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THE IMPACT OF AGRITOURISM ON SUSTAINABLE DEVELOPMENT OF BOSNIA AND HERZEGOVINA

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ABSTRACT:

Geographical location of Bosnia and Herzegovina and heterogeneity of natural factors (relief, climate, water, soil, vegetation) implied abundance of natural resources. On this basis is possible, with use of definition of agrotourism and agritourism product, and basic laws of its development, to develop agrotourism in the country. Bosnia and Herzegovina have majority of rural population and many rural destinations. Rural areas and less built-up area with higher preservation-degree of the environment, where exist acceptable farm development, represent the main valorisation-base for making agrotourism product. Agricultural development taking place in terms of quality natur-geographical predisposition and is more sustainable. Result is seen in a wide range of products, from those consumed in food, medicine, etc. (income of vegetable and fruit growing, animal husbandry, horticulture) to those that consumed in purpose of recreation or general enjoyment environment (aromatic herbs, horseback riding, hiking and other forms of independent or complementary utilization of agricultural landscape). Bosnia and Herzegovina has a long tradition of seasonal agricultural manifestations which lately attaching more and more attention. Creation of new potential cores for evaluation in agrotourism encourages the tourism revenue and economic benefit at the healthy and almost completely natural way in the essence of concept of sustainable development.

Key words: agrotourism, agritourism product, rural environ., agriculture, income, sustainable development

IMPORTANT DETERMINANTS OF THE GEOGRAPHICAL POSITION OF BOSNIA AND HERZEGOVINA

Bosnia and Herzegovina is a mountainous-valley country of SE Europe (42°N-45°N; 15°E-19°E). Bounding with Croatia (932 km), Montenegro (249 km), Serbia (357 km). The area is 51,209 sq km (land: 51,197 sq km; water: 12,2 sq km).

Territory of Bosnia and Herzegovina is a transitional area between southern parts of the northern temperate belt and northern parts of the northern subtropical belt, which results in intertwining and mixing of air masses of different physical characteristics.



There is alternating moisture-rich air masses of the western circulation with mainly dry continental air masses of the continental east and northeast, and the maritime polar air from the north and subtropical masses from the African north. Frontier of two basic landshaft belts is felt in area of Bosnia which approximately coincides with the orogenic watershed of the Black Sea and the Adriatic basin.

Figure 1, Physical map of Bosnia and Herzegovina with marked centers of rural tourism (CRT) and also agritourism.

Bosnia and Herzegovina morfostructurally belongs to the Mediterranean area of Young Folded Mountains- Dinarides. Central Dinaric mountain massif gradually descends to the north in the area of Bosnian Posavina and the Pannonian plain, and steeper to the south in the area of Herzegovina and the Adriatic depression. Some parts of the field are deeply vertical and horizontal jagged (e.g. mountainous area in central bh. Dinarids), unlike the others with small relief energy (e.g. lowland areas in northern Bosnia and the flat land inside of mountainous area). All of this (astronomic factor, orographic circuit, rich river net length, etc.) considerably caused diversity of climate (Csa,b,c; Cfa,b,c; D) of Bosnia and Herzegovina. Related to this is pedo and biodiversity, noting that over the space of Bosnia and Herzegovina interbreeding Eurosiberia', Mediterranean and Alpine- high dinaric floptical area. From 6-th April 1992. Bosnia and Herzegovina is an internationally recognized and sovereign state. Contemporary political-administrative structure includes two entities: the Federation of Bosnia and Herzegovina and Republika Srpska. The historical-geographical development of B&H variegates several specific periods: pre-Illyrian and Illyrian; Roman; Slavic; the period of formation and the territorial expansion of the Bosnian state; Ottoman; Habsburg; and contemporary political and geographical influences on development of the state of Bosnia and Herzegovina. In reflection of this was formed a complexable multicultural, multiethnic and multireligious State Board of Bosnia. Position of Bosnia and Herzegovina between European regions (Mediterranean and Pannonian), with the traffic and geographic links along the main river valley (Bosna, Vrbas, Drina, Sava, Ne-

retva, etc.), resulted in its convenient regional and geographical situation. Today this country in the system of socio-economic geogr. transition and in group of "developing countries".

