

GEOGRAPHICAL BASIS OF TOURISM DEVELOPMENT OF TERRITORY THE KUPRES

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ABSTRACT: *Territory of the Kupres is one of the major tourist destination in Bosnia and Herzegovina. It has significant tourist potential. Nonetheless, tourism, as well as other economic activities in this region, is in deep crisis. In this difficult and volatile environment, mountain – disadvantaged areas are faced with multiple developmental difficulties. Development possibilities are based on size of high-mountain territory, nature protection regimes, infrastructural equipment, provided conditions for leisure and recreation as well as involvement of local population in processes of development and protection. Mountain areas with their surroundings are important parts of tourism regions with potentials for all-season tourism development and complementary activities. In Bosnia and Herzegovina, a framework supportive to sustainable development of mountain areas at the local level does exist - even if a governmental initiative on sustainable development is missing. This paper analyzes the advantages and disadvantages of tourism development in the area. According to a survey, there is a good basis to attract tourists, but further development requires higher investments, as well as greater involvement of local residents.*

Key words: *tourism, natural and anthropogenic touristic values.*

INTRODUCTION

There are different experiences on which to rely in an attempt to find a practicable way for the development of mountainous and predominantly rural areas. One can not deny the complexity of challenges that need to be faced, it is necessary to start from some basic of elements that need to become a strong point of ideas of development, and in particular should be clearly have on to note, even more so there are difficulties in regarding (context) ambient, it is necessary to for organizing areas needed to know it in all its facets.

Bosnia and Herzegovina has a quality and a variety of potentials for the development of mountain areas, one of which activated only a part, including the mountainous area of Kupres plateau. Thanks to its natural and the environmental attributes, bi-

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odiversity, development potentials and other characteristics, highland area of Kupres plateau in Bosnia and Herzegovina is a valuable natural resource. This research has the task to empower previous research and practical policy of exercising and planning, which have appeared when tourism became the basis for of development in the last two decades.

The main problem of tourism and the overall development of mountainous areas of Bosnia and Herzegovina and territories of Kupres plateau is a limitation of their resources, which can be: absolute when the mountainous region can not achieve development (lack of a critical mass of high-mountain area and natural resources, degraded nature and others) and the relative in case there is a limitation some factor of development (political conditions, traffic connections, infrastructure, protected area, etc.), which requires a cost-benefit analysis and defining ways to overcome limitations. When speaking about the potentials these areas must be taken into consideration policies of urban development and the protection, at expert defining the priorities, that is to say the need to direct the development the mountainous areas. The causes of depopulation and deagrarization the mountainous and rural areas, which include and the area of Kupres plateau are manifold, but it would be wrong to believe that the future of these areas depend solely on agriculture. It is certain that each situation must be analyzed in the context in which it intends to perform. Some conditions abandonment of these areas show different and special characteristics, social, cultural, economic, political, which directly affect on the process development. Activated only a small part of the available resources the mountainous areas of Bosnia and Herzegovina. The problem is expressed in polarization to more developed urban areas and lowlands, where they are concentrated settlements and activities, as well as the underdevelopment of rural, mountainous and peripheral areas (Lugonja, 2013). Tourism in rural areas of Bosnia and Herzegovina, helping to meet the challenges of open trade, through the diversification of the rural economy (Lugonja, 2012b). The problem is expressed in polarization to more developed urban areas and lowlands, where they concentrated settlements and activities, as well as the underdevelopment of rural, mountainous and peripheral areas (Lugonja, 2013). Tourism in rural areas of Bosnia and Herzegovina, helping to meet the challenges of open trade, through the diversification of the rural economy (Lugonja, 2012b). Tourism in rural areas of Bosnia and Herzegovina, helping to meet the challenges of open trade, through the diversification of the rural economy (Lugonja, 2012b).

Bosnia and Herzegovina today significantly lags behind of European countries in terms of modern management of the development mountain areas. There is no clearly defined strategy for the development and protection of mountain nor rural areas, and even less efficient system of sustainable development. Has not been provided neither adequate support for the implementation existing plans (Spatial Plan of the Municipality Kupres from 2006, Development Strategy of entrepreneurship of the municipality Kupres for period 2012-2020, The Tourism Master Plan for the area Kupres from 2009, etc.), and thereby neither to effectively manage the sustainable development of Bosnia and Herzegovina and in this framework of the mountainous areas of Kupres plateau.

