# MASTEROPPGAVE

## A study of the after-war issues affecting tourism in Mostar, Bosnia and Herzegovina

NORD universitet

www.nord.no

*This Master Thesis is dedicated to my parents, Senka and Senjin.*

## Summary in Norwegian

Dette er en undersøkelse av mulige etterkrigsproblemer og hvordan de påvirker turismen i Mostar, Bosnia-Hercegovina. Mostar led alvorlige skader under den fireårige krigen som markerte oppbrytningen av tidligere Jugoslavia på 90-tallet. Etter den blodige krigen møtte Bosnia og Hercegovina, et nå nytt og ungt land, mange problemer.

Nesten 25 år etter krigens slutt har landet fortsatt problemer med politiske og økonomiske spørsmål. Landet er delt mellom tre konstitusjonelt anerkjente nasjonale samfunn: bosniere, serbere og kroater. Politiske akkorder som ble etablert som rammebetingelser for fred i landet blir kritisert for sine mange interne motsetninger, for eksempel blir det hevdet at de favoriserer partisjon og etnisk apartheid. Landet står overfor mange vanskelige utfordringer, og de som er ansvarlige, blir sett på som uegnet til å løse dem.

Selv med alle problemer og vanskeligheter Bosnia-Hercegovina står overfor, har turismen begynt å blomstre. Spesielt byen Mostar med sin historie, arkitektur og varme mennesker blir stadig mer anerkjent som en turist destinasjon. De to forskningsspørsmålene som ble presentert i denne oppgaven, var rettet mot å undersøke om og hvordan krigen har påvirket Mostar som turistmål, og hvordan aktører i turistsektoren (lokalbefolkningen) tolker krigsvirkninger på bybildet.

Gjennom min forskning fant jeg ut at krigen har påvirket Mostar som turistmål på mer enn én måte. Det er mulig å si at krigen har gjort en varig innvirkning på byen og de som bor der. Turistindustrien er dårlig organisert, og dette kan tolkes som en refleksjon på en generelt dysfunksjonell politisk situasjon. Krigen har levnet byen Mostar delt mellom bosnierne på den ene siden og kroatene på den andre. Mostar synes å mangle infrastruktur og kompetente folk til å møte den økende etterspørselen innen turisme. Alt for mye avhenger allerede av privat initiativ, da offentlig sektor ikke tilbyr noen hjelp til private aktører i reiselivsbransjen.

Fortolkning av krigseffekten på bybildet er noe uklart. Byen er fortsatt kjent for sin vakre natur, folks gjestfrihet og den gamle broen, som før krigen. På grunn av manglende aktivitet fra den offentlig sektor er byen imidlertid i dårlig stand og private aktører ser dette som et problem for fremtidig utvikling. Forflyttelse under krigen har medført stor utskifting av bybefolkningen, noe som gjør fremtidig utvikling vanskelig. Alle bevis i denne forskningen peker mot at krigen har etterlatt seg en del problemer som reflekteres gjennom turisme.

## Acknowledgement

First, I wish to thank Nord Universitet, and Bodø Graduate Business School, for giving me the opportunity to carry out this research in my Master of Science in Business (International Business and Marketing).

Second, I want to express my sincerest gratitude to my supervisor, Professor Dominique Thon, for his ideas, advice, time, and patience. I am very humble to have had the opportunity to discuss my work and questions with such an experienced and respected academic.

Finally, I wish to thank all those who participated in this research. I hope my work is deserving of their approval.

Sabina Beslija

# Abstract

This is an exploring research of the after-war issues that affect tourism in Mostar, Bosnia and Herzegovina. Mostar suffered severe damage during the four-year long war that marked the break-up of the former Socialist Federal Republic of Yugoslavia during the 90's. After the bloody war, Bosnia and Herzegovina, a now new and young country, faced many issues.

Almost 25 years after the wars end the country is still having difficulties concerning political and economic questions. The country is divided between three constitutionally recognised national communities: Bosniacs, Serbs, and Croats. Political accords that were established as frameworks for peace in the country are being criticized for their many internal contradictions, for instance it is being argued that they favour partition and ethnic apartheid. The country is facing many hard-economic issues, and the ones in charge are seen as unfit to resolve them.

Even with all the problems and difficulties Bosnia and Herzegovina is facing, tourism has started to bloom. Especially the city of Mostar with its history, architecture and warm people is becoming a new and up-and-coming tourist destination. The two research questions presented in this thesis were aimed at investigating if and how the war is influencing Mostar as a tourist destination, and how actors in the tourism sector (locals) interpret the wars effect on city image.

Through my research I found that the war has influenced Mostar as a tourist destination in more than one way. It is possible to say that the war has made a lasting impact on the city and those who live there. The tourism industry is poorly organized and this can be interpreted as a reflection on a generally dysfunctional political situation. The war has left the city of Mostar divided between the Bosniacs on one side and the Croats on the other. Mostar seems to be lacking infrastructure and capable people to meet the growing demand of tourism. Too much already depends on private initiative, as the public sector does not offer any help to private actors in the tourism industry.

Interpretation of the wars effect on city image is somewhat unclear. The city is still known for its beautiful scenery, the people's hospitality, and the Old Bridge as it did before the war. However, because of the lack in public sector activity the city is unorganized, and private actors see this as a problem for future development. Displacement during the war has made a shift in population in the city, making change difficult. The issues facing after-war tourism development in Mostar seem to be entangled, and many of them point in the direction of the war being the common igniter.

# Table of contents

## List of figure

## List of pictures

## List of tables

## List of appendixes

# Chapter 1: INTRODUCTION

## *1.1 Introduction*

I was born in the summer of 1992 in Split (Croatia), and my first "title" in life was refugee. I am and always will be marked as a "war-baby", as every Bosnian calls me when I share my date of birth. Today I am 24 years old, the same age my mom was when she was pregnant, and forced to leave her family and my dad behind. The war had already started, and it was not safe for her to have a child in Mostar. After many months as refugees alone in Split my dad finally managed to leave Mostar, and he, my mom, and me fled to Norway. I've lived in Norway since I was 13 months, took my first steps under a meeting my parent had with the Norwegian authorities, and I have been unbelievably grateful my whole life for growing up here. Nevertheless, we never forget who we are, and where we are from.

This research is important because it gives me the opportunity to show anyone, who is interested, the complicated situation in Mostar, Bosnia and Herzegovina, as well as showing of how mysterious and beautiful the city truly is. Even with its many flaws and complicated political situation there are approximately 300 000 tourists that visit Mostar each year (dw.com). The history of tourism shows that it is a phenomenon that has undergone a process of transformation through a distinctive way. Global travellers seek a return to traditional social values, and wish to step back from mass tourism. It is becoming more common that tourists want to experience authenticity and identity (Nuryanti 1996), and there is no doubt that Mostar is authentic and has its own unique identity.

Developing a city after conflict or disaster can prove to be challenging, as this research aims to confirm. We live in a world that is in constant change. Pressing matters as climate change, wars and terror-attacks are forcing us to face some difficult development issues when it comes to tourism. Mostar is not the only place that has been forced to rebuild its image as a tourist destination after war. When crisis hits a destination, there are many possible outcomes. This academic research will give me the chance to describe and interpret issues and problems that have been creating difficulties for the tourism industry after the war in Mostar, Bosnia and Hercegovina. My thesis will explore difficulties facing tourism workers in a country that is still struggling almost 25 years after the end of a war.

## 1.2 Research purpose and research question

War is a pervasive social action that extends to the heart of a culture, and makes an impact on all who participate. A war is never won without tragic sacrifice of life, a waste of material and an interruption of existing social order. Unless a country or its people are skilfully administrated, the financial gain from the success after war may not even repair the loss (Smith, 1998). War can create more war, retaliation, restoration and reciprocity, memories, and as well the realities of war that are so drastic and feared. War shapes the time of society, and changes peoples culture and behaviour. The cultural and behavioural pattern gets marked by three phases: "before the war", "during the war", and "after the war" (Smith, 1998).

In this paper, my main focus will mostly be on "after the war". Disasters and deaths in touristic form are becoming an increasingly effective feature in the modern touristic landscape, and this is evolving the opportunity of visiting spiritual destinations for those who wish to gaze upon real and recreated death (Stone 2006). The curiosity of visiting areas that have in the past experienced great tragedy so that we may share and experience those memories is developing post-conflict tourism (Causevic and Lynch 2010). While heritage, in its broader meaning, is generally associated with the word inheritance, which means something transferred from one generation to another. Because of its role as the carrier of historical values from the past, heritage is perceived as cultural tradition of a society.

The meaning of tourism is, on the other hand, a design of modern consciousness. Tourism`s elementary features are dynamic, and its communication with heritage often results in a reinterpretation of the latter. The relationship between heritage and tourism parallels in society in the same way as between tradition and modernity (Nuryanti 1996). Bosnia and Herzegovina suffered extensive and highly visible physical damage, and "war tourism" has emerged in the form of museums, memorials, and guided tours in cities such as the capital of Sarajevo, and Mostar (Rivera 2008). Post-conflict tourism and the rich historical background in Mostar can act as a great tourism combination. If the local community is active and hard working there is much potential to make Mostar an exciting tourist destination. We can look at the history of Mostar as a time-line. The first part of this line is the past, with its rich cultural heritage. Then the war interrupts the natural development of life and traditions and the city gets a bloody reminder of how fragile life can be. After this conflict, or "interruption", what once was "normal" is now in the past, and a new area begins.

This research is aimed at exploring and investigating how actors in the tourism-sector, suppliers, and locals experience the destination that is Mostar, and how the war is influencing the city as a tourist destination. I'm aiming to explore Mostar's response to a disaster such as war. In my thesis, I will attempt to explain Mostar as a tourist destination. I will also describe and interpret if the war has left traces of unresolved issues behind that are creating problems for tourism development today. Further, this research aims to examine how the suppliers in the tourism industry interpret Mostar's image before and after war. This leads to the two research questions of this thesis:

1. *How is the war influencing Mostar as a tourist destination product?*
2. *How do supplying actors in the tourism sector and locals interpret the wars effect on the city image?*

## 1.3 Motivation and contribution

The motivation behind researching this topic was the fact that Mostar, with its rich history and recent past, would hopefully turn out to be very educating. Bosnia and Herzegovina is still a young country, and my perception is that people generally know very little about it. I hope that my thesis will contribute to opening other academics eyes, and inspire them to conduct research about Bosnia and Herzegovina. Presently such research is practically non-existing. There are many things to explore and study further in this little country.

# Chapter 2: THEORETICAL FRAMEWORK

## *2.1 Destination*

It is increasingly recognised that a destination can be a conceptual concept that is interpreted subjectively by consumers. How consumers interpret a destination can depend on the consumers planned route or journey, cultural background, purpose of visit, educational level and past experience. Destinations are often artificially divided by geographical and political barriers, which fail to take into consideration the tourism industry and their preferences (Buhalis 1999). Buhalis considers destinations to be defined geographical region which is understood by its visitors as a unique entity with a political and legislative framework for tourism marketing and planning. Destinations offer a mix of tourism products and services that are consumed under the brand name of the destination.

Ekinci and Hosany argued that a destinations personality can be defined as the set of human characteristics associated with the destination. A distinctive and emotionally attractive destination personality is shown to leverage the perceived image of a place (Ekinci and Hosany 2006). One way of explaining destinations is as places to which people travel and where they choose to stay for a while in order to experience certain features or characteristic- a perceived attraction of some sort (Leiper 1995).

Most destinations consist of a core with the following components which can be characterized as the six A's framework, and it defines destinations as the focus of facilities and services designed to meet the needs of the tourists (Cooper, Fletcher, Gilbert, Shepard & Wanhill 1998). The framework states that a destination can be seen as a combination of all services, products, and ultimately experiences provided locally. The six A's are the following:

- **A**ctivities
- **A**ccessibility
- **A**menities
- **A**vailable packages
- **A**ctivities
- **A**ncillary services

Attractions can either be natural, man-made or artificial. They can be purpose built, or the attractions can be heritage, even special events are considered as attractions. Accessibility refers

to the entire transportation system comprising of routs, terminals and vehicles. Amenities are the accommodation and catering facilities, retailing, and other tourist services. Available packages can be explained as the pre-arranged packages by intermediaries and principals. All activities available at the destination and what consumers will do during their stay is important. Finally, the framework mentions ancillary services that are used by tourists such as banks, telecommunications, post, newsagents, hospitals, etc. (Buhalis 1999). The six A's framework will be used in describing Mostar as a tourist destination in Chapter 3.4.

## 2.3 Destination tourism & marketing

The management and marketing of destinations are usually left to industry people and consultants. Normally, marketing concentrates on increasing visitation and treats tourism like any other commodity. Marketing research can't be limited to just before visitation investigation. Tourism demand is extremely dynamic, and therefore marketing research should follow constant development to measure that all elements of a destination marketing mix evolves continuously. A factor that makes tourism marketing complicated is that in most cases destinations have already a rich history, image and legacy which need to be taken into consideration when developing tourism marketing strategies. Consumers are not the only ones who develop certain images and views about places, also previous development often provides several limits for marketing to address as well as stakeholders who need to be respected and consulted (Buhalis 1999).

The nature of a destination as a product is complicated because they are made up of an amalgam of independent actors. This clearly renders the undertaking of marketing strategies particularly problematic. Independent actors generally tend to follow their own direction, and those who promote a destination will meet difficulties in controlling their marketing activities. This makes comprehensive strategies hard to undertake, and destination marketers may have to settle for a role of coordination and guidance (Fyall, Callod & Edwards 2003). A destination has to be recognized through its unique needs and limitations, as well as their particular geographical, environmental and socio-cultural characteristics. Planning literature focuses more on the impacts of tourism and on limiting tourism development. Many times, the market dynamics, the requirements of entrepreneurs at the destination, and the place of origin gets ignored (Buhalis 1999).

A traditional urban destination with a mix of business and leisure tourists is Stockholm in Sweden. It's the countries primary destination with regard to tourist numbers, sightseeing,

culture, entertainment, and shopping. These are the principal destination magnets. The Swedish city positions itself as one of the great city-break destinations of Europe, and it aims to attract tourists from the whole world. What's interesting with Stockholm is that it does not have a unique offer, or sufficiently strong image, if it is to compete directly with primary urban destinations in Europe such as Paris and London. Instead, this Scandinavian destination, focusses on offering an original product based on the easy-going lifestyle of the city, the safe and clean city environment, its shopping possibilities, culture, and gastronomic benefits (Fyall, Callod & Edwards 2003).

When examining this destination, it appears to be in a growth stage of development with respect to the European market. The number of international leisure tourists visiting Stockholm has increased significantly over the last decade, and it's now securing its position in the market. Nevertheless, it is believed that there is still room for improvement and there remains potential for market development. Stockholm's current market position implies harsh competition. The city itself, the Stockholm County Council and tourism office adopted a transactional approach to destination marketing. Some of the recent strategies included the use of public relations and target marketing communications campaigns to generate awareness and engender positive attitudes towards the product. Fostering close working relationships with travel intermediaries to potential or existing "consideration" set was started by the Stockholm office to encourage visitation. Collaborative marketing initiative between hotel chains, airlines and other services worked with the aim of attracting European weekend tourists to this destination. Stockholm's target group is families/couples with medium-to-high incomes. The focus is on people who regularly travel on city breaks or business tourists who have previously visited Stockholm for professional purposes. Considerations of geography have also proved important and are included in that the target markets are mostly from European cities with a direct air connection to Stockholm (Fyall, Callod & Edwards 2003).

Companies and governments usually apply only part of the marketing mix to tourism, and there is almost no attention being paid to other components of marketing. If tourism is to survive by generating satisfaction among interacting tourists and hosts, it must adopt societal marketing strategies (Buhalis 1999). This means carefully observing and documenting tourist satisfaction levels and using these as part of the criteria for success, instead of increasing numbers of tourists; the constant monitoring host reactions to tourists, because host-tourist interaction is a crucial component of the tourist experience; and achieving awareness on the infrastructure

development of tourism resort areas will have implications for the type of tourists that will be attracted (Ryan 1991).

## *2.4 Stakeholders*

One of the most difficult entities to manage and market, due to the complexity of the relationships of local stakeholders, are destinations (Sautter & Leisen 1999). The variety of stakeholders involved in the development and production of tourism products makes the managing and marketing destinations very challenging. The destination experience resources and a mixture of services and tourism facilities, which often do not belong to individuals. The truth is more often that they represent a blend of both professional and personal interests of all the people that live and work in the area (Buhalis 1999).

More and more researchers argue the need for increased collaboration in the planning process (Sautter & Leisen 1999). There exists an importance of investing in the relationship with those who have a stake in any sort of business. Further on, these relationships stability depends on the sharing of, at least, some core values or principals (Edwards 2004). Because of conflicting stakeholders` interests managing and marketing destinations as a whole is extremely challenging. Actions and strategies should consider the wishes of all stakeholders, namely indigenous people, businesses and investors, tourists, tour operators and intermediaries, and interest groups (Buhalis 1999).

Organizations and/or planning bodies, must today, be more careful to take a hard look at the various types of persons/groups which are affected or affect the tourism service. In a perfect world, a planning body will take a strategy and revise its memberships, using a variety of processes when constructing a stakeholder map for tourism initiative. The stakeholder map can work as a useful starting point. Tourism planners might start with a historical analysis of tourism efforts similar to the focal initiative, and consider relevant players who, in the past, where involved with such activities, failures and successes. The stakeholder map is an analysis that should also include a more proactive scan to consider potential groups of interests to the planning process, as well as long term success of the service venture. This first step is crucial, and difficult given the dynamic nature of stakeholder involvement. Tourism planners have to take the time to revise and reconsider this map as the planning environment changes. It is necessary to have clear distinction between a group and a stakeholder's role (Sautter &Leisen 1999).

A member of a particular group or any person or entity recognised as a member often share other perspectives or serves in multiple roles within the larger environment. It is important to consider the interests or perspectives of the different stakeholder groups as defined by the roles which they serve. As an example, we can consider an art gallery. Because of the quality of its displays it's a prominent attraction at a destination. Our example gallery represents a stakeholder in its role as an attraction provider. However, within the larger community it simultaneously plays additional roles as a profit centre for its owners, it's also a local job provider, cultural preserver, and educator. Tourism planners have to be concerned about perspectives of diverse stakeholder groups. It becomes important to recognize that their interests are not exclusively touristic. The reality is actually introducing a very high level of complexity to the task of stakeholder management. Still many individuals struggle for some level of consistency in their attitudes and behaviours. This will result in them not positioning themselves strongly as advocates for two largely disparate stakeholder positions (Sautter &Leisen 1999).

One of the most difficult problems can be to ensure the rational use of zero-priced public attractions, such as mountains, landscape and the sea for the benefit of all stakeholders. At the same time, it's important to preserve the resources for future generations. In such cases conflicts, can easily develop, especially when, perhaps greedy, stakeholders exploit resources for short-term benefits. Developing some sort of compromise that will make everyone happy is extremely difficult if not impossible, but it is the key for long-term success. To achieve a complex range of strategic objectives destination management and marketing should act as tools and facilitators, which will shed light on the need to satisfy the needs and wants of stakeholders (Buhalis 1999).

There are four key generic strategic objectives that should be addressed when it comes to strategic management and marketing objectives for destinations. The first one being the enhancement of the long-term prosperity of the local people. Second one is to delight visitors by maximizing their satisfaction. Third one says to maximize profitability of local enterprises and to maximize multiplier effects. While, the last one is to optimise tourism impacts by ensuring a sustainable balance between economic benefits and socio-cultural and environmental costs (Buhalis 1999).

Tourists still perceive the destination as a brand consisting of a collection of supplier and services. They develop an image about destinations before visiting, as well as a set of

expectations based on previous experience, word of mouth, press reports, advertising, and common beliefs (Chon 1991, Chon 1992, Baloglu & Brinberg 1997). During tourists stay he/she will "consume" their holiday destinations as a comprehensive experience, without often realising that each element of the "product" is produced and managed by individual players. Overall, a tourist will experience a destination through numerous small encounters with a variety of tourism principals, such as taxi drivers, hoteliers, waiters, as well as with elements of the local attractions such as museums, beaches, theatres, theme parks, etc. Impressions made by all these small encounters will develop their image of the destination after their visit. Because of this there is much overlapping between strategic marketing of the destination, as a whole, and of each individual supplier at the region (Buhalis 1999).

## 2.5 Criteria for selecting tourist destination

Tourism marketing should be regarded as more than just a tool for attracting visitors to a region, as it is in the case for most destinations. It should instead operate as a mechanism to facilitate regional development objectives, and to rationalise the provision of tourism in order to ensure that the strategic objectives of destinations are achieved. Tourism marketing should ensure equitable returns-on-resources-utilised for the production and delivery of tourism products. The generation of these resources should be ensured by tourism marketing (Buhalis 1999). Each destination is a variety of services and products to attract visitors and each tourist has the opportunity to choose from a set of destinations (Crompton 1992).

De-marketing, or the discouragement of certain market segments from visiting the destination during certain periods, may also be involved in destinations through a range of prohibitive measures or by charging premium prices. When marketing is used in this way it is aimed at achieving strategic objectives of destination regions. The importance of understanding destination types and characteristics is essential for its marketing. Every destination can only offer a certain type of "product", hence tourism markets need to appreciate travel motivations in order to develop appropriate "products" and brand destinations for the right target market (Buhalis 1999).

Destinations should also be aware of the needs and wishes of the active demand, but also of the potential markets they can attract. Studies in the field of consumer behaviour have indicated that a wide range of criteria is used to select tourism products. Elements of the external environment, the characteristics of the traveller and the particularities and attributes of destinations are elements that alter according to the purpose and features of the trip (Buhalis

1999). Factors that may have an influence on the choice of destination may be age, income, personality, cost, distance, risk and motivation. The literature emphasises the importance of push and pull factors that shape tourist motivations and in choosing destinations (Crompton 1979).

