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TOURISTIC VALORIZATION OF CULTURAL AND HISTORICAL HERITAGE OF THE CENTRAL CORE OF SARAJEVO BASED ON HILARY DU CROS METHOD

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Abstract

Cultural and historical heritage, as well as rich history, very often represents a very important segment of tourism development in a certain city. Tourists are very inclined to the old town centers, which generally have many attractions of this type, and usually they are located in the immediate vicinity. Baščaršija is also an example of the old city area, which earlier was intended for commercial purposes only. Nowadays Baščaršija represents the most attractive part of the City of Sarajevo and its cultural features are a real attraction for many tourists. This paper focuses on the evaluation of the cultural - historical heritage within Baščaršija applying the method of tourist valorization of cultural resources by Hilary du Cross. Baščaršija is home to various religions, peoples and rich legacies from different historical periods that shaped its present-day appearance. The cultural heritage of Baščaršija includes numerous museums, religious buildings, fountains, interesting streets, as well as numerous authentic craft shops.

Key words

touristic valorization, cultural heritage, Hilary du Cros, cultural tourism, Baščaršija.

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1. Introduction

Attractive cultural and historic heritage are one of the most important resources and the condition for the existence and development of every tourist destination (Richards, 2002; Popović, 2013). According to D. Weaver (2006) the attraction is considering

a certain characteristics of the destination that was directly specific towards location and motif of some tourist activities. The old core of Sarajevo called Baščaršija is located in the municipality of Stari Grad, one of the municipalities in City of Sarajevo. Baščaršija is the biggest cultural touristic attraction of the City of Sarajevo. Baščaršija represents the

historical center of the city. The municipality of Stari Grad covers an area of 51.4 km². Based on the results of the last census held on the territory of the entire state of Bosnia and Herzegovina in October 2013, Stari Grad has 36 976 inhabitants with 708 inhabitants/km². Baščaršija is located on the northern part of the municipality, right back of the Miljacka river. Today Baščaršija is the main tourist attraction of the City of Sarajevo. Many of the most famous Sarajevo's buildings are located in this historical area, including the Gazi Husrev-beg mosque, the City Hall, the Jewish Museum, the Old Orthodox Church Museum etc.

Baščaršija was built in the 15th century, when Isa Beg Isakovic built a han, and next to it numerous shops. The word Baščaršija comes from the word "bas", which in Turkish means "main", so Baščaršija means "main bazaar". At that time, most of the inhabitants of Sarajevo lived in the surrounding of the (Careva dzamija) Emperor's Mosque. That's why Isabeg Ishakovic built a bridge over the Miljacka river to connect the main Sarajevo settlement and the new economic center of the city, Baščaršija. A bazaar of Bazerzhan was formed around the main entrance. It is important to emphasize that the Ottoman development of Sarajevo, as a kasaba and then of the Seher (big city in Ottoman period), begins exactly in the area of the old core of Sarajevo, which is the subject of research of this paper. Ottoman rule, or culture, is replaced by a new "living" culture under the aegis of the Austro-Hungarian monarchy. It can be noticed that the passage from Saraci street into Ferhadija street is a line that separating or connecting the characteristics of the eastern and western culture inherited during the rich history, as well as the entire City of Sarajevo. Due to the great fire in the 19th century, Baščaršija nowadays is twice as small as it used to be in the 16th century. Baščaršija reached its greatest growth in the second half of the 16th century (Zlata, 1996). There were 80 different types of crafts organized in the strong trading organizations. Bazaar was divided by crafts, so in each street

there were shops for one or more related crafts (for example, Kovaci, Curciluk, Kazandziluk, Saraci etc.).

"The popular guidebook Lonely Planet lists Sarajevo among Europe's top tourist destinations, and the city has been `discovered` both by backpackers and more up-market tourists... In attractive locations in the city, it has been very common for private investors (both domestic and foreign) to invest in demolished/war-devastated properties or just old, traditional Bosnian houses purchased from long-term Sarajevo residents who are not in a financial position to restore them. Thus, in the central and old part of town around Baščaršija (the city's 54 ha historical precinct, established by the Ottomans in the 15th century, with the city's two major mosques), several hotels (some of them boutique) have been built in attractive locations" (Pobric, Robinson, 2019, p. 290).

