

TOURIST TRAFFIC AS AN UNAVOIDABLE COMPONENT OF DEVELOPMENT OF TOURISM OF TUZLA

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ABSTRACT: *Tourist movement as an unavoidable component of tourism development gives us the data about tourist movement on some area. Tuzla has an existence continuity that spans over many centuries and it is an area that, based on its tourism-geographical position and social status, has always attracted the tourists. Through the phases of tourism development of Tuzla, the investment and number of tourist arrivals is shown, in the period from the World War II until the nineties of 20th century and through the period of the end of last century and the start of this century. Investments on the Tuzla area are insufficient if we observe the investments on higher levels in Bosnia and Herzegovina. Number of arrivals and overnight stays are shown in the last decade; also the comparisons of quantitative indicators on the TK and BiH area are performed. The length of stays (1.8 days) and the degree of usage of capacities (around 23%) in Tuzla are insufficient and they indicate the non-existence of cooperation of all subjects that deal in tourism on the mentioned area. The subject of investigation is the movement of tourists on this area presented in the particular time period. Objective and tasks are executed with the help of the presentation of tourist movement in the municipality of Tuzla. In this paper the following methods were used: analysis, synthesis, comparison, field investigation and the statistical method.*

Key words: *tourist movement, tourist arrivals and overnight stays, usage of capacities, Tuzla, Bosnia and Herzegovina.*

INTRODUCTION

Tourist movement as an unavoidable component of tourist development, represents an indicator which is used for determination of the total tourist number and the number of their overnight stays accomplished on some area, represents a synthetic and collective indicator of volume, dynamics and structure of tourist movement. To obtain a more complete picture of tourist movement on the investigated area, we observed the tour-

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ist movement through the development of tourism, movement and retention of tourists and with help of the usage of the existing tourist-catering capacities.

Tourist movement as a dynamic component influences a series of phenomenon and processes in some area. Just static or dynamic presence of tourists in some area, or a receptive region, represents a temporary transformation. However, dynamic presence implies the inclusion of tourists in many sport-recreational, culture-entertainment and other activities, which directly influences the physiognomy of some area (Čomić, 1997). Tourist movement can change the receptive or transit area in positive or negative way. Effects that tourism leaves on some area represent the essential relation between the tourist and area in general.

Transformation of the area is influenced by many agents, the most important are: movement, accommodation and activities of tourists. Mass movement of tourists demand the restoration and reconstruction of roads and construction of accompanying objects next to those roads, between the emitting and receptive areas, and inside the receptive areas. The most important and the most specific elements that influence the shaping of the tourist physiognomy of the areas are the accommodation objects. During their stay at some destination, tourists directly or indirectly influence the area transformation with their sport-recreational and culture-entertainment activities (Jović, 2007).

Tourism, considered by many as a global socio-economical phenomenon of the modern age, represents one of the factors that significantly influence a geographical area. Its influence on the area, although it can be negative, is mostly positive and it reflects itself in the adjustment and equipment of the natural values to the visitor-tourist, from one side, and the arrangement and remodeling of anthropogenic values so they would become attractive to the tourists, from the other side.

Area, which belongs to Tuzla nowadays, represents one of the oldest settlements continually inhabited by people, from prehistoric ages until now. Tuzla was first mentioned in the written sources from 950 A.D. in the works of Constantine VII Porphyrogenetos. During its complete existence and development, this area was connected to salt. Salenes, Salines, Jalos, Šok and Tuz are all the words used as name for Tuzla during the different time periods (Panjević, 1983). So, the complete development of this city is connected to the wealth of salt and other ore and minerals. Development of Tuzla from pre-historic ages until now is marked by the series of important events, which left a huge cultural-historical heritage important for the development of tourism.

Tuzla is the biggest city in the north-eastern part of Bosnia and Herzegovina and it occupies an important geographical area towards which gravitate all of the towns and villages in the surroundings. In administrative-territorial sense, Tuzla is the capital of Tuzla Canton and represents an area on which all the important institutions of this part of Bosnia and Herzegovina are located, which increases the movement of population towards the observed area.