DEVELOPER NOTES AND KEY TERMS IN AGRITOURISM

Development of rural tourism and affirmation of rural areas in countries of Europe and the United States was registered in the mid sixties of last century. In Europe further accelerated by economic trends and European Union enlargement. Rural tourism valuable contributor to rural economy and allows diversification and favors protection and enhancement of social fabric and heritage European Rural Space. OECD defines agritourism as tourism activity organized by farmers on their own farms. Agritourism is often defined as any activity, enterprise or business related to agricultural production, services and expectations in tourism. "Agritourism Industry" is one of the fastest growing sectors in the travel industry and tourism for Europe, particularly in southern Europe. Europe has largest share of tourism arrivals and maintains positive growth. Changes in travel behavior are favorable to rural tourism: e.g. growth in independent travel, desire for new experience, more intra-regional and domestic travel. Other changes in tourist behavior are also favorable: e.g. accommodation other than hotel. People are more interested in how their food is produced and want to meet the producers and talk with them about what goes into food production and more. Children who visit farms mostly come from city and often haven't had a chance to pick an apple right off the tree etc. Agritourism involves the recruitment of tourists in the farmer jobs. Agritourism include the chance to help with farming tasks during the visit. Agritourism is often practiced in wine growing regions, as in Italy and Spain. In America, agritourism is wide-spread and includes any farm open to the public at least part of the year. Tourists except using the classic service such as relax and bed, catering, etc. can pick fruits and vegetables, ride horses, taste honey, learn about wine, shop in farm gift shops and farm stands for local and regional produce or hand-crafted gifts, and much more. Agritourism is based on the landscape, tradition and family from which emerges a complete competitive tourism product. Basic criteria for defining agritourist destination (Dončić, 2006) are: local attraction, homogeneity or heterogeneity, the number of visitors and the level of development of tourist destinations. Elementary variables and factors of attractiveness of any destination and the main elements of the tourist product and its further development as an agritourist destination are: elements of accommodation; attractiveness of tourist destination; environmental elements; socio-cultural; elements of the offer; infrastructure facilities; political stability; the local involvement in tourism; elements of promotion; marketing; information system. Resulting

from these is a definition of agritourist destination, which represents a kind of amalgam and combination of interrelated elements of attraction, accommodation facilities, courtesy domestic population and condition of infrastructure, as well as tourist information system as a kind of tourist information traverses. Marketing in agritourism is taking place through four known variables: price, product, marketing and promotion, and the uncontrolled variables- political, legal, economic and cultural environment. Specificity of agritourist marketing is in the conception of sustainable development through the protection of flora and fauna, the understanding of the social dimension of the area, minimizing the impact on the physical and cultural environment, a profit based on the service with a positive environmental output and tourist experience of environment. Agritourist product includes: defined attractions, events and services (table 1)

Table 1. Concept of agritourist product.

Fixed Attractions	Events	Services
<ul style="list-style-type: none"> • Historic Plantations • Agricultural museums • Village rum shops • Herb/Exotic Gardens • Produce and Craft Markets 	<ul style="list-style-type: none"> • Agricultural fairs • Local festivals • Special events 	<ul style="list-style-type: none"> • Farm tours • Rural bed and breakfast • Spas • Alternative medicines • Agro-processing • Agro-trade with Tourism Operators

(Source: Waith, 2006)

The key terms in agritourism are: definition of agritourism (with its types or forms), definition of agritourist destination and agritourist product, but also marketing and management in agritourism. OECD has designed a methodology for agricultural policy and its implementation, which defines objectives and agri-political measures, reforms, positive effects, monitoring and evaluation, etc. Agritourism is often identified with the farmer tourism, and is part of rural tourism and eco-tourism. However, many theorists and practitioners tend to define the concept and forms of agritourism. Example of Waith's classification scheme of agritourism (Fig. 2).

