

Industrial Heritage in Tuzla Canton Tourist Offer

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Abstract

Industrial heritage has a great importance in development of tourism of Tuzla Canton because this is a region which had well developed industry in the past. Major part of this industry has been destroyed and now can be used for touristic purposes Besides this function, industrial plants can be used for development of culture, education, etc., and we already have such positive examples in wealthier European countries. The aim of the survey was to examine the opinion of tourist agencies, which are providers of tourist services, on further development of tourism in the region of Tuzla Canton, with special emphasis on industrial tourism, because tourist agencies are one of the key factors in creation of tourism development. Methods used for data collecting, processing and analysis are: historical, descriptive, comparative, case study, survey (SPSS version 20). Elements that need improving and further development are highlighted. The research results can help the tourist destination management, in this case TC, but also all segments of the tourism industry of TC, improve their offer and communication with a potential tourism market.

Key words: *tourism, industrial heritage, Tuzla Canton, mine, salt, lakes.*

Introduction

Industrial heritage is an interdisciplinary method of examination of material and non-material testimonies, documents, artifacts, objects, settlements and everything else that is made for the purpose of or due to the industrial process. "It comprises facilities, machines, workshops, industrial plants and factories, mines and places for refinement of ores, storages and warehouses, places where energy is produced, transported or used, traffic and all the accompanying infrastructure, and even the places with the purpose of social activities related to industry, such as accommodation and education facilities" (Kulenović, 2010:24).

Industrial heritage can be divided into three large categories:

- Industrial and technological monuments
- Industry of all kinds, including agriculture and food production
- Non-material heritage.

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There are many ways in which industrial heritage can be utilised for touristic purposes, i.e. where it can be means of interest for visitors and thus contribute to the creation of touristic product. Some of them are:

- Sightseeing
- Insight into aesthetic values of architecture and artifact
- Transformations of former industrial plants into touristic attractions
- Creation of cultural events inspired by industrial heritage (Report on the outcome of the seminar on “Industrial Heritage on Tourism Policies for Sustainable Development“, Zabrze, Poland, 2011).

Industrial heritage has been called the “landscapes of nostalgia“ in which former rust-belts have been transformed into valuable assets for rejuvenation (Xie, 2006:1321). Industrial heritage conservation involves adaptation and the creation of cultural values of obsolete spaces. This is especially a prerequisite to establishing and retaining heritage values and sites (Cho, 2014:69). However, a huge obstacle for development of this kind of tourism is insufficiently developed awareness of the authorized institutions about significance of the industrial heritage and its positive effect on development of tourism. It is important to emphasise that in Tuzla Canton there are good preconditions for development of this branch of tourism as well as good basis of resources which is needs to be valorized and revitalised. When this is implemented, tourist agencies are ready to include that into their tourist offers, as one of the leading tourist resources, because this region is recognizable for industry and these resources are expected to be used for development of tourism. According to the employees in tourist agencies this will not be a big problem for placement at tourist market because of previously formed image and already present interest in industrial tourism, especially when it comes to foreign tourists.

Industrial-historical heritage represents tourist offer based on old industrial facilities and their technology, which are also specific samples of cultural heritage and witnesses of the past times. There are numerous examples of the kind in the world, among which comparative ones for the TC basic resources are certainly The Museum of salt-works in Cracow and The Museum of mining in Velenje.

In the Southern Poland, 13km away from the city of Cracow is the location of the salt-mine Wieliczka. This work of nature, which had been reconstructed for tourist purposes, has been on the UNESCO world cultural heritage list since 1978. The salt-mine Wieliczka continually produced salt from the 13th century until the year 2007 as one of the oldest salt-mines in Poland. It has nine floors, it is over 300km long and 327m deep. The tourist path is 3,5km long touring the most significant parts of the mine. There are many sculptures in the mine as well as the whole St.Kinga Church (the largest underground church in the world), which was built by the miners out of live rock-salt. The church is 54m long, up to 18m wide and about 12m high. It dates back to the year 1896 when over 20,000t of salt had been digged out. The miners spent 67 years building it. Due to its acoustics it is the regular venue of Cracow Symphonic orchestra concerts. Every year around 2 million people visit this mine. They have to descend 378 stairs into the depth of 67m in order to visit mine corridors, chapels, altars, sculptures and a salt lake; in the depth of 135m there is a lift which takes the visitors back up to the surface. Under 200m there is a sanatorium with constant temperature and humidity. In the mine there is also a mining museum with the biggest collection of original tools and mining equipment, which illustrates development of mining technology from the middle ages to the modern times (<http://whc.unesco.org/pg.cfm?cid>).