Unavoidable indicator of tourism development on some area is the tourist movement, which we observe by the way of tourism development phases, number of tourists, number of overnight stays, length of stay and usage of capacities.

TOPIC, OBJECTIVE, TASK AND METHODS OF INVESTIGATION

Topic of investigation represents a determining of tourist movement on the defined area, by using the existing complementary, independent and complex tourist values. Works is directed towards the identification of tourist movement through a specific time period. By using a comparative approach, degree of the last movements is shown, which is a basis for further analysis and pointing out of the priorities in the future tourism development of Tuzla.

Objective of the work represents a presentation, identification and records of tourist movement, in order to create an assumption for quality tourist valorization on the Tuzla area. Concretization of the set objective was performed by following tasks: highlighting of the geographic area of Tuzla in spatial-functional organization of Tuzla Canton and Bosnia and Herzegovina; pointing out on the development of tourism of this area in multi-decade period; presentation of arrivals and overnight stays on the examined area; degree of usage of capacities and other.

In this work, regular methods were used, which are usually used for tourist-geographical investigations: by using the analysis method, we observed several components, in order to create a complete display of tourist movement on this area. By using the synthesis method, we presented the tourist arrivals (domestic and foreign), overnight stays and usage of capacities in periods in order to have a collective display of tourist movement. By using the comparison method, we compared some of the components of tourist movement in Tuzla Canton and Bosnia and Herzegovina. By using the field investigation, we collected the data and we considered realistic possibilities of more massive tourist movement. Statistical method was used during the numerical data processing in order to achieve a precise analysis.

PHASES IN TOURISM DEVELOPMENT

Development of tourism in the Tuzla area, in tourist movement sense, can be observed in two phases:

- tourism development from the World War II until 90s of 20th century;
- the development of tourism in the end of last and the beginning of 21st century.

DEVELOPMENT OF TOURISM FROM WORLD WAR II UNTIL 90S OF 20TH CENTURY

Tourism after the World War II was neglected and it developed slowly on the Tuzla area. Tuzla was as many other cities in the wider area destroyed and devastated after the WWII, so it is hard to speak about any sort of significant tourism development. Compared to the other cities, Tuzla developed and expanded by virtue of its ore wealth, mainly salt and coal, based on which the significant industry production was developed. Occurrence and development of accommodation-catering objects was connected to the

development of mining and industry, but for the needs of visitors from the other cities and from abroad as well (such as industry experts, doctors and other visitors).

On the Tuzla area, many objects were destroyed because of the famous Tuzla phenomenon of ground sinking, Hotel "Grand" among them too. Hotel "Grand" was one of the most beautiful a hotel in that time, and it was built in the end of 19th century. It had two floors with bedrooms, lunch hall and huge hall in which different culture-entertainment events, theater plays, and different assemblies and meetings of many societies were organized. Hotel was reconstructed several times and it survived until 60s of the last century when it was demolished. Today, on the spot where this hotel was, there is a poorly maintained park area.

The biggest and the most luxurious hotel in Tuzla was "Bristol", which was built at the beginning of 20th century. It also was located on the zone of intensive ground sinking. This hotel had three floors with quality furnished rooms, lunch hall, café hall with music and the tennis ground. It was a stay for many visitors which were business connected to Tuzla and surrounding area. Hotel "Bristol" was demolished in the same time and for the same reasons as Hotel "Grand".

Important object for the development of tourism in this period is also the spa Slana Banja, which existed from eighties of 20th century and it was demolished in 1992 because of intense ground sinking.

Ground sinking phenomenon, which is characteristic for Tuzla, is quite rare in other places, caused the demolition of many objects important for the development of city. In the period between 1945 and 1985, around 15000 citizens were moved to the newly built and safer parts of the city from the affected area (Buljugić, 2010). Many other accommodation-catering objects iconic for Tuzla were demolished in this period too. From the 80s of 20th century, reparation and revitalization of the old city core began. Until now, many objects were furnished and protected, and many accommodation-catering objects were relocated and were built on other locations.

Development of tourism in the first phase, from the WWII until 90s of the last century, can only be partially analyzed because of the lack of precise data. However, based on the available data, we noticed a gradual development, in sense of investments in tourist-catering business and in sense of tourist frequency on this area.