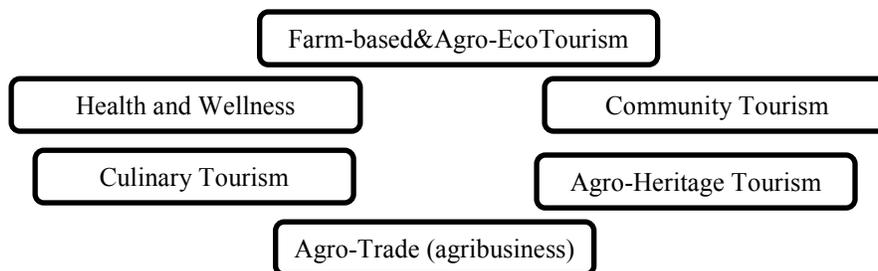


Figure 2. Forms or types of agritourism
(Source: Waithe, 2006)

• *Farm-based Tourism* can be described as the act of visiting a working farm or any agricultural, horticultural or agribusiness operation to enjoy, be educated or involved in activities. *Agro-Ecotourism* is travel undertaken to witness sites or regions of unique natural or ecological quality or the provision of services to facilitate such travel. Both includes: farm tours; hands on farming tasks; self-harvesting of produce; horse, pony or donkey rides; farm animal zoos and trails; overnight stays in rural bed and breakfast; ecology- dive tours.

• *Community Tourism* is one or a combination of tourist products offered at a community- level to domestic or international visitors. It usually refers to visitor interaction with local people in the rural areas outside of the traditional tourist areas but can also be linked to urban neighbourhoods (village rum shops; parish/district parks; community festivals; special events; stay with a host family in a local village).

• *Agro-Heritage Tourism* can be described as many measure that promotes the heritage, history and interpretation of early and contemporary agriculture (agro-museums; plantation tours; craft making; indigenous art showcases or workshop; agricultural festivals).

• *Agro-Trade Tourism* consists of any act of negotiation that facilitates the exchange of goods and services among local community stakeholders, tourism enterprises, and visitors of foreign interests (produce markets; craft markets; floriculture; agro-processing; marketing to hotels, restaurants and other agencies).

• *Culinary Tourism* is a subset of agritourism that focuses specifically on the search for, and enjoyment of, prepared food and drink (dinner and theatre package; culinary schools and workshops; food festivals; tasting/buying packaged local products; farmer's markets; tour a food/wine/beer factory).

• *Health and Wellness Tourism* can be described as the process of combining the goal to look and feel better with travel, leisure and fun activities (spa treatment; specialty surgeries; alternative medicines; herbal remedies; therapeutic holidays).

It should underlain that definition of agritourism form and the elaboration of its content, depending on the characteristics and heterogeneity of tourist product and agritourist destination.

