

Influence of Tourism on the Regional Development of Bosnia and Herzegovina

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BOSNIA AND HERZEGOVINA is a very interesting tourist destination owing to its geographic location, exceptional natural beauties, cultural-historical inheritance and suitable climatic conditions. By 1992, significant tourist facilities, infrastructure and transport network were constructed and the organizing abilities were proved in the 1984 Winter Olympic Games in Sarajevo, as well as in many other manifestations. In the period from 1992 to 1995, many tourist facilities were destroyed and ruined. Today, however, most of them have been reconstructed and new facilities have also been constructed. In the paper, the influence of tourism on the regional development of Bosnia and Herzegovina is shown through parameters of the tourist resources distributed in tourist regions of Bosnia and Herzegovina. In the light of actual trends of world tourism and tourist potentials of Bosnia and Herzegovina, an effort has been made in considering its influence on the overall economic development.

INTRODUCTION

Most countries in the world develop tourism, and its basic characteristic and a goal is a large number of participants in tourist travelling, i. e. massiveness. According to its economic, sociological, psychological, political and other connotations and many expert opinions, tourism as a phenomenon has no match in any other occurrence or phenomenon in the modern world. Similarly, many experts think that the tourist industry will, in a couple of decades, be behind the oil and car manufacturing industry.

Actual economic flows see in tourism one of the most important activities. Positive effects of tourism are bigger and bigger from day to day, not only for the regions but also for entire countries. Tourism

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has a big and strong influences on the regional development and social development in general (Pak 1996). Economically underdeveloped regions and countries have, in particular, a big chance for its development. This human activity largely influence the structure of economic development and increasingly gains in social importance. Tourism influences, with its development, the development of new economic activities, in particular those in which the population makes an extra profit. Tourism development affects the regional development and is interconnected with other activities. Firstly, new jobs are created in tourism, furthermore, it influences the traffic development and higher prices of land, as well as its transformation from agricultural to building land, and alike (Horvat 2005).

The accelerated tourism development in Bosnia and Herzegovina is mostly reflected in development of the peripheral rural areas which are, according to their underdevelopment, far behind the developed urbanized centres of Sarajevo, Tuzla, Banja Luka, Mostar and other. Underdeveloped regions lag in every aspect behind the developed centres, which results in economic migration, drain of labour force from agricultural areas and impoverishment of villages. Tourism development in these areas enables development of the periphery, retaining the population in the homeland; infrastructure is improved as well as all other activities which contribute to the prosperity of the region and a country. The objective of this paper is to show the influence of tourism on the regional development of Bosnia and Herzegovina on the grounds of the existing tourist resources, the number of tourists and overnight stays in Bosnia and Herzegovina. This refers to tourists from the leading countries of Europe and the world, in the period from 2006 to February 2010, according to the number of people employed in tourism.

TOURIST REGIONS AND TOURIST RESOURCES OF BOSNIA AND HERZEGOVINA

In order to consider the tourist valorisation of Bosnia and Herzegovina, it is indispensable to present the tourist resources distributed across the tourist regions. Tourism of Bosnia and Herzegovina is based on natural and anthropogenic resources. The overview of the tourist



resources shows that most of the tourist areas and attractions have been little valorised so far. Bosnia and Herzegovina abounds in both natural and anthropogenic tourist resources. Relief morphosculpture and morphostructure, respectively richness in surface and underground forms, has a considerable role in forming the tourist supply. There are three clearly differentiated tourist regions in Bosnia and Herzegovina: the Peripanonnian Bosnia, the Mountainous Bosnia and Herzegovina, and the Lowland Herzegovina.

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Biogeographic resources in Bosnia and Herzegovina are represented, first of all, by forests and by the possibility of arrangement of picnic grounds, performance of expert excursions, organizing hunting tourism and other recreational opportunities. It should be mentioned that in the area of Bosnia and Herzegovina there exist more than 400 types of endemic plants, some of which have a broader area, while around 40 types are real endemic species from Bosnia and Herzegovina. Within the fauna of Bosnia and Herzegovina a large number of endemic types can also be distinguished. The abundance of game in the forests, and fish in the waters, favours the development of hunting and fishing. Bullfights or corridas, which are traditionally organized in our country, are also one of the characteristics.

