

VALORIZATION OF THE TOURISTIC OFFER OF SAN MARINO

Ivan Stojšić¹, Gordana Jovanović¹

Received: October 25, 2013 | Accepted: July 15, 2014

ABSTRACT: *Tourism in the Republic of San Marino has developed thanks to the rich history that has lasted for 17 centuries and the existence of valuable cultural and historical heritage. The cultural legacy of this land is the main engine of growth, and part of it was included in the World Heritage List of UNESCO in 2008. The subject of this paper is the valorization of this tourism destination. The tasks of this study are related to the establishment and promotion of the most important tourist attractions of San Marino. The aim of this paper is to evaluate tourist attractions of San Marino, which may contribute to the further strategic planning and development of tourism in this state.*

Key words: *tourist valorization, San Marino*

INTRODUCTION

The Republic of San Marino is the oldest republic in the world, which historically has represented “the island” of democracy and in which the freedom is valued as the most important ideal. The founder was Saint Marinus who left to his successors the task of preserving his words: “*I leave you free from domination by other men*” (Eccardt, 2005). Nowadays, the tradition is the base of the tourism in San Marino. This country represents the treasury of medieval cultural and artistic creativity. The only neighbor of San Marino is Italy, a favorite tourist destination of millions of people and that has a favorable effect on the development of tourism in this country. San Marino and Italy (primary Rimini) have linked their tourism offers in some aspects, and in that way, San Marino has managed to overcome some problems of territorial restriction.

San Marino is a charming, small European country which attracts many tourists and it is often involved in touristic routes around Europe. Also, it is an inevitable part of Italian travel arrangements. The existence of positive impacts of geographic position,

¹ University of Novi Sad, Faculty of Sciences, Department of Geography, Tourism and Hotel Management, Trg Dositaja Obradovića 3, 21000 Novi Sad, e-mail: ivan.stojasic@yahoo.com

physical and social geographic characteristics, management expertise and careful organization enables San Marino to attract around two million visitors every year.

METHODOLOGY AND RESEARCH METHODS

Valorization can be defined as a set of measures to be undertaken to maintain and increase some values. The tourism values should involve those tourist motives which are economically exploitable, and therefore, can be treated as commercial and tourist facilities, although, these are usually values of greater social importance such as national parks, protected nature, famous monuments, the historical retrospectives and other. Besides the tourism values, the term “tourist valorization” includes all those measures which are consciously undertaken to maintain and increase the tourism value. Tourist valorization is one of the most complex issues of tourism industry in the theory and practice. Tourism values do not have to be economic values as well. Tourist valorization has two equally important factors or determinants: *functional* (type, volume and economic effects of movement) and *spatial* (the position, feature and schedule of the motives). The idea of the acceptance of tourist valorization should take into account the tourist trade, since the objective tourism values can not exist without qualitative-quantitative analysis of tourist trade, just as any movement cannot be studied without motive (Djuričić, Romelić, 1995). Valorization of tourist offer of San Marino was conducted on the field in July 2012 by quantitative-qualitative method. This method has certain constraints, as emphasizing the subjectivity of the evaluation, and therefore, the paper includes a SWOT analysis as well.

SWOT analysis provides the opportunity to perceive strengths, weaknesses, opportunities and threats in the certain area. The goal is to use strengths, eliminate weaknesses, grab opportunities and neutralize threats. Strengths (internal positive factors) when it comes to tourist destinations are: tourism values (natural and anthropogenic), development of tourist infrastructure, skilled workforce, tourism brand recognition and other.