The unique example of such practice in the area of ex-Yugoslavia is located in Velenje, where exploited empty strip mining coal mines had been reconstructed into The Slovenian Museum of mining. Touring of the museum is divided into two parts – the first one begins by descending by miners lift to the depth of 180m where the visitors are met by the guides and presented by multi-media projection of forming, discovering and digging the coal nowadays and in the past. Thus the tourists learn about the mine and mining history. Afterwards the underground ride from one corridor end to the other follows (the railway is so reconstructed that it looks like mine transport cart), and then the visitors get a chance, just like the miners used to do, to have a break in a canteen and eat a typical miner snack (bread and sausage). The second part of the tour is of permanent character and it enables the visitors to learn about development of Slovenian mining in all their mines, giving the life of miners a special attention; there are films and articles presenting forming of miners colonies and life in them. The visitors walk through the rooms, kitchens, sleeping rooms which are modestly equipped by pieces of old furniture, just like the real miners rooms used to be (http://muzej.rlv.si/si/files/default/zlozenke/MPS_letak).

Methodology

Methods used for data collecting, processing and analysis are: historical, descriptive, comparative, case study, survey (SPSS version 20).

In the Tuzla Canton (TC) area there are several locations on which the industrial heritage could be used for tourist purposes. Thus it was necessary to establish attitudes of tourist agents, who create tourist offer of receptive areas by forming tourist package deals.

As service providers, they are in direct contact with consumers - tourists, together with a number of primary and secondary stakeholders (local residents, business entities, the country). Therefore, it is clear that this is a pattern that can respond to specific questions regarding the adequacy of the offer and give necessary directions for the development of TC tourism based on the industrial heritage.

The starting point of the research is based on the analysis of the state of tourism and the material base of tourism, expressed through a registered tourist traffic, the number of the employed in the TC tourist-catering services and accommodation capacities.

Then follows the analysis of the several locations on which the industrial heritage could be used for tourist purposes in the TC.

During the survey-research, conducted in 2012 and 2013, nine tourist agencies participated (50% of the agencies operate in TC) in order to gain a picture of condition of tourism in TC as precisely as possible. A survey among employees of travel agencies in TC is based on a questionnaire used for exploring the Serbian tourism market during the drafting of the Tourism Strategy of RS (2005, 2006). The five-point Likert scale was used.

The responses used for analysis were divided into several thematic unities. The first one includes socio-demographic characteristics of respondents. The second unity includes respondents attitudes towards tourism based on the industrial heritage in TC. Descriptive statistics was used to present that results - SPSS software (version 20.0).

The research is a part of the doctoral dissertation of Edin Jahić.

Results

Transformation of Tuzla Canton from industrial into tourist region

In the second half of 20th and the first half of 21st century, TC has gone through significant structural changes in terms of economy as well as in numerous other segments. From a typical mining and industrial region it has gradually been transformed into a region of tertiary and quarterly service activities. The tertiary and quarterly services have taken priority in the economy structure of TC today. These changes have occurred in the last 50 years, and have been a consequence of many factors that have had impact on them (B&H Economy, 1988:5).

In the aftermath of the World War II, a dominant fact of the Tuzla region development was a very intensive process of industrialization which was followed by two other processes, de-agrarization and urbanization. The economical growth of the Tuzla region could be seen in qualitative (development and enhancement of economy structure) as well as in quantitative terms (expanding of the capacity and the production growth, employment increase, gross national product increase). Mineral resources, coal, salt and wood were the foundations of the region's accelerated development. Building of the 92km long railway-track Brčko-Banovići in the year 1946 played a significant role at the time. Salt reserves in Tuzla were estimated at about 3,1 million tons and 342 million tons at Tetima (Majevisa) (TPK Development strategy, 1999:97-98). On the basis of salt resources, a group of mutually production dependent economical capacities had arisen in the period between 1950s and the mid-1980s: exploiting of salt water and rock-salt, finalization of edible salt, chemical processing of the salt substance and on this basis production and further finalization of intermediaries (Lukavac Soda factory, Chlorinealkaline complex 1 'Polihem', 'Chlorinealkaline complex 2 – Isocyanic chemistry', Detergent factory 'Dita' Tuzla), as well as complementary production ('Cardboard manufacture' Tojšići, Kalesija; Lukavac Cement factory, Šekovići Ornament rock factory), and research, developmental and educational services (Tuzla Mining and chemical-technological research institute, Tuzla Mining research institute, Technology faculty and Mining-geology faculty). This group of services, as a specific pole of growth in the tissue of Bosnia-Herzegovina economy, developed from the beginning of the 1970s as a part of 'SODASO' business system, reaching by the end of the 1980s the size of 7,000 employees (Klapić, 2003:114).