Its dense forests, endemic types of trees, variety of crystal-clear mountain rivers and springs, lakes, exciting landscapes, and, first of all, the healthy environment make the area of Bosnia and Herzegovina very promising and attractive for the development of adventure tourism. Adventurous trips and arrangements in the area of the mountains of Treskavica, Prenj, Čvrsnica, Zelengora, Velež and Vranica comprise different forms of active recreation for the tourists offered through: rafting, kayaking, canoeing, rock climbing, walking, cycling, mountain biking, organized jeeps excursions, paragliding and parachuting. In this region, there is also the Sutjeska National Park (17,500 hectares) in which there is the last, thousand-year-old European forest of Perućica. In the south is Hutovo Blato, a natural reserve and bird habitat which was proclaimed a Ramser destination by the Ramser International Convention on swamps.

Bosnia and Herzegovina has 0,5% of protected territory in the form of national parks, and that territory is fully located in the area of Re-

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publika Srpska. It is known that the international community as a precondition for inclusion into the European integrations, demands a considerably higher percentage ranging between 10% and 15%. The earlier initiative for proclamation of the areas of Treskavica, Bjelašnica and Rakitnica the areas of special interest for the Federation of Bosnia and Herzegovina is already under procedure. The National park would include an entire area of Prenj mountain (with Boračko lake and the Neretva canyon), a larger part of Čvrsnica Mountain and parts of Čabulja and Vran Mountains.

Bosnia and Herzegovina has always been a crossroads of many cultures and civilizations, which was a very good basis for the appearance and development of different cultural-historical, ethno-social, artistic and environmental resources. Reminders of determined agglomerations and other traces prove that this area was inhabited around 4,000 years ago. In the course of history, different civilization flows were passing through these areas, and barbarian, Byzantine, Frankish, Venetian, Hungarian, Turkish and Habsburg influences left their mark by creating a natural inheritance which is actually a unity of opposites. This is why numerous achievements and objects of movable and immovable cultural inheritance can be found in Bosnia and Herzegovina. Starting from the locality of primitive man's habitat, the Vučjak cave near Ugljevik, and the largest paleolithic localities: Londža at Doboј, Badanj-Stolac, the Rastuša cave near Teslić and Pavlička cave near Grude, through the pile dwelling settlements in Tuzla, Ripča at Bihać, Butmir near Sarajevo, Brajkovići at Travnik, Obra at Kakanj and Donja dolina at Bosanska Gradiška, in the area of Bosnia and Herzegovina there are numerous localities of the settlements from the ancient times, such as those near Stolac, Srebrenica, Sarajevo, Čapljina, Ljubuški, Trebinje, Žitomislić, Mostar and Kakanj.

In the period of the Middle Ages in the area of Bosnia and Herzegovina there were five types of fortresses: towns, provinces, towers, enclosed porches and 'šarampovi.' The oldest towns are those from the 13th century such as Sokolac, Jezerski, Podzvizd and Šturlići, while the most famous old towns and fortresses in Bosnia and Herzegovina were Bobovac (the state capital of Medieval Bosnia) Ostrožac, Blagaj, Velika Kladuša, Travnik, Prusac, Vidoški grad-Stolac, Doboј, Gradačac,



Srebrenik, Kreševo, Počitelj, Mostar, Ključ, Banja Luka, Maglaj, Jajce, Sarajevo, Vranduk, Ljubuški town, Tešanj and Srebrenica. An interesting aspect of the potential for development of cultural tourism is the fact that the riches and diversity of culture cannot be found exhibited in museums but in 'live museums' – houses, bridges, architecture and traditional life in the major part of Bosnia and Herzegovina. Religious tourism in Bosnia and Herzegovina has unusually significant potentials (Pepeonik 1995).

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It is here where the three great world religions have met, and each has its great shrines. For the time being, the Catholic shrine in Međugorje is the strongest attraction, but we should not neglect the potential of the Orthodox monastery complexes and 'dovišta' of the Muslims. These are so-called cult places or the areas of spiritual values of the monotheistic religions. Let us mention, among others, the St. Ivo Church in Podmilačje at Jajce for the Catholics, Ajvatovica near Prusac, Tekija on the Buna near Mostar and 'Djevojačka pećina' at Kladanj for the Muslims, for members of the Orthodox church the monastery of Žitomislići, and for the Jews the Grob and Havra of Moša Danon in Stolac.