The factors related to the "push" are the intangible intrinsic desires of the individual traveller, desire for escape, rest and relaxation, adventure, health or prestige. While, the "pull" factors are for the most part related to the attractiveness of a given destination and tangible characteristics, as for example, beaches, accommodation and recreation facilities and cultural and historical resources. Elements that have been made to classify destinations are climate, ecology, culture, architecture, hotels, catering, transport, entertainment, costs and so on. All elements and destination based attributes can be many and different from one destination to another (Kozak 2002).

Leisure travellers, for instance, use a complex set of criteria in selecting their destination. These travellers are often time sensitive. For example, families with children cannot travel during school time, creating the seasonality problem for the industry. More examples of time sensitivity can be pensioners and elderly people who tend to travel during the low season to benefit from discounts, while Scandinavian tourists tend to stay home during the summer months in order to enjoy the weather (Buhalis 1999). Motivation is an important topic when it comes to leisure and tourism literature. It has been argued that the area of travel motivation is basic and indispensable in tourism studies and also fundamental to development of tourism itself. There have been frequent measures of the purpose of travel, ("for business" or "for pleasure"), but the basic motivations or underlying reasons for travel are covert in the motivation that reflects an individual's needs and wants (Pearce et al 2005).

Other factors that influence the decision of consumers to purchase is social status and peer groups who often set the bar for what is acceptable and desirable as a destination. Travel intermediaries play a significant role as well. They determine the destination decision of consumers by using promotional techniques and often channelling travellers to destinations and principals who offer high compensation for them. This will make it difficult for destinations to manage their resources accordingly and attract the right market segment in order to maximize their impacts. In the end, one of the most important measurements for selecting a destination to visit is its image (Buhalis 1999).

## 2.6 Image of a Destination

A destination with a more positive image is believed to be more likely included in the process of decision making. Destination image exercises a positive influence on perceived quality and satisfaction. The more favourable image the destination possesses will lead to higher tourist satisfaction. Images are modified by each new piece of information or stimulus received by an individual. Each person's own experience or that of acquaintances, friends or family will help establish more diversified, realistic and detailed image of a destination (Chi et al. 2008).

Lawson and Bond-Bovy (1977) defined a destination image as an expression of knowledge, prejudice, imaginations, impressions, and emotional thoughts an individual has of a specific place. Wile, Crompton (1979) said that an image may be the sum of beliefs, ideas, and impressions that a person has of a destination. Reynolds (1985) stated that an image was the mental construct developed by the consumer on the base of some selected impressions among the flood of total impressions, and that it comes into being through a creative process in which selected impressions are embellished, elaborated and ordered. In 1995 Parenteau defined an image as a favourable or unfavourable prejudice that the audience and distributors have of the product or destination.

Tourism destinations would be wise to take special care of the image that they attempt to convey and the quality of the services and products that they offer, as all of this will affect tourist's satisfaction and their intentions for future behaviour. Destination managers should evaluate the role tourist satisfaction played in developing destination loyalty. There are many special characteristics of tourism that determine elements involved in the formation of tourism satisfaction, everything from the providers of specific services of accommodation, transport, among others, to the tourism information offices, local residents, natural and artificial resources etc. Tourism becomes more complicated when, a single, unpleasant incident leads to a negative overall evaluation (Chi et al. 2008).

The image of a destination is set from expectations and perceptions a prospective traveller has of a destination (Buhalis 1999). It is only recently that those in the field of tourism have tried to understand the role of image in the travel decision process and to measure destination images. The growth in the tourism industry over the last 50 years has created major challenges in tourism marketing. Because there are more and more areas of the world developed for tourism, the destination choices available to consumers continue to expand (Echtner et al. 2003).

Today's consumers have increased leisure time, levels of disposable income, more efficient transportation possibilities, and these factors are creating the means to choose from a much larger variety of destinations (Echtner et al. 2003). The consumers' satisfaction will highly depend on the assessment of the perceived overall experience of the destination versus anticipated expectations and perceptions. It is a difficult task to develop a destination typology, as different visitors use destinations for different purposes. Appreciating and trying to understand the type of destination enables marketers to develop a suitable destination marketing mix and deliver them to the appropriate target markets (Buhalis 1999).

Urban destinations have attracted tourists since the early years of the civilised world. Traveling to cities and towns to meet with politicians and business associates is an old practise. People have also travelled to cities for religious purposes, as pilgrims to see where all major cathedrals, mosques and temples are usually located. Cities or urban destinations have also attracted business travellers attending meetings, conferences and exhibitions. Leisure tourists are also attracted to urban destinations, especially during periods of low business travelling activity (Buhalis 1999).

Destination image became a field of study in the early 1970's, when Hunt's work from 1975, examined the role of image in tourism development (Hosany et al. 2006). The tourism research area is dominated by destination image. The definition of destination image is described as an attitudinal concept consisting of the sum of beliefs, impressions and ideas that a tourist holds of a destination (Crompton, referred in Hosany et al., 2006, p.638). There are a number of researchers that support the view that destination image is a multidimensional construct comprising of two primary dimensions: cognitive and affective (Hosany et al. 2006).

The interpretation of the cognitive component can be as beliefs and knowledge about the physical attributes of a destination. Affective components refer to the appraisal of the affective quality of feelings towards the attributes and the surrounding environments (Baloglu & McClearly, referred in Hosany et al. 2006, p.639). A destinations image is developed through marketing research. Promotional activities towards branding and amending the brand values of the region is guided by marketing research. Promotional campaigns can be assessed so that the most cost-effective media is used to approach and persuade target markets to visit a destination (Woodside, referred in Buhalis 1999, p.103).

## 2.7 Heritage

### 2.7.1 Tourism and Heritage

There exists a complex relationship between tourism and heritage. This relationship is revealed in the tensions between tradition and modernity (Nuryanti 1996). Heritage has also been regarded as one of the most significant and fast-growing components of tourism. It is becoming of increasing interest from a range of disciplines and its study is perceived as useful for understanding social behaviour of individuals and society as a whole (Poria et al 2003).

By designation heritage is the traditional process through which heritage is applied as an honorific label to sites, buildings and cultural objects by experts. In general, there is little room for contributions from the public, resulting in heritage destinations that are, for the most part, predictable and only rarely controversial. Experts opinion can be imposed without consultation, charges of elitism are inevitable and it is difficult to gain recognition for anything other than conventional heritage. It has been argued that heritage by appropriation generally emerges from public behaviour rather than through organized lobbying. Heritage by appropriation underlines the growing democratisation of culture. Citizens are playing a much larger part in determining what is considered cultural (Tweed et al. 2007).

Nuryanti (1996) examined the role of heritage in postmodern tourism, particularly built heritage, which is at the heart of cultural tourism. The four most challenging issues in linking heritage and tourism have been discussed through: interpretation, marketing built heritage, planning for heritage, and the interdependencies between heritage tourism and the local community. Because of differences in approaches to the four issues indicate that heritage tourism raises more than planning and management issues for developing countries: there are considered as the fundamental problems of development (Nuryanti 1996). Literature has also been known to commonly investigate and clarify elements associated with the supply of heritage and its management. Less interest and attention has been given to the demand components and even less to the relationship between the two. The exploration of this relationship and the core of site attributes, is believed to be essential for understanding heritage tourism as a social phenomenon (Poria et al 2003).

Earlier studies of cultural heritage and tourism have been concentrated on the power of tradition, which implies stability or continuity. Tourism on the other hand involves change. This leads to the dialogue concerning the two as a series of contradictions. Different theoretical approaches have been used to analyse relationships between tourism and heritage. There have

been a number of authors who address the linkages between the two by examining the structural ties between the production of culture and tourism consumption (Nuryanti 1996).

Tourism is often conceptualized in postmodern society as a highly complex series of production-related activities. This is characterized by rapid movements through areas that are segmented into national and regional cultures and traditions creating an international identity in what has been termed the "global village" (Nuryanti 1996). The world, as a "global village", is characterized by instant communication, the proliferation of transnational corporations, and the pervasive influence of mass media and popular cultural trends from the West. Globalization has had one very central effect on the world as it increases homogeneity between landscapes and societies (Chang 1998). Reconstructing and experiencing this "global village" gives an infinite possibility of movements combined with interlocking scales of time and space involving international, regional, national and local resources (Nuryanti 1996).

The degree of people to travel across space and time is not a temporary fashion or some nostalgic dream, but a reality for many. History of tourism shows that it is a phenomenon that has undergone a process of transformation through an obvious and distinctive way. The 19$^{th}$ century industrial revolution can be portrayed as the destruction of the past and in its replacement with the new. While, the 20$^{th}$ century is characterized by a new awareness that seeks to find novel ways to communicate with the past. This reflects recent trends between global travellers who seek novelty through a return to traditional social values. These new travellers with their new tastes and styles refer back to the past, and their demands have become more specialized. This phenomenon indicates a search for authenticity, identity and encounters that differ from those obtainable through mass tourism. Reflected in the way that people choose to travel lies new forms of reproduction of the past and associated consumption patterns. The movement towards one`s roots and a stronger appreciation of tradition are aspects of relating to one`s total environment. These aspects reflect the interplay between the local and the global (Nurynati 1996).

Nuryanti (1996) is part of the first definitional researchers that can be described as the descriptive group. He is one of those who concentrates he's efforts on defining the material components of culture and heritage such as attractions, objects of art, relics etc., as well as more intangible forms of culture and heritage such as tradition, language and folklore. The other distinctive features of this group is the recognition given to the difference between primary and secondary elements of heritage tourism activity. Primary elements being those which attract

people, and the secondary elements being those who enhance these attractions. There also exists a second definitional group of researchers that base their work on experiences derived from the consumption of heritage resources. This research is centred on tourist patterns regarding decisions to visit a particular destination, the scholars belonging to this group focus on the significance of the individual's experiences, and perceptions of the destination site (Apostolakis 2003). It has been argued that heritage tourism is based on tourist's motivation and perception rather than on specific attributes. Alternative definitions such as this one provides a base on individual motivation for a given visit (Poria et al 2001). Central issues in this approach pertains to motivations, expectations and cognitive perception formed in relation to the site (Apostolakis 2003).

Heritage tourism presents the travellers with the opportunities to portray the past in the present. An infinite time and space in which the past can be experienced through the prism of the endless possibilities of interpretation. Heritage is seen as a universal phenomenon, but developed countries in Europe have made the most use of heritage tourism. They have also devoted the greatest effort to understand it. Lesser developed countries in the world of tradition, cultures, religions, superstitions and distance from modernity do have the potential to be rediscovered (Nuryanti 1996).

### 2.7.2 Built Heritage

The term built heritage has a complex meaning. Built heritage has been used in relation to the preservation of monuments and historic buildings for a long time. Its use in tourism is relatively recent, although, with respect to tourism, the word heritage has been employed in cultural and natural context. The cultural arena describes material forms such as monuments, historical or architectural remains and artefacts on display, or immaterial forms such as philosophy, art, and tradition. While, in the natural arena, heritage is used to describe gardens, national parks, landscape, wilderness, rivers, mountains and components thereof such as flora and fauna (Nuryanti 1996). One important part of the cultural heritage of towns and cities is built heritage. Current definitions of built heritage, however, are narrow and rely on conventional conceptions of architectural and historical value. These values are enshrined in legislation that define what constitutes "built heritage" in many countries. Nevertheless, there have been scholars who note the protection of individual buildings and monuments is rarely a problem, because there are addressed directly by existing legislation (Tweed et al. 2007).

Historic buildings and structures are referred to as built heritage. The legislative recognition of historic structures and buildings usually occur because they have some special significance or architectural merit deemed worthy of preservation. Very often, the term built heritage, is simply recognized as one form of cultural heritage. Various dimensions of heritage, some of whom have been presented, can be used to better understand the many possible meanings of built heritage, and how they are interrelated. Although, built heritage is more related to culture than nature, the interrelationship between the two should be acknowledged. Attractive buildings in congenial settings enhance each other in a synergistic manner. Built heritage is composed of humanmade, fixed elements, possessing historical values and meaning borrowed from the settings in which they occur and societal values that ascribe worth to them (Nuryanti 1996). It can be prudent to assume that the built environment carries important meaning from one generation to the next, and also serves as a one repository of cultural meaning (Tweed et al. 2007).

### 2.7.3 Planning for Heritage tourism

Clear methods and goals are critical to the planning and management of heritage tourism. Usually, goals evolve from a series of intersectoral involvements and compromises that develop among the public and private sectors, non-profit organizations, and private individuals. Accomplishing the goals involve justifications and decisions taken from a variety of perspectives: sociocultural, conservation, economic, and architectural, to name a few. These perspectives influence decisions concerning what is to be preserved and what is to be developed. Decisions about whether old structures should have new use, adaptive reuse, or even not to be used at all is based on the perspectives influencing decision makers (Nuryanti 1996).

Definitions of "urban heritage" through the minds of urban planners and managers are usually "monuments", examples being churches, temples, all sorts of religious buildings, palaces, castles, fortresses, historic city walls and gates and other types of institutional buildings. This definition often excludes historic residential areas and historic city centres which equally represent the urban heritage. Additionally, there may be non-tangible elements of urban heritage, such as customs and beliefs, which play a role for the articulation of space use and the built environment. The existence of international cultural organizations, such as the United Nations Educational, Scientific and Cultural Organisation (UNESCO), the International Centre for the study of the Property (ICCROM), and the International Commission on Monuments and sites (ICOMOS) and a number of local conservation groups, monuments have now a "lobby" and are in somewhat more favourable situation that historic residential areas. Organisations

such as UNESCO and interest groups seem to yield some success in their efforts to achieve greater interest for the course of preservation and conservation of old monuments of historic value. Built environment and built expressions of culture, of military, economic and religious powers and forces as part of the national heritage deserve to be included in the perspective of urban heritage. As well as attain the status of a preservable asset which can benefit the present and future of cities. Assets of this sort are not only limited to cultural perspectives, but can become economic assets with good potential for economic exploitation, for instance through tourism or culturally-based image building of local economic development. Furthermore, there should be made a cross-reference between urban heritage and sustainability (Steinberg 1996).

Approaches to different questions about preservation and development can include combinations of any or all of the following concepts: Conservation, Gentrification, Rehabilitation, Renovation, Restoration, or Reconstruction. Conservation can be explained as an effort to preserve the physical setting or activities so that the value or meaning can be sustained. Gentrification is an effort to increase the vitality of all physical setting and activities by increasing the quality of the setting through structural changes. Rehabilitation is the effort to bring back the condition of physical settings and activities in an area that has become degraded. Renovation is an effort to change the physical setting and activities in order to adapt or accommodate a new function or adapting old settings to new function or adapting old settings to new requirements as through adaptive reuse. Restoration can be explained as the effort to improve the conditions of the physical setting and activities by removing new or additional elements and replacing lost elements to confirm with the original setting. While, Reconstruction is an effort to bring back the condition of the physical setting and activities as close as possible to a particular state of previous era. These approaches can be interpreted as general guidelines for development on heritage sites (Nuryanti 1996).

### 2.7.4 Interdependencies between heritage and community
Many heritage structures such as buildings, archaeological ruins, ancient towns, museums and so on are found in the middle of living communities. Local people interact with these structures directly every day. This gives the need to recognize the interdependencies that exist between heritage structures and the local community (Nuryanti 1996).

Conflicts between protected areas and communities can adversely affect sustainability. Local communities include residents living within or in close proximity to a protected area. Generally protected areas and associated tourism impacts the local communities both directly and

indirectly through its existence and capacity to attract tourists. Relevant factors that have been argued as affecting local attitudes and relations to tourism include length of residence, employment, degree of economic dependence, socio-cultural and economic distance between tourists and community (Strickland-Munro et al. 2010). Local people can also contribute vitality to an area and thereby assist in the maintenance of an atmosphere conducive to tourism. Tourism and rehabilitation of historic areas can improve the lives of residents. The most important benefit of tourism for the local people is economical (Nuryanti 1996).

## 2.8 Disaster

### 2.8.1 Post disaster destination

Post-disaster tourism predominantly focuses on providing guidelines for tourism recovery. Evidence suggests that many disaster sites, such as Ground Zero after 9/11, and New Orleans after Hurricane Katrina, have become popular tourist destinations. While previous studies have focused on the recovery of the destination`s "traditional" products and markets, the focus here is on the development of new attributes emerging from the disaster. These new attributes incorporated features generally associated with dark tourism consumption (Biran et al 2014).

People have always had a fascination with death, whether others or our own, through a combination of respect and reverence or morbid curiosity and superstition. We can go as far back as Roman gladiator games to find examples of dark tourism. Death and suffering where the core of the gladiatorial product, and the consumption by raucous spectators makes Roman Colosseum one of the first dark tourism attractions (Stone 2006).

The dark tourism concept and its production is immediately rendered more complex by a number of variables, such as:

- The urgency and spontaneity of "dark tourism" to areas of suffering and death, compared to the premeditated visits to structured and organized attractions or exhibits that tell a story about the recent and/or distant historical occurrences.
- The distinction between constructed sites, attractions or exhibitions, that recreate events or actions associated with death and the macabre. Also, so-called "accidental" or non-purposeful sites. These are sites, such as memorials, cemeteries, or disaster sites that have turned into tourist attractions "by accident" because of their history with turbulent and tragic events.

- To what extent the "interest" in death and suffering, is the dominant reason for visiting dark attractions, and how the supply caters for this very specific "interest".
- The fundamental reasons for how and why dark sites and experiences are supplied or produced- example, for remembrance purposes, educational purposes, political reasons, entertainment or for economic gain.

These issues should be considered when discussing a typological framework for dark tourism supply (Stone 2006).

The application of dark tourism theories to post-disaster destinations allow for a more comprehensive understanding of the tourist behaviour in relation to potential changes to the destinations characteristics. It is known that due to increasing urbanization, population growth, and dependence on technology and globalization, disasters are becoming more frequent and geographically diverse (Biran et al 2014).

Contemporary conceptualizations view disasters as a disruptive state to systematic function that results from a complex synergy between potentially damaging natural, physical and environmental elements and the exposure of a society, its infrastructure, economy and environment, as determined by human behaviour (Biran et al 2014). A disaster can also be used to refer to situations where an enterprise, or collection of enterprises in the case of a tourist destination is confronted with sudden unpredictable catastrophic changes over which it has minimal control. Therefore, we can imagine a spectrum of events such as those illustrated in figure below, named Crises and Disasters, where crisis is located on one side and disaster on the other. Though it is not always clear where we locate specific events along this continuum (Faulkner 2001).
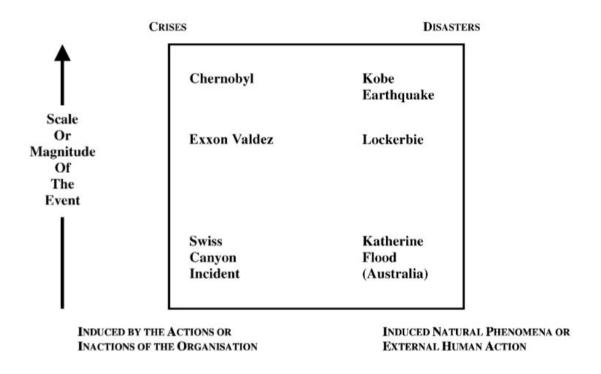
CRISES — DISASTERS

Scale Or Magnitude Of The Event

Chernobyl — Kobe Earthquake

Exxon Valdez — Lockerbie

Swiss Canyon Incident — Katherine Flood (Australia)

INDUCED BY THE ACTIONS OR INACTIONS OF THE ORGANISATION — INDUCED NATURAL PHENOMENA OR EXTERNAL HUMAN ACTION

*Figure 1: Crisis and Disaster (Faulkner 2001)*

It should be recognised that disasters may change a destinations attributes and appeal. The inflicting physical damage itself does not necessarily need to be the most devastating result, but rather the disaster may lead to a negative destination image in terms of safety, deterring tourists from visiting (Biran et al 2014).

External shocks to tourism such as hurricanes, terrorist attacks, wars, pollution, and accidents, can have a dramatic and speedy effect upon levels of business in the tourism industry. These shocks can quickly develop into crises and can/should be viewed as a central concern of competent managers in the industry. By nature, the events, mentioned earlier, are unpredictable in relation to their geographical location, their timing, and their scale and hence provide difficulties for tourism in a number of ways. It is difficult to forecast such events and to foresee the full implication. (Evans et al 2005). Further, Evans et al. (2005) argue that a brand, that has been developed over many years can be severely damaged or even destroyed by sudden events.

### 2.8.2 Development of tourism in post disaster places
Said M Ladhi and Abdullah Dah wrote in 2008 a paper that explored the issues and challenges that are facing post-war Lebanon as it attempts to reposition itself as a leading tourist destination. Lebanon was the perfect tourist destination before political unrest and war lead to

negative effects on the tourism industry. Tourism contributed to 20% to the GNT before the war, but declined to zero throughout the conflict years. After the civil war, Lebanon found itself in the middle of a rapidly changing region shaped by fierce competition for tourism dollars. In 1992, the government in Lebanon started a long-term perspective plan that was initiated to jump-start public recovery programs (Ladhi et al. 2008).

It's been argued that in the case of for example large-scale natural disasters the public and their leaders often calmer to re-build quickly. However, these quick re-builds or reactive policies that are generated under urgent pressures often fail to address the root causes of vulnerability and in the long term, may even amplify the social, economic and environmental weaknesses (Ingram et al. 2006). Ingram et al. (2006) highlight the complex challenges and trade-offs that policymakers face in the aftermath of disasters, and suggest that, amidst these difficult decisions, it is necessary to keep vulnerability reduction as a fundamental focus of recovery efforts. They further on go to say that this has direct application for other communities that have recently been devastated by disasters.

Chew and Jahari (2014) argue that beside the formation of destination image, the perception of risk is one of several critical selection factors that determine if tourists will travel to preferred destinations. Both domestic and international tourists in Japan are generally more concerned about travel risks after the Fukushima Disaster in 2011. Frequent earthquakes that can cause injury and loss of life, a lingering concern of the risk of radiation exposure through contaminated food, water, and air quality are just some of the concerns tourists have. It becomes extremely important to portray an accurate image and mitigating perceived risks are therefore crucial to create a positive destination image so as to enhance competitiveness of the tourist destination. Tourist arrivals in Japan dropped with 50% after the Fukushima Disaster (Chew & Jahari 2014).