THE NATURAL AND SOCIAL CONDITIONS OF THE RESEARCH AREA

The Kupres plateau is located in the south-western part of Bosnia and Herzegovina, and administratively divided into the municipality Kupres in the Canton 10 of the Federation of Bosnia and Herzegovina, and the municipality Kupres in the Republic of Srpska (Fig. 1).

Total surface area of the territory Kupres includes 622 km², and on this the territory is situated the 36 villages. The territory of the Kupres provides in direction north-south in the length of 47 kilometers and in width about 16 kilometers. Important traffic route is a main road that extends in a direction north-south from Bugojno over Kupres to Livno and Split. The other significant traffic route is a regional road Šipovo-Kupres. This area away from Split, Banja Luka and Mostar, about 120 km and Sarajevo about 150 km. Advantageous geographical position at an altitude of 1250 m and a sharp mountain climate makes it ideal for skiers. At an altitude of 1150 to 1250 m there are 4 ski trails with a total length about 13 km, with two ski lifts and one baby lift for children.¹



Figure 1. The geographical position of Kupres plateau

Source: Elaboration by author

General characteristics the area of Kupres plateau is a high mountain relief whose elevation ranges from 1117-1120 m (bottom field) to 2000 m (mountain peaks). The Kupres plateau is the highest platform in the Dinaric mountain system and has a series of important and specific occurrences in the area (rivers, underground streams, fluvio-glacial lakes, mountain air, etc.), which are separated by as individualized space in the landscape of the surrounding area, which brings many environmental, natural and social specificities, significant for development of the area, and especially for his planned development (Lugonja, 2012a). Morphological characteristics in correlation with the specifics of the karst terrain of the Kupres plateau opens opportunities for the development of different forms of recreational tourism. The Kupres plateau is surrounded by

¹ Prostorni plan opštine Kupres – izmene i dopune (2006). Sarajevo, Urbanistički zavod BiH.

mountain ranges: Mali Vitorog and Mosor on the north; Hrbina, Malovan and Paklina to the west and southwest; Stožer, Raduša and Ljubuša on the east, northeast, south and southeast; which can be interesting in the tourism. Geographical characteristics research of area were determined and climate, which affects on his relief, the characteristics of flora and fauna, as well as a way of influencing men to the landscape the area. Snow and wind are two genetic climatic phenomenon on this area, which can be evaluated as a resource: snow for winter tourism and wind as the renewable source of energy (Lugonja, 2012a). The climate in this area is mountainous - alpine, severe climate, with an average annual temperature of 5.8°C (Table 1), which somewhat mitigates intensive expansion and exchange of continental and maritime of air masses. The average annual precipitation sum for the period 1961-1990 years amounts to 1.157 l / m².

Table 1. The some important climatic parameters for the period 1961-1990

Meteorological station of Kupres / climate values	Medium temperature of air (°C), for the period 1961-1990	The mean relat. humidity of the air (%) for the period 1961-1990	Medium cloudiness (tens) for the period 1961-1990	Medium precipitation sum (l / m ²), for the period 1961-1990
Months				
I	-3.9	81	6.5	88
II	-2.7	82	6.8	92
III	0.4	84	6.5	92
IV	4.8	82	6.4	101
V	9.7	80	6.0	94
VI	12.9	79	5.8	95
VII	15.0	77	4.5	63
VIII	14.7	77	4.7	81
IX	11.7	81	5.2	92
X	7.2	84	5.5	104
XI	2.1	85	6.6	138
XII	-2.1	83	6.8	119
Average annual	5.8	81	6.0	1157

Source: *Urbanistički plan Hercegbosanske županije, (2009), Urbanistički zavod Republike Srpske, Banja Luka.*

The territory of Kupres plateau characterize very cold winters, chilly summer, quite evenly distributed rainfall throughout year and relatively small temperature fluctuations. Such a climatic character gives specialized conditions for the development of a very productive pastures and meadows to reproduce special kind of high forests, for development of hunting tourism in forest land areas, etc. Because of high height above sea level snow cover is maintained in average seven months a year, the longest in January-March period. This area, despite the large amount of rainfall, as distinctly calcareous