BASIC CHARACTERISTICS OF RURAL AND AGRARIAN IN BOSNIA AND HERZEGOVINA

Bosnia and Herzegovina is a developing country where 54.7% of the total population lives in villages. In late decades occurs trend of decreasing rural population (1990-2006; rate of changes -1.4%). It is followed by a series of problems: abandonment and deterioration of the village, lack of income and unemployment, overcrowding in urban areas and rising unemployment rates, and different issues (environmental, social, psychological). In such circumstances, development of rural and agro tourism is of particular importance. Morphological and hypsometric characteristics of Bosnia and Herzegovina imposing development of agritourism. In the evaluation of hypsometric conditions for agriculture purpose, most favorable are elevation areas 0-500m, favorable 500-600m and conditionally favorable 600-800m above sea level. These areas accounts about 2/3 of the total area of Bosnia and Herzegovina (up to 500m: 44%; 500-1000m, 33%). Diversity of terrain with valleys as well as other physical favorable conditions (climatic, hydrological, pedological), traditional villages, etc., are good predisposition for the successful development of agriculture and agritourism. Particular researchs show that some of the environment elements in certain areas of Bosnia are six times less contaminated compared to developed countries. For the production of fruits and vegetables in the Federation there are about 55,000 hectares of land, and in the Republika Srpska 45,000 ha. The agricultural sector in total GDP of Bosnia and Herzegovina participates with 10% (the World Bank, 2008). Every year is produced and sold approximately 280,000 metric tons of fresh fruit-plums, apples, cherries, raspberries, etc., and peaches mainly in the Mostar area. The total market value is about 210 million euros, and it's almost enough to meet domestic needs, especially during the summer. On fruit processing wastes about 85% of the total processing, and here is also production of plum brandy, widely known alcoholic beverages. SWOT analysis of benefits of processed fruits: a competitive price of labor; high quality manufacturing of some products (industrial and early potatoes, off-seasonal vegetables, berries); existing conditions for organic production; existence of organic certification agency; great interest in agricultural production by farmers and local authorities; rising demand by refiners; increased consumer demand for local products in domestic market; a great diversity of medicinal and aromatic plants in Bosnia and Herzegovina (from mediterranean to alpine climate); good natural resources and large interest in breeding of medicinal plants. Nowadays

the emphasis is on organic agriculture and production. Organic agriculture involves food production as a result of specific production in which the system of ensuring quality is the base of all activities, and leads to the harmonization of the whole environment. Means growing plants without chemicals, artificial fertilizers and pesticides, organic farming, natural beekeeping, and manufacturing technology which opposes to the exploitation of soil, water, and their degradation or complete destruction. Organic product is a product of organic agriculture. »Organic control« is the first international certificate organization in organic production in Bosnia and Herzegovina, recognized by the International Federation of Organic Agriculture-IFOAM. It was founded in 2003., while in June of 2007 year picked up international accreditation of its certification program that enable producers of organic products from Bosnia and Herzegovina to access the World markets of organic agricultural and food products. According to statistics, in 2007. in Bosnia and Herzegovina under organic production is 497 hectares of land, including 440,000 ha of agricultural and forest land for collecting wild plants, wild berries and mushrooms.

DIRECTIONS OF AGRITOURISM AND SUSTAINABLE DEVELOPMENT IN BOSNIA AND HERZEGOVINA

Sustainable development is a process having economic, social, cultural and environmental- ecological dimensions. This process is perceived as a development in all respects for both urban and rural societies. In Bosnia and Herzegovina, as in most developing countries, rural population is followed with numerous problems and concern of existence villages. Main characteristics are increasing impoverishment of rural society, as well as the problems of deforestation, erosion and soil productivity loss by misuse of funds, which further emerge problems of migration, poverty and hunger. Development of appropriate agricultural and environmental policies should be ensured to protect and develop agricultural lands, to increase agricultural productivity and marketing agricultural products, to create job opportunities in agricultural and non-agricultural sector, to increase the contribution of agricultural productivity to national income and rural people. Rural areas are multifunctional dynamic systems. They include different land use and activities such as settlement, transportation, industry, forestry, tourism and recreation. Agritourism is one of the best ways of affirmation, improvisation and existence of the village, and sustainable development in the country. Advantages of agricultural tourism are:

- Helps to protect the agricultural areas, cultivation lands and rural landscape

- Creates diversity in agricultural pattern and job opportunities in rural areas
- Provides opportunities for marketing the agricultural products
- Increases welfare level of local people
- Establishes social and economic relations between urban and rural dwellers
- Provides a bridge between rural and urban areas
- Meets the tourism and recreation needs of urban people
- Raises the respectability of agricultural activity from the urban peoples' point of views
- Introducing agricultural activities to urban people is a way to educate urban people in the sense of contribution of agriculture to quality of life and economy (Apkinar, 2003)

