al., 2015). As one of the goals of this study, we have defined the contribution of tourism revenue to GDP in Bosnia and Herzegovina. Methodologies often used in these analyzes are TSA (Tourism Satellite Account) (Jovanovic & Vukasović, 2014), CGE (Calculation of General Equilibrium) (Dupeyras & MacCallum, 2013), Panel Regression (Lee & Chang, 2008), VAR Models (Oh, 2005), etc. We decided to present calculation of the contribution of tourism revenue to GDP in BH through a linear regression analysis. During the research, we faced a problem that is reflected in the fact that BH has no adequate and readily available data. Accordingly, we used available data downloaded from the websites of the Central Bank of Bosnia and Herzegovina and the Agency of Statistics, which show tourism revenue and GDP in Bosnia and Herzegovina from 2004 to 2013.

Table 1: *Income made on tourism and GDP in BH*

Years	Income of tourism in 000 KM	GDP
2004	257	17.946
2005	388	12.157
2006	264	16.272
2007	498	22.065
2008	308	24.984
2009	575	24.307
2010	765	24.879
2011	887	25.772
2012	903	25.734
2013	1.015	26.123

Source: http://www.bhas.ba/tematskibilteni/GDP_2005-2013_001_01_bh.pdf

Results of a linear regress analysis are shown in the following tables:

Table 2: *Variables Entered/Removed^a*

Model	Variables Entered	Variables Removed	Method
1	Income of tourism ^b	.	Enter
a. Dependent Variable: GDP			
b. All requested variables entered.			

Table 2 shows what was used for the model, therefore it is informative in its character. All variables are included in regressive model, the method “Enter”.

Table 3: *Model Summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,703 ^a	,495	,432	3674,162
a. Predictors: (Constant), ee				

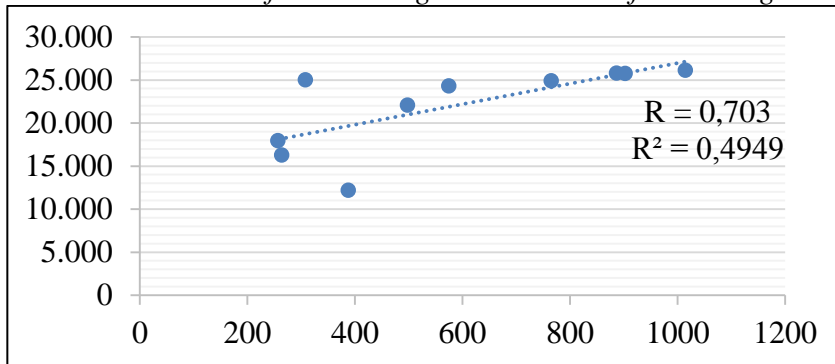
According to the results in Table 3, the correlation coefficient, which is the link between variables, is $R = 0.703$. It indicates that there is the significant linear correlation between the income of tourism in BH and GDP. Coefficient of determination (R Square) represents the part of variant of variable GDP and it is explained graded regression, and it is 0.495.

Table 4: *Coefficients^a*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	15032,726	2754,140		5,458	,001
1 Income of tourism	11,930	4,261	,703	2,800	,023
a. Dependent Variable: GDP					

Based on the results shown in Table 4, we may reach conclusion that the obtained coefficient is statistically significant ($p = <0.5$), i.e. there is a statistically significant linear correlation between the total tourism revenue and economic growth in BH.

Picture 1: *Parameters of derived regressive model of linear regression*



The results indicate the existence of connections, and the degree in which variance is explained in GDP variables (economic growth), by means of tourism revenue variable. This confirms the basic hypothesis that *tourism, as a social and economic phenomenon, is exposed to constant and big changes and is a main driver of economic vitality and a positive effect on economic growth and development of tourist attractions in BH.*

The consequences of mass tourism development and the occurrence of sustainable tourism

The interaction between tourism and environment, the pressure on the natural resources and environmental threats of tourism are in the center of attention of many authors and are topics of many scientific papers. For example, *Neto* believes that, even though tourism provides significant economic benefits for many countries, regions and communities, its rapid expansion can be held responsible for adverse environmental impacts (*Neto*, 2003). Spending of natural resources and degradation of environment caused by touristic activities represent serious problems for many regions with developed tourism. He thinks that there are two main areas of harmful influence of tourism on the environment : pressure on the natural resources and damaging of eco-system. Tourism development can make pressure on natural resources if it increases consumption in the area where the resources are already diminished. Stating those examples, we can conclude that the auxiliary hypothesis is justified: *The uncontrollable growth of tourism has led to serious pressure on the environment and tourism resources. The concept of sustainable tourism development is facing challenges whose overcoming is of the crucial importance for the protection of natural and cultural heritage, as*

resources which are necessary for the long-term development and competitiveness of travel destinations.