² *Urbanistički plan Hercegbosanske županije, (2009), Urbanistički zavod Republike Srpske, Banja Luka.*

space, because of groundwater runoff surfactant is dry.³ During the year, 68.2% of winds opposite 31.8% silence indicate significant windiness of the area in the sense of using of this element of climate as a natural resource. The most common are winds are bora, as a continental and south, as well as a maritime wind.⁴ Medium cloudiness is 58% (83.6 of clear days and 136.4 of cloudy days per year). The annual value of relative insolation in Kupres is 42%, while 13 are days with fog in a year. The average summer temperature is 13.5°C and -3.8°C winter. The absolute maximum air temperature reaches 33.9°C and -28.5°C minimum, with a variation of 62.4°C.

Hydrographic system consists of surface flows highest horizons in the river basins of the Black Sea basin, and of the Adriatic sea basin. On the territory of Kupres singled out: sources and springs in area of eastern edge of fields of Kupres plateau; weak and not harmonized watercourses Mrtvica, Milac and Vodenica, which to plunge in southwestern and western edge of the field; and permanent and temporary lakes. In Kupres field are formed two water streams that belong to the Black Sea basin. A considerable part of the territory of Kupres is intersected by numerous smaller watercourses (streams). These watercourses are specific in very a quality mountain water. Also, all these watercourses are abundant autochthonous species brook trout, which is an important natural resource. Furthermore, in the territory of Kupres there are several lakes, of which the most famous of the Kukavicko lake, near the village of Kukavice.

On the territory of Kupres as the most significant resources distinguish agricultural and forestry land. Agricultural land on the Kupres plateau occupies an area of 33.451 ha. In the structure of agricultural lands, ground arable land and gardens is 3.140 ha, and under of pastures 30.111 ha. A large part of the territory of Kupres and his environment is under forest vegetation, consisting of various types of forests. The largest area occupying forests of beech (Luzlo - Fagetum), inside which they come and smaller areas of beech, fir and spruce (Fago - Abietum silicolum). The great importance of these of forest areas are above all reflected in their generally useful functions such as the protection, hydrology, climate, tourism - recreational, scientific, educational and defense functions of forests, etc. All of these forest areas provide an ideal natural ambiance for recreation in all seasons. Also, these large forest areas are the guarantee of air purity in the area, which is characterized a large percentage in more frequent of elemental of oxygen, which is a rarity in this part of Europe and beyond, etc. The nature of of this area, in correlation with the rich cultural and historical heritage of of this part of Bosnia and Herzegovina is a good basis for tourism development. However, even though a good portion of tourism potential is not sufficiently and in an adequate manner presented to the tourism market. Because of this, and also because of poor economic conditions (in the whole of Bosnia and Herzegovina) tourist potentials of this area are not sufficiently valorized. This area is located outside the main development direction, today is economically inactive, with an extremely low population density.

³ Zubić, N. (1976). *Kupreški kraj-regionalna studija*. Doktorska disertacija. Sarajevo.

⁴ Lugonja, A., (2011). *Sviluppo locale di aree interne montane. Confronto tra i processi di sviluppo dei territori di Kupres (Bosnia Erzegovina) e del Subappennino Dauno (Puglia)*. Tesi di Dottorato. Università degli Studi di Bari Aldo Moro. Bari (Italia).

Stay of tourists in this area should be based on an optimal combination of attractive of attributes of natural and anthropogenic values. To this end, further development of tourism in this the area must be approached extremely seriously and expertly, with full consideration for the principle of active protection, which would in turn provide and create the conditions for sustainable development of tourism, such as in some European countries such as Italy. The natural tourist values of Kupres plateau are numerous and diverse. In the tourist offer of this region they represent the basis of tourism development. This area is may represent very attractive tourist destination. The Kupres plateau is a major winter recreation center of southwest Bosnia and Herzegovina. This area is has conditions for live-stock development and the production of healthy food, and as well as a mountainous area with attractive potential for the development of recreational tourism, sport, hunting and tourism in the village. In this area you can find many species of medicinal herbs and forest fruits. Another one of important facts is the richness of this area with numerous species of fungus, some of which can be found in considerably large quantities. Some of the species of fungi, such as the. *Morchella rotunda*, have an important place in pharmaceutical production, and considerably are represented in this area. Wild game in this area represents an ideal habitat for for many species of small and big game. Moreover, almost whole territory represents a hunting ground for roe deer, bear, rabbit, wolf, fox, and other wild-life species. Also the game birds are represented in this area of which the most interesting is aforementioned significant share of wild ducks. The dominant limiting factors for sustainable development of mountain areas of Kupres plateau include:

- economic, political and spatial marginality (the division of space entity boundaries, the absence long-term strategies, traffic and communicational of isolation into the territory, lack of sufficient awareness of the possibilities of development, etc.);
- demographic factor (war of emigration, depopulation, aging and impoverishment of the rural population);
- external directing of a development, without sufficient participation of the local community;
- conflicts in use of space and the management of the protection and development of mountain areas; endangering the economic, social and cultural integrity and existence of mountain communities;
- spatial ecological factor (low quality and a big undeveloped infrastructure, insufficient equipment of settlements by municipal infrastructure, public services and other urban contents, etc.).
- occurrence of uncontrolled development of tourism and other of activities.

The space of the Kupres plateau appears in the tourism market and with significant anthropogenic objects. Based on the degree of their attractive effects they represent complementary tourist motives and contribute to enriching the content of stay of the tourists. Based on the tourist values, all anthropogenic tourist values on the this area can be divided into: a cultural-historical monuments and cultural tourist events.

The most attractive tourist anthropogenic motives that are presented valuable cultural-historical monuments (from the Neolithic period present to ruin (Poganac above

Kupres) and tumulus. Many are interrogated these residues, among which: Duro Basler in 1953 and Šefik Bešliagić in 1954. Most comprehensive research regarding the tumulus makes archaeologist Alois Benac in 1986, when on this area registered 51 tumulus. Alois Benac excavated a tumulus and came to the epochal discoveries (Benac, 1986). In the center of the tumulus was found a wooden crate in which was buried the deceased, wrapped in woolen textile jacket. Woolen textile mantle is the oldest and largest in Europe of that time. A mantle is about 3680 years old and dates from the early Bronze Age. This research refuted that it was clothing from the a female grave in Denmark oldest woolen textiles. The Kupres textiles found in tumulus at Kupres field, the older is from 200 to 300 years old, and is larger dimensions. Precious legacy, been found in this tumulus are exposed in “Franciscan Museum and Gallery, Gorica” Livno. The well preserved necropolises tombstones that can be found in this area, which extends along the medieval settlement, and were regularly placed near the roads on the mounds. In relation to the technology of stone processing and way of decorating, tombstones have very different qualities of art-aesthetic value. Bešliagić them enumerated 1055, but he said that be more of them (Bešliagić, 1954). They are originate from the Middle Ages.

This territory was presented with cultural tourist events. The most famous is “Day of haymaking on Kupres” in the region. It is held the first week in July. This manifestation has a long tradition of almost one hundred years old. Besides these manifestation, a very important project is annual cultural Festival of pop music POP FEST. Touristic offer of this area is enriched riding school, paragliding, bicycling, motocross, hunting and fishing, etc. The tourist accommodation capacities are mostly privately owned, guests are offered a complete services of accommodation in numerous apartments. However, in spite of the private placement does satisfy the required level of quality and modern services. Considering that the increasing number of households deals with illegal issuance of beds, the categorization is difficult to enforce, and thus determine their exact number.

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TOURISM AS A CHANCE FOR LOCAL DEVELOPMENT OF MOUNTAIN AREAS

At the conference “European Spatial Development Perspective” in Potsdam 1999, it was recognized that the tourism sector is a key sector in Europe for the promotion of sustainable development. Girard points out that landscapes which characterize Europe represent one of the most important resources, and by means of tourism, and of cultural and natural values are becoming increasingly economic wealth (Brunetta, Fistola, 2006). Although everybody agrees on the need for more and more to invest in the development of tourism, this goal should be achieved in a manner that is according with concept of sustainability, which should not be ignored, when planning a policy of tourism development.