Investments in tourist-catering business for period between 1976 and 1989 in Tuzla amounted to 66493KM, which is a significant percentage (72%) of total investments in tourism in TK, (Statistički bilten, 1990). In that time a lot of resources were invested in Tuzla, which was considered as a recognizable mining-industrial city. Objects that were built for accommodation and catering, were usually intended for the visitors who arrived here for the following reasons: engaging in the practical work in economy, medicine, education or some other needs. Only few visitors arrived because of tourist attractions, because they were neglected.

In Table 1. We can see that investments in tourism-catering activity on the area that today belongs to Tuzla and Tuzla Canton are symbolic and insufficient if we observe the investments on the level of complete Bosnia and Herzegovina.

Table 1. Investments in tourist-catering activity on the Tuzla area, Tuzla Canton, north-eastern Bosnia and Herzegovina between 1976 and 1989 in thousands of KM.

Year	Tuzla	Tuzla Canton	Bosnia and Herzegovina	Percentage of Tuzla Canton in BiH
1979	429	6136	94555	6,5
1980	375	5362	86671	6,2
1981	766	10949	126514	8,6
1982	910	13008	124419	10,4
1983	839	11991	167969	7,1
1984	657	9379	89620	10,4
1985	10833	15476	57250	27,0
1986	566	794	69818	1,1
1987	1388	1929	64691	3,0
1988	556	771	15302	5,0
1989	145	202	24679	0,8
Total 1979-1989	66340	92138	1 117313	8,2

Source: *Statistički bilten Investments No.150/86 to 216/91, Statistički bilten different years, RSZ, Sarajevo, Almazaga, Ć. (2005), Tourism-catering activity, factor of economical development of Tuzla Canton, Tuzla*

Table 2. Number of tourists on Tuzla area for the 1955–1990 period.

Municipality	Tourists	1955	1960	1965	1970	1975	1980	1985	1990
Tuzla	Domestic	18115	36849	30878	27604	30873	30249	60501	47894
	Foreign	285	778	1587	2 957	1952	1836	3130	2638
	Total	18400	37627	32465	30561	32789	32085	63631	50532

Source: *Statistički godišnjak FNRJ, (1955, 1960, 1965), Belgrade, Federal Institute of statistics of FNR Yugoslavia; Almazaga, Ć. (2005), Tourism-catering activity, factor of economical development of Tuzla Canton, Tuzla*

Number of tourists on Tuzla area from 1955 to 1990 gradually increased until 80s when it reaches its peak (63631 arrivals). In that period, in administrative-territorial sense, Tuzla was the capital of District, Area and County. Also, Tuzla was an informal capital of the north-eastern Bosnia geographical region and it represented one of the macro regional centers in Bosnia and Herzegovina.

Number of beds in Tuzla in 1955 was negligible – around 190 beds. However, in the following period it rose and in 1960 it was 1629 beds. Later, until 1990, number of beds steadily rose (*Statistički godišnjak, 1960*). Also, during that time social relations were well organized, and that positively influenced the movement of tourists.

DEVELOPMENT OF TOURISM AT THE END OF 20TH AND THE BEGINNING OF 21ST CENTURY

Phase of the development of tourism in period of the late 20th and early 21st century, in sense of tourist movement, is very oscillating. In period after 1995, many objects that were built earlier were reconstructed. Beginning of 21st was marked by faster development of tourism on this area, significant increase in number of accommodation-catering facilities and investment in tourism which begins to represent an important branch of the economy.

It is characteristic for Tuzla that a large number of tourists arrives in Tuzla during the bathing season because of the attraction of Panonic lakes and those tourists find accommodation in individual objects which are not officially registered as accommodation-catering objects. Because of that, the obtained data about the tourist movement on this area relative, and the number of tourist arrivals is quite larger than the data that can be obtained from official institutions or in registered accommodation-catering objects suggest.

Today, there are accommodation-catering objects in Tuzla that can be qualitatively compared to many similar objects in Europe (Hotel "Tuzla", five star hotel). In this period, many tourist-catering objects were reconstructed, and even some new objects were built, which offer different options attractive to the tourists. Because Tuzla is the most attractive during the summer, because of the Panonic lakes, there are many private, un-categorized objects, which are used for tourist accommodation in this period.