For the Tuzla region development in the period between 1945 and 1991, in addition to the exploiting of salt-beds, very important were also coal deposits and exploiting. Coal deposits are located along the southwestern part of the Majevisa mountain and the northern and northeastern part of the Ozren and Konjuh mountains. In the mines and other companies of non-mining services at the end of 1980s and the beginning of 1990s there were about 16,000 employed workers (Klapić, 2003:115). Industry and mining (630 economic subjects in various ownership sectors) were the main TC economy branches until 1990. This field participated in gross national product with 49.3%, in the employment rate with 45.8%, in the investments with 72.3%, and in the capital stock with 73.3% in the year 1990 (Klapić, 2002:135). Strongly developed mining and industry, as well as its huge investment activity, were favourable to fast growth of other economy branches too. Economical factors and its position in relation to mineral reserves and ore abundance influenced the dynamics of its development. Very well developed economy enabled the growth in education, culture, health and other services.

War happenings in the period between 1992 and 1995 had a very negative impact on TC. In addition to the loss of human lives, there was a huge material loss, which had especially affected the economy – direct loss (on objects and equipment) and indirect loss (unrealized production, unrealized gross national product and the market loss). Numerous industrial companies, mining, traffic, trade and other TC economy branches suffered great losses on objects, equipment and other facilities.

Pre-war TC economy was characterized by huge economy systems which supplied the whole region. The war in this area has led to the market loss, production stopping and outdated technologies, emigration of the population, as well as general unemployment. The solution to this problem is in economic restructuring with the special role of small and medium-sized enterprises development, based on application of new information technologies, as well as regional and international economic cooperation. Investment support to the industrial sector has rapidly decreased. In comparison to the pre-war period there has been a change in sector structure. The dominant position in creating the total revenue has been taken over from industry by the tertiary sector. This restructuring involves huge changes in physiology and structure of companies, and first of all technological, economic, market, financial and organizational transformation of complex, non-profitable, technologically and economically outdated companies. In essence, restructuring or structural reform is a process that is complementary to development, and it is implemented when structural disproportions become a limiting factor of economic growth (Kulenović, 2006:33). Thanks to all its functions, TC today represents a typical nodal-functional region. In terms of economy, TC today is one of the most important areas for Bosnia and Herzegovina. In addition to its high population density, it has a leading role in industry development of the Federation as well as of the whole Bosnia and Herzegovina. According to the data from 31.12.2011, its economy structure consists of 23,587 registered economic subjects: 7,931 legal persons, 5,280 units in composition, and 10,376 trades. All these economic subjects employ 82,946 workers. Global economy structure is characterized by various share portions of basic sectors. The secondary sector has a dominant portion of the employed (33,863 or 40.82%). The tertiary and quarterly economy sectors are very important due to its number of the employed (47,659 or 57.45%) (TC in numbers, FZS, 2012:9-14). TC has been developing mainly by establishing heterogeneous economy structure, that is by development of new economic activities in the tertiary sector (which demands new knowledge – highly skilled work force), by ensuring finance capital (through various forms of foreign business cooperation, choice of strategic investors in the privatization process etc.), by new production profiling in industry, adequate infrastructure equipping in the region (modernization and expanding of car transport routes and joining the European network corridors, extension of railway system), and optimum use of interindustrial economy.

From the above mentioned it can be concluded that in the last fifty years TC has gone through restructure in terms of economy, i.e. from an industrial region it is gradually turning into the region of the tertiary and quarterly activities, one of which is also tourism.

In the year 2011, the total number of the registered catering establishments in TC increased by 15.34% compared to the year 2010. Observing various municipalities, when compared to the year 2010, the number of the registered catering establishments in Tuzla increased by 13.94%; in Lukavac by 6.03%; in Živinice by 8.2%; in Gračanica by 12.94% etc. The biggest number of the registered economic subjects in the field of tourism and catering have the municipalities of Tuzla (629), Lukavac (281) and Živinice (277) (Tuzla Canton Ministry of trade, tourism and traffic, 2012).