Safety, security, and peace are considered as the primary conditions for the normal tourism development of a destination, region, or country, and thus are the basic determinants of its growth. In their absence, destinations cannot successfully compete on the generating markets, despite having presented the most attractive and best quality natural and built attractions in their marketing campaigns. It has been suggested that crises have become an integral part of business activity, and tourism is no exception. Crisis can happen in many different forms, including natural disasters human caused disasters, and catastrophes caused by human or technical error. However, war, terrorism, or political instability have the greatest psychological negative effect

on potential tourists. This does not just apply to the time of the crises, but also to the period following it (Cavlek 2002).

Cavlek (2002) argues that in the case of human-caused disasters there usually exists three phases of crisis; pre-disaster (clear signals of a possible outbreak), period of real crisis, and post crises. A serious practical difficulty that confront receiving countries in times of crises is the lack of sound geographical knowledge of many tourist. It's been suggested that the industry must conduct recovery marketing that is integrated fully with crisis management activities.
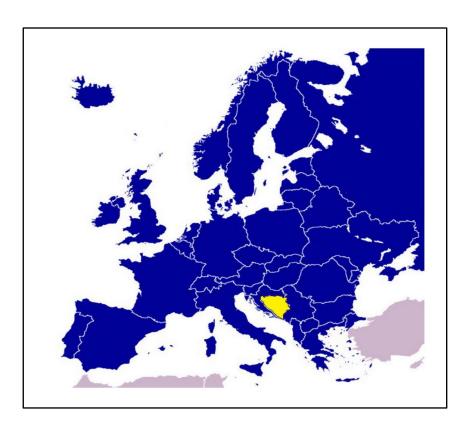
Cavlek (2002) mentions that strong partnerships, ties, and coordinated work between the government, national tourism organizations, foreign tour operators, local travel organizers, and local hospitality officials are essential after crisis. Everyone has to participate in order to secure the fulfilment of several important actions. These actions include successful rebuilding of the destination image, overcoming any adverse publicity resulting from the crisis, short-term restoration and long-term reconstruction of the damaged tourism facilities and infrastructure, and management of media coverage.

Further on Cavlek (2002) points out that, the very fact that so many parties need to be involved in handling crisis in a proper way, requires intergovernmental and public-private partnerships and harmonized and coordinated actions among them. The ministry of tourism is not the only body which needs to undertake measures to overcome problems, its policies and actions have to be supported by all of the bodies of government. Further on it's also important to minimize effects of bad publicity on tourism of a receiving country hit by any type of crisis, it is necessary to coordinate all activities with the ministry of tourism, foreign tour operators, national tourist organizations, airlines companies (international and national), local travel organizers, hoteliers, and other related organizations so that the media are shown what steps are being taken in the country to solve the problem. It can be very useful to make use of media interest in the country, so that the broadcasting gives out positive facts, and invites foreign journalists to the destination to show the real situation.

## Chapter 3: EXPLORING MOSTAR

### *3.1 Presentation of Bosnia and Herzegovina*

Tim Clancy presented Bosnia and Herzegovina (BIH) in his travel guide from 2013 in an outstanding way. His words where truly honest and showed the country's power over its visitors. Clancy wrote that Bosnia and Herzegovina with no doubt would dazzle you with its natural beauty. The country is blessed with some of the most impressive scenery in southeast Europe. It's melange of cultural heritage will intrigue you, and you will find it to be a true crossroads between East and West (Clancy 2013). He further on explained that his enthusiasm for Bosnia and Herzegovina as a unique and dynamic tourism destination had not been waned from his first edition book in 2004.

*Picture 1: Bosnia and Herzegovina's position in Europe*

Nearly 10 years after his first edition the love for this exceptional place seems stronger than ever. Clancy states that despite of the country's attempt to recover from the devastation brought by the conflict of the 1990's it still has a long way to go. Bosnia and Herzegovina still has to

adequately address the many challenges of characterising to foreign visitors, but even so it is a raw, real and "heck of a lot fun" place to visit (Clancy 2013). As stated in Clancy's book he says that Bosnia and Herzegovina has had the rather daunting challenge of changing the image of a war-torn country to a warm, hospitable and friendly destination. The national strategy for development of the tourism industry has just started to roll, and it has started to show in the considerable rise in tourist visiting Bosnia and Herzegovina.

Bosnia and Herzegovina is not a destination for tourist that are looking to lie around on white beaches and luxurious resorts, but rather the right place for those who seek adventure and love nature (Clancy 2013). Clancy writes that Bosnia and Herzegovina is a wonderland of pristine wilderness. The lack of museums is not an issue because most visitors will find "real-life" Bosnia and Herzegovina to be a living museum.

This small country that measures just over 50 000 square kilometres has a long name. Bosnia is the name of the north and centre part of the country, while Herzegovina is the southern region. The Bosnia name was probably derived from the old Indo-European word "bosana" meaning water, which the country has no shortage of. Herzegovina was ruled by Herceg Stjepan (Duke Stjepan) and got its name after the Ottomans conquered the country by invading in 1482 (Discover Bosnia and Herzegovina, p.3).

The former Socialist Federal Republic of Yugoslavia was during the 1990`s split up into 5 independent states, one of which was Bosnia and Herzegovina. Bosnia and Herzegovina was and is the home to three constitutionally recognized national communities: Bosniacs (43,7%), Serbs (31,4%), Croats (17,3%), and others (7,6%). Following Bosnia and Herzegovina's declaration of independence in March 1992 was a four-year-long war (Hertić et al. 2000). The war was launched by the opponents of its independence. These opponents included segments of the Croat and Serb population, remnants of the Yugoslav army, and Bosnia and Hercegovina's two neighbours – Croatia from the north and west, and Serbia on the east. Croatia and Serbia intervened in the conflict by supporting the Bosnian-Croat and Bosnian-Serb armies in the country. This lead to devastating losses. More than one-half of the population of Bosnia and Herzegovina either lost their lives, were injured, were internally displaced, or had to take refuge abroad (Hertić et al. 2000).

*Picture 2: Map of the former Socialist Federal Republic of Yugoslavia*


## *3.2 Presentation of Mostar*

The city Mostar was a strategic site during the war, and is still a strategic site in negotiating reconciliation between the ethnic functions in Bosnia and Herzegovina. Mostar has roughly a population of 100 000 people, and is the primary urban centre between Dubrovnik (Croatia) and Bosnia and Herzegovina`s capital Sarajevo. Before the war, Mostar was populated by approximately one third Bosniacs, one-third Croatians and one-fifth Serbians. Bosniacs formed a slight majority in the city and Croatians in the villages surrounding the urban area. The population today consists primarily of Bosniacs and Croatians. This is partly because of Serbian displacement during the war. Mostar was and is the central site of confrontation between the Bosnian-Croatian nationalist party (HVO) and the Bosniacs (Grodach 2002).

*Picture 3: Map of Mostar's position in BiH – and Split and Dubrovnik in Croatia*

Mostar will continue to be a key in demonstrating the possibility of reconciliation, not only because of its central position during the war and the divided population, but also because of its precious architectural treasures (Grodach 2002). Bosnia and Herzegovina has been a colonial occupation more than once. First by the Turks and the Ottoman Empire between the 16th century until 1878, and the second time by the Austro-Hungarian Empire until 1923. This has given the country a wealth of buildings and infrastructure valued for their cultural and historical significance. Sadly, much of this unique architecture was destroyed during the 90`s conflict. The reconstruction process has provided the opportunity to re-evaluate the use and meaning especially of Mostar's historic Ottoman sites (Grodach 2002).

*Picture 4: Stari Most (Old Bridge), Mostar*

Mostar's historic centre is focused on Stari Most, the bridge built during the Ottoman Empires control over Bosnia and Herzegovina (Grodach 2002). It's believed that before the Ottomans got control over Herzegovina the settlement of Mostar had only 19 houses with a small suspension bridge that united both riverbanks. The guardians of the bridge were called *mostari* (bridge keepers), and it is presumed that the town is named after them. Herzegovina came under official Ottoman rule in 1482, and it didn't take long for Mostar to become the centre of Ottoman administrative and military rule.

The old town (carsija) developed around the new stone bridge. The Old Bridge/Stari Most was completed under Ottoman design in 1566. The oriental part of the city still preserves today its old tradition of highly skilled craftsmen in metal engraving, painting and rug-weaving (bhtourism.ba 2005). Stari Most or the Old Bridge was destroyed by the Bosnian-Croat military in 1993 (Grodach 2002). It was rebuilt in 2004 with many of the edifices in the Old Town restored and rebuilt around the same time with the contribution of the international scientific committee established by UNESCO (United Nations, Education, and Cultural Organization)

(unesco.org 2005). The Old Bridge is today a UNESCO cultural heritage site, and represents Mostar and its multi-ethnic population.

The bridge is playing a significant role as a symbolic binder between the still divided population not only in Mostar but in the whole of Bosnia and Herzegovina. It's also shaping how local and distant groups experience the city and its culture. Before the war, the Old Bridge was a standing relic of Ottoman architecture and engineering and symbol of local and national pride (Grodach 2002). When the bridge was destroyed, the strong blocks of rock that had once been breaking the wind ended up on the bottom of the green river.



*Picture 5: Old Bridge in 1993 before destruction*

*Picture 6: Old Bridge in 1993 after destruction*

The preservation and reconstruction of the bridge transformed its symbolic meaning into a bridge between cultures. Bosnian identity is being rebuilt on the concept of romanticizing the "bridging" of cultural differences and the country's multicultural past. Mostar is additionally attracting economic investments because of the bridge, and the new social and ethnic-national identity is twisting together with economic revitalization and tourism (Grodach 2002). Clancy said in his tourist guide from 2013 that visitors who are interested in city life will be delighted with Mostar and its festivals, nightlife, architecture and beauty. From Clancy's statement, there seems to be a great deal of potential for tourism in Mostar.

### 3.2.1 Presentation of Mostar's history

With the bridge at the centre, new quarters (mahale) began to spring up on both sides of the river Neretva. Medresas, or religious schools and mosques were constructed as Islam spread through the growing town. Many of Mostar's most beautiful and significant Islamic structures were built in the late 16th and early 17th centuries. Mostar became quickly a key trading partner with Dubrovnik (Croatia) and other coastal cities. Cargoes of wool, meat, honey and oats were

shipped from Mostar towards the seaside cities. The end of the 19<sup>th</sup> century marked the final decline of the Ottomans. After a three-year long uprising throughout the country from 1875 to 1878, the empire collapsed (bhtourism.ba 2005).

Astro-Hungary jumped right in and included Bosnia and Herzegovina to its administrative region. The construction of a railroad started immediately, adding a European flavour to the town. The short reign of the Astro-Hungarians gave Mostar a public bath, many newspapers and periodicals, more schools and bridges, and the city roads were expanded. All among the outskirts of the old town you can see the Viennese-style architecture from this period. The Astro-Hungarian rule ended with the assassination of Prince Ferdinand in Sarajevo in 1914. In the decades that followed Bosnia and Herzegovina experienced harsh economic and political struggles. When World War II ended with the victory of Tito`s partisans came a challenging but peaceful time. Mostar became a major socialist stronghold in the former Yugoslavia, it had the highest rate of mixed marriages, and continued to be the most important city in Herzegovina (the southern region of the country). In the years leading up to the designation of Yugoslavia the city enjoyed great prosperity (bhtourism.ba 2005).

## 3.3 Political economy after war in Bosnia and Herzegovina

State budgets were plundered by local actors during the war, and the regulations on finance and economic exchange were weak or non-existing. There had been new incentives created to enrich the individual and impoverish the collective. Collective assets, social property, public utilities, government factories, infrastructure and lootabe resources were targets that were being drained or ruined (Pugh, 2005).

After the armed conflict, Bosnia and Herzegovina was established as two entities: The Federation of Bosnia and Herzegovina (FBiH) and Republika Srpska (RS), with Brcko District eventually carved out by arbitration in 1999 as a separate territory of Bosnia and Herzegovina with its own international administrator, policy and judiciary. FBiH was divided into ten cantons, each with its own parliament and ministries with some 160 ministers altogether. The country as a whole was further divided into 142 *opstina*s or municipalities, some scarcely economically viable. There is estimated around 50 000 public officials in senior and middle administrative management in the country. Economic power is fragmented. The entities and cantons set their own budgets and have a degree of autonomy in revenue and development policies. Around 1999 alarms started to go off as reports from anti-fraud units started to point out that some 1 billion US Dollars had gone missing from funds provided through international

reconstruction aid. The country has since then been called a "lawless political economy" as the allegations were directed towards Nationalist political leaders in charge (Divjak and Pugh, 2008).

Ruling elites were confused, captured or catapulted into office to continue their wartime exploitations. The determination of external agencies, such as, for example, of the World Bank, to engineer Bosnia and Hercegovina into peace and the good life has produced a sludge rather than liquid modernity. The public has been accused of resisting the modern conditions, clinging to old identities, political clientism and forms of economic exchange that brought them into a dispute or friction with globalization and structural adjustment, as well as each other. The transformation of the political economy of public space has been a purposeful strategy of territorial administration and social management by "missionaries" from outside. Public space has been explained as the arena of political deliberation and participation, and therefore as fundamental to democratic governance (Pugh, 2005).

In each of the Croat and Bosnian areas and the Serb-controlled republic, the organizations that lead Bosnia and Herzegovina into armed conflict adapted to peace through appropriation of local resources. The embedded networks, such as the militias controlled by nationalists and soldiers in Zagreb (Croatia) and Mostar, survived the Dayton accords until 1999 (Pugh, 2005). The Dayton accords were signed on November 25 1995, and they were established as a framework for peace in Bosnia and Herzegovina. The framework has been criticized for its many internal contradictions that are not clear on what kind of peace it would bring. One example of its weaknesses is, although the Dayton agreement ostensibly supports a unitary Bosnian state underpinned by democratic values, it is argued that it effectively favours partition and ethnic apartheid (Caplan, 2000).

Further on the appropriation of local resources, the ruling nationalist parties also extended a post-war amnesty for deserters to include "economic crimes" committed between 1991-1995, including misuse of humanitarian aid. This actually led to the immunization of politicians and wartime commanders who were otherwise vulnerable to investigation. Energy (electrical and gas) and telecommunications (including broadcasting) were divided along ethno-party lines to provide major sources of revenue for the nationalist parties. Influence and command in the peacetime political economy could then be exerted on the public space through clientelism, rentier fraud, corporatism, and capture of privatization processes. Examples of "corny" capitalism concerns were for instance the one on Mostar aluminium plant. In 1996, the

Democratic Croat Union took over management of Aluminij Mostar. The plant had suffered little war damage, nevertheless, the management had it valued at 84 million US Dollars, compared to its pre-war value of 620 million US Dollars. Its exports in the first year of revival exceeded its valuation by 1 million US Dollars. The board leader "privatized" it through a co-capitalization process, with the majority of shares going to the Croat workers and management. International auditors found that illegalities had occurred, but "for political and practical reasons" recommended that the ownership structure should remain undisturbed.

The Bosniak-dominated Federation government did later try to re-privatize it. More examples of "corny" capitalism are that wartime Herceg-Bosna Prime Minister and Mostar tycoon, who turned out to have an empire estimated at 1,3 billion US Dollars after the war, and the Privredna Banka Sarajevo that was a respected pre-war financial institution, was privatized via an offshore company in the Cayman Islands in 2004. The true owners were a mystery, and neither the Federation of Bosnia and Herzegovina Privatization Agency nor the Federal Bosnia and Herzegovina Banking Agency could/would throw light on the issue (Pugh 2005).

Around 2004 the Federation government seemed caught between accelerating bankruptcies to write of losses and decelerating the resale of enterprises to protect the "new elite", that had gained plenty of property, created by workers that on the other hand gained nothing. The progress of legislation to facilitate bankruptcy proceedings and to curb the money laundering, bribing and sleaze of privatization was marked by inadequate provision for the workforce that were affected by the processes. Because of the war markets were already lost and labour pools dislocated, and this meant that many former public enterprises were already bankrupt. Complementary strategies of privatization of the international agencies and the nationalist leaders in Bosnia and Herzegovina underpinned bankruptcy. This lead to international donors withholding support for public enterprises, and new nationalistic management engaged in asset stripping and undervaluation of enterprises for sale. This privatization process that has been going on in Bosnia and Herzegovina has been defined as "theft", for which the government authorities should be blamed. A civil society group in Sarajevo concluded that privatization of public enterprises had destroyed Bosnian companies, and economists had argued that it had made robbery possible (Pugh 2005).

Selling and capturing public assets for private profit had been determined by the external agencies as a key for economic growth. This theory has been failing as the GDP per capita in Bosnia and Herzegovina was only 50% of the average for southeast Europe and still less than

50% of its pre-war level, 10 years after the Dayton accords. Dynamics of political economy that concerned foreign investors, administrators, and international financial institutes at that time were financial stringency to pay back loans, cheap labour, cheap exports and market penetration. Inflation was brought down to below 1% by 2002, by monetarism, but in a depleted country this just contributed to stagnation. The opportunities for growth were also smothered by high costs of borrowing (over 10% for businesses and individuals). Unemployment and poverty, trade and industrial policy were either neglected or treated as unavoidable collateral damage in the mission to make the country profitable for investors. Employment opportunities, income generation, poverty levels, cost of borrowing, social protection, and the functionality of shadow economies were not figuring highly, if at all (Pugh 2005).

## *3.4 The destination Mostar trough the six A's framework*

In Chapter 2, Theoretical framework, there was a representation of the six A's framework.

- **A**ctivities
- **A**ccessibility
- **A**menities
- **A**vailable packages
- **A**ctivities
- **A**ncillary services

As explained earlier the framework represents some basic factors that need to be present for a place to be characterized as a tourist destination. Below I will present Mostar trough the framework as a means to describe Mostar as a tourist destination. Due to the lack of objective information on tourism in Mostar much of the information is gattered from subjective sources, for example official tourism websites, such as agencies-sites, hotel websites, airline company-sites, etc., and tourism brochures. The six A's framework, as explained earlier in Chapter 2.1, states that for a place to be recognised as a tourist destination it has to have some sort of attraction(s), it needs to have easy accessibility, the place has to offer amenities for its visitors, tourists should be able to book available packages there, the place needs to offer activities for the visitors to participate in, and it is important that ancillary services are present.

### *3.4.1 Attractions*

On the official City of Mostar Tourism portal there are a number of attractions being advertised. When trying to tie Mostar to the theoretical framework, the six A's, we need to take into

consideration that it is very hard to find dependable sources that can confirm anything when arguing for Mostar as a tourist destination. Mostar is famous for its Old Town, mix of architectural styles, nature and adventure. The main attraction in Mostar is of course the Old Bridge and its surroundings. Though many people only recognise the city because of the bridge, there is so much more to see.

Hadzi-Kurt Mosque or Tabacica, was built between the 16th and 17th. It was designed by Hajji Kurt, member of the ancient Mostar Kurt family. The mosque stands on the right bank of the river Neretva, and about 100 meters from the Old Bridge. Mostar is rich in mosques, and they represent the typical Ottoman style. They are small and elegant, and worth visiting not only for the beauty of their interiors but also for tangible evidence of the life and culture of the Ottoman period in Bosnia and Herzegovina (turizam.mostar.ba 2017).



*Picture 7: Hadzi-Kurt Mosque*

Among Mostar's many attractions one of the most romantic and artistic remains of the Middle Ages, are the monumental tombstones, *stecci*, which stand out all over Bosnia and Herzegovina (turizam.mostar.ba). When visiting Mostar, you can go to Radimilja (34 kilometres from the

city) to explore these mysterious *stecci* (Authentic Bosnia and Herzegovina, p.7). It is yet unknown were their precise origins are. Out of the 60 000 tombstones which have come to light, about 10 000 have symbolic decorations reminding of the sun and moon, family, the land, hunting, war and dancing. Having emerged during the 12th century, these tombstones became common mainly between the 14th and 15th century (turizam.mostar.ba 2017).

In Mostar, there is also an old synagogue and Jewish Memorial Cemetery. The Jewish community had settled in Mostar during the ottoman period, completing the multicultural nature of this city. The synagogue was founded in 1889 in the suburb of Brankovac, it was rebuilt in 1952 and donated to the Puppet theatre. In 1999, in the city's Jewish Cemetery, a memorial was erected to the Jewish victims of the Holocaust (turizam.mostar.ba 2017).

Medjugorije is a place of prayer and peace. In the town of Medjugorje is a Marian shrine and a world-famous pilgrimage site. There have been approximately 20 million pilgrims in Medjugorje and each year the numbers increase. The blessed Virgin Mary appeared to six children for the very first time on June 24, 1981. According to the unanimous testimony of the seers, Virgin Mary conveys through them to all believer's messages of love, peace, faith, fasting, prayer and promises. Medjugorje is positioned only 20 kilometers from Mostar, is the richest centre in the region, and the largest tourist and pilgrimage site in Bosnia and Herzegovina (Hercegovina-Neretva Canton Tourist Board, 2014).

Mostar also has numerous buildings built during the Austro-Hungarian period, which demonstrate the blending of Western and Eastern architectural styles. The most interesting amongst these buildings is the Secondary School from 1898, the most prestigious school of the city (turizam.mostar.ba 2017).
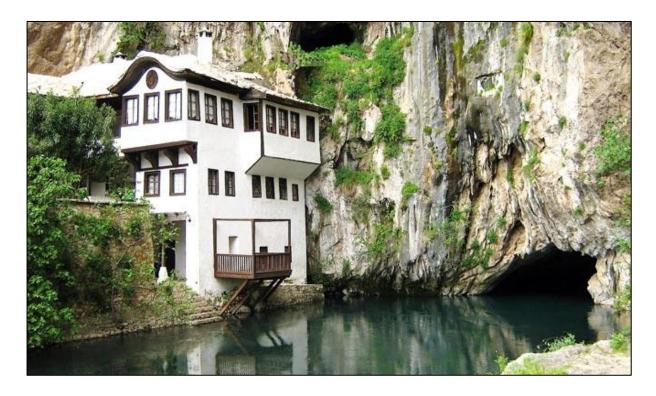
*Picture 8: Secondary school from 1898*

The attractions mentioned this far are just a "drop in the ocean". There is more than enough to see in the city. However, the most important attraction in Mostar is of course the Old Bridge. An almost instinctive image comes to mind when one thinks of Mostar. The Old Bridge is a stone masterpiece. Built by the Turkish architect Hajrudin during the Ottoman period, and commissioned by the sultan Soliman the Magnificent. It was completed in 1566 after nine years' work. The Bridge remained solid for 427 years, until 1993 when the bombing of the Bridge became not only a strategic, political and military objective but also the most vicious way to strike the heart of the city's unity and beauty.