Achieved turnover in Tuzla Canton in tourism-catering activity is around 6.2 million KM for year 2005. After this period, the turnover in tourism-catering activity rises, and it amounted to 20 million KM in 2008 and 24 million KM in 2012 (Federal bureau for statistics). In Federation of Bosnia and Herzegovina, achieved turnover in tourism-catering activity amounted to 66 million KM for 2005 and 83 million KM for 2008 (Federal bureau for programming of development, 200; Federal bureau of statistics)

Movement of tourists from 1997 to 2012 is stable and it stays between 15000 and 20000, which is far from optimal number considering the tourist values that Tuzla has (Ministry of Economy, 2013). From 2009 to 2012, number of tourists decreased, which is a consequence of global social relations and world economy crisis, which influenced this area as well. In the given data, tourists and visitors who boarded the private accommodation are not taken into account, so the given numbers are relative.

If we observe both phases of development, we can say that the tourist values of Tuzla are gradually changing and adapting to the demands of tourists. In the first phase, Tourism in Tuzla developed indirectly in balance with general economic development of Tuzla. In second phase, social turbulences interfered with the continuity of development. However, in the last decade, tourism separates itself as an individual economic activity in which more and more resources are invested. The consequence is the occurrence of strategic planning in tourism, which was not the norm earlier.

NUMBER OF TOURIST ARRIVALS AND OVERNIGHT STAYS

On the Tuzla area, number of tourist arrivals and overnight stays were just partially statistically presented in the previous sub topic. However, in order to completely understand the development of tourism on this area, we will perform a comparison of statistical data of Tuzla with other administrative-territorial units in Bosnia and Herzegovina. It is characteristic for the Tuzla area that the number of visitors almost constant in the last decade (Table 4.), even though it is not an optimal number considering the development potential of Tuzla. Also, it should be noted that number of domestic tourists is much higher than the number of foreign tourists, which indicates an insufficient broader promotion of tourist values of this area.

Total number of registered objects of tourism-catering activity in the area of Tuzla increased in last couple of years. During the 2009, 590 objects were registered, which is around of 30% of total objects in Tuzla Canton. Also, the largest number of registered objects is in Tuzla in 2012, a total of 657 objects, which is around 32% of objects in Tuzla Canton (Ministry of economy and tourism, 2013). Considering the accommodation by type of object, the most tourists in this area stay in hotels and motels, which also happen to have the largest capacities. Far less tourists stay in renting rooms and boarding houses. Also it should be highlighted that there are many objects that offer the accommodation services which are not registered for such activities.

Table 3. Number of arrivals and overnight stays on Tuzla area for the characteristic years from 2001 to 2011 period.

Year	Tourists			Overnight stays		
	Total	Domestic	Foreign	Total	Domestic	Foreign
2001	22453	11442	11011	42758	19680	23078
2003	21892	13685	8207	35888	19033	16855
2005	22045	13982	8063	39003	15065	23938
2007	21862	14623	7239	39996	18400	21596
2009	19406	12045	7631	41070	18625	22445
2011	11052	6999	4058	19892	9556	10335

*Source: Federal bureau of statistics, Tuzla Canton in numbers, 2009,2013;
Ministry of economy and tourism of Tuzla Canton.*

Number of arrivals and overnight stays of tourists on the Tuzla area for the mentioned years tells us that Tuzla and Tuzla Canton have a steady decrease of number of arrivals and overnight stays despite the increase in number of objects and touristic values. However, despite that, the largest number of overnight stays of foreign tourists was achieved in Tuzla, probably because of the conditions required by the foreign tourists and because of the fact that Tuzla is a residence of other institutions of Tuzla Canton.