However, the employment rate in the TC tourist-catering services in the period from 2000-2011 was constantly decreasing with small oscillations, although the number of economic subjects in the same sector and period was increasing. Tourism as a branch of economy depends greatly on the human factor, i.e. work force. Working in tourism is very specific kind of work, characterized by working in shifts, on public holidays, at night and seasonal working. Moreover, the trends show increasing demand for seasonal work force, as well as higher level of the employees' education. Considering the fact that tourist offer also depends on qualifications and skills of the work force, they must have a certain level of education, culture and manners, thus representing one of the key premises for the tourism development.

Table 1. The number of the employed in the TC tourist-catering services

Year	2000.	2001.	2002.	2003.	2004.	2005.	2006.	2007.	2008.	2009.	2010.	2011.
Number of the employed	2.851	2.496	2.206	2.195	2.228	2.137	1.907	2.397	2.660	2.670	2.671	2.585

The source: Tuzla Canton Ministry of trade, tourism and traffic; FZS. 2011.

In the year 2000, the number of the employed was 2,851 and it was decreasing until 2006, when it was 1,907, and ever since then it was increasing until the year 2010, when it came to 2,671. The number of the employed in the tourist-catering services in 2011 is 2,585, which is in comparison to the average in 2010 decrease by 3.22% (table 1). When we consider the number of the registered economic subjects, the average employment rate by the registered subject is 1,4 employee. This situation with the number of the employed in the TC tourist-catering services has emerged as a result of the economic crisis which greatly affected this service too.

According to the types of accommodation, in the TC region there are mostly motels (16), hotels (13), rooms to rent (16), and types of accommodation on the Modrac Lake that are registered as 'rural household' (16) and pansion (9). There are few inns (2), lodges (1) and camps (1) (Tuzla Canton Ministry of trade, tourism and traffic, 2012).

Among 14 registered hotels in the TC region, one has a category marked by four stars (****), eight have a category marked by three stars (***), one has a category marked by two stars (**), two hotels have one star category (*), while one of the hotels is not categorized – it is the hotel 'Muška voda' in Kladanj which is currently being reconstructed – and one hotel is being built – the hotel 'Bristol' (Tuzla Canton Ministry of trade, tourism and traffic, 2012).

According to the data collected, it can be concluded that in the past two years the level and the quality of the accommodation units, as well as of the services provided in them has significantly improved and neared the set European standards. This is particularly relevant for the accommodation types 'hotel' and 'motel'. Meanwhile, it has been established that the quality of the staying visits has been improving, which is accomplished through the significant expanding of the useful space that is offered to guests in the accommodation units.

Tourist traffic

In the year 2000, the number of tourist arrivals was 31,314, while the number of overnight stays was 61,068. Afterwards, there are some oscillations both in the number of arrivals and overnight stays per annum (both domestic and foreign tourists), wherein their maximums per annum do not match (table 2).

In the year 2011, the tourist trade decreased in comparison to the year before: the number of tourist arrivals by 21.76% ; the number of overnight stays by 20.67% ; the number of

Table 2. The number of tourists and overnight stays in TC in the period 2000-2011.

Year	2000.	2001.	2002.	2003.	2004.	2005.	2006.	2007.	2008.	2009.	2010.	2011.
Tourists arrivals												
Domestic	21306	17801	20933	21880	21377	18274	18217	22855	23946	20809	21425	12724
Foreign	10008	8460	10263	14643	18459	19205	16672	12452	12460	13873	12422	11273
Total	31314	26261	31196	36523	39836	37479	34889	35307	36406	34682	33874	23997
Overnight stays												
Domestic	41556	36001	39518	39247	35141	33638	33062	36272	40611	25972	27128	18008
Foreign	19512	15822	18319	24949	29086	30302	26023	29296	29104	29266	24170	22420
Total	61068	51823	57837	64196	64227	63940	59085	65568	69715	55238	51298	40428

The source: Tuzla Canton Ministry of trade, tourism and traffic; FZS, 2012.