2. Cultural and historic facilities of the old city center of Sarajevo-Baščaršija

The area of Baščaršija includes a relatively small surface that has been significantly anthropogenized through the history of its formation. Due to geographical predispositions, its spread was limited. Distance from the main bus and train stations in Sarajevo is 4.5 km. Within the wider area of Baščaršija there are local bus stops which connect the surrounding settlements with the old town core. The proximity of tram stops, which are located along the core of Baščaršija, is also contributing to the favorable tourist-geographical position. In order to facilitate the unhindered pedestrian access, in the last few years, car traffic in the old city core has been completely banned.

Due to the lack of space, the number of parkings and parking spaces is insufficient in relation to the needs of the local population and visitors. Within the field work it was identified about 200 parking spaces



Fig. 1. Parking – zero zone, hotel, 'Europe' & Gazi Husrev's Bey's bezistan (about 80 parking lots)

Source: The authors.

on small parking lots, which are not aesthetically integrated into the surroundings of Baščaršija. The parking fee per hour is 2 BAM. The largest number of parking spaces is located by the City Hall, Hotel Europe, and along the Gazi-husrev's Bey's bezistan. Access to these parking spaces is easy from the main street of Obala Kulina Bana, but most of the parking spaces are located in one of the roadways. Because of this, parking spaces are unsafe for cars, endangering pedestrians and their movement, jeopardizing the movement of tourists, and aesthetically disturbing the environment.

The negative aspect of tourist arrivals is the lack of parking spaces for buses (fig. 1). So, during the season it is very difficult to control the traffic and this create clutter. This contributes to the dissatisfaction of foreign tourists, but also hinders the everyday life of domicile population in the old core of the City of Sarajevo (fig. 2). In the narrow core, not far from Sebilj, there is a taxi stand, while two public toilets are located in the very center of Baščaršija, one in the street called Curculuk Veliki and the other in Bravadzilik street. There are also many exchange offices that are very important for tourists and their easier functioning in a tourist place. When it comes to labels for tourist, there are a large number of info boards that

refer tourists to accommodation and catering facilities, as well as to cultural and historical monuments and objects. Tourist info centres are available for information on the city and its services. There are no electronic boards on Baščaršija that would facilitate the use of tourists in the area.

Some of the basic features of valorised cultural and historical heritage will be highlighted below. **Sebilj or Sebil** is the Arabic word and it represents Ottoman- style wooden fountain. In the middle of the 17th century, there were over 300 fountains similar this one in Sarajevo. During the arrival of Eugen Savojski with his army, the fountains were all set on fire and destroyed. Sarajevo is going to be without this kind of fountains until 1753 when Bosnian vizier Mehmed-pasa Kukavica decided to build a new one with his own money (this sebilj was destroyed in the fire in 1850.), Today's Sebilj was built in 1891, and his architect was Josip Vancas. It was built in a Pseudo Moorish style with three stairs and two fountains. **Vijecnica or City Hall** is the largest and most representative building of the Austro-Hungarian period in Sarajevo, and it served as the city hall. It was built on the right side of Miljacka river with the project of architect Karl Parzik in 1891. It was criticized by the minister Baron Benjamin Kallay, so the Parzik

