

Original Paper

Tourism as a Function of State Development Management

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Abstract

The development of a society/state is a continuous search for an optimal combination among the factors of production. Tourism in the last decades of the 20th century, as well as at the beginning of the 21st century, stands out as a factor of global proportions. Tourism has caused numerous changes in these areas of Bosnia and Herzegovina over the past 40 years or so, which have influenced changes in its geographical character, but also in the overall structure of economic movements. The goal of this work is to point out the comparative advantages of the tourist development of this area, with the aim of better tourism valorization of natural and created wealth. An overview of future activities is given, i.e., where the potential of the tourist offer lies, as well as an overview of the current situation in Bosnia and Herzegovina. Based on the above, the subject of the research is an overview of the possibility of organizing a new tourist offer following modern tourist trends. In the paper, the null hypothesis is also set, which reads: H_0 -The introduction of innovative programs for various tourist destinations in Bosnia and Herzegovina can be a guideline for the further development of the country. The research was conducted theoretically and empirically.

Keywords

tourism, innovation, offer, management

1. Introduction

Among the multitude of tourist offers that users encounter every day, it is necessary to choose the one that suits users the most. Searching, catalogs, websites or going directly to travel agencies, the average visitor will be interested in “that” something that is additionally offered. One of the innovative ways of offering something “new” is animation programs (Vidovic, 2019). It is also not to be neglected the development of rural, health and spa tourism, which makes an ideal combination for the development of BiH tourism.

The need for health protection is one of the most basic human needs. Along with food, drinks, clothes, and health care is the most important process in life. There is a huge frequency of people in health institutions seeking prevention, from general medicine to various specialties - gynecology, dentistry, cardiology, internists, rehabilitation in spas, etc. (Mihajlović, 2009).

Innovations in all spheres of social development are of crucial importance for the development and progress of the economy of every country. Without innovation, it is not possible to build a successful economy and a rich society. Given that modern society is going through a series of changes, the question that arises is how to improve economic development (Laketa, Vidović & Laketa, 2018).

2. Literature Review

The new consumer philosophy has also been transferred to tourism. One example is the “Green Globe”, recommended by the World Travel and Tourism Council (WTTC) in 1994. This is an association that unites many of the leading travel and tourism corporations. In 1999, the “Green Globe 21 Certificate” became an organization independent of the WTTC, interested in the application of environmental standards in companies and destinations on the tourist market (Đuričić, Đuričić & Avakumović, 2009). A common feature of agriculture in the surrounding countries is a significant number of small farms with smaller holdings, such high-frequency participation significantly reduces the productivity of agriculture, and thus agricultural production, which has a negative impact on the income of farms. The low income of agricultural holdings lowers the standard of living, not only of farmers, but also of rural areas as a whole. Rural and sustainable development occupy a high place on the scale of priorities in modern society. The trend of young people moving from villages to cities and the death of villages represents a significant social problem (Vidović, 2017).

Tourism as a business entity provides places and events with the aim of occupying people while they are on vacation, tourism is also defined as a source of relaxation. It is a fact that tourism increases the social relationship, which means that it could affect the relationship and behavior between, and thus affect social changes.

According to the Tourism Development Strategy of the Republic of Srpska for the period 2011-2020. The competitiveness of tourism in Republic Srpska should be improved. This will ensure growth in the volume of tourist traffic, greater participation of tourism in GDP, greater foreign exchange inflow, growth in employment and general progress in socioeconomic development. The strategy should contribute to the long-term protection of natural and cultural heritage and the protection of tourist consumers (Strategija razvoja turizma Republike Srpske 2011-2020, 2017).

Regarding the valuation of the tourism sector-the valuation is carried out in the following way, first it is necessary to find a sufficiently good or adequate example and analyze the relative value of the given offers, the next thing to pay attention to is to evaluate/look at the premiums offered in that particular period and do comparison with previous premiums in a past period, the time period of the previous three months is usually taken (Anđelković, Dragin & Božić, 2017).

Factors that influence the realization of economic effects in tourism are:

- Population-customs, traditions, lifestyle;
- Free time-opportunities during vacations;
- Tourist needs-level of pollution, development of socio-cultural needs;
- Destination image;
- Media representation-promotional campaigns, travelogues (Vidovic & Cudic, 2016).