domestic tourist arrivals by 30.07% ; the number of foreign tourist arrivals by 9.69% ; the number of overnight stays by domestic tourists by 32.8% ; and finally the number of overnight stays by foreign tourists by 7.20%. These facts are certainly not favourable for the tourism development, nor for the TC overall economy. However, when the compound period from the year 2000-2011 is considered, it is noticeable that during this time 401,737 tourist arrivals were registered in TC, whereby 663,995 overnight stays were accomplished (FSZ, 2012). However, the data related to the number of tourists and overnight stays for Bosnia and Herzegovina can be obtained for the period from the year 2005 because The Bosnia and Herzegovina Agency for statistics manages this data only. The number of tourist arrivals to B&H in 2005 was 434,000, while in 2011 there were 686,000 registered arrivals. All together this amounts to 4,042,000 tourist arrivals in the period from 2005-2011. The number of overnight stays in 2005 was 1,018,000, while in 2011 it was 1,054,000, which all together amounts to 9,118,000 overnight stays in the period from 2005-2011 (FSZ, 2012). The TC tourist trade data proves that tourism is, after all, an important economy branch for the region, which deserves more attention from the Canton authorities and represents good opportunity for the Canton development. Tourism has a special role since it affects exploiting of the natural and anthropogenic resources in order to enhance tourism development, as well as exploiting of the natural and economically indifferent resources for the purpose of economically useful resources, and including non-economic services into the economy cycle, i.e. process (Festić, 1986:21).

Natural-geographical resources and cultural heritage are present in almost whole TC region. Thus in the area 32 locations of extremely valuable natural resources have been registered (Group of authors, 2001: 59-67). A significant part of the natural resources heritage is hydrologic by its character: natural and artificial lakes, thermal and mineral springs, mountain springs – individual and group, and attractive streams.

TC also represents a destination with rich cultural-historical values which are the foundations for the tourism development, where excellent economic and other results have been achieved for decades. TC cultural-historical heritage consists of objects and remains of various civilizations and societies which have existed in this area from the pre-historic period until now. They belong to a wide range of monument inventory which is a part of cultural circle of different ethnic and religious system of values that has been left in this region by various civilizations: Illyrians, Celts, Romans, Slavs, Byzantium, Ottoman Empire, and Austrian-Hungarian Monarchy. Thanks to its geographical position primarily, but also to its rich history, TC abounds with various and valuable monuments (381) (Group of authors, 2001: 41-42).

Tuzla Canton industrial heritage – tourist product

Salt exploiting and production in the past is enormous TC tourist potential, represented by Soni trg (Salt square), Slani bunari (salt wells), The old salt factory and The Salt mine Tušanj. The modern town of Tuzla began to develop around the area of Soni trg, Skver and Slana banja (Salt spa). On Soni trg there used to be one of the salt springs which was exploited for salt water and organized salt production. Soni trg used to be the central town point and market around which numerous public and religious objects were built. With the arrival of the Ottomans in 1463, the salt production grew fivefold and the town was becoming more important. Salt production and the profit gained from it were the key factors which founded Tuzla as a town. Modernization of the salt well located on today's Soni trg in 1476, and proclamation of Tuzla as 'imperial property' in 1477 led to more organized salt production and sale. On Soni trg there used to be up to 80 pans in which salt water exploited from the well was boiled. After huge economic reforms in 17th century, free trade began to be developed in the town. With the growth of new crafts, Tuzla became the administrative centre of Zvornik sanjak as well as important communication, military, trade and cultural centre of Northeastern Bosnia. Near the end of the Ottoman rule, Tuzla had population of approximately 5,000 people and was one of the biggest towns in Bosnia and Herzegovina. Tuzla salt was also famous outside Bosnia. In 17th century, French king Louis XIV via his merchants used to purchase the salt from Tuzla for his court, and The Bosnian eyalet was represented by the salt at The International economy fair in Philadelphia in 1876. Soni trg, along with the restored original salt well, was renovated in 2004, and became the location of Museum-tourist complex 'Soni trg'. At the square there is a replica of Neolithic dish for salt exploiting, which is a part of the fountain adorned with mosaic from Ravenna. At Soni trg there is also museum display of the objects from the Neolithic and Ottoman period, found at the locations in and around Tuzla, as well as a pile-dwelling replica. With this display a part of cultural-historical heritage directly became available to all the citizens and visitors of Tuzla. The Museum-tourist complex 'Soni trg' has an important role in the promotion of industrial and cultural heritage with the purpose of tourist offer promotion. After the annexion of B&H by the Austrian-Hungarian Monarchy, in 1885 the first salt-works was built in Simin Han marking the beginning of industrial salt production in Tuzla. The old Solana building from 1885 in Kreka, salt well from 1477 at Soni trg, and salt wells complex with the pipeline and pump station at Borić are the first goods in Bosnia and Herzegovina which have been proclaimed as national monuments in the category of industrial heritage, and today they represent good foundation for the possibility to use the industrial heritage for tourism promotion. Museum of salt-works, which is a part of Salt factory, has preserved photographs, documents and objects which are evidence of salt-works history in Tuzla. However, sound tourist potential have also the following objects which are part of Tuzla historical-industrial heritage: entrance to the old Kreka coal mine pit Moluhe, behind the Mining institute – can be turned into Mining museum; the rest of the Tušanj salt mine pit – can be partly turned into a memorial room, and the biggest part of the infrastructure, management building with a park – into a spa. The Beer brewery as well as the restaurant 'Brewery Taverna', which is a part of the brewery, belong to the Tuzla industrial heritage. The building in which 'Brewery Taverna' is located was built in 1884. The brewery was constructed on a very good architectural level (picture 1). Its rustic style, through the combination of stone, brick and full wood, is a bonus to the offer. The municipality of Banovići and Brown Coal mines Banovići are going to build tourist narrow-gauged railway track Banovići-Mačkovac-Zlača-Zobik. The first section starts from the plateau across the Brown coal mines Banovići management building, where is also a starting