In the period between the 1950s and 1980s, many countries and travel companies directed their attention to the economic aspects of the touristic development, which led to the fact that the issue of influence of the touristic development on the society, environment and tourists has been neglected. Total tourism sustainability is directly connected with the question of making balance between the type and extent of the touristic activities and the capacity of the natural and man-made resources. The size of the actual capacity is the most important one for the question of the protection of environment and sustainable development.

Tourism is the main catalyst of the economic vitality all over the world. It is widely recognized that tourism and associated activities form one of the largest economic sectors, which represent approximately 6% of global exports (Bailey & Richardson, 2010). However, the economic thought of the past, which is based on the optimization of individual work, without taking care of social and ecological consequences, can explain social inequality, degradation of the environment and ecologic inequality which characterize the present world. It is quite clear that the tourism is a sector of huge economic importance, which requires additional efforts for its improvement. Based on studies conducted by the World Economic Forum and the annual Travel and Tourism Competitiveness Report, BH is ranked 105 out of 130 countries, considerably behind the countries in the region. The index does not tell about the tourist attractions and the attractiveness of certain destinations, but measures the factors making a country's potential for development of the tourism sector (tourism infrastructure, human resources, service quality, safety, presentation of tourist offer, etc.). It is obvious that tourism in BH is generally lagging behind tourism in neighboring countries. Special value of tourism in BH is reflected in pastorality, the economics of preserved natural values. Modest investments may increase the material wealth in the way that the investments realize valorization of what is already available (nature, historical monuments, etc.), which gives a remarkable development results.

Mass tourism represents the biggest part of the market, in spite of the development of numerous new forms of sustainable tourism from the 1980s. Traditional destinations are trying to develop new products with the purpose of attracting new parts of the market, better consumers above

all. These new products mainly include alternative forms of tourism in the country, less urban areas, cultural and natural attractions and new services, like congresses, spas, cruises, etc. Protection and nature preservation, stress on the culture and heritage and prolonging of the tourist season are measures conducted for the product quality improvement and are used as strategies for implementing high quality and variety of tourism products. Two objectives which are included in every individual strategy are the need for the protection of the environment and promotion of the local culture and historical heritage. Nature, culture and historical heritage are the resources which can function individually as products which will attract new tourists or affect the improvement of the product on their traditional market.

The tourist offer in BH has been marked by war, aggression, refugees, and transition for last twenty years that led to a general decline in demand for tourist destinations, which had an enviable level of tourist traffic before the war. The comeback of the BH tourism offer to the tourist market was achieved in 2008 in some destinations, while the tourist traffic is very low and unacceptable for the tourist market in other tourist destinations.

Latest tendencies in the tourism development must be seen in the context of globalization of the economy, politics and culture. New tourism demands require adjustment of the travel offer to the demands of the tourism requirements. It is impossible to adjust those opposites, which are at the same time the product of the global society, without the active approach in the change of the present tourism policy. Understanding the relations between global and local is of the utmost importance for tourism in BH, respectively preserving the indigenous contents (history, culture, etc.) and integrating them in an offer that complies with global trends and criteria. Tourism is a very dynamic category and presents movement which is done towards quality places, i.e. destinations. Therefore, it is necessary to take into consideration quality and variety of destinations which are attractive to tourists. Attraction of space is very often the key factor when making decision about travel movements. The existence of natural and anthropogenic attraction has influenced the span of destinations which start attracting tourists. The strongest tourists' motives for traveling to a tourist destinations in BH are: relaxation and recreation in nature, natural beauty, religious motifs, exploring the historical heritage, business motives, conferences and the like.