3. Characteristics of the Observed Regions of Bosnia and Herzegovina

Tourism is a set of economic and non-economic relations and phenomena that arise from travel and stay outside the domicile, and the consumption of funds, as a rule, in the place of permanent residence (Cicvarić, 1984).

For the successful development of spa tourism, it is necessary to define several priorities for the development of these places, based on comparative advantages, namely:

- Favorable geographical position with an ecologically healthy environment and specific local gastronomy;
- Program/animation enrichment of spa places and content, with a combination of domestic and modern, throughout the year;
- Relatively low price of therapeutic and other programs;
- Specialist direction of wellness-spa, health offers of spa resorts, focusing primarily on healing natural factors with a long-standing tradition, taking care of highly educated staff (Drobnjakovic, 2019).

Prevention, treatment and rehabilitation in Bosnia and Herzegovina spas are carried out by drinking, bathing, inhalation, steaming and poultices, and modern world-known methods are used such as: kinesiotherapy, hydrotherapy, massage, acupuncture, low and high frequency pulse therapy, thalassotherapy and other therapies, performed by employed teams of experts composed of qualified specialists, physiotherapists, psychiatrists and other specialists. Today in Bosnia and Herzegovina, 15 spas are registered as health institutions and they have 3,455 beds and achieve about 200,000 overnight stays, which is 23% of the total overnight stays in Bosnia and Herzegovina (Banjski turizam u BiH, brez datuma).

Therefore, the health function of tourism is one of the most important and oldest functions, which is reduced to the medicinal effect of tourism on people's health and condition. As a rule, tourism acts as a preventive, and through the developed stage of selective tourism, health tourism and as a curative (Segić, 2011).

Health tourism, as a set of activities that meet the needs of users during their travel and temporary stay in a place and facility, combines activities that take place within the framework of art, sports, recreation and socialization, but also activities that by definition do not belong exclusively to free time, such as business trips, conferences, congresses, health tourism and the like. Considering the above, we can talk about a special category of market, which is the health-tourism market (Brborović, 2020).

Bosnia and Herzegovina is full of natural beauties and attractive tourist destinations, and there is almost no environment that does not claim that tourism is one of its most prioritized economic branches. Bosnia and Herzegovina has rivers, lakes, mountains, spas and a part of its own Adriatic Sea-which is already in all tourist destinations of domestic and foreign guests (Tipura & Duvnjak, 2009).

Bosnia and Herzegovina has many natural, thermal and thermo-mineral springs, and among them are very rare mineral springs that are known in professional circles and throughout the world (Crni Guber, Kulaši, Gračanica). There are a significant number of sulphureous sources and the most famous of them are the thermal sulphur springs of Ilidza. The thermal radioactive water of Fojnica has good results in the treatment and complementary treatments of muscle diseases. Medicinal thermal water of Banja Vrucica has a very successful effect on cardiovascular, rheumatic, and neurological diseases. With many accommodation capacities and accompanying facilities, it is one of the leading centres for the development of health tourism in Bosnia and Herzegovina ((Banjski turizam u BiH, brez datuma).

For all lovers of water and water activities, there is a large selection of rivers and lakes. Rivers such as Neretva, Una, Vrbas, Drina, Trebisnjica and many others are suitable for various types of activities such as swimming, rafting, canoeing, fishing. Lakes like Blidinjsko, Boracko, Plivsko, located in beautiful natural surroundings, certainly represent ideal locations for all those who want to relax in nature. Neum, a town in Bosnia and Herzegovina on the coast of the Adriatic Sea (STRATEGIJA RAZVOJA TURIZMA FEDERACIJE BIH 2008-2018, 2008).

The FBiH Tourist Board states that in addition to Sarajevo, Mostar and Medjgorje are the most visited tourist destinations. As they explain, foreign tourists are most interested in cities and city landmarks. It is evident from a review of previous years that the number of visits is growing by about 10-17% in the case of the city of Sarajevo. There is a noticeable recession in Mostar, there are organized trips to this city on the Neretva, but there are no longer stays (Tipura & Duvnjak, 2009).

Regarding the potential of the tourist offer specifically in the Republic Srpska, it can be said that the republic is very rich as follows in contents: spa tourism, mountain tourism, eco tourism, rural tourism, hunting and fishing tourism and religious tourism.