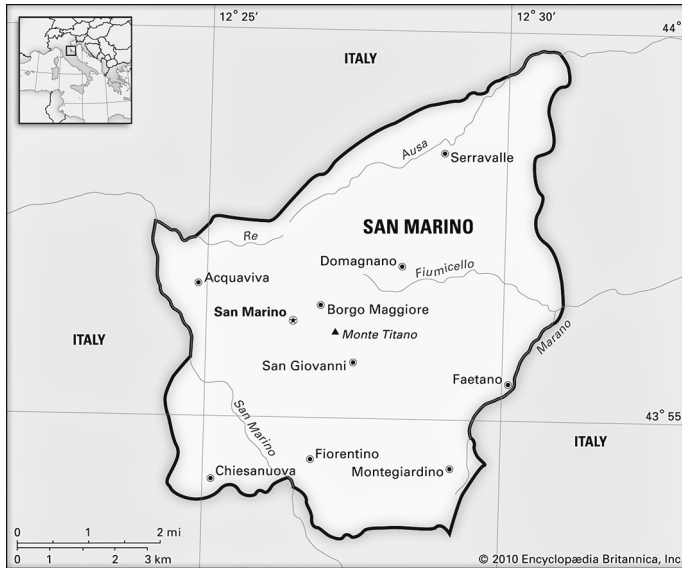
Weaknesses (internal negative factors) can include: poor financial situation, the lack of tourist infrastructure, political problems, incompetence, etc. Opportunities (external positive factors) represent certain events and circumstances that can ease the path to success and development.

Threats (external negative factors) are barriers and risks that may hinder and impede development and goals. These are: changes in interest of tourists, tourism development in other areas, unfavorable economic developments, unanticipated adverse events and other (Goranczewski, Puciato, 2010).

Textual material that was used previously was collected and represents the available literature about this area.

GEOGRAPHICAL POSITION AND FEATURES OF SAN MARINO

The Republic of San Marino is one of the smallest states in Europe (it is bigger only than Vatican City and Monaco) and it is located on the northeastern side of the Apennine Mountains, on the Mount Titano (738 m above sea level) and its base and is completely surrounded by the territory of Italy. This country does not have access to the Adriatic Sea, but is one of the regions of the Adriatic façade within peninsular Italy (Davidović, 1999).



Map 1. The geographical position of the Republic of San Marino

Source: <http://kids.britannica.com/elementary/art-65057>

The size of San Marino is 61.19 km², while the total length of the border with Italy is 39.03 km. San Marino is located between two regions of Italy (Emilia Romagna and Marche). Form of the state is represented by irregular trapeze. Towards northeast-south-west San Marino has a length of 13 km, and the maximum width from east to west, 8.75 km (Matteini, Matterini, 2011).

Tourist-geographic position of San Marino can be assessed as favorable as this country is only 22 km away from Rimini and the Adriatic Sea, while in the background are the Apennine Mountains (Cardinali, 2008). The main road of San Marino, is connected to the motorway A-14 and it connects Bologna and Ancona. In the southern part of Rimini is exclusion from the road and turn on the highway that connects Rimini and San Marino in a length of 23 km. San Marino on its territory has only small airfield in Torracchia and the nearest international airport is the Airport “Federico Fellini” located in Rimini, 24 km away from this state (Stojšić, 2012).

Its topography is dominated by massive of Mount Titano with hilly terrain. Due to the proximity of the Adriatic Sea climate is Mediterranean, with warm summers and

cool winters, while average annual rainfall range from 550 to 800 mm (Šehić, Šehić, 2007). The most important rivers are the Ausa River and the San Marino River, which are non-navigable, but their green areas are used for pedestrian and bicycle paths (Cardinali, 2008). The dominant vegetation is: olive, pine, coastal oak and elm (Šehić, Šehić, 2007).

According to the legend, San Marino was founded by a Christian stonemason from the island of Rab (today the Republic of Croatia), called Marinus. He came to Rimini at the end of the 3rd century, fleeing the persecution of Christians. Marinus came to Mount Titano looking for building stones, and later, due to the rejection by the people of Rimini, at this place, he founded a Christian community which continued to live on the mountain after his death. The Republic of San Marino has not changed the size of its territory since 1463 and it consists of nine castles which are: San Marino, Acquaviva, Borgo Maggiore, Chiesanuova, Domagnano, Faetano, Fiorentino, Montegiardino and Serravalle. According to the last census in 2010, the Republic of San Marino has 31,887 inhabitants, while the population density is 521 persons per km². Sammarinese are majority in their country with 85.11% of the total population (Matteini, Matteini, 2011). The key industries are: banking and financial services, tourism and trade (Stojšić, 2012). A significant part of the income are sightseeing tours (due to proximity of the popular resorts on the Adriatic coast of Italy) and printing of postage stamps dedicated to philatelists (Šehić, Šehić, 2007). The settlements are small, and the biggest are: Dogana, San Marino, Borgo Maggiore and Murata (Stojšić, 2012).