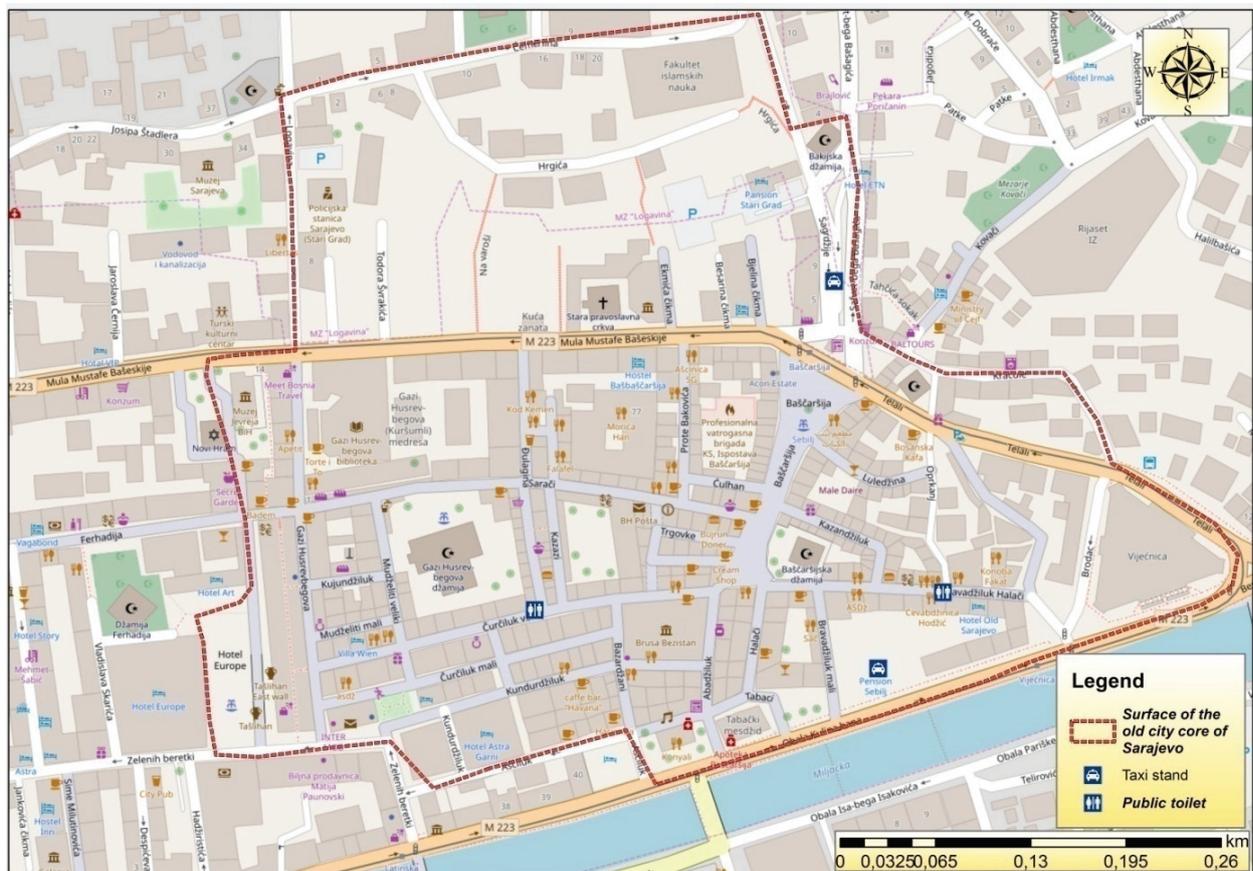


Fig. 2. Surface of the old city core of Sarajevo

Source: The authors.