The development of tourism in Republic Srpska was mostly spontaneous and this was the case until 2011, when the “Strategy for the development of tourism in Republic Srpska for the period 2011-2020” was agreed and adopted by the Assembly of Republic Srpska. This strategy represented the basic but also a starting document for all future steps in terms of development.

The ethnic village of Stanisici represents the tourist brand of Republic Srpska/BiH. The ethno village consists of a dozen original log cabins, authentic mills for grinding grain, lakes crossed by wooden bridges, and an area designed for the presentation of old folk skills such as spinning and weaving. Tourist organizations state that a lot more needs to be invested in our tourism, and that many destinations are neglected in the tourist presentation.

Hutovo blato: Nature Park “Hutovo blato” is a unique pearl of nature in our country, the Park has been neglected in the promotional sense. Tourist consumption is the goal of every innovation program, which should be of high quality and attract tourists so that they are “forced” to spend. the innovation team is gaining importance in shaping the tourist offer (Vidovic, Guest Animation in Tourism Work Entrepreneurial Venture, 2019)

The following figure shows the situation in the Republic of Bosnia and Herzegovina in terms of the number of arrivals and overnight stays in the Republic of Bosnia and Herzegovina (Figure 1) as well as to certain tourist destinations (Figure 2) in the period from 2015-2019.

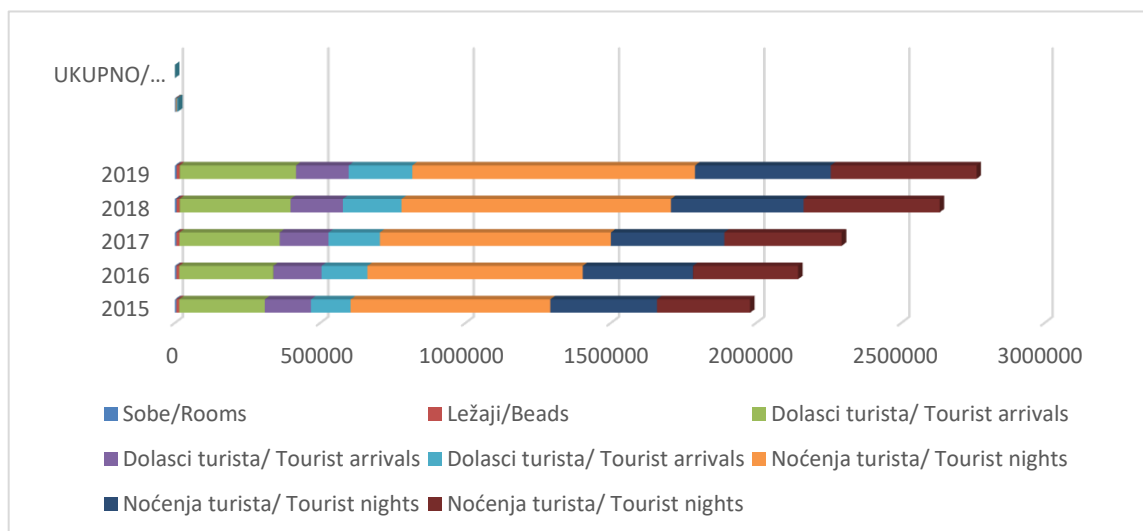


Figure 1. Presentation of Tourist Arrivals and Overnight Stays in the Period from 2015-2019 (Statistics, 2020)

<i>Banjska mjesta /Spa resorts</i>	47 491	52 617	56 479	61 988	65 886
domaći/ domestic	31 080	32 629	32 905	35 797	36 761
strani/ foreign	16 411	19 988	23 574	26 191	29 125
<i>Planinska mjesta/ Mountain resorts</i>	55 949	55 821	58 952	65 843	61 927
domaći/ domestic	36 775	35 587	37 011	39 989	36 051
strani/ foreign	19 174	20 234	21 941	25 854	25 876
<i>Ostala turistička mjesta / Other tourist resorts</i>	176 381	200 078	215 521	238 255	257 001
domaći/ domestic	83 324	90 834	91 988	96 974	103 069
strani/ foreign	93 057	109 244	123 533	141 281	153 932

Figure 2. Presentation of Tourist Arrivals in Spa, Mountain, and Other Tourist Places (Statistics, 2020)

Looking at Figure 1 and Figure 2, we can conclude that there is an evident growth in the arrivals of tourists, both domestic and foreign, from year to year.