In the past twenty years, Međugorje has become one of the most famous Catholic shrines in the world and a modern centre of religious tourism. Pilgrim groups come every day from all over the world, and the rough statistics indicate that Međugorje is visited every year by a million believers, who have around 15,000 beds at their disposal, in family hotels and boarding houses adjusted to the contemporary demands of religious tourism. Ajvatovica is the best known 'dovište' in Bosnia and Herzegovina, and tens of thousands of Muslims from Bosnia and Herzegovina and the world come to Ajvatovica in order to say the prayer 'kišna dova.'

Bosnia and Herzegovina is abundant in many objects of religious and cultural importance for members of the orthodox religion. Distinguished for their fame, are the monasteries dating back to 14th and 15th centuries such as: Tvrdoš, Dobričevo, Ozren, Gomionica, Liplje, Moštanci, Dobrim and the Church of 'Uznesenje Hristovo' in Čajniče, in which a miraculous icon of 'Presveta Bogorodica' is kept, which was, according to tradition from Trojeručica, painted by the apostle Luke

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himself. The monasteries in Bijeljina, Banja Luka, Drvar, Šekovići and Teslić are also significant. Of the Catholic sacral objects we can set aside, according to their importance, the convents and churches, such as those in: Banja Luka, Derventa, Fojnica, Konjic, Kaknju, Kreševo, Livno, Ljubuški, Prozor, Ravno, Široki Brijeg, Orašje (Tolis), Trebinje and Visoko. Construction of the Islamic sacral objects started in the first half of the 15th century with the arrival of Turks in these areas. The most significant Islamic sacral objects in the area of Bosnia and Herzegovina are in Sarajevo, Banja Luka, Foča, Mostar, Počitelj, Čajniče, Maglaj, Livno, Travnik, Cazin, Trebinje, Tešanj and Donji Vakuf (Kurtović 2005).

Very valuable parts of the inheritance of Bosnia and Herzegovina are necropolises, whether they be 'stećci' or old cemeteries. Radimlja near Stolac is the most famous necropolis of 'stećci' in our country, and apart from this one, there are around 24 more necropolises. Let us mention the necropolises in Banovići, Bugojno, Čitluk, Konjic, Kupres, Neum, Trebinje and Višegrad. For the time being, Bosnia and Herzegovina still has a well preserved cultural inheritance. The factor of protection, which represents a legislative requirements, is weak and we should bear in mind that the surrounding countries have between 9 and 15% of protected areas. In our country this percentage is very low, and potential protection should be given to numerous landscapes, hydrographic structures, relief forms, caves, abysses etc. The traffic factor is part of the precondition in tourism development and is insufficiently developed. At the beginning of the 21st century there were only 10 km of highways in Bosnia and Herzegovina. The best example of the non-functioning of this community are the failed agreements about construction of the highway in Vc corridor. The nonreconstructing and nonfunctioning of the railways is a consequence of big commercial truck lobbies. The nonexistence of highways, bad local and regional roads on our traffic routes is disastrous for tourism development.

Supplies and personnel are relatively positive elements, because our overall commerce is based on imports, so that potential tourists will not be nostalgic for their products. Safety in our country in terms of the minefields is a factor which will certainly not attract either domestic or foreign tourists. Yet we mustn't be late with development and



investments into tourism, not only to prevent domestic destroyers of assets, but also to avoid sinking into oblivion by potential visitors.

TOURIST FLOWS IN BOSNIA AND HERZEGOVINA

Tourist flows in Bosnia and Herzegovina clearly indicate that in terms of tourism, Bosnia and Herzegovina is traditionally oriented toward the foreign market. In the past fifty years, the European countries had a leading role in world tourism, which was even more strengthened by the European integration process. The European tourist industry employs more than 45 million workers, which represents more than 14% of the labour force (Eurostat 2009). The decrease in the tourist turnover, which started in Bosnia and Herzegovina in the second half of the 1990s, due to economic disturbances, started to lessen after 1995 and later to increase. Foreign guests still record high visits in all tourist destinations of Bosnia and Herzegovina. The level of visits is high, first of all, due to natural geographic features and anthropogenic contents in Bosnia and Herzegovina.

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It is shown by data from 2009, when 17,813 tourists arrived in Bosnia and Herzegovina from Germany, 15,443 from Italy and 13,005 tourists from Austria. With regard to overnight stays of the foreign tourists, the first place belongs to Germany with 40,944 overnight stays, then followed Italy with 32,685, and Austria with 22,734 overnight stays. Of non-European countries, according to the number of tourists, Americans are the first, of whom 6,664 arrived in Bosnia and Herzegovina in 2009, and made over 19,000 overnight stays. Of the countries from ex-Yugoslavia the highest number of tourists in the mentioned period came from Croatia, with 50,838 tourists coming to Bosnia and Herzegovina in 2009, recording 93,601 overnight stays, which is 13.9% in relation to overall overnight stays (table 1). Regarding total income, a moderate growth of both state and private income from tourism is noticeable (table 2).