Excellent natural and geographical characteristics and geographic location of Mount Titano (which in uncertain times offered security and freedom) led to permanent settlement of the area in the fourth century, which contributed to the very rich medieval cultural heritage, and hence, it is the most affirmed in the tourism industry of the Republic of San Marino.

TOURIST VALORIZATION

The paper uses quantitative-qualitative method, and tourist valorization was carried out by analyzing: tourist-geographic position; artistic value; tourist value of the ambience; touristic attractions and recognition; construction and equipment; and fitting and tourist value of motives in the environment.

The basic purpose of the valorization is to provide a quantitative evaluation of the available tourism values. Identification and evaluation of tourism values was performed using a scale ranged from 1 to 5:

- Grade 1 (unsatisfactory quality) is not for touristic presentation;
- Grade 2 (satisfactory quality) represents the local touristic importance;
- Grade 3 (good quality) shows the importance of regional tourism;
- Grade 4 (very good quality) about the wider regional (national) importance;
- Grade 5 (excellent quality) an international tourism significance (Hrelja et al., 2012).

Cultural and historical heritage is the main engine of tourism in San Marino. Tourists visit the most: three fortresses located on the top of Mount Titano, the historical centers of San Marino and Borgo Maggiore, museums and galleries, as well as festivals and other events (Stojšić, 2012).

Table 1. Valorization of the most important architectural and cultural heritage

Architectural and cultural heritage	Tourist-geographic position	Artistic value	Tourist value of the ambience	Touristic attractions and recognition	Construction and equipment	Fitting and tourist value of motives in the environment	General tourist value	Location
Guaita Fortress	5	5	5	5	5	5	5,0	San Marino
Cesta Fortress	5	5	5	5	5	5	5,0	San Marino
Montale Fortress	5	5	5	5	3	5	4,7	San Marino
Government House	5	5	5	5	5	5	5,0	San Marino
Statue of Liberty	5	5	5	5	5	5	5,0	San Marino
Crossbowmen's Quarry	5	4	4	4	4	5	4,3	San Marino
Liburnian Gardens	5	5	5	4	5	5	4,8	San Marino
Titano Theatre	5	4	4	4	4	5	4,3	San Marino
Basilica of Saint Marinus	5	5	5	5	5	5	5,0	San Marino
Church of Saint Peter	5	4	4	4	4	5	4,3	San Marino
Church of Saint Francis	5	5	5	4	5	5	4,8	San Marino
Church of the Cappuccini	5	5	4	4	4	5	4,5	San Marino
Monastery of the Poor Clares	4	4	4	3	3	4	3,7	Borgo Maggiore
Bell-tower	4	5	4	4	4	4	4,2	Borgo Maggiore

Architectural and cultural heritage of San Marino which has an exceptional quality and international tourism importance are:

- The fortresses of San Marino (Guaita, Cesta and Montale) were built on the top of the Mount Titano and they represent the symbols of the Republic of San Marino (they are on the flag and coat of arms). Guaita is the first fortress which was built between 10th and 11th century and represents one of the oldest fortresses on the Apennine peninsula. The second fortress is Cesta which was built in the first half of the thirteenth century and it is located on the highest peak of Mount Titano. Inside the fortress is a permanent exhibition of the Museum of Ancient Weapons, which contains over 500 exhibits. To the third fortress leads the path through the park. Montale is the last fortress and most probably served as a watchtower which

protected the left side of the fortress Cesta. Unlike the first two fortresses, the third fortress is not open to the public (Matteini, Matteini, 2011).