Reconstruction of the Bridge lasted almost ten years for it was decided to use the same antique building techniques, dating back to the 16th century, as well as its original method of assembling the parts and with the stones cut in an approximate manner in order to recreate the imperfections and uniqueness of the prior structure. The Old Bridge join the two banks of the Neretva River together and is characterized by a single stone arch which, in summer, stands 21 meters above the water. When visiting it's important to not miss the exiting diving competition which, since 1968 every year in July, takes place from the Bridge. Some historical sources

confirm that this has been in practice since the very construction of the Bridge. "Youngsters" show of their own virility by leaping into the icy water. The Old Bridge and the entire old city became officially part of the Cultural Heritage of the UNESCO in July 2005 (turizam.mostar.ba 2017).



*Picture 9: Tekija Buna, Blagaj (largest karst spring in Europe)*

All of the attractions presented above are all man-made, and belong in the category of built heritage. Even though Mostar is a city there is so much natural beauty surrounding it. 12 kilometres from Mostar, near the small town of Blagaj, is the natural spring of the Buna River, it's the largest karst spring in Europe. The spring is found under a 200-meter-high rock and, very near it, stands the fascinating dervish Tekija monastery that, together with the surrounding landscape, create a unique scenery (turizam.mostar.ba). The town of Blagaj with its surroundings is characterized by the diversity of surface waters and ground water, karst formations and rocks. In that sense, Blagaj is known as one of the most beautiful examples of the geomorphologic processes that have shaped this area throughout history (Hercegovina-Neretva Canton Tourist Board, 2014). Wile, 40 kilometres from Mostar is one of the most fascinating naturalistic features of this region, the sparkling waterfalls of Kravice. Ruista is a

mountain village, only 25 kilometres from Mostar, at an altitude of 1050 meters. This is a tourist destination in both summer and winter (turizam.mostar.ba).

### 3.4.3 Accessibility

Accessibility is explained as the entire transportation system available, consisting of for instance routs, terminals, and vehicles. If we are to trust the official websites for truism in Mostar, you can arrive to the city by either train, plane, bur or car.

There does exist a Main railway station in Mostar, located only a five-minute walk from the city centre (turizam.mostar.ba). The first railway line in Bosnia and Herzegovina was opened for traffic on 24th December 1872. The rail way consists of 59 stations, and is run by the Bosnia and Herzegovina Federal Railways services. International traffic from Mostar exists only to Zagreb (Croatia) and Ljubljana (Slovenia). Although, you can travel from Sarajevo (BiH) to Belgrade (Serbia), Munich (Germany), Paris (France) and Copenhagen (Denmark) to name a few. There exists a line from Sarajevo to Mostar, so it is possible, with some coordinating of routs, to arrive in Mostar from any of the mentioned cities above. Sarajevo has lines to many of Bosnia and Herzegovina's cities (zfbh.ba). (A complete map of the railway can be seen in the appendix on page 100).

Mostar has a good range of bus services, they connect Mostar with all the principal cities of Bosnia and Herzegovina. It is advertised that the best way to travel around the country itself and the bordering countries is by bus. Visitors can take comfortable busses that run daily from Mostar. The busses depart from the main Mostar bus station at regular and frequent schedules to reach: Sarajevo (BiH), Medjugorje (BiH), Konjic (BiH), Zagreb (Croatia), Split (Croatia) and Dubrovnik (Croatia) (turizam.mostar.ba).

In 1965 Mostar Airport was opened for civilian air traffic, exclusively for domestic flights. Mostar Airport was in 1984 announced to be an alternative for Sarajevo International Airport during the Winter Olympic Games thus gaining the status of an International Airport. The following years, this new merit positively expressed in growing interest of domestic and international carriers for Mostar Airport. With consideration to the fact of Medjugorje, world known pilgrimage village, and air transportation being the fastest and most efficient way to arrive. The record number of passengers in pre-war times was 86 000, in 1990. Expectations and estimates showed an increased number of up to 100 000 passengers in 1991, but unfortunately armed conflict began and civilian air traffic ceased with the last flight in November 1991 (mostar-airport.ba).

The airport reopened in July 1998. All of the terminal buildings with its infrastructure were burned and destroyed, but had been entirely reconstructed and financed by the European Union. Mostar Airport has been through a new developing period labelled with the European Union investing in modernization of its facilities and acquisition of equipment for aircraft and passenger handling. The airport is supposedly meeting high standards of equipment and its personnel, and plays an important part in the region's economy. Mostar Airport is capable and equipped to handle all aircrafts up to "C" category, which have a maximum take-off weight of 200 tons (mostar-airport.ba). However well-equipped the airport may be there are very few international flights from or to Mostar.

Mostar International Airport is being advertised with regular flights to/from Zagreb (Croatia) and Istanbul (Turkey). There does exist charter flights for Catholic pilgrims on their way to Medjugorje. The airport is located 3-4 kilometres from the city centre of Mostar, and there are bus and taxi services available upon arrival. Most airlines still fly to Sarajevo, Split, Dubrovnik or Zagreb, and tourists take from there the railway or bus to get to Mostar. When arriving in for instance at Sarajevo Airport you have to take a taxi, as there are no public means of transportation, in order to reach the bus station that connects Sarajevo to Mostar, with daily services running every two hours. From Sarajevo railway station, there are trains leaving for Ploce (city in Bosnia and Herzegovina) with scheduled stops in Mostar (turizam.mostar.ba).

### 3.4.3 Amenities

Accommodations are easy to find. Most of the hotels in Mostar are advertised through different web-pages. The hotels usually have their own web-page as well as being advertised through different websites or nett-portals such as Trivago, Booking.com, TripAdviser etc. If you are looking to stay in Mostar it should not be problematic to find a suitable hotel/motel or bed and breakfast. By just typing in "stay in Mostar" in Googles search-window you will get more than enough results (Trivago.com, Booking.com, TripAdviser.com). The website Booking.com advertises 301 accommodation possibilities in Mostar alone. Many of the most popular hotels are all graded by visitors, and score very high (Booking.com).

As far as other amenities besides accommodation, Mostar does have many cafes and restaurants spread around town. As you walk through the Old Town there are several places to choose from if you wish to eat and drink or just have a cup of coffee. The southern part of the country is known by many as the "California" of Bosnia and Herzegovina because Mediterranean fruit and vegetables thrive there. Grapes, figs, peaches, tangerines, apples, pomegranate, olives, and

other varieties are grown in Herzegovina, including medical herbs such as sage, heather, immortelle, etc. The climate makes Herzegovina the largest and only producer of grapes and wine in Bosnia and Herzegovina (Hercegovina-Neretva Canton Tourist Board, 2014).

Herzegovina's hot and dry climate has encouraged the cultivation of vineyards, the wine-producing tradition dates back to the Illyrian period (ca.400 BC-167 BC). The recent creation of Herzegovina's Wine Route, a project that has joined restaurant owners, wine producers, and local tourist operators, is an opportunity for all those who wish to be acquainted with wine, food, and naturalistic and historical heritage (turizam.mostar.ba). Traditional Bosnian cuisine is characterized by Balkan specialities which mix flavours of both the East and West. The cuisine includes an extensive range of meats, above all veal, lamb, chicken and fish. Many dishes are served with legumes, fruits and vegetables, such as courgettes, carrots, sweet peppers, aubergines, spinach, beans, onions, garlic, and tomatoes. Its normal to use fresh primary goods, most of whom are produced organically, this is supposed to make the cuisine particularly tasty and of high quality (turizam.mostar.ba). TripAdviser.com has a list over the ten best graded restaurants in Mostar. On their website, you can find reviews from other visitors. The reviews contain comments about the establishments, food, drinks, ambiance and services (TripAdvisor.com).

### 3.4.4 Available packages

Available packages are pointed out in the theory as pre-arranged packages for tourists (Buhalis 1999). Because of the difficulty of finding objective information about available packages for tourists in Mostar, I choose here to give examples of existing package-tours that one tourism agency in Mostar is offering its tourists.

There are a number of tourism operators that offer pre-arranged packages in and around Mostar. The agency that is used here to describe different possibilities of tours in Bosnia and Herzegovina is one of the largest Destination Management Companies in the country. In their information and advertisement brochure you can read about 11 different package tours that all include Mostar in their journey. All of the tours are based on different themes or interest fields that the tourists might have. For instance, you can book a nine-day tour where the theme is to discover Authentic Bosnia and Herzegovina. The first day is based on arrival in Sarajevo. The second day you get a tour of Sarajevo's most famous religious sites, Jewish, Muslim, Catholic and Orthodox, as well as some other popular and famous places in the capital. Day tree, four and five are organized as daytrips to some towns and places around Sarajevo. Day six is again

spent in the capital but with other activities. Day seven, eight and nine are in Mostar, here you stay for two nights and the arrangement includes sightseeing in Mostar and its surroundings, such as Blagaj and Pocitelj.

After arrival in Mostar on the seventh day, the tourists get a tour of the Old Town, Old Bridge and Turkish House to mention a few. The next day is spent in Blagaj and in Pocitelj (Ottoman town on a hill and restored heritage site also protected by UNESCO). The last day is departure from Mostar. Other pre-arranged tours with Mostar as a part of them are The Best of Bosnia and Herzegovina and Croatia; Explore the Inspiring Culture, Nature, Art and Architecture of Bosnia and Herzegovina; and Gastronomic Adventure. These package tours last between five and nine days depending on what tour you are interested in. The plan includes Mostar usually for one or two days (fortuna.com).

### 3.4.5 Activities

A tourist destination needs activities. There has to exist some sort of content at a place so that the tourists have the opportunity to do something when visiting. The activities a destination offers can be of the cultural type, such as festivals, or the activities can be museums, art galleries, shopping, nature and adventure, etc.

There are many activities to choose from when in Mostar, as for example Mostar Blues Festival. The festival has been held every year since 2003. Mostar Blues Festival is well attended, and is becoming popular thanks to performances of local musicians and international guests (bh.turizm.ba). It is being said that the festival has managed to bring blues back to the local music scene and include the city of Mostar to the list of festival cities (mostarblues.com). Another music activity in the city is the Melody Festival. It is one of the most important popular music festivals in the region. The festival has taken place every year since 1995, and foresees competitors for best song in each of the different categories.

More cultural activities in Mostar besides music-festivals, are museums and art-galleries. The "Hamam Museum" in Mostar is an authentic cultural monument, that takes tourists back to the distant past to witness stories of the former way of living. The museum is now located were the hamam (Turkish bath) has been since the late 16th century. Today it's the only preserved hamam in Mostar. It was built in the classic Ottoman style. While in Mostar you can also visit the Museum of the Old Bridge. This museum has its premises inside one of the two bridge towers (Tara tower). There is a display of objects of archaeological interest discovered during the

reconstruction curried out in 2002. There also exists remains underneath the tower, of two wooden bridges belonging to the period before that of the stone bridge (turizam.mostar.ba).

The Hercegovina Museum is for those who wish to get more acquainted with the history of Mostar and Herzegovina. It possesses a rich collection of archaeological and ethnographic findings, as well as valuable documents supplying information on the various periods of the city of Mostar (turizam.mostar.ba).

If tourists are interested in art they can for example visit the Aluminij Gallery. The gallery organises exhibitions of famous sculptors and painters, and promotes young artists. There are also organised interactive literary and musical evenings, as well as thematic documentary exhibitions of old photographs.

Further on the list of possible activities in Mostar, is shopping. In Mostar, there are thirty different crafts associations. If visitors are interested in souvenirs then they can choose from many different crafts that have existed in the city since 1762, such as bakers, tailors, shoemakers, leather makers, weavers, goldsmiths, locksmiths, tanners, barbers, and builders. Most of the traditional crafts are carried out inside the Old Bazaar, and together they make up a source of attractions for foreign visitors and locals. Visitors come here to buy characteristic objects, such as, leather goods, copper, precious metals, fabrics, etc., all handmade (turizam.mostar.ba). For those who are more interested in the modern type of shopping, there is Mepas Mall in Mostar. The mall was opened to the public in 2012, and is 100 000 square metres of consumer possibilities. The mall prides itself with high quality services and products. Here you can buy world famous brands, and the mall advertises something for every taste. Mepas consists of seven floors, with an underground parking facility that can fit 605 cars. The two top floors of the mall are the home to Mapas Hotel. Mepas has its own restaurant and cafes, bowling centre, and the mall is also equipped with its own cinema, CineStar Mostar (mepas-mall.com).

The one activity that really is special for the city of Mostar is the diving of the Old Bridge in Mostar, which dates back to the 17th century. The almost 450-year-old traditional diving competition is now also followed by the prestigious world diving competition, the Red Bull Cliff Diving World Championship. Elite divers now come to Mostar from all over the world to demonstrate their skills before numerous spectators. Mostar is now one of nine global destinations were this competition takes place. Mostar is one of nine global destinations were this competition takes place. The local competition is held during the summer, usually around

the end of July. While, the world championship takes place in September. For the Redd Bull competition, the bridge gets a temporary extension in height to make the jump down to the water 28 metres (original bridge height is 21 meters). In September air temperature in Mostar lies around 27˚C, and the water temperature is 13˚C (cliffdiving.redbull.com).



*Picture 10: Red Bull Cliff Diving, Mostar*

History, art and architecture is not the only heritage that Mostar has. Herzegovina unveils to the eyes of its visitors like a huge natural park. The region is blessed with extremely green mountain areas, gentle valleys, and coastal areas. Nature here is characterized by forests, harsh gorges, karst grottoes, spectacular canyons and furrowed by forceful rivers, waterfalls and crystal-clear lakes. Mostar advertises for rafting on the rapid waters of the Neretva River. The experience is not to be missed by extreme sports enthusiasts, or by those who wish to have a direct contact with nature. This river adventure starts from Konjic, a little town, 70 kilometres from Mostar, known for production of wooden objects, and is surrounded by Bosnia and Herzegovina's highest peaks, Bjelasnica (2067 meters) and Bitovnja (1744 meters). There exist 15 rafting clubs that offer their services to visitors. The rafting experience is 25 kilometres long and takes about five hours. For visitors that appreciate more relaxing activities, there are canoes and kayaks to be rented in which the landscape can be equally enjoyed, while gently rocked by the

Neretva water. When staying in Mostar tourists can go to the mountain village, Ruiste, only 25 kilometres from the city. This is a tourist destination in both summer and winter. Ruiste is the starting point for mountaineers wishing to climb Mount Prenj (1050 meters). In winter, it welcomes hordes of skiers, while in summer it's a place to escape from high temperatures in Herzegovina (turizam.mostar.ba).

### *3.4.6 Ancillary services*

Ancillary services are banks, telecommunications, post, newsagents and hospitals, basically anything the tourists need or might need during their stay. The official currency in Bosnia and Hercegovina is Convertible Mark (KM). Shops, catering establishments, shopping malls and travel agencies in the Federation of Bosnia and Herzegovina cannot accept EURO payment since October 1st 2010. Foreign currencies should be exchanged to Convertible Mark at arrival. If tourists arrive in Sarajevo they can change money at the Airport there. In Mostar, tourists can go to a bank, or post office. If visitors are in need of medical attention there is a hospital in Mostar, and a medical emergency centre. On the official tourism portal for Mostar tourists can find useful and important telephone numbers in case of emergencies, police, fire brigade, health emergency, road assistance and post office (turizam.mostar.ba).

# Chapter 4: METHODOLOGY

The most central debate among philosophers is the one concerning ontology and epistemology. While ontology is about the nature of reality and existence, epistemology is about the theory of knowledge and helps researchers understand the best ways of enquiring into the nature of the world (Smith et al. 2015). The epistemological stance is divided into two: positivism and social constructionism. Smith et al. (2015) argue that even philosophers that are self-confessed extremists do not adhere consistently to one position or the other. There has been a gradual trend from positivism towards constructionism since the early 1980's, although many research studies – both in management and the wider social sciences – that deliberately use and combine methods from both (Smith et al. 2015). The method in social sciences is about how we choose to approach and collect information from our social reality, how this information is to be analysed, and what it tells us about social issues and processes. It is all about collecting, analysing and interpreting data, and this is a central part of empirical research.

Some of the most important characteristics of empirical research is systematics, thoroughness, and openness. There exists a crossroads in the social sciences, you either choose the way of qualitative or quantitative methods. Questionnaires are one example of quantitative approaches. Here the main focus is on counting phenomenon's. While, the qualitative method is especially used to research phenomenon's that we have little understanding off, phenomenon's that are not studied much from before, and phenomenon's that we wish to dive deeper into (Johannessen, Christoffersen & Tufte 2005). This chapter will consider the qualitative interview. The chapter will also include justifications and explanations behind all of my decisions during this research.

## 4.1 Introduction

The qualitative research interview seeks out to understand the world as seen from the interviewees point of view. It is a study of setting meaning to people's experiences and to uncover their perspectives on the world. The interviewee is in many cases perceived as the subject, or a person that is participating in the qualitative interview by creating meaning and understanding on a particular subject. When conducting research interviews, we talk to people because we wish to know how they describe their experiences and articulate their choices of action. There are many who think of research interviews as an easy and uncomplicated process. To get in hold of a tape-recorder and ask someone, or anyone, to tell their lives stories and

experiences is just no problem? These questions, though it makes interviewing seem easy, is harder to do than first expected. Research interviews should be seen as the cultivation of conversational skills. Skills, which many of us already possesses trough the ability of asking questions, but cultivating this trait can be challenging. There exist many forms of conversation in daily life, literature and academic contexts. The daily conversation can vary from chatting about daily chores, exchange of news, to the exchange of deep, personal thought and feelings (Kvale et al. 2015).

## 4.2 Preparation

The purpose of this research was to map what Mostar is as a tourist destination today, and if the war had left traces, issues or problems that still impact the tourism sector today, and how the city image was interpreted by tourism workers and locals before the war and today. I wanted to contribute with research on the subject of tourism through the eyes of someone that has experienced the development of tourism after war. From Johannessen et al. (2011), we can read that there are many ways to collect data, and there exists several different research-designs to choose from, for example, content analysis, ethnography, grounded theory, and case studies – that are typical qualitative designs. My research design was *content analysis*. Because of the nature of my research purpose and the research questions, content analysis seemed the most appropriate one.

Johannessen et al. (2011) explains content analysis as the study about "what appears", things or events and the way they "appear" to us, and how they are immediately perceived by the senses. A qualitive design through a content analysis approach is to explore and describe people, and their experiences with, and understanding of a particular phenomenon. From this definition, I felt it most natural to use a semi-structured interview for the purpose of understanding the phenomenon my research was based on.

My two research problems are of the descriptive and interpretative type, and from Johannessen et al. (2011) explanation, this means that I wanted to know how the informants assesse, perceive and interpret events and actions that are related to specific events. After evaluating what type of qualitative interview was most appropriate for me, I landed on a semi-structured one. This means that I made a partially structured interview guide as a starting point. The interview guide was divided into introductory questions, main questions and final questions. There were in all 40 questions, and after I had carried out to successful test-interviews, and felt confident that the real ones would go after plan. I wanted to have the freedom to jump from one question to

another without having to follow the interview guide completely. If I felt that I wanted to ask other relevant questions in response to the answers the informants were giving, I could with this type of structure. I planned on using the interview guide, but wanted to have the possibility of making relevant changes during my interviews. It was important for me to give the informants the freedom to express themselves without too many restrictions.

Johannessen et al. (2011) feel that people's experiences and perceptions appear best when the informants themselves can decide what is to be recorded during the interviews. My interview questions where based on central sub-topics form my research problems, such as; war, image, tourism destination, and post war development, to mention a few. I did my best to write questions that would hopefully stimulate deeper and more detailed answers from my informants. The plan was to record all of the interviews, so that I could fully concentrate on the informant instead of worrying about writing down the answers along the way. After testing my interview guide I knew that my interviews could take anywhere from 40 minutes, to 90 minutes. The logical approach was to record them and then use the recordings to do further work.

All of my questions were written in Bosnian, and I planned on carrying out the interviews in Bosnian and not in English. The idea behind, and the fact that I was creating much more work for myself, was that I thought I would be able to get more direct and honest answers if the informants where able to relax and speak in their native language. The extra work after the data collection would be a small price to pay if my idea turned out to be a success.

I bought a tape-recorder three weeks before my journey to Mostar, and felt very confident in my preparations. The importance behind the idea of doing in-debt-interviews was because I needed to get deeper and more descriptive information for my research problems. There were not many objective nor interpretive sources about Mostar and its tourism state and development. I had a hard time finding reliable information that could describe many if the problems, factors, and questions I wanted to illuminate in my research. I planned on the interviews to "fill in the gaps".

## 4.3 Data collection

Data collecting is all about collecting documentation, or data, that reflects the reality that is being researched. There are many different ways to conduct research. Whatever procedure is chosen to be used, the researcher has to evaluate who they want to participate in the survey. The purpose of a qualitative survey is to get as much knowledge as possible about a

phenomenon. This means deciding on who to interview has to be carefully planned instead of picking randomly.

With qualitative surveys, we are not interested in statistical generalization as in quantitative research. Recruiting informants when dealing with qualitative surveys has a clear goal. In the methodological literature, this is called purposeful sampling, or strategic sampling of informants. This means that researchers have to think through what target group has to participate for the them to gather necessary data. In qualitative surveys, it's not about finding informants that are representative, but appropriate. Some of the different possibilities for choosing a purposeful sampling are: intensive selection, selection with maximum variation, homogeneous selection, snowball method, and critical cases (Johannessen et al. 2011).