Well directed and regulated development of tourism can be a catalyst for positive change. Tourism can activate the mechanisms of multiplier growth, favoring, for example, increased employment, directly or indirectly, even when the type and quality of the responses employment depend not only on investment, but primarily, on the sensitivity national and local economics and local tourism initiatives which play an important role, depending on the the adaptability of human groups, the target group of tourists to where the offer addressed, from the structure of space and environmental conditions. Regarding the of sustainability of tourism, it is reflected in two concepts: from the ecological point of view, given on the natural beauty, landscape, etc., and anthropological point of view of stability (Bizzarri, Quercine, 2006). The EU Parliament, based on Resolution of the new opportunities and to new challenges for sustainable European tourism, entitled “The basic orientations for the sustainability of European tourism”, points to the importance of tourism in the economy and emphasizes the need for sustainability and its development. The tourism sector contributes substantially to the growth, employment and new information technologies. Tourism represents a sector that is characterized by different production activities and a variety of possibilities to to run various professional and industrial activities and that provides the possibility to work especially for women and youth. The World Tourism Organization reports that the quality in tourism result of a process which entails the fulfillment of of all of legitimate need for the product or service, the needs and expectations of consumers in the accordance with the elements that determine the quality and safety, hygiene, transparency and harmony in terms of tourist activities in the social and natural environment.⁵ The tourism sector contributes substantially to the growth, employment and new information technologies. Tourism represents a sector that is characterized by variety of manufacturing activities and variety of opportunities for running different professional and industrial activities and that provides the possibility to work particularly for women and youth. The World Tourism Organization reports that the quality in tourism result of a process which entails the fulfillment of all legitimate need for the product or service, the needs and expectations of consumers, in the accordance with the elements that determine quality and safety, hygiene, transparency and harmony in terms of tourist activities in the social and natural ambient. In addition, should be focused on the support of quality of of tourism services through expert training, infrastructure projects, etc. On the other side, it is necessary initiatives to support start-up of new small and medium-sized innovative businesses operating in the tourism sector, with the aim of technological innovations for improving of environmental sustainability (Lugonja, 2013). Policies of the public sector characterize caution, focusing on the development, and they have the general strategic and coordinating role (Jovicic et al., 2012). Strategy of the company, differ in depending on whether they consider tourism as a final destination of development areas, or as a means of to achieve a higher level of economic development (Dewailly, Flament, 1996). Tourist flows are in operation of spatial valorization that does not want to rely solely on tourism, where tourism only helps that the space to be more attractive and competitive (it is not the case with of the Kupres plateau). The network of services that are offered

⁵ http://www.worldtourism.org/quality/quality_meny.htm

to tourists and the necessary infrastructure to support it, encompasses a wide spectrum of players, including private businesses, governmental and nongovernmental organizations, development and preservation of a network of nongovernmental organizations, development of intermediaries and local communities. Development of tourism and the possibility of their economic effects in the some regions of have a major impact on a large number of new tourist destination on the world tourism market (Štetić and Šimičević, 2008). Thanks to its natural and the ecological attributes, biodiversity, development potential and other characteristics, the space of Kupres plateau in Bosnia and Herzegovina represents a valuable natural resource (Lugonja, 2013). Accordingly tourism can not only be a seasonal phenomenon, as is often the case on this area. If the city or area have become too dependent on tourism, its employment structure can be weakened. This is a key factor in tourism development planning. Mind you though, before the last war, the of Kupres plateau was known as only livestock region (with over 30 000 sheep and 10 000 of cattle), while today it is a mainly agricultural and livestock neglected area, focused only insufficiently successful of monofunctionally tourist development (without adequate strategies and planning of measures, without professional staff, etc.).

Promotion of the tourist destinations of the area should be implemented by professionals. Some systematic studies on the economic impact of tourism development on this area should first determine the actions that should lead to the growth of tourism. Actions may include: development of tourist attractions, marketing, investment levels and management in state tourism associations, etc. The mountain space is a great resource for this area. The fact is that the mountainous area of this region has the largest number of seasonal tourists and necessary to work of tourism development policy. This is something that is missing tourist destination of this area, which has made only a Master Plan for tourism development of the area Kupres in 2009, but, so far without any implementation. The territory is characterized by the high quality of the environment presented from its potential for the development of tourism activities. The mountainous the space of the Kupres plateau asks several key questions (for example, in the regarding problems of accessibility and the lack of facilities), but it is also rich in attractive factors (natural, historic, etc.).

GUIDELINES FOR FURTHER DEVELOPMENT

The current state of the material base tourism is not satisfactory in terms of quality services and comfort of guests, which is reflected the reduced availability of accommodation facilities, especially outside of the seasonal months, and thus to the length of stay tourists. Bad road network in this area is a major obstacle to faster economic, and therefore the tourist development of rural settlements.