point with a switch for the mining track, one receiving-dispatching gauge, two blind gauges, platform, railway station building, mining museum and other facilities on and around the station plateau. One part of the phase one is already finished and is being used for tourist purposes (picture 2). This has caused a great interest among the tourists who visit Banovići and the narrow-gauged track of the mine and the steam engine. Considering the fact that narrow-gauged tracks are tourist attractions all over the world (Switzerland, India, Serbia etc.), a Citizen association 'Bosnian gauge' has been founded as an initiator of the idea to build a narrow-gauged track Banovići-Mačkovac-Zlaća-Zobik, to preserve the steam engine and use the exceptionally beautiful landscape along the river Oskova for relaxation, sports and leisure time in the area from Mačkovac to Zobik. In addition to the main goal, there is another operational one – opening of the new working places directly on the track and indirectly in tourism. Preliminary project of tourist narrow-gauged track includes the gauge from Banovići to Zlaća, whereby in the first phase the section from Banovići to Mačkovac would be built, and in the second phase it would be extended to Zlaća and Zobik. The projects of building a tourist narrow-gauged track and a mining museum in Banovići are unique in Bosnia and Herzegovina. Their economic, tourist and cultural justifiability are confirmed by valuable exhibits of steam engines that Brown coal mines Banovići have been preserving for years, fully aware of their value (Ковачевић, 2010:235).

Tourism in the Tuzla area in the past few years has been significantly improved by building and enhancing tourist facilities and services, such as Pannonica lakes and waterfall complex, Archaeological park – pile dwelling settlement, and Pannonian sea Geological museum. The Pannonica lakes are also linked to the industrial heritage due to salt exploiting from its salt beds and thus to TC industry development.

Pannonica lakes complex is one of the biggest tourist attractions in TC region, and since their founding they have been visited by more than two million people, which significantly improved the tourist offer of Tuzla and TC. This fact was based on the number of the sold tickets, but it must be mentioned that the number of visitors is much bigger since the tickets are sold during the summer season only, while in the out-of-season period the entrance is free. The lakes are emptied out of season, but the complex is, due to all other features (Archaeological park, fitness area, etc.) interesting for visitors. Tuzla is the only European city which has salt lakes in the city centre, and the only city in the world where salt lakes, salt waterfalls, swimming area and beach are located in the city centre. When The Pannonian sea, a few million years ago, withdrew from the big part of the European soil, it had left millions of tons of rock-salt and salt water deposits under Tuzla. Thanks to this natural resource, with the support of the domestic experts, the salt water was drawn out to the surface and in 2003 turned into The Pannonica lake – the lake which contains salt water rich in minerals that is drawn by salt wells under the ground. The Pannonica lakes complex consists of three salt lakes and salt waterfalls. In addition to all the pleasures of bathing in the water that has almost all the characteristics of sea water, it also has healing properties, especially for the treatment of rheumatic and respiratory diseases. All this attracts thousands of visitors daily during the summer season. Most of them come from TC region, but also from all parts of Bosnia and Herzegovina. Moreover, due to high salinity and the healing properties of the water, there are more and more visitors from abroad, mainly from Serbia and Croatia. Furthermore, there are organized visits of primary and secondary school students, which have educational and recreational character. Tuzla tourist offer has been enriched by the Archeological park – pre-historic (neolithic) pile dwelling settlement, the only archeological park in the region of Balkans. With the reference to the archeological results, found objects from the neolithic period and other evi-