For my research, I choose 5 informants. I planned on having all 5 informants chosen through a homogenous selection. Johannessen et al. (2011) defines homogenous selection as the choosing of informants with very small variation based on key characteristics, so that the researcher is able to uncover possible common and different experiences within a relatively homogeneous group. I got in contact with people I knew that worked in tourism in Mostar to have them participate in my research. After having 4 informants agree on doing in-debt-interviews with me, I had the idea of interviewing one informant that was not in tourism, but that is in a high-profile position in their field, is an active participant in the local community, born and raised in Mostar, and that has much knowledge about the political situation in Mostar and generally in the country. This makes one of my informants chosen as a critical case. Johannessen et al. (2011) explain critical cases as a selection based on the purpose of illustrating a point. The informant was just a lead in illustrating something important in my research.

The four informants mentioned earlier where all scheduled long before I travelled to Mostar. Interview 1, 2, 4 and 5 where all completed as planned, but when I showed up at the official Tourist Information Office in Mostar for my interview with one informant, I had the pleasure of having two, very different individuals, answer my questions together. This was not my original plan, neither was it the original agreement, but since this was high profiled informants with interesting perspectives and with much knowledge about my research theme I did not demand to only speak with one of the two. I also thought it would be rude to ask if they could spear more time and let me interview them separately. My data was collected through direct contact with the informants. The interviews were carried out at the informant's workplace, and face-to-face between me and them. There were no distractions throughout the interviews, no

disturbing and interrupting situations. All off my informants seemed very at easy throughout the interviews, and collecting my data turned out to be a very pleasant process.

The most common way to collect qualitative data is through interviews, observation, and group conversations. All data has to be documented, and it has to be collected in either text, audio or video. Audio and video recordings are usually documented later in writing. This process is called transcribing (Johannessen et al. 2005). After having conducted all of my interviews, and having them recorded, I started the long process of transcribing. I first had to listen to all of the data, and write it all down as it went along. Because I had executed my interviews in Bosnian, I also transcribed the data in Bosnian. After this very long process I translated all the gathered data from Bosnian to English. All of the informant where informed that their answers would not be 100% directly quoted, because it is not possible to translate from Bosnian to English without there being some small changes. I had permission from all the participants to use their answers as I saw fitted.

## 4.4 Data analysis

After the relevant data has been collected it needs to be analyzed and interpreted. Analysis of qualitative data means to process, adapt, rework and interpret text. Qualitative data don't speak for themselves. To analyze means to divide something into pieces or elements. What the researcher is trying to understand is to be perceived as put together by many small parts, and the goal is to uncover a message or meaning. Analyzing is about discovering a pattern in the data material. When the researcher is done analyzing, then he/she can come up with a conclusion or answer to the research question. To interpret data means to see it in the bigger picture. When researchers interpret data, they look at what consequences the analysis and conclusion have on the research (Johannessen et al. 2005). Easterby-Smith et al. (2015) state that the selected material is analyzed with a view to what emerging factors or concepts appear relevant for answering the research question(s) in a content analysis. They further on explain that these factors can be determined by pre-existing theory or by the research question, or they can be identified and refined in the process of analyzing the selected material.

My analysis consisted of several steps. It started with me getting an overall impression of the data material. I identified four particular themes or phenomenon's in the interviews, and focused my analysis on them. Dividing data material into themes or phenomena made the interpretation more manageable. I had all of the interviews transcribed, and I read through them over and over again to mark the parts relevant for answering my research questions.  My

constant thought was to look for excerpts in the data material that could be linked either to theory, research or that I could find similarities between the different interviews. When I did stumble upon relevant points, factors, opinions and such. I used them in the analysis part of my research.

### 4.4.1 Presentation of informants

I named my informants *A*, *B*, *C*, *D*, *E* and *F*. Below is a table that presents the informants interviewed in this thesis.

| Informants and gender | Age | Education | Job-description | Sector | Experience in tourism (years) |
|---|---|---|---|---|---|
| A, female | 57 | Economist | Runs private hotel | Private | Over 20 |
| B, female | 42 | Studied law | Manager of Tourism Office, Mostar | Public | 18 |
| C, male | No info. | No info. | Manager of Tourism Office, Mostar | Public | 20 |
| D, male | 41 | Car-mechanic | Sales clerk of souvenirs, has own shop | Private | 17 |
| E, male | 61 | Economist | Owns and runs a Destination Management Company | Private | Over 30 |
| F, female | 36 | Psychiatrist | Owns private clinic, and works in prison as psychiatrist | Private and Public | (Local point of view) |

*Table 1: Presentation of informants*

# Chapter 5: ANALYSIS AND DISCUSSION OF INTERVIEWS

I identify two main phenomena's that I'm exploring in my research. The first one is war influencing the destination, and the second is interpreting war effect on image. After reading through all of my transcribed interviews, and having developed an overview of my data, I divided my analysis into four categories:

- - 1. Mostar, a tourist destination?
- - 2. War present in Mostar today?
- - 3. Tourism development after war?
- - 4. War influence on image interpretation?

## *5.1 Analysing Mostar as a tourism destination*

Buhalis (1999) defined a destination to be a place that offers a mix of tourism products and services that are consumed, and he considers destinations to be defined geographical regions that are understood by visitors as unique entities with a political and legislative framework for tourism marketing and planning. The informants had an overall understanding of what was implied when defining a tourist destination. They all had some similar interpretation on the matter, although, they all emphasised on different describing factors.

### *E, male, 61, owner and manager of a Destination Management Company*

*"A tourism destination, I would explain them as destination management companies, basically tourism agencies, with all that they do and offer. Tourists come because of them. Tourists no longer come just because of the sun and bathing, as they once did, now they come to experience the destination. That's a tourist destination. It's all the characteristics of one destination with all of its tourism services."*

The informants answer above may be interpreted as agreeing with Buhalis (1999) view on what tourist destinations are, as he pointed out what theory had already stated. Destinations can be considered as places that offer a mix of tourist services. Below we can read what *A* pointed out, that any place tourists visit can be defined as a tourist destination. Theory does confirm her point of view. For example, if we take a look at the six A's framework (Cooper et al. 1995) it defines destinations as the focus of facilities and services designed to meet the needs of the tourists. Both *A* and *B* pointed out some core factors that the framework mentions.

***A, female, 57, owner and hotel manager***

*"A tourist destination we can say is a country, region, city or some place that tourists visit. The importance of certain geographic regions as tourist destinations define the attractiveness of a certain area, friendliness, field type, climate, developed infrastructure, certain cultural events, and all those which can attract potential clients."*

***B, female, 42, manager of official Tourism Office Mostar***

*"... Every place that can be interesting to any type of visitor, with a good story, developed infrastructure, and with a good representation, but I think that the story is the most important!"*

For instance, both women mentioned developed infrastructure as did the theory on what a destination should present its visitors. Female *A* defined a destination as a place that offers certain cultural events. This was also present in the six A`s framework under Attractions. Wile, both interpretations on the definition can be considered somewhat wage when compared to theory, they may be interpreted as showing understanding and knowledge.

***D, male, 41, sales clerk and owner of souvenir shop***

*"To me the phrase "tourist destination" involves beautiful landscape, good people, that the political situation is okay, that peace is in order, and well that you have something new and exciting to witness. That you learn something new about history."*

If we take a further look at Buhalis (1999) definition earlier on, it is worth mentioning the comment from male *D* about the political situation being okay. The theory emphasises that destinations are seen as geographical regions that are understood by visitors as unique entities with a political and legislative framework for tourism and planning. Though this may be theoretically seen and interpreted as important, the informant seemed very edgy and uncomfortable when mentioning politics. As he started to talk about politics, when he defined a destination, I could feel something that could maybe be interpreted as some sort of discontent.

As far as defining what a tourist destination is, and consists of we can interpret ties between what theory has stated and what the informants have explained. In theory, it has been said that destinations are combinations of all services, products, and experiences provided locally. Frameworks say that for a place to be a tourist destination it has to provide attractions, accessibility, amenities, available packages, activities, and ancillary services. Which leads us further into the analysis. Do the informants consider Mostar to be a tourist destination? They all agreed on Mostar being one. But, on the basis of what?

Mostar has a lot to offer its visitors if we take a look back on to Chapter 3.2, The destination Mostar through the six A's framework. It is also clear that the subjective opinion of the informants leads the same way. The process of linking Mostar to the theoretical definition on what a destination is, or has to be, was very educating. After reading up on theory and then listing to the informants, while also having the opportunity to experience this city, drawing up lines between theory and practise, and making comparisons became a very satisfying experience. Listening to the informants speak about their beloved Mostar was for me as listening to a beautiful bedtime-story.

*F, female, 36, psychiatrist and local*

*"... the strongest features are the tourist attractions that Mostar can offer. For instance, the architectural attractions, the food, the history, I think one of the really strong features with Mostar is the climate, the good weather here extends all year and that's probably why the tourist season is so long."*

*"... there are a number of private establishments all over the city that offer different types of tourist services in Mostar."*

*"..., every day on my way to work I pass the strongest tourist attraction in Mostar, the Old Bridge, that is under the protection of UNESCO, I completely aware and purposely glance on to the bridge and truly feel like a tourist in my own city. I'm constantly left with the feeling of something beautiful, Mostar truly has a lot of these small places that leaves you feeling like a tourist."*

From these expressive descriptions about Mostar, from the youngest informant, there is not much room to interpret Mostar as anything else but a tourist destination. The positive features, and characteristics of the city are pointed out by all the informants. After the first part of the interviews there was no evidence of arguments against Mostar as a destination. More answers on the matter if and how Mostar was a true tourist destination were:

*D, male, 41, sales clerk and owner of souvenir shop*

*"... Mostar can be called a tourist destination because it is, we have a history for starters, we have beautiful buildings and structures, landscape and scenery, good people, to me those points are key elements for a good experience, and night life, and of course great food."*

*A, female, 57, owner and hotel manager*

*"Mostar can be perceived and defined as a high cultural destination."*

**C, male, manager of official Tourism Office Mostar**

*"... we have strongly ranked hotels, on all of these internet sites,"*

If we take a quick look back at the six A's framework, it can be possible to see the connection to the descriptions given by the informants and what is expected through the eyes of theory. It can be understood that Mostar does have several of the factors needed to be seen as a tourist destination. One point made by theory that the informant at several occasions stated was accessibility.

**E, male, 61, owner and manager of a Destination Management Company**

*"The culture and of course the Old Bridge, rebuilt, ..., the food, beautiful weather, and the geographical position, Mostar's closeness to other tourist destinations such as Dubrovnik, 30 kilometres, and Split, two hours,"*

Mostar has a very central position approximately in the middle of the southern part of Bosnia and Herzegovina, but it also has a very tactical position in the Balkan-area. Being so close to large cities in Croatia such as Split and Dubrovnik does make it very approachable and accessible because of road connections. Further on the question of accessibility and positive points, Mostar has its own airport. There does exist lines between Mostar and for instance some cities in Italy, Turkey and Germany. Sadly, the airport is not working at full capacity, and there are few lines linking the city to the rest of Europe. In the theoretical framework Fyall, Callod & Edwards (2003) explained how Stockholm is competing with other high-profile city's in Europe for city-break tourists. The one thing Mostar is lacking that Stockholm has is an airport working at full capacity. There are many bus companies that link Mostar with the rest of the country and the outside, and a railway, but air traffic can be seen as essential for success in tourism.

Female *A* pointed out in her interview that Mostar is 37 kilometres from the new autobahn that has been under construction over the past years, although she states this as a weakness. Since the autobahn does not go all the way to Mostar. The construction of the road, although not all the way to Mostar, has still generated a larger number of tourists coming to Mostar from Dalmatia. She also points out that the parking situation is not nearly developed as it should be in Mostar. The tourists that do get there by road have problems when it comes to parking in the

city. This can be considered as a weak feature for the destination, and reflecting poor leadership skills from the city officials. Further in the analysis we come back to the parking issues.

As far as definitions go on what a destination can be interpreted as, Ekinci and Hosany (2006) argued that a destinations personality can be defined as the set of human characteristics associated with the destination. A distinctive and emotionally attractive destination personality is seen by them as the thing that leverages the perceived image of a place.

***E, male, 61, owner and manager of a Destination Management Company***

*"The weakest feature is human activity, or the lack of it. When I say human activity, I mean the collective hygiene of the city, that it is everyone's responsibility to be polite, smile, keep up a standard, and so on, not to talk so much about the past. I mean, we did have that period, maybe its passed, where we were hoping and praying for the museums to open, when there was misery, but we still managed to appeal to tourists, we managed to get them here, but now it is time for Mostar to go further, to evolve more, so that we can give even better services…"*

The excerpt above is the answer given by one of the informants with the longest experience in the tourism industry. His answer is well put and can give further meaning to the definition above it. Human characteristics may play a role in how we feel about a destination. If the theory states local people as central, is it necessarily so that the informants through their answers agree? Male *E's* comment can be seen as in some agreement with what the theory has interpreted as important. His view on the subject of local people and their actions in tourism dose seem logical. What can be perceived as interesting on the topic of local residents is that the informants gave mixed signal on the matter. They all at some stage in the interview process said that the people in Mostar were one of the strongest destination features but at the same time criticising the lack of it.

*Human activity* or stakeholders as theory calls them, have a very complex relationship with the destination. The theory further on points out that the truth is more often that destinations represent a blend of both professional and personal interests of all the people that live and work in the area (Buhalis 1999). Mostar is probably not an exception from this theory. Through the interview process it seemed that those who had the most experience in tourism and where the highest educated had most to say about human activity. Female *A* pointed out that there was a lack in educated tourism workers, and that for her agency it was so important to have qualified workers. A workforce with a limited understanding of what a tourist destination consists of can be understood as perhaps dangerous for the further development of tourism. Destinations are

complex and the public as well as the professionals have to help each other in making Mostar a success. We could interpret this as what good would it do Mostar if the professionals do their part in the tourism experience perfectly, but the tourist only meets rude and unpleasant situations when interacting with the public.

Nuryantis (1996) earlier studies of cultural heritage has been concentrated on the power of tradition, which implies stability or continuity. Tourism on the other hand involves change. This has led to the dialogue concerning the two as a series of contradiction. Mostar can be seen as the living example of this contradiction. Tradition and heritage being interrupted by war, and now the city is fighting to rebuild the old but at the same time trying to evolve in the modern world as a successful and new tourist destination.

***F, female, 36, psychiatrist and local***

*"Mostar has to offer really good climate and weather, a lot of different types of attractions, for instance architectural attractions, this is where East meets West, this is where the Oriental culture and the Austro-Hungarian go hand in hand. Here we have rich history, we have the Stecci which are the oldest stone blocks in Europe and what is left of the Bogomil-culture, which is thousands of years old. The natural beauty surrounding Mostar is incredible, and tourist really have the opportunity to experience it. Mostar and Bosnia and Herzegovina in general has excellent cosine to offer its visitors. Mostar is also known for its first-class vine, and vineries that surround Mostar. And we are as a people very warm and hospitable, welcoming."*

## 5.2 Analysis on how the war is still present in Mostar today?

A disaster can be used to refer to situations where an enterprise, or collection of enterprises in the case of a tourist destination is confronted with sudden unpredictable catastrophic changes over which it has minimal control (Faulkner 2001). It's not wrong to use war as a synonym for disaster in this analysis. As tourism has been known to not be immune to disasters, or as in Mostar's case, war. Biran et al. (2014) point out that it should be recognised that disasters may change a destinations attributes and appeal.

Theory states some basic factors that explains what a disaster is or can be. How the informants experienced the war in Mostar are first hand descriptions on a very complicated and hard disaster. The following comments are the answers given to the question on what happened in Mostar during the war.

***F, female, 36, psychiatrist and local***

*"… What happened, it was an organized aggression. Two countries aggression on one of the ethnicities of Bosna and Herzegovina. What happened was genocide."*

***D, male, 41, sales clerk and owner of souvenir shop***

*"During the war in my opinion, there was some sort of itch for territory that led to aggression. Bosnia, as the "hotdog" in the bun between Croatia and Serbia. Different political ideas."*

***E, male, 61, owner and manager of a Destination Management Company***

*"In Mostar during the war? As cancer on all of us who were here. I don't think anyone expected that it was going to be so horrible. It is a very painful subject, I don't like to talk about the past…"*

*"The war in Mostar was awful, 2000-3000 people were killed, it was a very big mistake to let it come to an armed conflict, all because of incompetent politics, it became what it became because of lack in communication between people who were in charge. We all know and believe that there is only reasoning through communication, to speak to one another…"*

Conflicting politics, lack in communication, urge for territory, and hate can be drawn as the starting factors for this particular disaster. This makes the disaster in question a human-caused one (Cavlek 2002). This can also be confirmed by Falkner (2001) and his figure Crisis and Disaster. When walking in the streets of Mostar the war is still present through the ruins. Many large buildings in the city are still as they were right after the war ended. Ruins can be seen as the clearest reminders of the war. You can walk around in Mostar thinking how beautiful everything is, enjoying the weather, and then at the end of the street you meet the ruin of a large concrete building and get reminded of the horror that happened there not so very long ago.

***F, female, 36, psychiatrist and local***

*"In my opinion, the weakest features with Mostar as a tourist destination are the still many ruins of buildings that could be attractive to tourists if they were rebuilt."*

The comment above is one opinion. While Female *F* was providing the answer, I could sense that for her there was no need to see remainders of war when walking around town. Though, she was not alone in her frustration.

***D, male, 41, sales clerk and owner of souvenir shop***

*"To me it has to be the west side of the river, because Mostar is still a divided city, and is still late in its development. It still has buildings in ruins because they are not being renovated. I would say that is it most negative side."*

Male *D* is not just agreeing with female *F* about the ruins, but also emphasising Mostar being divided after the war. This could be a subjective opinion, but if it is worth mentioning for him maybe there is truth in it. As an observer in the city, it is clear were one side ends and the other begins. As mentioned earlier in the presentation of Mostar the city was the central site of confrontation between Bosnian-Croatian nationalist party (HVO) and the Bosniacs (Grodach 2002). Grodach confirms the divided population in his work.

### D, male, 41, sales clerk and owner of souvenir shop

*"It was catastrophic. First, it ruined my teen years; it destroyed my view on having any sort of normal life, everything bad that you could think of, that war inflicts on people. What else does war do? To me, nothing good came out of it. It gave me some sort of PTSD, a man sees things, feels everything, loss of friends. I had some luck because no one from my closest family lost their lives, but that does not mean that it did not hurt when your neighbour, friend and such did not make it. Anyways, nothing good".*

From a strictly observational position it was not hard to feel the devastations of what war can do to the natural development of businesses and everyday life. When the informants shared their personal experiences, it was both painful and hard to understand the extent of war. Smith (1998) argued that war is a pervasive social action that extends to the heart of a culture, and makes an impact on all who participate. As we can read in the interview excerpt above, Smiths theory can be connected with the informant's answer. Smith (1998) has also made a linkage between war and the changes in people's culture and behaviour. He states that war shapes the time of society and leaves its mark on people. This may be recognised in the comment from female *F* below.

### F, female, 36, psychiatrist and local

*"Well, I think the primary consequences, beside the many people who experienced terrible and traumatic losses of their closest relatives and loved ones, pain that nothing else can possibly measure with, was some sort of very distressing loss in fait and understanding between all the different groups of people in Bosnia and Herzegovina, and everyone closed themselves up with their own kind, some sort of grouping through nationality. With this came a "lock up" in one's*

*own ethnic affiliation, and with that a waste in personal potential and enjoyment, and creating limitations that dictate how we are supposed to act and think in a pattern of predetermined "lines" left behind by the war."*

Her explanation and view on what the war has left behind in Bosnia and Herzegovina is deep, illuminating and dark all at the same time. Smith (1998) pointed out in his work that the cultural and behavioural pattern gets marked by three phases: "before war", "during war", and "after war", this time frame did seem very real when listening to the informants. The informant's answer on what the war has left behind may be perceived as a confirmation on what theory indicates. Her answer can also be interpreted as an explanation to male *D*'s comment about Mostar being divided after the war, as she says that people have locked themselves up with their own kind. It seems as though the war is still present through the many people that survived it.

### E, male, 61, owner and manager of a Destination Management Company

*"... I thought it was horrible when Milosevic with his supporters started using terms such as "a Muslim Sarajevo", it was never a "Muslim Sarajevo", so many ugly things started to come up, and I think that the big politicians that went along with Karadzic's politics where awful. Karadzic's army started to destroy cities, they killed innocent people, women and children, in my opinion that war was a crime against civilization, it destroyed buildings, it destroyed schools, this was all "doctor" Karadzic and his supporters. He came to Sarajevo from a small place, with big complexes because of his insignificance when he arrived in such a large cultivated metropole. He was, in every way, a rough "hillbilly", and when he got the chance he "returned a favour" to Sarajevo for making him feel small and unimportant as he was…"*

From some of these interview excerpts above, it can be argued that the war is still present today not only because of clear physical damage that is still present, but because of the people who carry around their feelings, losses, sacrifices and experiences. We can discuss the pressing issue of peoples personal feeling forever without really understanding them or being able to describe them. The war has in different ways shaped the people that were affected by it, and it is understandable that the past can be hard to let go of.

### D, male, 41, sales clerk and owner of souvenir shop

*"During the first years after the war, there was some sort of anarchy and chaos in a way. You could see ghosts from the past that still haunts you to this day. With the ruins that never got*

*rebuilt. Even now when you walk through town it is like the war has still not ended after 20 years."*

To analyse the war presence in Mostar today feels like analysing the war presents in the people. Although, the still biggest and clearest reminders in Mostar of the 90`s conflict are the ruins found all over the city.

## 5.3 Analysing tourism development after war in Mostar

Evans et al. (2005) states that wars can have a dramatic and speedy effect upon levels of business in the tourism industry. War can shock and quickly develop into crises and can/should be viewed as a central concern of competent managers in the industry. It is difficult to forecast such events and to foresee the full implication and the management steps that need to be taken (Evans et al. 2005). This theory can mean several things, and maybe competence and quick reacting after war are the first steps in development of tourism after a such a crisis. In the case of Mostar some of the informants that work in tourism mentioned convincing the world that there was peace again as a critical factor in the start-up of tourism recovery.