stopped his work on the project. After Parzik, project was assigned to Aleksandar Vitek. In a period of 120 years, this building served as city hall, city court, and during the period between 1910–1911 it served as the seat of the Bosnian parliament, then as the seat of Academy of sciences and arts, and in period 1948–1992 it was the National and University Library of Bosnia and Herzegovina. During the last war in BiH, the City Hall was hit with flammable projectiles and totally destroyed. After the war, the structural repair started and it was reopened on May 9, 2014. **Baščaršija Mosque or Havadza Durak's Mosque** is placed at the main square of the old trade market- Baščaršija. This mosque is a one-room, undercover mosque, with open porch covered with small domes and stone minaret (Bibanović, 2015). **Gazi Husrev Bey's Mosque** known as (Begova dzamija) Bey's Mosque was built in 1530, in the heart of Baščaršija. Mosque was designed by Adzam Esir Ali, a Persian from Tabriz, who was in that time the main architect in the Ottoman Empire. The mosque was built as Gazi Husrev Bey's vafuk (endowment) who governed in Bosnia in the period from 1521, until his death in 1541. Today, this mosque is one of the most important and the most representative architectural monument from the Ottoman period in Bosnia and Herzegovina. **Gazi Husrev Bey's Library** was established as a special cultural and research institution for the fields of Islamic sciences, Islamic cultural heritage and other similar disciplines. It was part of Kurshumli Madrasah until 1863. Because of the constant growth of library collection, in 1935 it was moved in another building near Emperor's Mosque. After the war (1992–1995), the library was moved near Gazi Hurev Bey's Madresa in Drvenija, and then finally in 2013 it was moved to a specially designed facility. **Gazi Husrev Bey's Madrasah** is the oldest educational institution of its kind in Bosnia and Herzegovina. It was established in 1537 as Bey's endowment. It is located across the main entrance to Gazi Husrev Bey's Mosque. Gazi Husrev Bey had this Islamic school built as the monument dedicated to his mother, Seldzuk-sultanija, daughter of Sultan Bayazid II, so this object is also known as Seldzuklija. Later, because of the roof made of lead, the same material used in making bullets (kursumi), people later on referred to the medresa as Kurshumli Madrasah (Bibanović, 2015). **Brusa bezistan** was the market place, built by order of vezair Sulejman Velićanstveni Rustem-pasa. Now, this object is the part of the Museum of Sarajevo with permanent exhibition. Exhibition is organized in three chronological parts: the prehistory, the classical period and the middle century. In the gallery, there are exhibited artifacts from Ottoman period and Austro-Hungarian

period as well. **Taslihan** was one of three Sarajevo's caravanserai, who were used for accommodation of people and horses. It was set on fire several times, and the last time in 1879 it was totally destroyed. The remains of building were moved in 1912, except walls built along Gazi Husrev Bey's Bezistan. **Gazi Husrev Bey's Bezistan** known also as Old Bezistan and Great Bezistan, is part of Bey's endowment. It was built around 1540. Textiles trades were organized in the inner part, and the outdoor shops were used for jewelry trade. **Sevdah Art House** is dedicated to traditional urban song-sevdalinka and the famous singers who have interpreted them. Museum is located in Baščaršija. The museum includes biographies of sevdah performers, and the instruments they played, old concert posters, archived recordings etc. **Jewish Museum of Bosnia and Herzegovina** is an annex of the Museum of Sarajevo placed in the Old Jewish Temple, which is one of the most beautiful exhibit spaces in BiH. It contains exhibits about Jewish life in Bosnia and Herzegovina. Large part of the exhibition is dedicated to the great losses that the Jews suffered during World War II in Bosnia and Herzegovina. **The Old Orthodox Church** is dedicated to Arhangels Mihailo and Gavriilo, is one of the oldest sacral objects in Sarajevo. It was built in 16th century. In her long history, church has been burned several times, but every time it was rebuilt so it keeps her authentic style. The old Orthodox Church Museum is located by the Church, which contains very important, valuable and beautiful icons. Because of that it is considered as one of the most important Orthodox museums in the world. **Sarajevo's Old Clock Tower** is 30 meters high, and it is built in the 16th century. The tower's clock is the only public clock in the world that keeps luna time to indicate the times for the daily prayers. The tower's current clock mechanism was brought from London in 1875 by Sarajevan merchants. **Morica Han** is Sarajevo's only remaining caravanserai, a place where merchant caravans could find accommodation during the Ottoman period. It was built between the 16th and 17th centuries as part of the Gazi Husrev Bey's endowment. Nowadays in Morica Han are situated a few cafes, shops, and restaurant.