In the prospects of development of tourism on this area it is necessary to review the structure of motives that determine movement of tourists. Thereby is in the first plan emphasizes the need to develop the selective forms of tourism that are mutually complementary. The basic starting point of this development should be based on the necessity of complex and complementary connection more types of tourism: mountainous, hunt-

ing, congressional, cultural manifestations, rural tourism (Jovicic, 2002). This would increase and number of workers in the tourism and the hospitality industry which would be directly reflected on an increase in the economic benefits and increase the welfare of the local population and preservation of cultural and historical heritage and natural resources. This area has great potential for development of tourism in rural areas. However, this form of tourist traffic is not developed, and the main reasons are: depopulation, failure of local government authorities and tourism organizations, bad transport links. This requires and additionally education of the population that can be achieved in the already existing secondary schools. These activities should mainly be focused on training of guides for a small group environmentally and adventurous oriented tourists. A special attention should be directed at the learning of foreign languages, marketing the region, as well as the definition of tourism products that make this area a recognizable, participation in tourism projects, upgrading existing infrastructure, accommodation facilities etc. The possibility of opening livestock farms in rural economies would attract visitors beyond of this area as for example in Italy, where on the livestock farms open ethnic restaurants, etc.). Renovation of traditional crafts, particularly those related to the livestock industry, and the creation of potential “paths of sheep and cheese” as a possible source of income.

However, one of the biggest limitations is the reluctance of farmers to participate in rural tourism or their insufficient or no experience with these particular clients. For marketing is a need for cooperation with travel agencies, hotels, restaurants and private homes that offer services in rural tourism. Another option is offer its own products in rural tourism. The last option is to directly benefit small farms, thanks to the charm of the region or village, hospitality and beauty of the landscape, creating a unique space for placement of own agricultural products. On the other side, local actors which are not directly involved in the agriculture, should provide support for the maintenance of small farms, if they are interested in share income of the rural tourist consumption. Restoration of abandoned of rural area depend on the interest of the local community to the traditional activities (construction of buildings after modeled on authentic rural houses, with preservation of popular architecture, authentic restoration of objects in rural areas - the watermill, etc., which may be a function of rural tourism) encouraging the development of small rural households. An additional argument is the fact that the area previously been an important area for breeding sheep and cheese production. In that way, connect different elements, formed to offer a tourist destination and order to create a new tourist region. Restoration of traditional crafts, particularly those related to the livestock activities and the creating of possible “Paths sheep and cheese” are potentially a significant source of income. An example of a successful project is the “La Strada delle Dolomiti Formaggi” in the region of Belluno, Italy (Reolon, Pellegrini, 2006). Also, is a key prerequisite for future tourism development near of the area whence comes number of tourists. This area has a number of benefits which its area may develop into a highly valuable tourist destination, not only a massive winter tourism, but of tourism directed at the sustainable development of the whole communities.

CONCLUSION

In order to find solutions for stopping the of weakening economy of space the Kupres plateau, deagrarization and the depopulation of rural settlements, one are of the central places occupies and the question its tourism of development. Tourism is, in this area according to the resources available in the last 20 years, can be considered as the main direction of restructuring the economy, which is many years in the crisis (war devastation, which resulted in the abandonment about 10 rural settlements). To this end, is the study of its tourism potential is very significant. The main problem intensive and quality of tourism development is the insufficiently developed of traffic infrastructure, it is one of the priorities for the future development tourism, as well as its synchronization with the existing the Spatial Plan the municipality of Kupres. Another reason for a slower tourism development is the general indifference public authorities to create the municipality of Kupres as a distinguished tourist destination, and the lack of engagement of the local tourist board. For successful development of Kupres you should unite all public, commercial and private entities,with a special support public authorities and intensive involvement of of local travel agencies. Special benefits for tourism development the vicinity of emissive area (up to 90 km), possibility variety of offers (from cultural, natural, rural and other resources), possibility of selective tourism (rural tourism, hunting) etc. Better quality and more profitable tourism on this area is the possible if the define and realize the goals of tourism development. In this light, an important role in promoting of tourism has both direct and indirect engagement of local authorities with the engagement of the population of the whole area.

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