Elements in the concept of strategic managing the specific destination are definition of type and form of tourist attraction, as well as its quality. The successful development of travel destination represents the existence of a specific tourism product which can be appropriately marketed. Tourist product and its shaping depends on the type of travel destination. On the other hand, contemporary development of tourism forces the constant need for changing, new inventions and creation of new attractions while creating tourism product (Čerović, 2009).

During the first phase, which lasted during the 1960s, tourism was seen as means of national and international development and it was thought that the main developmental potential of tourism lies in its contribution to the economic development. The contribution of the tourism development to the general development was measured, first of all, by economic indicators (income and higher employment rate) as well as multified effects. Also, it was thought that tourism did not endanger environment. The end of the 1960s marks another phase, when the consciousness of a growing conflict between tourism and its natural and socio-cultural environment was being developed, which appeared not only as a result of growing extent of international tourism, but for the fact that tourism developed in the way which suites historical patterns of colonialism and economic dependency. It was thought that travel destinations were becoming dependent on big cities for their capital, technology, knowledge and tourists themselves, as well as that tourism depicts the model of neocolonial dependency and the model of development which stresses the opposites between the developed and underdeveloped countries. The third phase began during the 1980s, when bridging the positions from the previous two phases was tested, so the alternatives to mass tourism were suggested like “*responsible*“, “*mild*“ and “*green*“ tourism. The fourth phase refers to the period where idealism was changed with realism, compared to the effects of tourism development, especially concerning questions of environment preservation and getting to the balanced development (Popesku, 2011).

In order to develop the concept of sustainability on a national level which would start the actual changes on a local level, it is necessary to accept the fact that local destinations belong to different groups. Problems and solutions connected to the tourism development in those destinations can differ from one destination to another. National politics, strategies and goals are very important for making priorities and creation of political frame and infrastructure which will support the sustainable development

on the national level. Besides, the actual changes can be introduced only on the level of the local destination. Catalysts of these changes govern the local destinations. It is necessary that they know they cannot conduct those changes alone, and in order to be successful, they must cooperate with large number of different interest groups, including companies, local managers, communities and visitors (Popesku, 2011).

Sustainable management of tourism destination BH

The point of sustainability is in finding the right measure, i.e. balance between the development of tourism and travel areas, on one side, and protection and preservation of environment, resources and values of the area and local communities on the other (Swarbrooke, 2005).

The identity of the destination must be the basis on which the expectations of potential visitors will be created (Gómez et al., 2014). Also, travel product of destination or the offer in the form of service, must be based on the unique identity of a travel destination (Ekinci et al., 2013), because without it the quality of tourism can be put in question, for the reason that any success in attracting tourists could influence the other destinations to copy their formula of success or some other competitive advantage (Goodall & Ashworth, 2013). The identity of the tourist attractions in BH is characterized by great natural, cultural, historical, human and other resources, that are, on the other hand, burdened by war, as well as ethnic diversity, the instability and dysfunctionality of the state, underrating own possibilities (from geographic and traffic position to diversity in natural and cultural heritage, etc.), including a large backlog given the competition's efficiency.

Travel destination should choose the global strategy of their performance on the market. For a long period of time, marketing activities were those that dominated within the *strategy* of managing a travel destination. Today, the strategic planning is in the center of strategic managing, i.e. planning as a managing process. In that way, planning is shown as the primary element of strategic management, which requires the choice of the most appropriate way in which the travel destination should ensure the competitive position for long term period on the tourism market, which is to provide the perspective of long-term growth and development. That includes the appropriate activities with the purpose of adjusting to the market conditions, in order to fulfill certain goals. Fulfilling the goals of business of the travel destination depends on its ability to satisfy the

needs and wishes of tourists, which requires the knowledge of the market, and proper organization and coordination of activities of all subjects which take part in forming and realization of tourism products. Travel destination must look organized and integrated on the market. The necessity that all subjects of tourism organization work together in a coordinated way on improving and managing business operations of a travel destination, imposes the need for business nets creation and making partnerships aimed at making more efficient strategic goals of the destination growth and its sustainable development (Jegdić, 2012). Long-term development strategy for destinations in BH should include measures and activities to strengthen its identity, highlight its maximum value, promote positive things and other top quality properties in the global public. Engaging interesting partners is one of the principles without whose implementation the high range strategy is not realistically expected. It is not possible to achieve the expected results in the strategy of development of the travel destination without clearly defined mission, realistic and elastic goals and without specifically determined guidelines. The success of management in managing destinations depends on its ability to clearly define the mission, goals and guidelines, and the growth, on which market position and the future of the destination depend. This implies a change in behavior and communications, as well as concrete projects and actions, which will result in a greater respect, an increase in the investments and the number of tourist visits, higher value of the products produced in the country, and the importance in economic and political international community.