Key points in development of agritourism are: defining the nature of the product/service mix; identifying agencies and local groups involved; describing significant trends and observations; identifying potential development possibilities. Essential characteristics of sustainable development in villages are promotion (flyers and bulletins), honest business, competitive prices, pay farmers on time, minimize debts, use guyanese laborers, healthy plants, good service, prime locations, word of mouth, family busines, etc. Success factors in agritourism:

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|--------------------------|----------------------------|
| • Service excellence | • Good stuff |
| • Long term planning | • Brilliant tour guides |
| • Right recipe for tours | • Hard work |
| • Community spirit | • Exciting rural tour |
| • Repeat business | • Team work |
| • Clean environment | • Good food (Waithe, 2006) |
| • Stron management tim | |

Rural tourism of Bosnia and Herzegovina is in its very beginning. In favor of this is the fact that since 2005., when there was no provided budget funds for transfers in tourism, ending with the 2008, in the sector of tourism and environment in Federation through the transfer was invested 4,5 million euros. Program support through transfers have been continued in 2009. year with qualitative new projects that provided 2,75 million euros for rural tourism. From the viewpoint of rural and agritourism, Bosnia represents a huge untapped potential; potential centers of rural tourism are numerous bh. villages, especially in wider environment of major cities. However, in Bosnia and Herzegovina still no specific tourist product of rural tourism. Econ-

omy in rural tourism, to be imposed as an alternative bid, must be much more creative than the hotel chains which is a major challenge for those engaged in marketing and promotion of rural tourism. So far in Bosnia there is only minor involvement of some rural settlements mainly in the school and congress tourism, or as an additional motive of tourist bid of town attracted to the village (e.g. rural ambient of Bjelašnica, Kupres, etc.). Priority step is defining resources and providing access to them. In cooperation with the European Commission delegation in Bosnia and Herzegovina in December of 2006 is designed the Project in this purpose, and to support the establishment of the State Ministry of Agriculture and Rural Development- SESMARD. In the basis of its methodology is defining rural areas on European level (OECD, EU), as indicators for development of rural area' typology (demographic, geographic, economic, employment, human capital, agricultural structures, tourism, infrastructure). Development of organic agriculture significantly provides input to agritourism development. Support to rural, agritourism and sustainable development in Bosnia and Herzegovina is also "Ucodep Program 2003-2012 year". Protection and valorization of natural, cultural, agricultural and livestock resources, primarily in tourism, as well as improvement of small and medium enterprises, are the main sectors of intervention through which Ucodep intends to promote sustainable local development in the country. In rural areas of Sarajevo (Trnovo Municipality) and Herzegovacko-Neretvanski Canton (Municipality Konjic, in the Park Dreznica and Hutovo Blato) activities were directed towards the development of ambient tourism; in Herzegovina region (focus on the Municipality of Livno, Stolac, Nevesinje and Trebinje), in Unsko-Sanski Canton and western Republika Srpska (Bosnia and Herzegovina), valorization processes of traditional agro-food and craft products; interventions about small and med-sized enterprises are implemented in Tuzla, Prijedor, Sanski Most and Sarajevo, through technical support and creating local plans for rural development; in Trebinje was supported establishment of beekeeping cooperative- Zalfija (more than 200 members; main goal is to increase production of honey, typical and quality product of this area). Through a series of coordinated actions of training, technical support and procurement of equipment, has been started the process of improving the quality and quantity of production of two typical cheese of the Livno and Nevesinje area. Increase capacity of local institutions (municipalities, local development agency and the tourist board) and private subjects (NGO's, manufacturer associations) in the field of valorisation, protection and promotion of local products and territories, through exchange experiences with entities from Tuscany, with technical and financial support to attend local and international events and creating promotional materials (web site, gastronomy guide, brochures).