**B, female, 42, manager of official Tourism Office Mostar**

*"Our work was based on showing the world that the war here had stopped. That it was safe to come here. Because around the reopening of the Old Bridge there were some news circulating in Europe that people shouldn't go to Bosnia because it was not considered safe."*

The excerpt above can be understood as the first step in developing a tourist destination after war. It may be very difficult to rebuild a safe and peaceful perception of a place to possible visitors after conflicts that are as brutal as the one in Mostar was. It's also interesting that while some people have to be convinced to believe that there is peace, others are interested in going there as fast as possible after war to see the devastation with their own eyes. The comment about the Old Bridge re-opening that happened in 2004, almost ten years after the war ended, Mostar was still being considered as unsafe by some foreign news stations. For some people ten years don't seem as enough after such a type of crisis, while others may see it as more than enough time. One more example on the importance of distributing correct information to potential visitors is in the next excerpt below. It just shows how little people really know about the situation and geography. Female *A* answered the question with disbelief that people had/have so little knowledge about Mostar and Bosnia and Herzegovina in general.

***A, female, 57, owner and hotel manager***

*"… there existed a fear which is to expect of people. I had around the year 2000 visitors from America who came on a one day trip to Mostar. This one lady told me that her family told her not to go to Croatia, not Bosnia, but not to go to Croatia. Because they don't have the knowledge nor the right information to know that there was very little fighting in Croatia during the war, and that Bosnia was considered safe at the time."*

As previous studies have focused on the recovery of the destinations "traditional" products and markets, the focus also has to be on the development of new attributes emerging from the disaster. These new attributes incorporated features generally associated with dark tourism consumption (Biran et al. 2014). Mostar advertises many of its old and "traditional" products that did exist before the war, but people interested in war exist and they are more interested in hearing and seeing results of the conflict than anything else. Maybe dark tourism in Mostar is not as developed as other dark sites around the world, but it does exist in some form. The informants had similar answers on what tourist wish to know/hear about when in Mostar. The overall impressions after reading through their answers is that the war-issue or theme has been interesting for tourists and still is today.

***F, female, 36, psychiatrist and local***

*"… And of course, they wish to hear about the war."*

***A, female, 57, owner and hotel manager***

*"The tourism sector right after the war did not function well. You didn't have anything to offer your guests other than the results of the war. It's interesting, but it exists a mass of people who are interested in war tourism…"*

*"And of course, they want to know about everything that happened here before the war, during the war, and after the war."*

The last excerpt above from female *A* confirms Smiths (1998) theory about how war alters people's timelines. Cultural and behavioural patterns get marked by different fazes, and these fazes are mentioned in female *A*'s description on what tourists ask about when visiting.

***B, female, 42, manager of official Tourism Office Mostar***

*"In the heart of such a cultivated and modern Europe, a city that was so destroyed, and so different, and devastated for this continent. We had been forced back into a different time*

*period, and this was now very interesting for other people to see the results of this war and to be a witness to the dividing lines between the people. Tourists were just curious at that time. They came here, and it was more interesting to take a photo of a hole that a grenade had made than to see some sort of modern building that was rebuilt. So, it was different what kind of tourists came and which motives they had, but they were all tourists."*

From the comment above she confirms the concept of dark tourism in a matter of speaking. Tourists have been coming to experience the results of a very serious conflict in Europe. Although the collective opinion of all the informants was that the war is in the past and they were all trying to move on, the tourists still want to know about it, and are asking questions.

**C, male, manager of official Tourism Office Mostar**

*"We here in the tourism office tell our guides to only broadcast some historical things. And we don't want them to explain their personal experiences and thoughts about the war."*

**B, female, 42, manager of official Tourism Office Mostar**

*"Everyone has their own subjective thoughts about the war. But we can't now stand around today and pull our hair when we see each other"*

Because the official governmentally run tourism office in Mostar today consists of both Bosnian and Croatian employees the answers given by them were very politically correct and neutral about the war topic. They were not interested in answering questions about what happened during the war because there was no point in re-opening old disputes. The excerpt above from female *B* refers most certainly to the conflict between the Bosniaks and Croats during the war in Mostar, and since they now work together they have to keep it professional and put disagreements aside.

From the overall impression of all the interviews the development of tourism in Mostar started with people going there because of humanitarian work, to experience the disaster or dark tourism, and many Bosnians returning to see their home after being refugees abroad during the war. Male *C* explains the early stages of tourism development in Mostar and how the tourism sector was organized below.

**C, male, manager of official Tourism Office Mostar**

*"Mostar was divided at the Bulevar* (frontline). *On the one side, there were three Croatian municipalities and on the other there were three Bosnian municipalities. They were all*

*organized with their own tourism offices. We all had our own sets of guidelines and rules and we all had our workers and every one of these little micro tourism offices had enough work and we were all trying to recover from the ashes. And we all were working on such big projects that these projects became the foundation on which all of these new projects arise from."*

It may not come as a surprise that right after the war there was no unified tourism office in Mostar. They all worked on their own, and their main job in the starting faces of development was convincing the outside to believe that there was peace.

A brand, that has been developed over many years can be severely damaged or even destroyed by sudden events. Although, managers are not able to plan directly for such events they need to be able to assess the risk that the business is prone to and have robust and clearly articulated contingency plans in place so that they are able to react quickly and effectively (Evans et al. 2005). The excerpt below is by a tourist agency manager that has the longest experience in the tourism industry both from before the war and after.

### *E, male, 61, owner and manager of a Destination Management Company*

*"… Europe made a big mistake, and they are still doing it. They don't understand that on these lands there have been living people for ages, people with their own culture and traditions, and so on, Europe should have respected us as equal citizens of this continent, and at least given us the chance and resources to fight back when we were being attacked. It all went wrong when these terminologies started being used, these nationalistic, fascistic, "Muslim Sarajevo", "Serbian Sarajevo", "Croatian Sarajevo", and so on, I never agreed with this in any way! But, we managed to rebuild, we are hardworking people, and with the help from that same Europe. But today we don't need these funds, and economic deals, and "help" from other countries, this is an enemy of the people. We need favourable loans for the regular man in the street, as they have in Scandinavia for instance. An opportunity so that we can work with remaking our country.*

*We are good people and if we get the same opportunities we will manage to do everything ourselves. But, then again, we have democratic and free elections, everyone can vote for whom they wish, and still after 25 years, by the way I don't support anyone of the parties, the politics are all wrong in this country. It was all better before, we all lived good lives, great schools, education was free, now we have to pay for everything. I have to pay for my son's education, for him to listen to what in school? The people who are filling his head are all employed on the*

*basis of their political ideas. Before that war, without sounding nostalgic, we had everything payed for by the state. That is the truth."*

The frustration in his answer is clear. The problems that faced the tourism workers after the war and still today are many and the situation is as complicated as the answer above. As theory states that brands suffer severe damage after sudden events, I think nothing is truer for Mostar. It's hard to believe that this war will be easily forgotten by people. Especially because of how complicated the political situation is after the war. Many problems have emerged after the wars end. Male *E* mentioned that the people need favourable loans, opportunities to evolve. This comment agrees with Pugh's (2005) explanation of the economical state in the country as opportunities for growth were smothered by high cost of borrowing (over 10% for businesses and individuals). The informants explained tourism development as difficult and complicated as the political state in the country is after the war.

### F, female, 36, psychiatrist and local

*"... Bosnia and Herzegovina is one country, but its divided into two autonomous entities, the Federation of Bosnia and Herzegovina, and Republika Srpska, with a third region, the Brcko District, which is also governed under a local government. Mostar is a part of the Federation of BiH, that means that we have a federal government and federal rules, laws and legislations, and the Federation of BiH in itself is a complex, and consists of 10 cantons. Every one of these cantons have their own rules, laws and legislations. If we go all the way down, to the lowest branches of government, then we have in each of the cantons the city governments. Mostar is a city, or, it has its own government (own laws), so in this octopus we call country/government, there is absolutely no order what so ever. You never know what Ministry is in charge, or who is in charge, or where to look for answers.*

*I think this form of political structure is the foremost reason why development in tourism is being slowed down. Because, what should be in some way logical, that the main Ministry of Environment and Tourism on the Federal level should be the one in charge of setting the same laws and legislations that regulate tourism in all of BiH, that they have the most power, but it's not so. Here in Bosnia and Herzegovina the logic is opposite of everything normal. The lower the branch of government the bigger the power. The politicians in the city government have more power here than the ones on the national level."*

Female *F* explanation of the country above is almost unbelievable. All the informants pointed out different result in the tourism industry that are basically reflections of the dysfunctional

politics. The interpretations of the situation are probably many, but maybe we can argue for the war as being a divider and creating many political problems that result in issues for tourism, as well as for other industries in the country. The excerpt under may confirm this suggestion.

### F, female, 36, psychiatrist and local

*"In BiH there exists many layers of government, I think that in tourism, or in general with all political questions, health, education, social questions, everything, is the importance of synchronization between all the different layers of government. That is so important for the development and prosperity of not only that national structure but also in the case of, for example, promoting for tourism. Synchronization between all levels of government is essential if there is going to be any long-term prosperity in tourism. How the thing is right now, the people who work with tourism on the cantonal level, here in Mostar, practice in one way, and in Sarajevo they practice in a different way, there is no interaction, no order. It is very complicated for the tourism industry in Mostar to do a good job, when the leaders at the Federal level and national level come up with new laws and regulations for tourism, because the politicians on the higher levels don't understand how it all works in practise in all the different cantons. The politics and constant changes in regulation, taxes and laws are in no way reflecting the real world of tourism. And the way it is in tourism, that's the way it is in all sides of politics here."*

Female *F* is not the only one that mentions the overall political state in Bosnia and Herzegovina. All of the informants seemed in one way or another displeased with the way the country is organized and run. The biggest problems and issues facing after-war Mostar have been many and it may look like they are still making problems today.

### A, female, 57, owner and hotel manager

*"In short, the dysfunctional politics. In Mostar, in the canton, in the federation, and in the whole of BiH, we have people that don't feel the need to do anything more for this country, a country that is full of possibilities, a country that could, for its people, and for its tourists, offer so much more. I'm really sad there isn't much to do about this. I could now talk to you for hours about our politics... it all comes down to someone having a personal interest. Then maybe something can be done. If there isn't any personal gain, then nothing happens."*

The comment above can be interpreted as though the informant has minimal belief in the political system. Politicians don't do anything if there is no personal gain for them. There appears to be very little trust between the informants and the government.

*C, male, manager of official Tourism Office Mostar*

*"I think that there is some sort of disagreement between the people, government and the laws that are enforced by the government, and also the people that actually work in tourism."*

Further male *C* commented on his personal opinion on the Federal Ministry of tourism in Bosnia and Herzegovina. His thoughts on the subject were not far from what is to be expected. There seems to lack some fundamental communication between the politics and what works in practice for tourism. The more the informants share and describe the state the country is in the more it's clear how difficult it really is to work with tourism in Mostar.

*C, male, manager of official Tourism Office Mostar*

*"Do you mean the federal ministry? What I think about the federal… We can't tell you on the national level, because BiH is divided into Republica Srbska and the Federation of BiH. And the laws are totally not the same in tourism, and the organizations that regulate tourism are called different things, so we can only tell you about the ministry on the federal level of tourism. In my personal opinion, I'm very displeased with the ministry. The minister of tourism Edita Djapo that is responsible for everything, and with me having the opportunity to see what she does, I who worked in tourism for 20 years am very displeased with her. I'm not displeased with the way that she runs her organization, but in the way that she loses valuable recourses through her politics in the canton or Mostar. I'm afraid that one of her last laws that basically gave private companies such as gas stations and big chain stores the freedom to not pay any sort of taxes related to tourism.*

*Mrs. Djapo spent a long time in Japan, ten years, not important, after ten years of working in japan she came here to form laws in BiH, I think that she doesn't know the situation well enough, or maybe she has some other reasons for letting these big firms off the hook. But when we think about this, every tourist that comes here comes either with airplane, with car or other transportation devices, and it's unbelievable that these actors in the industry don't have any obligations towards tourism. I have to ask myself if this is the right direction of development in tourism?"*

When the politics and politicians are so dysfunctional, maybe even corrupt, and disliked we can only imagine how frustrating it must be for everyone trying to make Mostar a successful tourist destination. It also takes us further into the issues. If we are to trust the informants there seems to be very little synchronization between politics and what works in practice. There is also very little help from the government and Mostar's tourism development seems to depend heavily on private initiative. The private sector is leaning on itself to provide the necessary resources for tourism development. With the lack of governmental interference comes many challenges in the tourism industry.

*A, female, 57, owner and hotel manager*

*"A bit tricky, like everything else in BiH. But the people that work I think give everything of themselves, how much they can anyhow. In some sort of frame, some sort of legal norms, they are constantly threatening us with shutdowns, openings, projects, ect, but people that work in tourism, I'm not thinking of the official tourism office, but the agencies, private hotels, bed and breakfast, on all of it, everything from the souvenir shops, restaurants and so on, they give everything of themselves. There are a lot of political questions about a lot of things that's in the planning stages, but we have to work on making them a reality, as you know how much money you got, is how much music you get. This means that we are working the best we can, with what we have."*

Female *A* confirms that the private sector is working very hard, and doing their best with what they have, and maybe also agreeing that the politics are not making it easier for private initiative. Ingram (2006) argued that in the case of for example large scale natural disasters the public and their leaders often calmer to re-build quickly. However, these quick re-builds or reactive policies that are generated under urgent pressures often fail to address root causes of vulnerability and in the long term, may even amplify the social, economic and environmental weaknesses. While Ingram argued for large scale natural disasters, the theory on quick rebuilds could maybe be applied for Mostar and quick-fixes after the war. Many choices that were made, with the help from foreign countries to end the war, are confusing not only for foreigners but locals as well, and they seemed as quick fixes to end the bloodshed as fast as possible. The tourism Ministers new laws that give large enterprises a break from paying any sort of taxes to the tourism sector is unbelievable for many people. Sadly, this is not the only bad decision made over the past years. We can connect the bad deals made right after the war as giving freedom

to today's politicians so they may continue making bad deals. The entire structure of the political system in the country can be questioned as working on paper but not in real life.

### C, male, manager of official Tourism Office Mostar

*"Croatia has one of the best systems for regulation of tourism. The only thing we need to do is to copy their system and laws. Instead we went in the totally different direction. What is going to happen here further I don't know. I think that the development of tourism will stop here, we'll see what will happen, but I don't think it will be good. Today's tourism minister has made a new law that makes you, as an owner of a private hotel or establishment, obligated to pay 60 KM per bed each month before you know if you are going to have any tourists. So, you are in a big minus even before anyone comes to visit, with what is the government going to help and protect the private sector if no one comes?"*

60 KM is approximately 300 NOK, it may not sound like much, but in Bosnia and Hercegovina the average net wage is around 838 KM which is around 4 190 NOK (bhas.ba). Private hotel establishments that want to obey the law are put in a very difficult situation. Because the law does not protect them in anyway if no guests should pay for a bed if we are to believe the informant. The government will not help you with your business if needed. Male *E* explains his view and situation below.

### E, male, 61, owner and manager of a Destination Management Company

*"... Listen, we have some elementary difficulties with taxes, etc. that the government sets, it's not normal for business owners to have to pay 80% of what they earn to the government. If my business was in for example Macedonia, I would be a rich man! The government in Macedonia supports and stimulates tourism agencies. All agencies that work with bringing tourists to Macedonia get financial support from the government. The tourism industry here is lacking some sort of stimulants. When one tourist comes, it stimulates 100 different industries in a country. I don't need politics, the only thing I want is for them to stop making it harder for us to work. They don't need to do anything else, but stay out of the way. We want to work, but there is so much making it complicated. There is no logic. In this country, the only thing that is growing and developing is the administrative sector. They are only making the government administrations larger, and that is not ok, it's going to become so difficult to do anything, it just won't work. I'm going to Singapore soon, on a tourism conference there, they have resolved all of their problems, political, corruption, street-hygiene, everything. The only thing needed is*

*the will, and then everything is possible. But, we all have to get up early in the morning, and work all day long."*

It is extraordinary to see such optimism when the reality of the political situation is making their job much more complicated than it has to be. There is evidence in the interviews that the politics and divided country is creating problems for tourism. All of the informants mentioned political aspects and the country's political state, their opinions and vies are were similar, and the information they are sharing through the interviews can further be interpreted as a collective opinion on the issues tourism workers face in Mostar. The evidence from the interviews can be interpreted as signs of war issues creating problems for the overall political situation in the country and then further on resulting with bad or difficult tourism development.

Mostar has its own airport. Its position is remarkable, only 5 kilometres from the city centre. We would imagine it working full capacity all year long, and connecting Mostar to other destinations all over Europe. That would probably be ideal in a perfect world, but sadly for all who work in tourism in Mostar the truth is far from it. All of the informants agreed on politics being the main sabotage of the airport living up to its full potential.

### F, female, 36, psychiatrist and local

*"For me, that is a big question. Why does it not work in full capacity when it has all the means to do so? All the top modern, state of the art equipment, resources and capacities, it also has highly skilled people working there, and the ideal climate for air-traffic. The airport in Sarajevo for instance is closed regularly because of bad weather. And it's unbelievable that when there is bad weather in Sarajevo and plains have to land elsewhere they don't land in Mostar but airports that or not in the country! There are many Scandinavian tourists that have to land in Dubrovnik or Split, even though their primary destination is Mostar. It's so strange that we don't have a line between Mostar and big cities in Scandinavia. Tuzla in BiH has a direct line with Sweden, I think, and with cheap tickets. So, there are many mystical questions, but I think that behind all of this there is a hidden political agenda. But that should not be used as an excuse, we all as citizens, should take matters into our own hands and demand for the airport to start working in full capacity. We have all the resources and we would all benefit."*

Female *F* mentioned a lot of good point in her answer above. It is hard to understand what could possibly be the reason behind plains, when not able to land in Sarajevo, turning back and landing in Dubrovnik or Split when Mostar is closest by. She also says that there is a hidden political agenda behind the decisions that affect the airport in Mostar.

75

*F, female, 36, psychiatrist and local*

*"Well, the politics, and regional politics, somewhere, someone has an interest in keeping the situation with the airport just the way it is now. Who? I can't say…"*

The answer above was in response to a question about if the politics that emerged after the war where in any way connected to the bad decisions being made with the airport. The interesting thing to notice in her answer, as well as in the answers of the other informants, is that they are all sure of politics as the main problem, they all feel that someone is benefitting from the airport in Mostar being held back, but they can't say who for sure.

*A, female, 57, owner and hotel manager*

*"I think that's a political issue."*

*C, male, manager of official Tourism Office Mostar*

*"I think its biggest setback is the overshadowing by the, say more central tourist destinations, Sarajevo, Split, Dubrovnik. The Mostar airport is seen as a threat against the numbers of tourists that land in the mentioned destinations. Although, over the past years it has been developed more lines, and it's going towards an airport that operates in full capacity. If we take as an example the airport in Tuzla, that now started up with low budget flights, this has employed I don't know how many thousands of people. The whole city is working and living of the airport, and they are connected to the whole world, and Tuzla is not a tourist destination as Mostar. And the expert I mentioned earlier that I respect a lot says that one hundred meters, or two hundred, or three hundred meters of runway and you are connected to the whole world. While five kilometres of autobahn and your still not getting anywhere. And the autobahn is five times more expensive to construct."*

If we take a look at the excerpt above from male *C*, there are some things that stand out very clearly. As far as a political agenda being behind the bad management of the airport, male *C* does also confirm this theory. If we try to remember the political structure of Bosnia and Herzegovina as explained earlier in this research we can recall that the country is divided. Not only in geography but also by being the home to three different ethnicities. As it may appear, the airport in Mostar can be sabotaged by politicians in for instance Sarajevo, because Sarajevo is part of a different canton in the Federation of Bosnia and Herzegovina then Mostar is, or maybe Croatian politicians in Bosnia and Herzegovina are misusing their political power because they "care" more about Croatian tourism than that of the Bosnian. These are theory's,

and speculations, but in a country so divided in many ways and with a very complicated government there is room to analyse the informants hidden meanings behind "*political agenda*" in this way. This theory was also confirmed by male *D'*s answer below.

### D, male, 41, sales clerk and owner of souvenir shop

*"I think one of the reasons for this is due to Croatians politics and competition in terms of tourism. They have two airports that are only a three-hour drive from Mostar. Bosnia is also a very politically controlled country. Here politics dictate everything from the air to the sun. The country is divided between two groups, and the person with most power is the one in charge. You can safely write that because it is the truth."*

The informants are all commenting on the positive aspects concerning the airport, and that the situation has improved over the past years. In the end of the airport-discussion its worth confirming that all of the informants believe that if the airport was working full capacity it would have great and positive effects on the tourism industry in Mostar.

After the war, tourism development in Mostar has evolved slowly. It is clear that the public sector is inactive in helping the development of tourism as stated by several informants. The information available to us from the interviews is that the private sector has been standing alone, for the most part, in this evolving process.

### E, male, 61, owner and manager of a Destination Management Company

*"… it's very depending on the functionality of the government, and the professionalism of the people. And, now if we start talking about tourism, sadly, because of the unresolved political situation, as it is today, were people are not being elected because of their skills/education/values, but on the base of what political party they belong to… After the war, this country sent out politicians to the world that did not even speak English, people who are in charge are basically incompetent. The war is being used as an excuse for these politicians. Truth is that there exists smart, suitable, educated, good people here, but politics have become this hopeless thing, and the ones in charge now are not letting anyone new in. So, we don't have basic laws for tourism to work normally. Laws that would work in practise and help the tourism industry. UNESCO gave clear instructions to Mostar's city council, that there need to be started up an official organ that would regulate and protect, and keep in order the Old Town and Bridge, do you think that's done? No! For instance, in Dubrovnik it is regulated that you only can use pre-approved colours if you want to paint something around or in the old town, there*

*can't be any Coca-Cola advertisement, there has to be clean restrooms available, this should all be government regulated here as well, and then we could start to talk about promoting Mostar in a better way. The private sector is doing their nest, but we can only go so far, and then the government has to take responsibility."*

The excerpt above presents issues and problems in Mostar that the private initiative is not able to fix by itself. Public funding for basic infrastructure, rule setting and creating a law-obeying public is not the private sectors job. At several occasions, the informants mentioned that a lack in inspections of the private sector is creating big problems. The official public tourism office in Mostar has no legal power to enforce any real change.