3. Tourists visits in Canton Sarajevo

The number of tourists' arrivals in Canton Sarajevo in 2017 increased for 73,607 tourists, when it compared to 408,887 in 2016 (fig. 3). The total number of tourist arrivals in 2018 was 573,227 with a growth rate of 18.8 %, and recorded 1,189,159 overnight stays with a growth rate of 22.9%. The number of

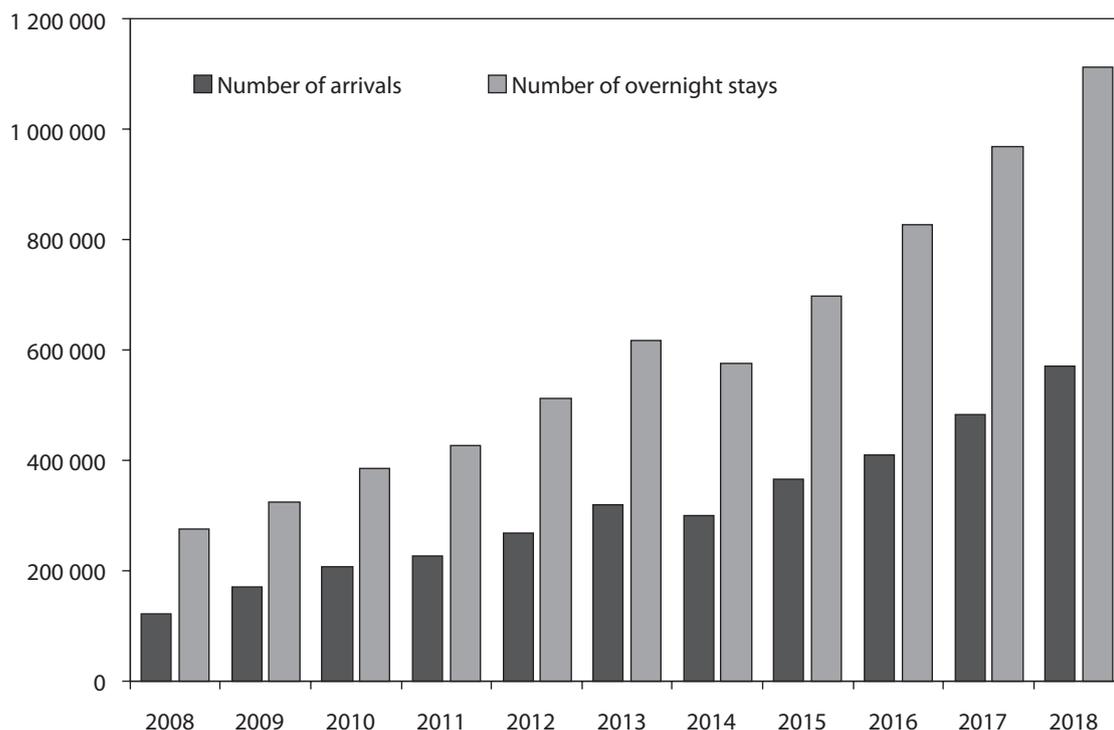


Fig. 3. Number of arrivals & number of overnight stays in Canton Sarajevo

Source: Compiled by the authors from data supplied by the Federal Office of Statistics.