dence of the existence of pile dwelling settlements in the narrow Tuzla area, a reconstruction of the life of the people in this area in the neolithic period was created. Original scientific approach was the foundation of the building of pre-historic pile dwelling settlement replica with all household and surroundings inventory, typical of the period when they existed. This unique location has multiple significance, not only for Tuzla and its region's tourist offer, but also for valorization of the cultural-historical heritage. With these features, the Archeological park has not only a museum role but also an educational role since it directly presents the visitors with the life of the people at the time. The importance and value of the archeological park 'Neolithic pile dwelling settlement' for the promotion of cultural tourism and historical heritage revitalization are best confirmed by numerous rewards and prizes, above all the second prize *Odisej* for the year 2012 for the innovations in public policies and management, for the project 'Valorization of natural heritage – Pannonica salt lakes in Tuzla', which was awarded to the Tuzla Municipality by United Nations World Tourist Organization (UNWTO), and the prize 'Golden rose for the development and promotion of tourism in Bosnia and Herzegovina' which was given in 2009 during the celebration of the World tourism day as a part of the project called *Tourism plus B&H*. It must be emphasized that the Executive Directorate of the INTERSTAS event – International tourism fair, in association with the European tourist journalists federation (F.E.S.T) based in Rome, awarded prestigious international tourist prizes: GOLDEN INTERSTAS 2013 to the Tuzla Municipality, and DIPLOMA of the European tourist journalists federation (F.E.S.T) to the Tuzla Municipality Mayor. The nomination commentary says that the city of Tuzla was nominated for the International tourist award GOLDEN INTERSTAS 2013, 'for the extraordinary contribution to the tourism development in the city of Tuzla, thus for the significant contribution to the tourism development in the whole country of B&H'. The commentary also says: 'Proposal for the nomination by the Committee of the tourist journalists is based on the outstanding investment in the city of Tuzla tourism development, especially the amazing project 'Salt lakes', the unique European phenomenon.' The commentary of the prize DIPLOMA F.E.S.T., which was awarded to the Tuzla Municipality Mayor by the European tourist journalists federation, says: 'By nominating the city of Tuzla, and proposing You for the tourist award, we came to the conclusion that by Your personal effort within the tourist developmental projects of the city of Tuzla you actively support not only your city's development, but also actively contribute to the total quality of B&H tourist offer in the international tourist exchange, thus to the better understanding among the people and countries, which has been recognized by the Committee of the European and World tourist journalists association (F.E.S.T. and F.I.J.E.)'. International tourist prize 'GOLDEN INTERSTAS', so called tourist Oscar, has been awarded for many years by FEST/European tourist journalists federation, Rome, Italy, and INTERSTAS (International tourism, film and landscape fair), and from this year also F.I.J.E.T./ World tourist journalists federation. The prize is awarded to individuals, tourist organizations, cities, regions and national tourist organizations (<http://www.panonika.ba/index.php/o-nama/item/2832evropskafederacijaturisti%C4%8Dkih-novinara-presti%C5%BEna-nagrada-za-tuzlu-i-na%C4%8Delnika-imamovi%C4%87a>). The Pannonica lakes and salt waterfalls complex is attached to the sports-recreational complex Slana banja (Salt spa), which is one of the biggest and best arranged central parks in Bosnia and Herzegovina, with the walking and jogging paths, tennis courts, mini football pitch, basketball court etc. Slana banja is the Tuzla promenade located on Trnovac. It was founded during the Austrian-Hungarian period when the Slana banja spa building was built in 1914. Since the second decade of the XX century until today Slana banja has become known as the memorial complex. There are monu-

ments here for which the preliminary design and manufacture were signed by artists such as: Ismet Mujezinović, Pero Jelisić, Antun Augustinčić, dragiša Trifković etc. The central part of the complex is taken by a fountain with the Leda sculpture, a work of famous Tuzla sculptor Franjo Leder. Other parts of Slana banja include also Kuća Plamena mira (House of Peace flame) which is used for the youth activities, their creative initiatives and ideas, and a few catering establishments.