In the analysed period, the state revenues had a larger share only in 1996, amounting respectively to 41,904 million KM or 69.4% of total income. Since 1998, the private income has assumed domination in total income and this trend continues further. In 2008, total income amounted to 68,899 million KM of which private income made up

TABLE 1 Number of tourists and overnight stays in Bosnia and Herzegovina

Countries	Tourists				Overnight stays			
	2007	2008	2009	1/2010	2007	2008	2009	1/2010
Total	306,452	321,511	310,942	16,452	694,507	718,750	671,128	38,566
Croatia	50,208	53,512	50,838	4,005	108,142	108,233	93,601	8,531
Slovenia	36,353	36,596	34,580	1,861	68,308	68,493	60,762	3,207
Serbia	56,936	60,481	56,221	4,096	131,537	142,811	120,850	10,607
Austria	11,741	12,163	13,005	646	22,544	21,920	22,734	1,049
France	9,629	9,576	9,291	134	19,515	25,881	24,835	264
Holland	4,348	4,703	5,124	126	10,685	10,607	11,840	260
Italy	17,599	16,090	15,443	672	33,122	31,826	32,685	1,634
Hungary	4,038	4,193	5,124	126	8,086	7,293	11,404	207
Germany	17,761	17,201	17,813	680	39,635	35,493	40,944	1,474
England	6,213	5,593	5,077	161	14,910	13,536	11,877	320
USA	8,465	7,389	6,664	381	21,852	19,846	19,544	1,059
Turkey	11,276	12,091	13,660	540	29,119	31,081	31,937	1,073
Macedonia	3,792	4,551	4,810	157	7,452	9,256	9,533	335
Montenegro	6,613	8,129	7,848	1,125	13,041	21,123	19,506	4,564

NOTES Source: <http://www.bhas.ba>.

56% of total income. The ratio between the private and state revenues was maintained in 2008 as well, and amounted to 58.5% of private and 41.4% of state revenue, although the total income was lower by 13.4%. Domestic tourist turnover in the mentioned period accounted for somewhat more than 40% of total overnight stays.

Today, tourist movements toward our country have increased and have become more dynamical. With the establishment of a series of service activities, the roads toward the seaside were opened up. We must consider these facts, as well as the trends of tourism in the world, when discussing the previous, current and future tourism development in Bosnia and Herzegovina.

It is necessary to research and determine the main factors that would influence, for the most part, the future tourism development in Bosnia and Herzegovina. One of the indicators of tourism influence on the regional development of Bosnia and Herzegovina is also the number of people employed in the tourist activities. According to data on the number of people employed in hotels and restaurants, it



TABLE 2 Incomes from tourism

	1996		1997		1998		1999		2000		2008	
	(a)	(b)										
(1)	41,904	69.4	31,591	46.6	30,054	43.6	28,387	42.4	30,294	43.9	25,173	41.4
(2)	18,416	30.5	36,116	53.3	38,778	56.3	38,407	57.5	38,588	56.0	35,611	58.5
(3)	60,320	100	67,707	100	68,823	100	66,794	100	68,899	100	60,784	100

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NOTES Column headings are as follows: (a) thousands of κ M, (b) percentage. Row headings are as follows: (1) state revenues, (2) private income, (3) total. Source: *Statistical yearbook of Bosnia and Herzegovina 2008*.

TABLE 3 Number of people employed in hotels and restaurants in Bosnia and Herzegovina

	2006		2007		2008		2009		2/2010	
	(a)	(b)								
(1)	654,252	100	687,445	100	706,088	100	686,044	100	699,710	100
(2)	26,649	4.1	34,880	5.1	32,408	4.6	32,844	4.8	34,072	4.9

NOTES Column headings are as follows: (a) thousands of κ M, (b) percentage. Row headings are as follows: (1) total number of employed people, (2) employed in hotels and restaurants. Source: <http://www.bhas.ba>.

is noticeable that tourism is still insufficiently developed and, as such, has no major influence on the overall economic development of Bosnia and Herzegovina (table 3).