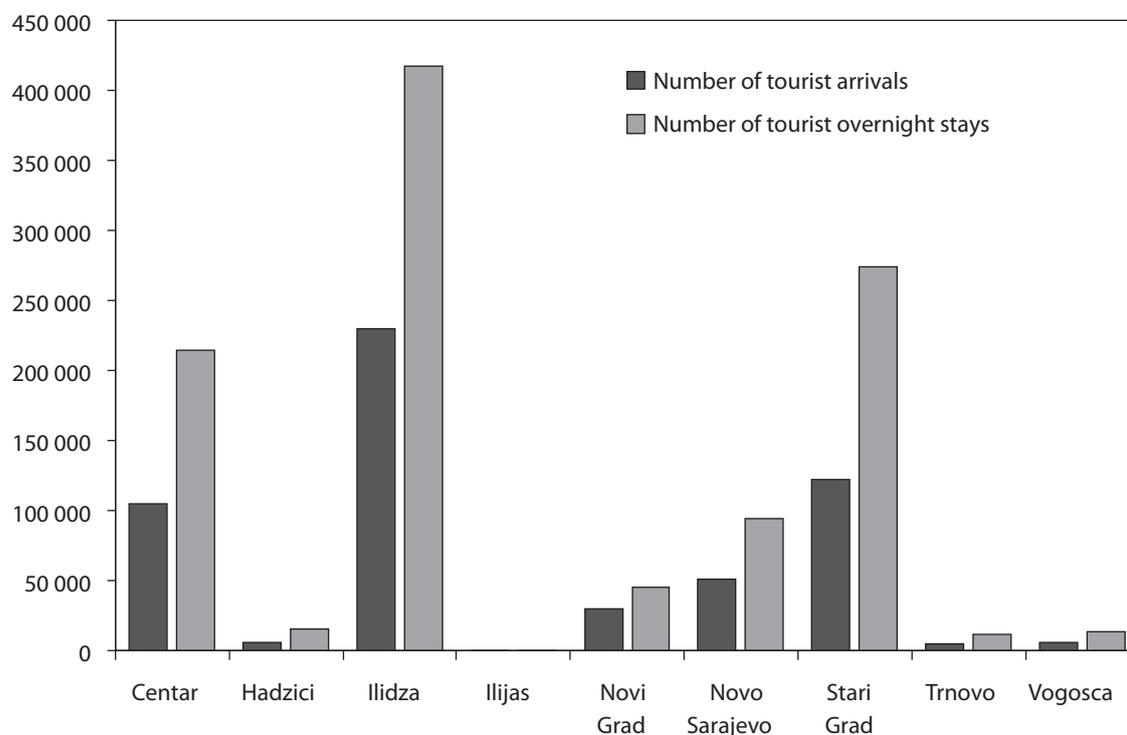


Fig. 4. Number of tourist arrivals and overnight stays in municipalities in Canton Sarajevo, 2017

Source: Compiled by the authors from data supplied by the Federal Office of Statistics.

domestic tourist visitors in 2018 increased by 14,492 compared to 59,850 in 2017, with a growth rate of 24.2%. A number of foreign tourists in 2018 were

87% of all tourists' arrivals. In municipality Stari Grad the number of arrivals in 2017 was 122,438 with 274,667 tourist overnight stays while that number in

2018 was 137,145 with 298,961 overnight stays (fig. 4). In 2017 the number of accommodation facilities in Canton Sarajevo was 163, with 11,831 beds, and in 2018 it increased to 350 accommodation facilities which is a growth rate of 15.9%. The most numerous accommodation in 2018 was in hotels with 89.9% of the total number of visitors. In the municipality Stari Grad in 2018 existed 82 accommodation facilities with 2,860 beds.

Concerning the structure of foreign tourist overnight stays, most of them were realised by tourists from Croatia 12.5%, Serbia 8.7%, Turkey 8.0%. United Arab Emirates tourists contributed with 5.6% while from Italy 5.2%, Slovenia 5.1%, Poland 4.9% and Germany 3.7%. Tourists from other countries realized 46.3% of tourist nights. Regarding the average detention of foreign overnight stays, on the first place comes Kuwait with average stay with 3.6 nights, Ireland with 3.4 nights, Iran and Qatar by 3.2 nights and Bahrain and Malta by 3.0 nights. So, the average detention of foreign overnight stays in 2018 was 2.1 days and Canton Sarajevo visited tourists from 167 foreign countries.

A major problem in the presentation of tourist traffic in Sarajevo is unregistered arrivals in statistical reports. Those are mostly private places, adapted for tourists and easily reachable via online sites like booking.com, airbnb.com etc. Searching these sites it was noticed big disparity in registered accommodation places and those find accessible online. This causes a huge loss of money inflow for municipality and canton, and for the entire country as well.