Tuzla Canton industrial heritage – tourist agents attitudes

The research goal was to examine the opinions of the tourist agencies, as providers of the tourist services, about the further tourism development in the TC area since they are one of the decisive actors in creating tourism development and bringing tourists.

In this survey research there were no annuled written survey questionnaires nor unanswered questions.

Gender structure of the survey participants was almost balanced, while in the age structure the majority were younger employees. Educational structure was also very favourable since the majority were of high or higher education level in the fields of tourism and economy.

To the question related to the dominant types of tourism in their agencies offers, all the participants chose a different type as primary one. It is interesting that no one mentioned for the first place industrial heritage, shopping tour, adventures, rural tourism and New Year celebration. The first place was taken by winter and city tourism, excursions, spas and business tourism (table 3).

Table 3. Distribution of frequency for variable: Which types of tourism are dominant in Your offer?

Dominant types of tourism	Number	%
1-a, 2-z, 3-d, 4-g	1	11.1
1-g, 1-d, 1-e,	1	11.1
1-i, 2-a, 3-g, 4-d, 5-e, 6-z	1	11.1
1-g, 2-b, 3-v, 4-a, 5-e	1	11.1
1-d, 2-a, 3-z	1	11.1
1-z, 2-i, 3-a	1	11.1
1-a, 1-i, 1-d	1	11.1
1-d, 1-z	1	11.1
1-a, 1-b, 1-z	1	11.1
Total	9	100.0

a) winter; b) shopping tours; g) excursions; d) spa and wellness; đ) adventures; e) New Year celebrations; ž) rural tourism; z) business tourism (fairs, meetings); i) city.

To the question offered to tourist agencies which locations can be used as TC competitive advantages with the domestic tourists, mainly mountains were given as the answer, lakes, spas (65%), cultural-historical monuments (30%) and other locations 5% (table 4).

To the question offered to tourist agencies which locations can be used as TC competitive advantages with foreign tourists, mainly mountains were given as the answer, lakes, spas, memorial centres and racecourse (40%), Pannonica lakes, Zlaća, Gradačac, Srebrenik (30%), Tuzla, Konjuh (20%) and the Modrac and Bistarac lakes (10%).

Table 4. Distribution of frequency for the variable:
Which locations should be used as Tuzla Canton
competitive advantages

Locations	%
Mountains, lakes, spas	20.0
Mountains, lakes	20.0
Pannonica lakes	15.0
Lakes, spas	10.0
Cultural-historical monuments (Gradačac, Srebrenik, Tuzla etc.)	30.0
Rest	5.0
Total	100.0

The question offered to the tourist agencies about how industrial heritage could be included in TC tourist offer was answered positively and creatively. The suggested answers were closed salt and coal mines, Museum of salt-works, salt mine Tetima which is active, and Salt wells in Tuzla which show how salt used to be exploited in the past. Moreover, there are many locations of industrial heritage in TC which can be used as tourist attractions. The tourists interested in this type of tourism apparently come from ex-Yugoslavia, Hungary, Check Republik and Turkey. According to the tourist agencies employees, this type of tourism is becoming more interesting and has great chances for growth, and is a good foundation for the TC tourism development.

Conclusion

Tourism development, based on industrial heritage, offers numerous development effects. It attracts new investments, creates new working places, attracts purchasing power from other areas to TC region, meanwhile creating synergy effects with everything that creates tourist product on cantonal or local level. Such legacy is one of the key elements affecting the tourism development. However, it cannot be on its own the leading force of the tourism development. Its adequate utilization should be based on sustainable development, as well as the additional features linked to a specific cultural/natural resource thus representing its additional value. Touring such attractions has always been an important motive of travels, no matter if visiting them is primary or complementary motive, incidental or unintentional motive.

Tuzla Canton was in the past a developed industrial region and therefore has potential for development of this branch of tourism. However, the problem lies in the fact that most of those objects are left to be destroyed and vanished. Analysis of the state of those objects must be carried out, adequate valorization and revitalization must be done, which will contribute to transformation of those objects into tourist resources.

TC as former industrial region has enormous potentials which can be used for the purpose of development of tourist offer. Tourist agents speak of closed salt and coal mines, Museum of salt-works, Salt mine tetima which is active, and Salt wells in Tuzla which show how salt used to be exploited in the past.

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