### C, male, manager of official Tourism Office Mostar

*"There is too little follow up with the law, the lack of inspections in tourism. I mean, there is not enough inspections in the tourism sector to follow up the regulations that are set. These are some of the primary problems."*

The lack in governmental initiatives and inspections, and new laws that don't work in practice are creating a grey-economy in the tourism industry. The problem is growing, and there seems to be lacking a plan from the public officials on how to resolve it in the upcoming future. Informant male *C* and female *B* both emphasised on the parking issues in Mostar. The lack of parking spaces is allowing private actors to charge as much as they want for private parking without there being anyone to control them. This is creating a very bad reputation for Mostar if tourists have to pay more for parking in Mostar then they would in the centre of for example Oslo (Norway).

Private sector tourism workers that were interviewed had several suggestions on what the public-sector could do for the development of tourism in Mostar. At the same time there seems to be very little hope for the public sector to help them, and there seems to be a clear understanding between the private actors that they have to depend on themselves.

### F, female, 36, psychiatrist and local

*"Well, I think that the private sector for the most part should lean on itself. And, they should concentrate on how they can deliver the best possible quality of service. By only doing that they will ensure promotion and their visitors will return. If they work with quality, and deliver the very best, tourists will leave great reviews, the tourist will also return, because today in the world of internet where digital marketing has had a very positive influence on tourism in*

*Mostar, as well in the world. When it comes to these well-known internet sites Booking, B&B, Trip Adviser, etc., Mostar is coming through as a winner because the private sector is using these digital tools more than ever. The politics and government do not help the tourism industry. The private sector should just focus on digital economy and marketing and work on their own promotional campaigns, work on giving the best products and services, they can all on their own through this ensure their own future and development. If you today have a tourist staying in your hotel, and he made his reservation over some sort of booking site online, if he ends up dissatisfied with your service he will leave a negative comment online. For sure! And then there is no end to how many people all over the world will see it."*

The question we all probably are asking ourselves is how can tourism in a country function on private initiative alone? If no one is performing inspections and making sure that everyone is following the rules how will quality and service be ensured for tourists? Male *C* that works for the public tourism office in Mostar gave the following answer below.

### *C, male, manager of official Tourism Office Mostar*

*"Well the private sector could of course be even better at following the law. Keeping to the law I don't just think of the tourism laws. I'm thinking of everything, laws on taxes, laws on employment, city laws and everything that goes with it. That would be the greatest help to the development of tourism. And also, that there is established an initiative to help development of tourism. The best thing would also be that the private sector would get some kind of financial help from the government, that would also give some sort of symbiosis between the private sector and the public sector, or the public laws. And that the private sector follows the laws that the government gives. And the public sector should concentrate on supporting the work of the private sector. But to answer your question, the best thing would definitely be for the private sector to keep the laws and regulations that are set by the government and the biggest help would be that the private sector and the public-sector work together in questions of tourism."*

It may be interpreted as very naïve to expect the private sector to follow laws and rules when there is no system to help them or motivate them to do so. Pugh (2005) explained that high unemployment and poverty are neglected by the ones in charge in Bosnia and Herzegovina. The country is struggling with employment opportunities, income generation, poverty levels, cost of borrowing, social protection, and the functionality of shadow economies. When the government doesn't work on resolving these issues how can they expect the public to obey?

Male *D* is an educated car mechanic, and has almost 20 years' experience as a waiter from different cafes in Mostar after the war. Currently he is working as a sales clerk of souvenirs in his own little shop. Male *D* commented openly on his personal experiences with the shadow economy. He was asked if he had any form of documentation or resume that could confirm his work experience as a waiter over the past 17 years, and if he had been a registered worker.

### D, male, 41, sales clerk and owner of souvenir shop

*"Nothing! No. There you have one of the negative sides of tourism. But that is a negative side of the community that we live in and the political system that we have. Which means that in those 17 years, I don't have a single day of documented work experience. Even though I spent almost half my life working as a waiter, there is no benefit from it what so ever. I have no pension, no health insurance. All of my expenses had to come from my own pocket. This situation is really bad and I hope that, with time, it will improve."*

17 years, and nothing to show for it is the brutal side of the economy in Mostar. Sadly, male *D* is not alone in this situation. His and many others situation is brutal. These are people with no pension rights and no health insurance. Living in the shadows is not done by choice.

### D, male, 41, sales clerk and owner of souvenir shop

*"For the moment, the business is a mess. It is not registered legally yet. The authorities have not accepted my application for me to sell things. The only approval I have is the fact that my shop is where it is. We kickstart every year with an application for legalization of the business, but I always get rejected which means that I don't pay taxes, and nobody gives me anything. Which means that I don't pay anybody anything, or they me. This means that what I make and fight for what I live off."*

Further on he answers an improvised question about if he wants to be registered and pay taxes.

*"Absolutely! So, I can actually get myself a real pay check and record my sales and profits, so that if I ever get retired, I would get a pension. I'm absolutely not running away from paying fees, but for the moment, this is the situation us private business owners are in. We're not interesting for the government seeing as the amount of money we make isn't very much. But I hope that when things get better the businesses will bloom and there will be some sort of stability. So, nobody is running away or hiding from paying their taxes. I also wish to pay my share to the government, which is normal in every other part of the world. I hope that business will blossom here too."*

Being a small actor his shop may not interest the government, so the process of getting it legalized takes more time. Maybe it takes much longer because the city government sees that there is not much to extract from in terms of for example taxes and fees. This must be very disappointing for someone that wants nothing more than to live a normal life. It looks as shadow economy is strongly present in tourism in Mostar.

## *5.4 Analysing the war influence on image interpretation*

Results of disasters, in our case war, don't necessarily inflict physical damage as the most devastating results, but rather the disaster may lead to a negative destination image in terms of safety, deterring tourists from visiting (Biran et al. 2014). There were two main questions in the interviews about Mostar's image. The first one was aimed at getting the informants to talk about how the image was before the war, and the second one about how the image is today.

Lawson and Bond-Bovy (1977) stated a destination image as an expression of knowledge, prejudice, imaginations, impressions, and emotional thoughts an individual has of a specific place. Further image is tightly bound to satisfaction customers experience when visiting a destination, and there are many special characteristics of tourism that determine elements involved in the formation of tourism satisfaction. These characteristics are everything from the providers of special services of accommodation, transport, among others, to the tourism information offices, local residents, natural and artificial resources etc. Tourism is explained as becoming more complicated when a single unpleasant incident lead to a negative overall evaluation. The theory focuses for the most part on the perception of image by the consumers. Wile, in this research the focus is on how those who are working with the destination interpret the image, and if there is any change between the before and after war image of Mostar.

### *B, female, 42, manager of official Tourism Office Mostar*

*"The cleanest city in all of former Yugoslavia. Mostar had the most roses, maybe it's too far out to say that it was the most beautiful, but for me it truly was so."*

The informants don't hide their affections for Mostar, and it seems they all have a bit nostalgic relationship to the city which existed before the war. From their answer, it seems as the city was very clean, that they all felt safe and enjoyed their lives.

### *C, male, manager of official Tourism Office Mostar*

*"It was everyone's favourite second city. Because of course everyone loves their own city the most but Mostar is the most beloved city after one's own. Everyone loved Mostar, and everyone*

*who once visited had to come again. Mostar was the whole world in one little place. Everything was there from art, music, culture, people and sports."*

The excerpt below also states that Mostar was clean. The issues with infrastructure have been mentioned by all of the informants, and the city hygiene today is not as it was before the war. Male *C* and female *B* pointed out in their interviews that the issues with keeping the streets clean is a big problem for those who remember Mostar's former standards. Their opinion was that tourist for the most part did not notice because if you compare Mostar to other big cities around Europe it is still cleaner. When asked if the Official Tourism Office had any power to influence the organization of cleaning the city they explained that that was the city governments.

### B, female, 42, manager of official Tourism Office Mostar

*"That's the city government. We could pay, but we don't have that kind of money in the official tourist office, because we don't have the right to take money for anything that we do here. All of our tourist info is given for free. The city council is the one who has the responsibility of cleaning. If the streets are going to be washed and the garbage picked up, they have the recourses to make this happen. But sadly, the politics are making this difficult. We haven't had city elections in so many years."*

Here again the politics are mentioned as the negative factor that is slowing down or complicating some elementary steps of upkeeping a tourist destination. The part about the city not having elections in many years can be interpreted as a reflection on the politically challenged city and its divided population. Garbage not being picked up regularly and there not being frequent washing of the streets can end with the image being compromised. There is much evidence in the interviews of the tourism workers being displeased with maintenance of Mostar, or the lack of it.

### E, male, 61, owner and manager of a Destination Management Company

*"Before the war it was wonderful. The city was clean and beautiful. Mostar was like Yugoslavia in miniature. There was a unity between many peoples. Of the 22 million inhabitants in Yugoslavia, in percent we had the biggest mix of nationalities. We had good industry, many factories. All in all, the standard of living was good. We had all of the historical ideals from history to culture to theatres, I don't know. Everything, even sports. Which means Mostar was one of the top destinations which it still is to this day. In my opinion one of the best destinations.*

*Even though Mostar is on the path to go to the sea, more and more tourists chose to stay here for a longer period."*

*"The image before the war was an image of a developed region, there were 50 000 people employed in the industry here. Soko, the fabric of aluminium had over 6 000 employees, today they have around 600, we had a very good agroindustry combinate, HEPOK, vine-industry, and since it was so developed in industry, tourists came for many different reasons. Because of Soko, alone, there were large numbers of industrial tourists in Mostar. Mostar was always an interesting destination, the Old Bridge, Old Town, and after 81 because of Medjugorije. It was a cheap destination. And its position between Sarajevo and Dubrovnik. Because there were 50 000 people working in the industry, the small number of people working in tourism could live well. The only thing politicians today do is repeat "tourism, tourism, tourism" all day long. What they don't understand is that for the development of tourism you need educated people. Tourism is an art/education that has to be learned and practiced."*

The Mostar that existed before the war seems like a very different city then it is today. Though much of the historical monuments are still the same and the destinations most famous attractions are still as popular as before, it is not the same city. Male *E*, above, talks a lot about Mostar being a developed industrial city before the war. With great numbers of its residents working in the industry. It was a different form of government and political views. If we remember the part from Chapter 3.3 about the political economy today, the explanation on what happened with the aluminium combinate after the war it is confirmed in his comment about there now only being around 600 employees. Mostar seems to have gone from the image of a strong developed industry city, to something that may be hard to explain.

**A, *female, 57, owner and hotel manager***

*"Same as it is today, it was a popular tourism destination, the city was famous because of the bridge, the river Neretva, its surroundings, the vine, and good time. Mostar was a little city with about 100 000 people, and the city was perfect for a comfortable family life. And Mostar had everything, everything you can imagine a city to have. But, today, Mostar has lost much of that, lost it because of the devastation of war, it has lost so much because of the changing structure of the population, one of the things that bother me the most is the city-hygiene, the garbage that you can see all over town, now is it that dirty because of the upbringing of the people or everything else? Sadly, that is one of the biggest problems. The rudeness and lack of*

*culture in people that they bring from home and into the streets and all other places and institutions in the segments of society."*

Those who remember Mostar's standards and have clear memories of the city image before the war show signs of disappointment. The informant's interpretations of Mostar losing much of it former charm because of war and changing structure of the population can be understood as direct results of a conflicting population that still has not recovered its loss of people. Loss of people is not just a reference to those who lost their life's during the conflict years, but also the many thousand that had to take refugee abroad and that never returned to their homes in Bosnia and Herzegovina. From the interview excerpt above we can see and maybe even confirm the theory about war from Smith (1998). He explained war as a pervasive social action that extends to the heart of a culture, and makes an impact on all who participate, and he states that war interrupts the existing social order. Maybe that's exactly what happened in Mostar. The population can seem to be struggling with the ability to return to their former social behaviour because the years of war have changed too much and left such an interruption in their natural development.

The informant's interpretations of Mostar's image today come with a few mixed signals. As far as we can tell from their answers, the overall image is positively loaded but with a few displeasing factors as well. The interview excerpt above shows the very smooth transition from talking about the past and them going right to the negatives with today's Mostar. If we take a look at some of the explanation below on the image to day we may understand better the meaning about a maybe unclear new image. An image that perhaps the locals see a much more complicated side of than the tourists do.

### D, male, 41, sales clerk and owner of souvenir shop

*"Mostar's image today is quite a challenging question. Because I've already told you that there are three sides and the city is divided. Pretty nasty stuff with the politics, nationalism, chauvinism, corruption, nepotism, covered and hidden, but in my opinion, this doesn't influence tourism very much. It doesn't take away from the tourism experience of just having a good time, eating good food, and experiencing a new culture. It gets kind of rough in the winter because we have five months of winter, which means the city darkens due to the lack of tourists. We get by pretty well until November, afterwards the tourism diminishes considerably. I believe that Mostar's image is improving day by day. We're becoming the top destination, even in the world, due to many factors. People recognizer Mostar more and more as a good destination for good*

*fun, good food, good people, hospitable people, beautiful scenery, clean air, good way of life, you have hiking locations only 25 minutes away, and approximately a one hour drive to the sea. In a way, we have the geographical ideal location in terms of tourism. And every year it gets better and better! Only more and more tourists visit."*

As male *D* explained above, and if we are to believe him, the problems and issues the country is facing today are not noticeable by tourists. Maybe that's a good thing for the further development of tourism in Mostar. The less the tourists know about the issues the city is trying to survive and overcome, the less Mostar's image will be compromised. Male *D* said that even though he had problems, even though the situation is so complicated and hard for the population of Bosnia and Herzegovina he couldn't let his customers see that on his face. He said that he always has to smile and keep up appearances, because he of course wants the costumers to come back.

### E, male, 61, owner and manager of a Destination Management Company

*"Mostar is something "in-between". A new destination. Something new that is being added to global tourism. It is what it is, with all of what I have mentioned earlier, tourists are coming here, we are slowly getting better, we have many initiatives being done by private actors in tourism. The government will never "catch up to us". We should not expect anything from them. As Kennedy said, we should look for what we can do for Mostar, and not what Mostar can do for us."*

The image today, from the informant's point of view, is still characterized for the most part by the Old Bridge, nature and the surroundings, or as mentioned in the analysis of Mostar as a destination the physical attributes and the people. Though the people today have a shadow following them around. They all try to hide the wars effect on them, they want really badly to forget and move on, but it would not be fair to expect that they leave such a difficult part of their lives locked away. Their feeling about the development in tourism over the last years have similarities. Which means that it is easier to form some sort of image interpretation that they all probably could agree on.

### F, female, 36, psychiatrist and local

*"Well, I think that today Mostar is more evolved as a tourist destination. Like I've mentioned earlier, only through digitalization of marketing, promotion and economy the city has expanded its image to the rest of the world. I think Mostar is unique. The city is even special compared to*

*other cities in BiH. It has always had a charm, characteristic and image of its own. Tourists feel that there is something intuitive, from the debts of their souls, that awakens when they are present in all of this beauty. I don't know what more there is to say. Just come! We will take you in."*

# Chapter 6: CONCLUSION

## *6.1 Conclusion*

The main aim of this thesis was focused on the development of tourism in the "after-war" period in Mostar, Bosnia and Herzegovina. In the previous chapter the data material was analysed and discussed, as well as connected to some basic theory. This provides us with the following conclusion based on the findings using a phenomenological approach.

Through the phenomenological approach I have explored and documented some issues the tourism sector in Mostar is facing and if these issues are in any way connected or results of the war that took place in the 90s. By extracting some main themes recognised in the research questions and discussing them in the earlier chapter we can now sum them up as implications before using them to answer the research questions.

- 1. Mostar, a tourist destination?

Through the comparison between theoretical frameworks and what Mostar has to offer in terms of tourism services we can imply that that the city does have the essentials to be characterized as a tourist destination. The city is rich in history, heritage, culture, nature and people. Even the war has in the after-war years given the tourism sector a new segment of visitors interested in war-tourism. On the basis of the Six A's framework and other theoretical definitions Mostar does have much to offer and experience, though there are still many things that need to be developed further. There are still issues connected to accessibility for instance, parking seems to be a problem. No one is inspecting actors that offer private parking to tourists. Further, the airport is still a sore subject. The informants are frustrated with how the airport is managed and they all feel tourism in Mostar would benefit greatly from more air traffic.

As far as amenities go there are more than enough hotels, motels, etc. in Mostar. It seems as all kinds of tourists can find something to their liking. However, even with sleeping establishments, restaurants, and cafes inspections are lacking and shadow economy seems to make problems. The tourism industry is for the most part based on private initiative, but there seems to be lacking a governmentally run enforcer of laws, legislations and regulation. This does give too much freedom to the private actors, and becomes a problem for all the stakeholders in Mostar. Collective hygiene in the city is mentioned by several of the informants as a problem. Although, from an observational point and from the informants views it seems the tourists don't really notice the problem as much as the locals do. The informants that react

the strongest are dose who remember Mostar from before the war, when the city was known for its clean streets.

- 2. War present in Mostar today?

It is not too far out to say that the war has left its mark on Mostar. Even though, the war ended almost 25 years ago, there are still clear physical remainders of the conflict years all over town. Many large buildings are still in ruins. Houses and apartment buildings still show clear grenade and bullet damage. The city has been described as divided by the informants. With their being a clear difference between the west and east side of the city. The Bosniacs live for the most part on one side and the Croats on the other. The informants all want to forget the war and move on. They all agree on their work as the important thing and they wish to develop Mostar further as a destination without having the pressing reminder of conflict hunting them. Though, it does seem to be harder to create a distance between their work in tourism development and the dysfunctionality left behind by the war. The political state of the country and confusing politics is creating problems even in tourism.

- 3. Tourism development after war?

The first stages of tourism development after the war was convincing people the war was over and that Mostar was safe. The tourism industry started with divided official tourism offices by nationality. They all had their own workers and project to manage without their being much cooperation between the ethnicities. Tourism the first years after the war were based on war tourism. There was not much else to offer and show off but devastation after the war. The first tourists were humanitarian workers, dark-tourism enthusiasts, and Bosnians returning to their homes to visit families after having to flee the country during the war. One of the informants could share that his business had between the year 1998 and 1999 approximately 500-800 organized visits from Dubrovnik to Mostar.

Development today is still hard because the political situation in the country is so complicated. All problems the tourism industry in Mostar are facing are basically reflections of the dysfunctional politics. It also seems as if no one of the informants really know how the tourism industry is organized, as none of them gave a clear answer. One informant answered the question as "A bit tricky, like everything else in BiH". Money is also a problem in the further development together with to high taxes, no governmental support for private initiative, loaning costs being too high and the government setting laws that don't work in practice. Quick political fixes from the first years after the war seem to have been intended to stop the conflicting

ethnicities and divide political power so that there would be an end to the madness. Much of what was done then seems to be creating problems today, and not only for tourism development.

- 4. War influence on image interpretation?

An image of a destination has been explained as expressions of knowledge, prejudice, imagination, impressions and emotion. This means that images are subjective and depend highly on the ones explaining it. The war has influenced how the different informants interpret Mostar's image today. All the informants mentioned the Old Bridge as being the number one most important symbol of the city. The bridge was and still is the strongest image everyone sees when thinking of Mostar.

Mostar before the war is described as everyone's favourite city after their own. It was the whole world in one little place. A highly cultural place where everything from art, music, culture, people and sports existed. The city had the highest number of mixed marriages and the biggest mix of nationalities in Yugoslavia. Mostar was also known for a well-established industry, and many factories. Although, many things about the city image have changed after the war. Today Mostar has a mixed image of both positive features and negative ones. It is still seen as beautiful, and the Old Bridge is the city's most admirable attraction which the whole country prides its self on. For those who live and work in tourism in Mostar the image is sadly tainted by some issues that are having a negative impact. The city has been described as losing much of its former glory because of the devastation the war left behind.

After discussing the different themes, we can start to look at answering the research questions. The data material that has been analysed and discussed in Chapter 5 can now be summed up into answers to the following two research questions.

1. *How is the war influencing Mostar as a tourist destination product?*
2. *How do supplying actors in the tourism sector and locals interpret the wars effect on the city image?*

The war has influenced Mostar as a tourist destination in more than one way. After doing the research and collecting the necessary data it is possible to say that the war has made a lasting impact on the city and those who live there. First, the overall poor organization of the tourism industry is a reflection on a generally dysfunctional political state in the country. Bloodshed has left people divided, and the country is not united as it should be. The tourism industry in Mostar seems to lacks infrastructure and capable people to run the further development

process. Too much already depends on the private initiative. Private actors seem frustrated because of the lack in support and help from the government. As a destination Mostar was severely damaged during the war, and there exists evidence today that confirm that destruction. Mostar has become popular over the past years as an attractive destination, and if we are to trust the informants the tourists that visit the city don't see or feel the issues that the tourism industry is facing.

The overall interpretation of the wars effect on Mostar's image is a bit unclear. Though, it is certain that much hasn't changed. The city is still known for its beautiful scenery, the people's hospitality, and the Old Town with the Old Bridge in the centre uniting the two riverbanks. The war made a mark in Mostar's pre-war image, even so the image today is still shaped by the same eyes that loved the city before the war and still do so today. There a few things pointed out by some of the informants in reference to the war impact on image. One of the informants said that Mostar lost much of its people because of displacement during the war, and that this has led to a change in the upbringing and culture of the people that now inhabit the city. The informant also argued for the change in upbringing as the reason for the streets being dirty, because people haven't learned the proper way to act in a cultivated city. The informants image of Mostar has changed to some extent from before the war.