4. Methodology

According to M. Pantović & I. Stamenković, (2013) cultural resources are not just aesthetic, but also economic value in particular city, and should be evaluated to provide the basis for the creation of tourist products. The Hilary du Cros model is one of the scientifically recognized and complete models of tourist valorization of cultural resources. The main purpose of this model is to look at the possibility of including cultural objects in the sustainable development of tourism (Lakicević, Srdjević, 2011). H. du Cros (2000) introduced the process of tourist valorization of a destination, cultural tourist sub-indicators and the levels of their graduation, especially for the tourism sector and the cultural management sector. Sub-indicators are valued from 0 to 5, and some sub-indicators may have smaller range of points.

Tab. 1. Tourist valorization of cultural and historical heritage, sub-indicators

Tourism sector	Cultural management sector
Market attractiveness of cultural heritage	Cultural significance
Factors of importance in the designing tourist product	Robustness

Source: du Cros, 2000.

Market attractiveness of cultural heritage (tab. 1):

1. Environment (weak 0-1, adequate 2-3, good 4, excellent 5).
2. Well-known outside the local area (not 0-1, at least 2-3, very good 4-5).
3. An important national symbol (not 0, has a certain potential 1-3, yes 4-5).
4. Can be told the "interesting story" about the cultural heritage (no 0, with a certain potential 1-3, yes 4-5).
5. Has certain characteristics that clearly differentiate it from surrounding cultural goods (poor 0, adequately 2-3, good 4, excellent 5).
6. Attractive for special needs, enabling greater access for tourists, such as organizing a festival (not at all 0, having a certain potential 1-3, yes 4-5).
7. Is complementary to other tourist products at the destination or region (not at all 0, it has a certain potential of 1-3, yes 4-5).
8. Tourism activity in the region (almost no 0, there are some 2-3, high 4-5).
9. The destination is associated with culture (not at all 0, to a certain extent 2-3, high 4-5).

Factors of importance in designing tourist products:

1. Access to cultural heritage (not allowed 0, restricted access 1-2, allowed access to all elements of cultural heritage 3-4).
2. Good transport from the population center to the cultural good (very remote / difficult access 0, easy accessibility 1-2, excellent accessibility 3).
3. Close to other cultural attractions (very remote / difficult 0, easy access 1-2, distance can be easily and quickly crossed by foot 3).
4. Service benefits-parking, marked roads to cultural goods, refreshments, availability of information (weak 0, adequate 1-2, good 3-4, excellent 5).

Cultural significance:

1. Aesthetic value, including architectural value, if it is a construction object (low 0, medium 1, high 2).
2. Historic value (low 0, medium 1, high 2).
3. Educational value (low 0, medium 1, high 2).
4. Social value (low 0, medium 1, high 2).
5. Scientific-research value (low 0, medium 1, high 2).

6. Rarity of cultural heritage on the destination or region (common cultural goods of the same type 0, less common cultural goods of the same type 1, rare cultural goods of the same type 2, unique cultural good of the same type 3).

7. Representativity for destination (weak 1, good 2-3, excellent 4).

Robustness:

1. Sensitivity of the cultural heritage (big 0, quite 2-3, not sensitive 4).

2. Preparation status (poorly 0, somewhat executed 1, good 2-3, excellent 4).

3. The existence of a cultural heritage management plan (no plan 0, in preparation 1-4, yes 5).

4. Regular monitoring and maintenance (low 0, somewhat 1-2, good 3-4, excellent 5).

5. Potential for current investment and consultation of key stakeholders (weak 0, adequate 1-2, good 3-4, excellent 5).

6. The possibility of a negative impact of a large number of visitors on the physical condition of the cultural property, or the lifestyle and cultural traditions of the local community (large possibility 1, medium 2-4, small possibility 5).

7. The possibility that modification, as part of product development, has a negative impact on the physical condition of the cultural good, or on the lifestyle and cultural traditions of the local community (large possibility 1, medium 2-4, small possibility 5).

On the basis of the analysis performed, a 9-cell "Market Attractiveness/ Robustness Matrix" marked by M (i, j) (i, j = 1, 2, 3) is set and for each cultural good is determined which cell belongs to, depending on rating obtained in the previous grading procedure (Du Cros, 2000).