- Government House (Palazzo del Governo) and Statue of Liberty are located on Piazza della Libertà and together form a unique entity.
- Liburnian Gardens (Giardini del Liburni) is also called the Open Air Museum, due to the large number of bronze statues that are in it. Some of the most famous sculptures are: “The Bees“, “Dancer“, “The Skater“, “Pietà“ and others (Stojšić, 2012).
- La Basilica del Santo is also called The Basilica of Saint Marinus and it is situated on the Piazzale Domus Plebis in the historical part of the capital. The Basilica was built in the Neoclassical style at the beginning of the 19th century on the site of a small church Pieve, which was built between the fourth and fifth centuries (Cardinali, 2008).
- Church of Saint Francis (Chiesa di San Francesco) was built in the period from 1351 to 1400 and it is located at the entrance of the historic center of San Marino near the Gate of San Francesco. In addition to the church, in the area of the monastery, there is a gallery of the same name with an extraordinary collection of paintings (Cardinali, 2008).
- Church of the Cappuccini (Chiesa dei Cappuccini) was built in 16th century and it is located in the historic centre of the capital. The special attraction of this church is the altar that was carved into the Mount Titano. Also, it is well-known for being the shelter for Garibaldi’s soldiers in 1849 (Stojšić, 2012).

In the case of a very short visit to the Republic of San Marino, it is recommended to have a short tour through the historic centre of San Marino, in which is the largest number of tourist attractions, and entrance into the fortress Cesta, which offers a magnificent view on San Marino and the Adriatic Sea (Eccardt, 2005).

Table 2. Valorization of museums and galleries

Museums and galleries	Tourist-geographic position	Artistic value	Tourist value of the ambience	Touristic attractions and recognition	Construction and equipment	Fitting and tourist value of motives in the environment	General tourist value	Location
State Museum	5	5	5	5	5	5	5,0	San Marino
Museum of Ancient Weapons	5	4	5	5	5	5	4,8	San Marino
Museum of Natural History	3	4	4	3	4	3	3,5	Borgo Maggiore
Museum of Emigration	4	3	3	2	4	3	3,2	San Marino
Torture Museum	5	4	5	4	5	5	4,7	San Marino
Modern Arms Museum	5	3	3	2	3	4	3,3	San Marino

Museums and galleries	Tourist-geographic position	Artistic value	Tourist value of the ambience	Touristic attractions and recognition	Construction and equipment	Fitting and tourist value of motives in the environment	General tourist value	Location
Curiosity Museum	5	3	3	3	4	4	3,6	San Marino
Waxworks Museum	5	3	3	3	3	4	3,5	San Marino
Sport and Olympic Museum	3	3	3	3	4	4	3,3	Serravalle
Museum of the Peasant Society and traditions of the Republic of San Marino	3	3	4	3	3	3	3,2	San Marino
Museum of Vampires	5	2	3	4	3	3	3,3	San Marino
Ferrari Museum	3	3	3	4	3	3	3,2	Falciano
Abarth Museum	3	3	3	3	3	3	3,0	Falciano
Art Gallery Saint Francis	5	5	5	4	5	5	4,8	San Marino
Gallery of Modern and Contemporary Art	5	4	4	4	4	5	4,3	San Marino

Museums and galleries which have excellent quality and international tourism importance are:

- The State Museum (Museo di Stato della Repubblica di San Marino) is located in historic part of the capital, and officially was open in 1899. The State Museum gathers almost 5,000 historical and artistic items coming from San Marino and linked to its history and from other places, as the result of purchases or donations from 1865 till today (Stojšić, 2012).
- Museum of Ancient Weapons (Museo delle Armi Antiche) is located in Cesta, the second fortress of San Marino. The permanent exhibition of the museum contains weapons that were made during the Middle Ages, and the one that was made until 1898. The biggest advantage of this museum is its location and good incorporation into the space of the fortress from the thirteenth century (www.museidistato.sm/mtc/2torre_2museo-armi-antiche.htm).
- Torture Museum (Museo della tortura) is located near the Gate of San Francesco and represents one of the first things that attract the attention of tourists entering the historic center of San Marino. This museum exists in several other cities in Italy, but its quality and significance has an international character because it shows a unique collection of instruments of torture and killing people. Particularly are interesting the original exhibits from the sixteenth and seventeenth centuries (Cardinali, 2008).
- Art Gallery Saint Francis (Pinacoteca di San Francesco) is located in the monastery which was built in 14th century next to the Church of San Francesco. Gallery was opened in 1966 and contains frescos and paintings from 14th to 19th century (Stojšić, 2012).