The issues facing after-war tourism development in Mostar seem to be entangled, and many of them point in the direction of the war being the common igniter.

### 6.2 Limitations of study

The limitations I have considered can influence the empirical findings, and the descriptive representation of Mostar.

Some of the informants did not wish to answer the questions in my questionnaire that were directly aimed at the war. I had limited time and resources. One week in Mostar was not enough time to get in contact with a high-profile informant such as a city-government politician, to hear their side of the story, and compare. I also had a hard time finding credible sources that were objective enough to explain and describe Mostar in general. Also, all of the information regarding tourism came from official tourism websites for Mostar, brochures, advertisement and private agency information sites on line. None of which are objective. There seems to exists very little research on tourism development in Mostar. I was not able to find much former research about Mostar and tourism after the war.

## 6.3 Proposal for further research

During this research process, it became clear that this thesis has only scratched the surface of possible after-war issues that are still creating difficulties for the development of tourism in Mostar. I think that in this thesis there are several interesting subjects that could be further explored and researched more deeply. It would be very interesting to further do research on how tourists in Mostar feel about the city as a tourist destination, if visitors experience any of the issues the informants in this research have pointed out, and how tourists interpret the city image.

As there is not enough work conducted in the field of tourism in Mostar, Bosnia and Herzegovina, my thesis will contribute to knowledge about issues that are reflected through tourism development in Mostar based on information gathered from local actors in the tourism industry.

# LIST OF REFRENCES

## *List of articles and books*

Apostolakis A. (2003) The convergence process in heritage tourism. *Annals of Tourism Research*, 30 (4), p. 795-812.

Baloglu S., & Bringberg D. (1997) Affective images of tourism destinations. *Journal of Travel Research*, 35 (4), p.11-15.

Biran, A. et al. (2014) Consuming post-disaster destinations: The case of Sichuan, China. *Annuals of Tourism Research*, 47, p. 1-17.

Buhalis, D. (1999) Marketing the competitive destination of the future. *Tourism Management*, 21, p.97-116.

Caplan R. (2000) Assessing the Dayton Accord: The structural weaknesses of the general framework agreement for peace in Bosnia and Herzegovina. *Diplomacy & Statecraft*, 11 (2), p.213-232.

Cavlek N. (2002) Tour operators and destination safety. *Annals of Tourism Research*, 29 (2), p.478-496.

Causeciv S. & Lynch P. (2010) PHOENIX TOURISM, Post-Conflict Tourism Role. *Annual of Tourism Research*, 38 (3).

Chang T. C. (1999) Local Uniqueness in the Global Village: Heritage Tourism in Singapore. *The Professional Geographer*, 51 (1), p.91-103.

Chew E. Y. T., & Jahari S. A. (2014) Destination image as a mediator between perceived risks and revisit intention: A case of post-disaster Japan. *Tourism Management*, 40, p.382-393.

Chi C., & Qu H. (2008) Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management*, 29, p.624-636.

Chon K. S. (1991) Tourism destination image modification process: Marketing implications. *Tourism Management*, 12 (1), p. 68-72.

Chon K. S. (1992) Self-image/destination image congruity. *Annals of Tourism Research*, 19 (2), p. 360-363.

Clancy, T. (2013) Bosnia & Herzegovina, the Bradt Travel Guide. USA, The Globe Pequot Press Inc.

Cooper C., Fletcher J., Gilbert D., Shepherd R., & Wanhill S. (1998) Tourism: Principles and practices (2nd ed.). England: Addison-Wesley, Longman.

Crompton J. L. (1979) An Assessment of the Image of Mexico as a Vacation Destination and the Influence of Geographical Location upon the Image. *Journal of Travel Research*, 18 (4), p.18-23.

Crompton J. L. (1979) Motivations for pleasure vacation. *Annals of Tourism Research*, 6 (4), p.408-424.

Crompton J. L. (1992) Structure of vacation destination choice sets. *Annals of Tourism Research*, 19, p.420-434.

Divjak B. & Pugh M. (2008) The political Economy of corruption in Bosnia and Herzegovina. *International Peacekeeping*, 15 (3), p.373-386.

Easterby, M., Thorpe, R. & Jackson, P.R. (2015). Management & Business Research. London, SAGE Publications Ltd.

Echtner, C., & Ritchie J. R. (2003) Image. *THE JOURNAL OF TOURISM STUDIES*, 14 (1), p.37-48.

Edwards F. R. (2004) The Stakeholder Approach Revisited. *Zeitschrift fur Wirtschafts-und Unternehmensethik; Mering*, 5 (3), p. 228-241.

Ekinci Y. & Hosany S. (2006) Destination Personality: An Application of Brand Personality to Tourism Destinations. *Journal of Travel Research*, 45 (2), p.127-139.

Evans, N. & Elphich, S. (2005) Model of Crisis Management: An Evaluation of their Value for Strategic Planning in the International Travel Industry. *International Journal of Tourism Research*, 7, p. 135-150.

Faulkner, B. (2001) Towards a framework for tourism disaster management. *Tourism Management*, 22, p. 135-147.

Franco G., Ingram J. G., Khazai B., & Rumbaitis del Rio (2006) Post-disaster recovery dilemmas: challenges in balancing short-term and long-term needs for vulnerability reduction. *Environmental science & Policy*, 9 (7-8), p.607-613.

Fyall A., Callod C., & Edwards B. (2003) Relationship Marketing: The Challenge for Destinations. *Annals of Tourism Research*, 30 (3), p.644-659.

Grodach C. (2002) Taylor & Francis Online. Reconstituting identity and history in post-war Mostar, Bosnia-Herzegovina. 6 (1), p.61-64.

Hosany, S., Ekinci, Y., & Uysal, M. (2006) Destination image and destination personality: An application of branding theories to tourism places. *Journal of Business Research*, 59 (5), p.638-642.

Hurtic Z., Sapcanin A. & Woodward S. (2000) Bosnia & Herzegovina. 8: Pledge of Aid for Postconflict Recovery. USA Lynne Rienner Publisher, Inc., p.316.

Johannessen, A., Christoffersen, L. & Tufte, P. A. (2011). Forskningsmetode for økonomisk-administrative fag. Oslo, Abstract forlag AS.

Kozak M. (2002) Comparative analysis of tourist motivations by nationality and destination. *Tourism Management*, 23 (3), p.221-232.

Kvale, S. & Brinkmann S. (2015). Det kvalitative forskningsintervju. Gyldendal akademisk.

Ladki S., & Dah A. (1997) Challenges Facing Post-War Tourism Development. *Journal of International Hospitality, Leisure & Tourism Management*, 1:2, p.35-43.

Lawson F. & Bond-Bovy M. (1977) Tourism and Recreation Development. London, Architectural Press.

Leiper N. (1995) Tourism Management. Melbourne, RMIT Press.

Nuryunti, W. (1996) Heritage and Postmodern Tourism. *Annals of Tourism Research*, 23 (2), p.249-260.

Parenteau A. (1995) Marketing Practico del Turismo. Madrid, Sintesis S. A.

Pearce P., & Lee U. (2005) Developing the Travel Career Approach to Tourist Motivation. *Journal of Travel Research*, 43 (3), p.20-25.

Reynolds W. H. (1985) The Role of the Consumer in Image Building. *California Management Review*, 7, p.69.

Rivera, L. A. (2008) Managing "spoiled" national identity: War, tourism, and memory in Croatia. *American Sociological Review*, 73 (4), pp. 613-634.

Poria Y., Butler R., & Airey D. (2001) Clarifying Heritage Tourism. *Annals of Tourism Research*, 28 (4), p.1047-1049.

Poria Y., Butler R., & Airey D. (2003) The core of heritage tourism. *Annals of Tourism Research*, 30 (1), p.238-254.

Pugh M. (2005) Transformation in the political economy of Bosnia since Dayton. *International Peacekeeping*, 12 (3), p.448-462.

Ryan C. (1991) Tourism and Marketing – A symbiotic relationship. *Tourism management*, 12 (2), p.101-111.

Sautter E. T., & Leisen B. (1999) Managing stakeholders, a Tourism Planning Model. *Annals of Tourism Research*, 26 (2), p.312-328.

Smith V. (1998) Annals of Tourism Research. WAR AND TOURISM, An American Ethnography. *Annals of Tourism Research*, 25 (1), p.205.

Steinberg F. (1996) Conservation and Rehabilitation of Urban Heritage in Developing Countries. *Habitat International*, 20 (3), p.463-475.

Stone P. (2006) An Interdisciplinary International Journal. A Dark Tourism Spectrum: towards a typology and macabre related tourist sites, attractions and exhibitions. *Tourism*, 54 (2), p.145-160.

Strickland-Munro J., Allison H., & Moore S., (2010) Using resilience concepts to investigate the impacts of protected area tourism on communities. *Annals of Tourism Research*, 37 (2), p. 499-519.

Tweed C., & Sutherland M. (2007) Built cultural heritage and sustainable urban development. *Landscape & urban planning*, 83 (1), p.62-69.

## *List of digital references*

Blue map illustrating Bosnia and Herzegovina's position in Europe (without date). Downloaded 2 March 2017 from
https://www.google.no/search?q=map+bosnia+and+herzegovina&biw=1607&bih=766&source=lnms&tbm=isch&sa=X&ved=0ahUKEwi75JWJ-uHRAhVIWiwKHTUkBPUQ_AUIBigB#imgrc=g2UZpGTN-OAH7M%3A

Map of Mostar's position in BiH (Without date). Downloaded 23 March 2017 from
https://www.google.no/search?q=map+bosnia+and+herzegovina&biw=1607&bih=766&source=lnms&tbm=isch&sa=X&ved=0ahUKEwi75JWJ-uHRAhVIWiwKHTUkBPUQ_AUIBigB#imgrc=OmPePnBU3BhJEM%3A

Map of the former Socialist Federal republic of Yugoslavia (without date). Downloaded 25 March 2017 from
https://www.google.no/search?q=map+bosnia+and+herzegovina&biw=1607&bih=766&source=lnms&tbm=isch&sa=X&ved=0ahUKEwi75JWJ-

uHRAhVIWiwKHTUkBPUQ_AUIBigB#tbm=isch&q=map+of+the+former+yugoslavia&im
grc=FtVMIhJx_r-3OM%3A

Stari Most/Old Bridge, Mostar (without date). Downloaded 2 March 2017 from
https://www.google.no/search?q=stari+most&biw=1301&bih=620&source=lnms&tbm=isch
&sa=X&ved=0ahUKEwi00f_l_KjSAhWBBSwKHaQEBQoQ_AUIBigB#imgrc=6HS3P2Xy
3VHm6M:

Map of railway (without date). Downloaded 6 April 2017 from
http://www.zfbh.ba/zfbhenx/images/Mapa%20BiH/Mapa_BiH_vel_en.gif

Old Bridge in 1993 before destruction (without date). Downloaded 3 March 2017 from
https://www.google.no/search?q=stari+most&biw=1301&bih=620&source=lnms&tbm=isch
&sa=X&ved=0ahUKEwi00f_l_KjSAhWBBSwKHaQEBQoQ_AUIBigB&dpr=1.05#imgrc=
AGI4nkxQgqj3BM:

Old Bridge in 1993 after destruction (without date). Downloaded 3 march 2017 from
https://www.google.no/search?q=stari+most&biw=1301&bih=620&source=lnms&tbm=isch
&sa=X&ved=0ahUKEwi00f_l_KjSAhWBBSwKHaQEBQoQ_AUIBigB&dpr=1.05#tbm=isc
h&q=stari+most+poslije+rata&*&imgdii=p9MeHwrq_bRPkM:&imgrc=ND0ysBp_QFhdqM:

History Mostar (without date). Downloaded 20 February 2017 from
http://www.bhtourism.ba/eng/history_city.wbsp?wbf_mjesto=;2;

Old Bridge Area of the Old City of Mostar (without date). Downloaded 28 March 2017 from
http://whc.unesco.org/en/list/946 24.03.2017

Karadjoz-Beg Mosque (without date). Downloaded 26 February 2017 from
http://www.turizam.mostar.ba/index.php?option=com_content&view=article&id=101%3Akar
aozbegova-damija-1557&catid=41%3Aznamenitosti&Itemid=424&lang=en

Hadzi-Kurt Mosque or Tabačica (without date). Downloaded 27 February 2017 from
http://www.turizam.mostar.ba/index.php?option=com_content&view=article&id=102%3Aha
di-kurtova-damija-tabaica-&catid=41%3Aznamenitosti&Itemid=424&lang=en

Medieval Bosnia tombstones (without date). Downloaded 27 February 2017 from
http://www.turizam.mostar.ba/index.php?option=com_content&view=article&id=145%3Aste
ci-bosanski-nadgrobni-spomenici-iz-srednjeg-vijeka-
&catid=41%3Aznamenitosti&Itemid=424&lang=en

Synagogue (1889) and Jewish Memorial Cemetery (without date). Downloaded 27 February
2017 from
http://www.turizam.mostar.ba/index.php?option=com_content&view=article&id=144%3Asin
agoga-1889-i-jevrejsko-spomen-groblje-
1999&catid=41%3Aznamenitosti&Itemid=424&lang=en

Stari Most (without date). Downloaded 1 March 2017 from
http://www.turizam.mostar.ba/index.php?option=com_content&view=article&id=96%3Astari
-most-&catid=41%3Aznamenitosti&Itemid=424&lang=en

Ruišta (without date). Downloaded 1 March 2017 from
http://www.turizam.mostar.ba/index.php?option=com_content&view=article&id=126%3Arui
te&catid=42%3Apriroda-i-avantura&Itemid=422&lang=en

The Waterfalls of Kravice (without date). Downloaded 28 March 2017 from
http://www.turizam.mostar.ba/index.php?option=com_content&view=article&id=122%3Avo
dopad-kravice-i-rijeka-trebiat&catid=42%3Apriroda-i-avantura&Itemid=422&lang=en

Blagaj - Buna River (without date). Downloaded 28 March 2017 from
http://www.turizam.mostar.ba/index.php?option=com_content&view=article&id=123%3Aizv
or-rijeke-bune&catid=42%3Apriroda-i-avantura&Itemid=422&lang=en

From the history of the Railways (without date). Downloaded 5 April 2017 from
http://www.zfbh.ba/zfbhenx/index.php?option=com_content&task=view&id=44&Itemid=97

Arriving by bus (without date). Downloaded 10 April 2017 from
http://www.turizam.mostar.ba/index.php?option=com_content&view=article&id=202&Itemi
d=443&lang=en

Mostar Airport history (without date). Downloaded 10 April 2017 from
http://mostar-airport.ba/en/about-us

Booking.com Mostar Hotel (without date). Downloaded 11 April 2017 from
https://www.booking.com/placestostay/city/ba/mostar.no.html?aid=357019;label=gog235jc-
city_placestostay-XX-ba-mostar-unspec-no-com-L%3Ano-O%3AwindowsS10-B%3Aedge-
N%3AXX-S%3Abo-U%3AXX-H%3As;sid=1632cd56d0c021e07dc97b3ce68a9ce9

Wines, grappa and liqueurs (without date). Downloaded 11 April 2017 from
http://www.turizam.mostar.ba/index.php?option=com_content&view=article&id=151%3Avin
a-rakije-i-likeri&catid=44%3Agastro&Itemid=409&lang=en

Traditional Flavours (without date). Downloaded 11 April 2017 from
http://www.turizam.mostar.ba/index.php?option=com_content&view=article&id=147%3Aok
usi-tradicije&catid=44%3Agastro&Itemid=409&lang=en

TripAdviser grades 10 best places to eat in Mostar (without date). Downloaded 11 April 2017
from
https://no.tripadvisor.com/Restaurants-g295388-Mostar_Herzegovina_Neretva_Canton.html

Mostar Blues and Rock festival (without date). Downloaded 13 April 2017 from
http://mostarblues.com/v2/o_festivalu_eng.html

Mepas (without date). Downloaded 13 April 2017 from
http://www.mepas-mall.com/hr/o-centru/

Crafts and antique trades (without date). Downloaded 13 April 2017 from
http://www.turizam.mostar.ba/index.php?option=com_content&view=category&layout=blog
&id=45&Itemid=421&lang=en

Rafting on the Neretva River (without date). Downloaded 14 April 2017 from

http://www.turizam.mostar.ba/index.php?option=com_content&view=article&id=119%3Arafting-na-neretvi--konjic&catid=42%3Apriroda-i-avantura&Itemid=422&lang=en

The Hamam Museum (without date). Downloaded 14 April 2017 from
http://www.turizam.mostar.ba/index.php?option=com_content&view=category&layout=blog&id=62&Itemid=416&lang=en

Museum of the Old Bridge (without date). Downloaded 14 April 2017 from
http://www.turizam.mostar.ba/index.php?option=com_content&view=article&id=97%3Amuzej-starog-mosta-&catid=62%3Amuzeji-i-galerije&Itemid=416&lang=en

Money exchange-Currency (without date). Downloaded 14 April 2017 from
http://www.turizam.mostar.ba/index.php?option=com_content&view=article&id=225&Itemid=437&lang=en

Medical Emergency Centres (without date). Downloaded 14 April 2017 from
http://www.turizam.mostar.ba/index.php?option=com_content&view=article&id=207%3Amedicinska-pomo&catid=65%3Aope-informacije&Itemid=437&lang=en

Important Telephone Numbers (without date). Downloaded 14 April 2017 from
http://www.turizam.mostar.ba/index.php?option=com_content&view=article&id=213%3Avani-telefonski-brojevi&catid=65%3Aope-informacije&Itemid=440&lang=en

The penultimate stop sees a return to Mostar's iconic old bridge (without date). Downloaded 15 April 2017 from
http://cliffdiving.redbull.com/en_INT/event/mostar-2017#intro

Venue, Mostar (without date). Downloaded 15 April 2017 from
http://cliffdiving.redbull.com/en_INT/event/mostar-2017#venue

Red Bull Cliff diving, Mostar (without date). Downloaded 2 June 2017 from
https://www.google.no/search?q=tekija+buna&tbm=isch&imgil=g9FW9u-M4lnZ8M%253A%253B6dG7qCC29cOGDM%253Bhttps%25253A%25252F%25252Fwww.tripadvisor.com%25252FLocationPhotoDirectLink-g295388-d447576-i60649918-Neretva_River-Mostar_Herzegovina_Neretva_Canton.html&source=iu&pf=m&fir=g9FW9u-M4lnZ8M%253A%252C6dG7qCC29cOGDM%252C_&usg=__b4FjMomsMjs5_UnGIVDgKbLWdXs%3D&biw=1188&bih=566&ved=0ahUKEwiUuJDfq7bUAhXkE5oKHT_uAPEQyjcILg&ei=JYE9WdSRNeSn6AS_3IOIDw#tbm=isch&q=Cliff+Diving+World+Championship+mostar&imgrc=62eUC510JO7H9M:&spf=1497202989714

Avrage net wages BiH (without date). Downloaded 2 June 2017 from
http://www.bhas.ba/index.php?lang=en

Turisti u Mostaru samo "u prolazu" (28.06.2015). Downloaded 3 June 2017 from
http://www.dw.com/bs/turisti-u-mostaru-samo-u-prolazu/a-18538034

Hadzi-Kurt Mosque (without date). Downloaded 3 June 2017 from
https://travellingdaveuk.com/2012/10/09/mostar-bosnia-herzegovina/hadzi-kurt-mosque/

Secondary school, Mostar (without date). Downloaded 7 June 2017 from

https://www.wikiwand.com/en/Gimnazija_Mostar

Fortuna Tours (without date). Downloaded 20 March 2017 from
http://www.fortuna.ba/en/escorted-tours.php?cat=12

### *List of tourist information brochure references*

Turist Information Centre (TIC) (2016/17) Mostar Kompas. p. 16.

Herzegovina-Neretva Canton Tourist Board (2014) Hercegovina, turisticki raj koji nadahnjuje. p.3, 5, 6, 9, 13.

Fortuna Tours, (Publishing date unknown) DISCOVER. p. 6/7, 10/11.

# APPENDIXES

## *Appendix 1: Interview guide*

### *Interview guide*

Introductory questions:

1. Can you tell me a bit about yourself?
2. Can you tell me a little about your/the establishment/business?
3. How long have you been at your current job/position?

Main questions:

4. How would you characterize a tourist destination?
5. Would you characterize Mostar as a tourist destination?
6. How is the tourism industry in Mostar organized?
7. What are Mostar's weakest features as a tourist destination?
8. What are Mostar's strongest features as a tourist destination?
9. Do you have any suggestions on how the private sector can make Mostar a more successful tourist destination?

10. Would you mind explaining what happened here in Mostar during the war?
11. Can you try to explain what the war did to your line of work?
12. What primary consequences do you feel are a result of the war?
13. Do you mind explaining what life was like during the first years after the war?

14. How long after the war before tourists started to visit Mostar?
15. Who were these first tourists?
16. Why were they choosing to come here after war?
17. Can you explain how it was working in the tourism sector after the wars end?
18. What were/are the greatest challenges for you/your business/your line of work after the war?
19. How did/do you resolve them?

20. How do you personally feel about the Ministry of Environment & Tourism in Bosnia and Herzegovina?
21. What has the Ministry of Environment &Tourism done so far to promote Mostar to the international community?
22. How do you think the authorities should be more active in promoting Mostar as a destination for international tourists?
23. How do you think the private sector should be more active in promoting Mostar as a destination for international tourists?
24. Why do you think that it does not receive more tourists than it does?

25. Why do you think the airport is closed?
26. Do you feel the opening of the airport would help increase the number of tourists?

27. What does Mostar have to offer tourists?
28. What do you think appeals the most to tourists?
29. What type of tourist is Mostar most attractive too?
30. What kind of activities do tourists wish to participate in when they are here?
31. What is the most common topic tourists wish to know about?
32. Do you feel Mostar deserves to receive more tourist then it does now?


Final questions:

33. How would you characterize Mostar's image before the war?
34. How would you characterize Mostar's image today?
35. What do you feel are some of the biggest issues and challenges Mostar is left with after the war?
36. How are these issues and challenges reflected in the tourism sector?


Thank you.

*Appendix 2: Map of railway in Bosnia and Herzegovina*