For effective development of tourism industry, it is necessary to create an image of tourism as a profitable branch of the economy (Kozak & Martin, 2012), to motivate people become actively involved in tourism, to improve the structure of human resources and raise the level of general knowledge (Sharpley & Telfer, 2014)

The candidate countries for membership in the EU were able to use more of the first funds from the European Structural Funds for investment in tourism, which provided the possibility of reorganization of the state of tourism and cross-border cooperation with the Member States of the EU, in order to further develop tourism and bio agent convergence, which is one of the main objectives of the EU. Cross-border cooperation and the funds increase contributed to the international ties between these countries, the revitalization of tourism infrastructure, increasing capacity and content enrichment services, and investment in human resources,

information systems and marketing. Apart from direct effects on the local level, project as cross-border cooperation in tourism has also had indirect and multiplier effects in other parts of the country. On the other hand, increasing the number of projects in the field of transnational tourism products, inter-regional cooperation, harmonization of standards and other are the ways of improving the quality in tourism.

Conclusion

Bosnia and Herzegovina is the heart shaped land that lies in the heart of southeast Europe. It is here that eastern and western civilizations used to meet, sometimes they would clash, but more often assist and enrich each other throughout long and fascinating history. BH is an ethnic, not a civic state, which makes upgrading European values on such grounds very difficult.

Market maturing of a travel destination is done in ever more competitive and complex environment. All travel destinations, together with those which are in the development phase and those which are willing to keep their advantage over the competition, must be provided with many instruments and functional methods for evaluation of the actual situation and creation of future positions. Comparative advantages of travel destination are important, but are not a sufficient factor of competitiveness. It is essential that destinations create and maintain competitive advantages. In order to be important in a competitive fight, travel destination must have characteristics which will last. Competitive advantage once gained, it is maintained only by searching for new possibilities. BH has a number of comparative advantages in relation to other European countries: 1) unique natural beauty, especially the abundance of water; 2) unique ethnic, cultural and religious differences that overlap; 3) unique historical heritage; 4) unique land of healthy food; 5) unique warmth and hospitality of the Bosnian and Herzegovinian; 6) rich in forests, energy, drinking water and healthy food; 7) oasis of preserved nature; 8) top quality hard-working workforce, willing to learn and work; 9) blend of East and West; 10) land of a thousand lakes, rivers and streams, where water is still drinkable without being treated; 11) tradition of multi-ethnicity and multiculturalism, etc.

However, despite the large number of comparative advantages, tourism in BH is lagging behind the expected tourism. The biggest obstacles to tourism development are: 1) dissatisfaction of all three nations with the

state management, 2)division into entities; 3)irresponsible and incompetent government; 4)lack of tourism related strategy; 5)poor tourism infrastructure; 6)lack of tourism promotion strategy; 7)low general knowledge; 8)administrative fragmentation of the region; 9)political disunity and division of the country according to national base; 10)underestimation of own values, traditions and potential; 11)low valuation of knowledge and local brains, etc.

Tourism is the phenomenon which got global dimensions in the 20th century. Hardly is there a country in the world which does not develop domestic and foreign tourism to a bigger or smaller extent. Its basic characteristic is being massive, i.e. a great number of participants in travelling. International tourism has become the most important part in the total value of import and export of goods and services in the world. Over the longer period of time international tourism has had much more dynamic development compared to the world's economy. Bosnia and Herzegovina is developing foreign and domestic tourism slowly and to a much lesser extent, due to its comparative advantages. To change this, it is necessary to take certain measures and strategies for the development of tourism and present BH as a single tourist destination. Infra and superstructure are, of course, a basic element in tourism development, and the construction, equipping, upgrading and supplementing infra and substructures, as well as infrastructure and utility modernization of border crossings should be a permanent strategic objective.

EU structural policy requires effective institutional framework that would support the successful management and implementation of aid recipient countries, through funds. Utilization of pre-accession EU funds and, indirectly, their impact on regional development of tourism primarily depend on the willingness of the region at the institutional level.

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