MANIFESTATION OF AGRITOURISM

Significant events of agrotourism in Bosnia and Herzegovina are fairs of: apple (Gorazde), plum (Gradacac), wine (Mostar), cheese (Travnik), cherry (streams), beekeeping (Sarajevo), etc.

- *International Fair of Agriculture and Food Industry- Fair of Plum, Gradacac*: is being held for forty years (started from 1969). Continuously have been organized 22 events. Only the top five was done on a voluntary basis, other professionally. The fair is regarded as with longest tradition in Bosnia and a leading specialist event. Brings together business people from the country and abroad. Scientists from several universities of Region here presenting scientific achievements in the field of production, processing and sales of food and drinks. Renew the old friendships and business contacts and establish a new one. At the fair in September of 2009 participated more than 250 exhibitors from Bosnia and Herzegovina, Germany, Austria, Italy, Slovenia, Croatian, Serbia, Macedonia and Turkey. Fair of Plum in Gradacac was held on about 13,000 sq m of open and closed space. Presentation of producers and processors of food and beverages, transportation companies, banking and non-governmental organizations.

- *Fair Days of Apple, Gorazde*: is a commercial-cultural event which is being implemented for many years (in 2007. celebrated 100-year tradition of organised fruit in this area). In 1906. in Gorazde was formed first fruit tree nurseries. The same year launched the production of vegetative ground for an apple, making it Gorazde the first in Europe. In 2008. Fair of Apple gathered more than 50 exhibitors from Bosnia and Herzegovina, Montenegro, Serbia, and Croatian. Cooperation with the Austrians is of main interest, and sorta of "gorazdanka apple" is recognizable brand. There are organize lectures, awards and prizes for most successful greengrocer, but also presentation of ethno-corner and the traditional methods of production jam, visiting Bosnian rooms, etc.

- *Fair Days of Cherry, Potoci (Mostar)*: is an event of International Fair of Economy, Agriculture, Food and Tourism. Fair in 2009, on the area of 25 hectares, was organized under the motto: New values through agritourism in eco village, and gathered around 180 exhibitors. Special activity resulted in partnership of Japan, etc. On fair is usual promotion of agricultural machinery- B&H product, promotion of adverse weather protection, signing agreements of cooperation, and promotion of rural development as awards and medals. Promotion of ethno-village in Bosnia and Herzegovina, gastro and beverage products of Herzegovina, health food, etc

- *Fair of Wine, Mostar, Sarajevo*: Specialized event known as Fair of Wine and Viticulture in Mostar promotes Herzegovina' region and its indigenous products, grapes and wine. It's being held since 2003. within International

Fair of Economy. There is assessment of domestic and foreign wines. Recent manifestation is the International Festival of Wine "Sarajevo wine fest", since 2008., held in the capital of Bosnia and Herzegovina. In 2009 Festival visited over 2500 visitors, and most of guests from abroad stayed on Olympic Mountains of Sarajevo.

- *Fair Bee-Fest Days of Beekeeping, Sarajevo*: is original and copyrighted authorized project which promotes the field of beekeeping, producing of honey and other bee products, and preparations based on bee products as individual subjects in beekeeping. The first Fair was held in 2003. year when gathered beekeepers from all over Bosnia and exhibitors from Croatia, Serbia, Montenegro. The fair is a competitive character, and all exposed samples are taken under laboratory control and organoleptically are evaluated by a professional tim. The highest quality products picking gold, silver and bronze medals in several categories. In 2007. year participation in this event took the 106 participants from B&H, region countries, and guests from Turkey.

- *Fair of Cheese, Vlasic- Travnik*: a two-day event is being held in Travnik since 2002 year. Strategic goals of manifestation are to promote Vlasic cheese as a brand with future whose producers should be supported at various levels, as well as a new step towards certification ofg traditional production of Vlasicki cheese. In 2008 the fair gathered 42 exhibitors, whose flocks grazing on the Vlasic mountain. Participants and professional colleagues were from Bosnia and neighboring countries. It's been initiating the Project for geographical indication of cheese.

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