Number of arrivals and tourist overnight stays on the Tuzla area is important for the level of Bosnia and Herzegovina. By analyzing the state between 2001 and 2011 in Tuzla Canton (Table 4.), we can see that the number of tourist arrivals is between 23 and 36

thousands, and the number of overnight stays is between 40 and 70 thousands. By analyzing the state on the level of Bosnia and Herzegovina, we can conclude that the Tuzla Canton comes in third spot according to number of arrivals and overnight stays in Federation Bosnia and Herzegovina. In front of Tuzla Canton is the Sarajevo Canton, and second is Herzegovina-Neretva Canton. Unfortunately, Tuzla Canton is only fifth in investments per capita in tourism-catering activity.

Table 4. Number of arrivals and overnight stays on TK area for the 2001-2011 period.

Year	Tourist			Overnight stays		
	Total	Domestic	Foreign	Total	Domestic	Foreign
2001	32874	22345	10529	67125	42878	24247
2003	35874	24701	11173	81491	61503	19988
2005	34889	18217	16672	59085	33062	26023
2007	33554	21096	12458	69715	40611	29104
2009	30259	16432	13872	55238	25972	29266
2011	23518	12752	10766	42535	20333	22202

Source: Federal bureau of statistics, *Tuzla Canton in numbers, 2009, 2013*; Ministry of economy, tourism and traffic of Tuzla Canton, 2012.

Tuzla Canton during 2012 was visited by 24117 tourists, 13249 were domestic tourists and 10868 were foreign tourists, which is a slight increase in number of tourists compared to years before. In the same period, a slight decrease in number of tourists occurs on the Area of Tuzla municipality (Table 3.). From the total number of registered tourists, who visited Tuzla Canton, 40997 overnight stays were achieved, 20451 from the domestic tourists and 20456 from the foreign tourists (Federal bureau, 2013). On the area

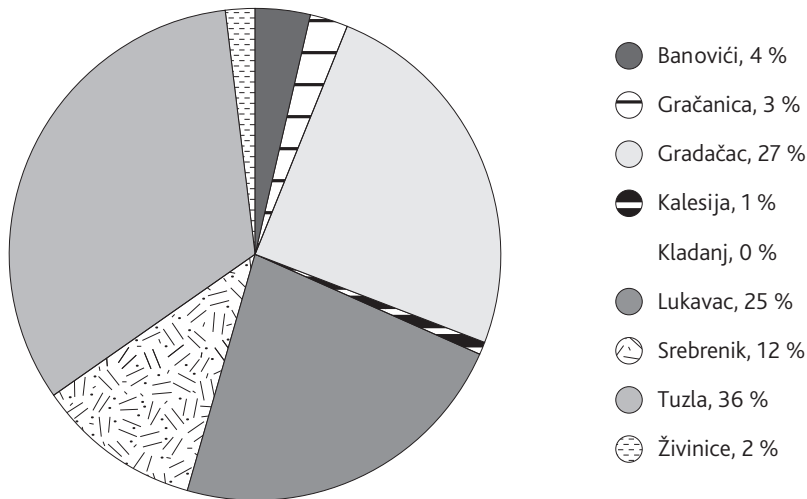


Chart 1. Municipality quotas in number

Source: Ministry of economy, tourism and traffic of Tuzla Canton, *Information 2013*.

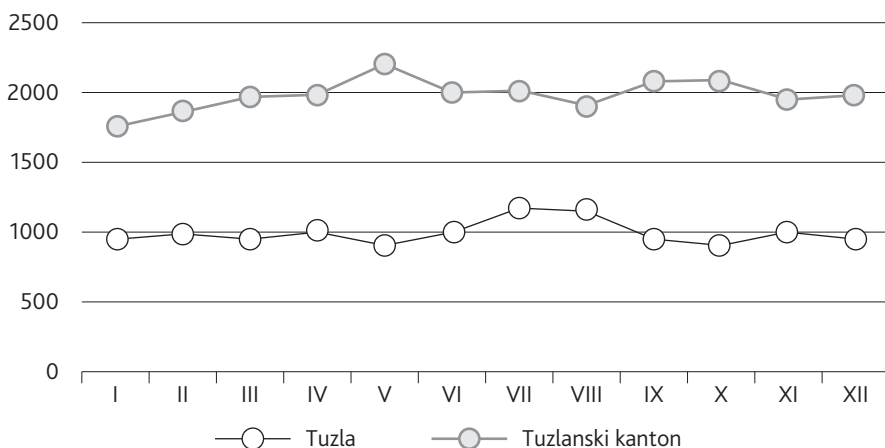


Chart 2. Tourist movement by months of tourists on the TK area for 2012. on the Tuzla and Tuzla Canton area for 2012

Source: Ministry of economy, tourism and traffic of Tuzla Canton, Information 2013.

of Tuzla municipality, a total number of 14758 overnight stays was achieved, which a significant decrease is compared to years before.