4. Research Methodology and Results

The main goal and problem of the research is to determine whether tourist events in Bosnia and Herzegovina attract tourists, that is, whether the supply and demand of the tourist community of Bosnia and Herzegovina can be improved. Therefore, the hypothesis was devised that the introduction of innovative programs for various tourist destinations in Bosnia and Herzegovina can be a guideline for the further development of the country. The results of the conducted empirical research are presented in tabular form and the accompanying text shows the analysis of empirical data using the statistical program package for social sciences SPSS 22 and StatPlus 2009.

According to the analysis of the demographic and socioeconomic structure of the respondents, it was determined that 32 respondents were female (45,714%) and 38 were male (54,286%). Most respondents belong to the age group of 46 and over 40, i.e., 57,143%, while the second age group consists of respondents from 26 to 45 years old, with 25, i.e., 35,714% of respondents, the third group consists of younger respondents between the ages of 18-25, 5 of them, i.e., 7,143%. According to the level of professional education, the majority of respondents had a secondary professional education, 47 of them, which makes up 67.143% and 23 (32.857%) had a higher professional education or master's degree.

Table 1. Socio-demographic Representation of Respondents

Demografske varijable	Number of respondents	Percentage
<i>Gender</i>		
Male	38	54.286 45.714
Female	32	
<i>Age</i>		
18-25	5	7.143 35.714
26-45	25	57.143
46 and more	40	
<i>Educational structure</i>		
Secondary education	47	67.143 32.857
Bachelor's degree/Master's degree	23	

Question:

The introduction of innovative programs for various tourist destinations in Bosnia and Herzegovina can be a guideline for the further development of the country, i.e., making a decision whether to go with innovative programs for the purpose of improving tourist development in Bosnia and Herzegovina. The difference between the examined groups, where alpha is $5\%=0.05$, that is, the size of the Chi-square test does not have a high value ($\text{Chi-TEST}=1.70139\text{E-}05$), which means that the set null hypothesis is accepted, the attitudes of the respondents are closely related where there is no statistically significant difference character.

Both groups of respondents agree that the decision to implement innovative programs is the following: The largest number of respondents declared and agreed that it is necessary to go into innovative programs for the purpose of improving the tourist offer, 34 of them, which is 48,571%, 14 respondents disagreed with this with the idea of 14 of them, which makes up 20%, 9 respondents remained undecided on this issue, which makes up 12,857%.

The presentation of the research is given in the following picture.

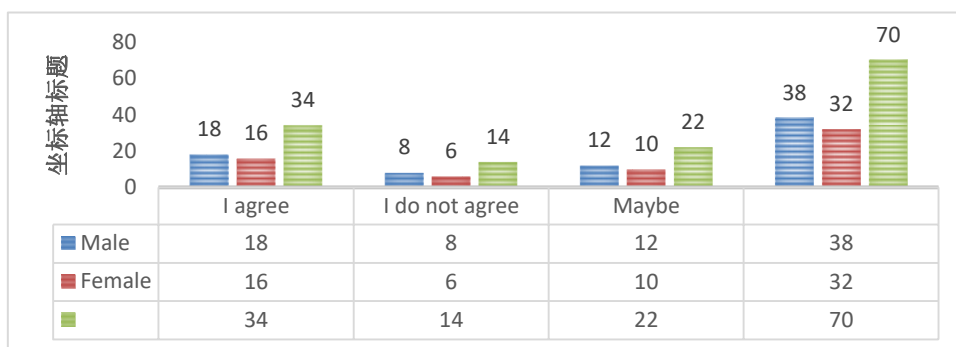


Figure 3. Author Calculation

5. Conclusion

It can be concluded that Bosnia and Herzegovina together with the Federation of Bosnia and Herzegovina, Republic of Srpska and Brcko District is one large rural community, it is necessary to take the initiative in the matter of sustainable rural development, which is based on the economy, history, culture, and regional diversity. pay attention to special types of tourism that should be given priority: religious, adventure, ecological, mountain, congress, health and cultural. This conclusion was reached by observing all these elements that this country possesses, observing and analyzing official statistics as well as by surveying a part of citizens.

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