The number of people employed in hotels and restaurants as leading activities of tourism has varied very often since 2006 to date. The total number of the people employed in Bosnia and Herzegovina was 654,252 in 2006, while in February 2010 it reached 699,710 of people employed, or 45,458 more, respectively 6.9%. However, the employment level in tourism is below that level, respectively it ranged from 4.1% in 2006 to 4.9% in February 2010.

It is necessary to consider this from several aspects – multidisciplinary – with a further developmental, spatial and processing approach. This means that we should provide exact and relevant data by means of the relevant quantitative and statistical methods and determine the level of tourism development (Cigale 2004). Special attention should be paid to studying the development of this branch in the future regional development of Bosnia and Herzegovina. Contemporary

economic changes in the world are the most obvious, particularly in this branch, and are expressed through the inevitable process of economic restructuring in Bosnia and Herzegovina as well.

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INFLUENCE OF TOURISM ON OTHER SECTORS OF
ECONOMY IN BOSNIA AND HERZEGOVINA

Tourism is rightly considered as a branch which in the best way is to ensure a specific offer and economic valorization of the domestic tourist product, which is made up of the elements of the tradition and culture, natural inheritance and the built material culture, as well as service and production components of the local tourist supply. Today, it is a rapidly growing industry with a growing share of knowledge and high value added, which contributes to social prosperity, growth of GDP, employment and investments (Lorber 2005).

In current conditions, tourism in Bosnia and Herzegovina has a significant place as a factor of development and restructuring of the associated activities. Tourism has a particular developmental influence through external effects on numerous activities in the economy and society, starting from production of food and drinks, road, railway and air traffic, development of infrastructure and investments into destination capacities, through development of hotel management, commerce and the entertainment industry, to initiating the development of financial, marketing and educational services and the changes in rural, environmental and spatial development of the country, and raising the standard of living.

On this occasion, we have evaluated the level of tourism influence on the sectors in Bosnia and Herzegovina. Of 19 activities, 13 of them were given the highest grade, while only railway transportation got grade 1, which means that this aspect of traffic is the sector which is not strongly affected by tourism development. On the other hand, five activities were given grade 2, respectively retail trade, banking services, insurance services, car manufacturing industry and electroenergetics. Activities that were best graded, among others, are: agriculture, production of food and drinks, telecommunications, catering industry etc.

Despite its enormous potentials, tourism in Bosnia and Herzegov-



ina is still in an initial phase of development. According to estimations given in the report on competitiveness in tourism for 2009, it has been estimated that the industry achieved 461 million dollars of GDP from tourism, (i. e. it contributed 2.9% to the GDP of Bosnia and Herzegovina. It employed 26,000 workers and participated in total employment with 2.3% (*Strategija razvoja turizma Bosne i Hercegovine* 2009).

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PERSPECTIVES OF TOURISM IN BOSNIA AND
HERZEGOVINA

Many have realised the role and significance of tourism on regional development in Bosnia and Herzegovina, starting from the employees, through the institutes and governments. In this regard, the appropriate strategy for tourism development was determined, which anticipated an enhanced development of tourist capacities and an increased number of domestic and foreign tourists. The need for restructuring the existing aspects and development of new aspects of tourism is one of the preferential requirements for tourism development in Bosnia and Herzegovina. The number of beds should increase with simultaneous improvement in the quality of accommodation in hotels, villas and boarding houses. Total investment into tourism development should reach about 1.5 billion EUR.

According to estimations of the World Tourist Organisation (UNWTO), activities of travelling and tourism in Bosnia and Herzegovina for the period from 2006 to 2015 are expected to have a real annual growth of 5.2%. Tourism in Bosnia and Herzegovina depends on four groups of factors: global, European, regional environment and the environment made by the system in Bosnia and Herzegovina and the Federation of Bosnia and Herzegovina, as well as market factors in the country and targeted markets, entrepreneurial factors and their strength and motivation for acting in the tourism sector and the government. None of these factors can be isolated because all the mentioned factors can only jointly contribute to tourism development.