Table 3. Valorization of the most important events

Events	Tourist-geographic position	Artistic value	Tourist value of the ambience	Touristic attractions and recognition	Construction and equipment	Fitting and tourist value of motives in the environment	General tourist value	Location
Investiture Ceremony of the Captains Regent	5	5	5	5	5	5	5,0	San Marino
Medieval Days	5	5	5	5	5	5	5,0	San Marino
San Marino Ethnofestival	5	5	5	4	4	5	4,7	San Marino
International Magic Festival	4	3	4	4	4	4	3,8	Dogana
Feast Day of San Marino and Foundation of the Republic	5	4	5	4	5	5	4,7	San Marino
Christmas of Wonders	5	3	4	3	5	5	4,2	San Marino
San Marino Jazz Festival	5	4	4	4	4	5	4,3	San Marino
International Choir Festival "Cantate Adriatica"	5	5	5	4	5	4	4,7	San Marino
SMAIF – Young Artists Festival	5	4	5	3	4	5	4,3	San Marino
San Marino Film Festival	4	4	4	3	4	3	3,7	Serravalle
San Marino Rally	4	3	4	3	4	4	3,7	The Republic of San Marino
Mille Miglia Race	4	3	4	4	4	4	3,8	The Republic of San Marino
Superbike World Championship "San Marino Round"	4	3	4	4	4	4	3,8	The Republic of San Marino

During the year, a large number of events are organized and they come one after the other. Events have different characters, but as part of its tourism, San Marino emphasizes the cultural and historical heritage, so the festivals are often combined with these values. Most events are organized in the area of the historic center of San Marino (Stojšić, 2012).

Events that have excellent quality and international importance are:

- Investiture Ceremony of the Captains Regent (Cerimonia di Investitura dei Capitani Reggenti) is held on the first of April and the first of October, as the Captain Regents who are at the forefront of the Republic of San Marino, are elected every six months. This ceremony attracts the attention of many visitors because of its

traditional protocols and formal costumes (www.sanmarinosite.com/manifestazioni.html).

- Medieval Days (Gornate Medioevali della Repubblica di San Marino) is the most popular summer festival which lasts five days at the end of July and has been held since 1997. The special charm of this festival is that the residents of San Marino dress up in medieval costumes and they transform their capital into a medieval village. The main advantage of this festival compared to similar festivals in other countries is an authentic environment (Stojšić, 2012).
- San Marino Ethnofestival (San Marino Etnofestival) is a music festival held in August. This festival is held on the Crossbowmen's Quarry, and it brings music from different parts of the world. The Republic of San Marino during the festival transforms into a gallery of the most fascinating people. The festival has had an enviable tradition since 1998 (www.sanmarinosite.com/manifestazioni.html).
- Feast Day of San Marino and Foundation of the Republic (Festa di San Marino e Anniversario di Fondazione della Repubblica) is held on the 3rd of September in the capital every year. The festival has an excellent attendance and rich full-day program (www.visitsanmarino.com/on-line/home/vivi/eventi-principali.html).
- International Choir Festival "Cantate Adriatica" (Festival Corale Internazionale "Cantate Adriatica") is organized in May and has eleven years long tradition. Participants are choirs from all over the world (Stojšić, 2012).

SWOT ANALYSIS FOR SAN MARINO'S TOURISM

SWOT analysis is a method that is widely used and is related to internal and external factors. The combination of these factors leads to four different categories: internal positive factors – strengths; internal negative factors – weaknesses; positive external factors – opportunities and external negative factors – threats. SWOT analysis does not need to identify all factors, but only those that are of primary importance (Berić et al., 2012).