On the area of Tuzla Canton, number of arrivals and overnight stays is not evenly distributed. In the Tuzla area in 2012, that number is the highest and it covers around 36% (Chart1.). Most of the number of overnight stays of foreign tourists on the Tuzla Canton in the investigated time span is recorded in Tuzla. Most of the foreign tourists that come to this area are from Croatia, Serbia and Slovenia, but there is a significant number of tourists coming from Austria, Germany and Turkey. There is no significant fluctuation in tourist movement on the area of Tuzla and Tuzla Canton by months (Chart 2.). For the Tuzla area, most of the tourist movements are in the summer period, important because of the attraction of Panonic lakes.

DEGREE OF USAGE OF CAPACITIES

On the Tuzla area, as well as on the wider area of Bosnia and Herzegovina, there is a continual increase in catering capacities in tourism-catering objects. A significant problem in Tuzla is the imbalance between the distribution of accommodation capacities and distribution of tourism attractions.

Degree of usage of capacities in Tuzla area for period from 2001 to 2011 is between 16% and 24%, which is relatively low degree of usage. On the level of Tuzla Canton, the highest degree of usage is in Gradačac (48 %), where the health tourism is well developed. Lowest degrees of usage are in Kalesija and Živinice. Longest average tourist length of stay in Tuzla Canton is in Gradačac municipality (9.2 days) and the shortest stays are in Banovići and Srebrenik municipalities (Ministry of economy, tourism and traffic, 2013).

Average length of stay of tourists on the Tuzla area for this period is between 1.4 days and 1.8 days, which is under the Tuzla Canton average of 2.92 days. Longest average stay is recorded in Hotel “Tuzla”, and it is around 15 days, also Hotel “Tuzla” has the highest degree of capacity usage with around 40% (Ministry of economy, tourism and traffic, 2013).

Table 5. Indicators of tourist movement in Tuzla for 2001-2011 period.

Indicators	2001	2003	2005	2007	2009	2011
Average degree of usage (%)	16,23	19,56	23,73	17,49	18,68	24,12
Average length of stay (days)	1,42	1,37	1,74	1,56	1,87	1,80
Number of rooms	284	296	303	309	327	357
Number of beds	440	445	469	523	560	603

Source: Ministry of economy, tourism and traffic of Tuzla Canton, Information, 2013.

In period between 2001 and 2011, the number of rooms and beds in Tuzla constantly increases. In 2012, Tuzla had 605 beds in 344 rooms, which is around 43% of total capacities of Tuzla Canton.

These data indicate that tourism resources on the Tuzla areas are not used enough. Insufficient degree of usage of capacities tells about the insufficient cooperation between all subjects in tourism activity, such as: tourism agencies, tourism ministry in Tuzla Canton, Tourism community, municipality agencies and owners of accommodation capacities.

CONCLUSION

Tuzla has significant tourism values, but the development is in initial (rising) phase. Tourist movement existed in centuries on this area, but there was never enough of special attention to tourism development and the development was inconsistent. More significant development of tourism activity occurs in the last decade, but it still is not enough to satisfy the needs of tourists. On the Tuzla area, considering the surroundings, is the highest investment in tourism-catering activity, but the investments per capita in Tuzla and Tuzla Canton are lower than in other cantons in Federation of Bosnia and Herzegovina.

Despite the decrease of arrivals and overnight stays on the investigated area, there is still a gradual development of tourism, reflected through the increase of number of tourism-catering objects and the increase in foreign tourists' percentage.

Degree of usage of capacities and the length of stays in Tuzla are relatively low which indicates an insufficient cooperation between all the subjects in tourism activity from one side, and the construction of accommodation-catering objects out of the attraction zone from the other side.

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