Traffic is one of the key factors which influence the tourism development. Bosnia and Herzegovina has a significant position in the transportation-communication system of the Balkans and south Europe. According to its position, it is trying to join, as soon as possi-

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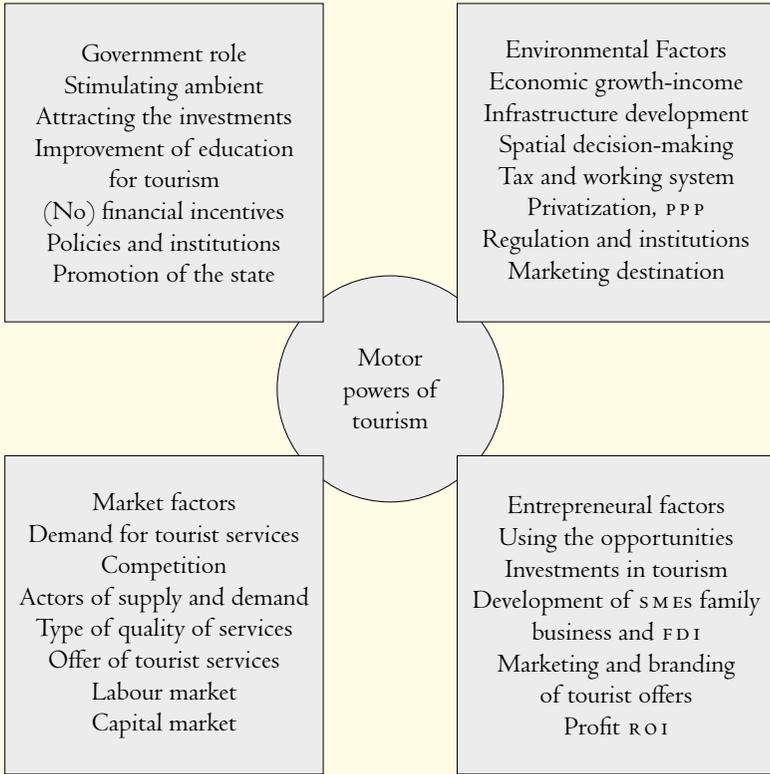


FIGURE 1 Factors of tourism development in Bosnia and Herzegovina (adapted from Economic Institute of Sarajevo 2009)

ble, the developed European and world's countries, in the domain of transport and communications, in which it has already achieved certain results. More recently, considerable funds have been invested into reconstruction of war-damaged and destroyed transport capacities, facilities and traffic lines, and the construction of new road and railway lines has been planned.

The existing traffic infrastructure in Bosnia and Herzegovina is located mainly around the central axis north-south along the Bosna and Neretva Rivers, and in the direction west-east, parallel to the Sava River. On these directions the majority of economic and natural resources is located, including the population of Bosnia and Herzegovina. Evident efforts have been made lately by Bosnia and Herzegovina



and the international community in order to normalize international transport gradually, but surely.

CONCLUSION

From the mentioned data it can be seen that tourist resources in the area of Bosnia and Herzegovina are still insufficiently used. The reason for this lies mostly in the nonexistence of a tradition of tourism development, poor development of the traffic network and the lack of modern hotel accommodation. There are few geographic areas in the world which were so strongly affected by location factors in tourism development. This is the first factor that makes Bosnia and Herzegovina so different from others. The past has continuously been retaining the anthropogenic resources of human wishes, needs and habits.

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In the past fifteen years, the number of foreign tourist arrivals and overnight stays has been increasing in Bosnia and Herzegovina. Foreign tourists mostly come from the European countries, predominantly the West European countries. The reason for their arrival is still the very well preserved and clean environment, the large number of cultural-historical monuments, as well as religious tourism, first of all, paying visits to Međugorje. These are followed by visits to the high, winter Olympic mountains, which still do not have the capacities they used to have before 1991. A larger number of foreign tourists stay in the spas primarily for sports-recreational needs, the need for active resting and preventive reasons. For the above mentioned reasons, the guests are very mobile in space, which has stimulated intensive tourism development in the surroundings of the spas (a diverse additional tourist supply, renting separate tourist rooms. or even the construction of new boarding houses and hotels), as well as the appearance of smaller, secondary tourist areas.

It is clear to those employed in tourism and all others dealing with it, that tourism is a branch of the economy that has a significant position in the state developmental strategy, and within the regional programmes it has been defined as a key opportunity for development.

The strategy of development of Bosnia and Herzegovina considers tourism to be one of the leading branches of the economy. Priorities of fundamental developmental orientations are: entrepreneurial innova-

[214] tion, connecting the tourist products within the destination management, preservation of the cultural-historical and natural inheritance, and promotion of the state. These activities are the basis for development of a new concept of tourism, which relies on the local values of Bosnia and Herzegovina and on the European marketing, aiming at promotion of Bosnia and Herzegovina as a new, undiscovered destination for the European tourists.

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