"STRENGTHS" of the tourism offer of San Marino are:

- The Republic of San Marino has an excellent geographic position because it is located in central part of Italy, only ten kilometers from the Apennine Mountains and 22 km away from the coastal city Rimini, with which is connected by modern highway of the first category (Lukić, 2003);
- The rich cultural and historical heritage, which is partially listed on the World Heritage List of UNESCO. The historic center of San Marino, Borgo Maggiore and the Mount Titano are protected and belong to the world heritage (Matteini, Matteini, 2011);
- Quality tourist infrastructure;
- Well-organized management of tourism, the promotion and organization of these activities are managed by: Secretariat of State for Tourism and Sport (Segreteria di Stato per il Turismo e lo Sport), State Board of Tourism (Ufficio di Stato per il Turismo), Tourist Information (Ufficio Informazioni Turistiche), Consortium San

Marino 2000 (Consorzio San Marino 2000), Convention & Visitors Bureau of the Republic of San Marino (Convention & Visitors Bureau, Repubblica di San Marino), Union of San Marino's Tourism Operators (Unione Sammarinese Operatori del Turismo) and others (Stojšić, 2012);

- Attractive tax policy made San Marino (especially Serravalle castle) famous shopping destination, so that in addition to tourists, many Italians choose to do substantial purchases in this country.

“WEAKNESSES” that can be observed in the tourism offer of this destination are:

- San Marino has a small territory and does not have access to the Adriatic Sea, which leads to substantial restrictions of the touristic possibilities;
- This country does not have an international airport on its territory, so tourists can not get to it directly. Also, San Marino has no railway network (Stojšić, 2012);
- Most visitors are the tourists who stay in this country for a few hours and do not use the accommodation facilities. A small number of tourists use some form of accommodation in San Marino, but the average length of stay is extremely small, approximately 1.6 days (Stojšić, 2012);
- Heavy dependence on tourists who are visiting Italy.

“OPPORTUNITIES” for further tourism growth in San Marino are:

- With an increase of general education of tourists and increase of number of tourists, a need for introducing something new is created, and modern tourists have constant desire to meet the cultural needs (Hrelja et al., 2012);
- Constant interest of European and international tourists in Italy. Tourists during their visit to Italy, take the opportunity to spend some time in the Republic of San Marino;
- The global economic crisis has led to directing the Italians to their own tourist destinations, including San Marino (Stojšić, 2012);
- The existence of the potential for improving the sport and recreation, ecotourism and conference tourism, can improve availability of accommodation and reduce expressed seasonal visits (emphasized summer season);
- The possibility for relatively rapid adaptation to new demands of tourists.

“THREATS” facing San Marino are:

- The global economic crisis has caused a financial crisis in Italy, and it spilled over to the Republic of San Marino, causing significant problems in the banking sector, which is crucial for the economic development of the country (Stojšić, 2012);
- In San Marino, there are about 1,400 people which do not have solved residential status and the number of asylum seekers from Africa is increasing every year, which has a negative affects on the development (Matteini, Matteini, 2011);
- Hotels and other types of accommodation in San Marino have great competition, since the prices of the hotels and other accommodation in the nearby resorts in Italy are much lower and offer is various, so tour guides recommend accommodation in Rimini (Eccardt, 2005);

- Constant development of new touristic and shopping destinations that are spatially far away from Italy, is an important disadvantage for this tourist destination.

SWOT analysis shows the current strengths, weaknesses, opportunities and threats of tourism in San Marino and the results of this analysis along with the tourist valorization can contribute to the better understanding of conditions in the area of tourism in this country.

It is necessary to repeat SWOT analysis after some time to adjust goals and planned action in accordance with the current situation (Berić et al., 2012).

CONCLUSION

Since the second half of the twentieth century, tourism represents a significant branch of the Republic of San Marino, which records dynamic development. An interesting history and rich cultural heritage enabled the successful development in the following areas: cultural, manifestational and sightseeing tourism. These forms of tourism are supplemented by sport- recreation events and a number of possibilities for purchase since this country is famous as shopping destination.

Tourist valorization shows that San Marino in its offer has values of an excellent quality and international tourism importance. UNESCO has under its protection 55 ha of this country, which has significant impact on popularity of this destination.

Data obtained by SWOT analysis enable a better understanding of internal and external opportunities and constraints, which can contribute to better strategic planning of tourism development in San Marino.

Tourism offer of San Marino is various and it can meet primarily cultural, and then some of the recreational needs of tourists.

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