Cells are defined as follows (tab. 2):

- M (1,1) – high cultural significance/ robustness and low market appeal;
- M (1,2) – high cultural significance/ robustness and moderate market appeal;
- M (1,3) – high cultural significance/ robustness and high market appeal;
- M (2,1) – moderate cultural significance/ robustness and low market appeal;
- M (2,2) – moderate cultural significance/ robustness and moderate market appeal;
- M (2,3) – moderate cultural significance/ robustness and high market appeal;
- M (3,1) – low cultural significance/ robustness and low market appeal;
- M (3,2) – low cultural significance/ robustness and moderate market appeal;
- M (3,3) – low cultural significance/ robustness and high market appeal.

Tab. 2. Market Attractiveness / Robustness Matrix

Indicator	Market appeal			
	Overall score	0-20	21-40	41-60
Robustness	0-20	M(3,1)	M(3,2)	M(3,3)
	21-40	M(2,1)	M(2,2)	M(2,3)
	41-60	M(1,1)	M(1,2)	M(1,3)

Source: du Cros, 2000.

5. Results and discussions

Cultural tourism can be defined as a process of commoditisation, a nostalgia for heritage and for the past, a psychological experience, process of learning and curiosity, a modern form of pilgrimage, as an industry which represents cultural values and as a specific way of cultural consumption. Cultural tourism can play a crucial role in construction and reconstruction of identity for the sake of tourism consumption. Cultural tourism is not just about consuming cultural products of the past; it also deals with contemporary way of life and culture of people (Mousavi et.al., 2016).

Market attractiveness of Bašćaršija is high rated in the evaluation process because it is a unique cultural heritage in Sarajevo but also in the region. Bašćaršija is a symbol of Sarajevo, and as that is also seen by tourists. Bašćaršija is the center of Sarajevo and it represent touristic place with a large number of attractive sites which are close to each other. This characteristic is important and it helps a lot in tourism promotion. Cultural significance of Bašćaršija gets the highest marks because it is historical, educational and aesthetic place which is rare in the region. The big problem for future touristic development of Bacarsija is lack of a touristic plan which should be essential for managing this important heritage. There are also possibilities for a negative impact on the local community because of the fast increase in the number of tourists.

It can be seen that M1 (Market attractiveness) = $41+14=55/60$ and M2 (Robustness) = $17+24= 41/60$ which means that Bašćaršija belongs to cell M (1, 3) so that includes the high value of the indicator cultural significance/robustness and great market attractiveness (tab. 3).

6. Conclusions

This paper has outlined and determined the attractiveness of the market and the robustness of the cultural and hipotentials for tourism development

Tab. 3. Touristic valorization of Baščaršija with Hilary du Cros Model

AMBIENTAL UNIT BAŠČARŠIJA		EVALUATION		
MARKET ATTRACTIVENESS		41/45		
ENVIRONMENT		5		
WELL-KNOWN OUTSIDE THE LOCAL AREA		4		
AN IMPORTANT NATIONAL SYMBOL		4		
EVOCATIVE OBJECT		5		
DIFFERENTIATION FROM OTHER OBJECTS		5		
ATTRACTIVE FOR SPECIAL NEEDS		5		
COMPLEMENTARY		5		
TOURIST ACTIVITIES IN THE REGION		3		
THE DESTINATION IS ASSOCIATED WITH CULTURE		5		
IMPORTANT FACTORS FOR FORMING TOURIST PRODUCT		14/15		
ACCESS TO CULTURAL HERITAGE		4		
CONNECTION FROM THE CENTAR TO HERITAGE		3		
CLOSE TO OTHER CULTURAL ATTRACTIONS		3		
SERVICE EQUIPMENT		4		
CULTURAL SIGNIFICANCE		17/17		
AESTHETIC VALUE		2		
HISTORICAL VALUE		2		
EDUCATIONAL VALUE		2		
SOCIAL VALUE		2		
SCIENTIFIC-RESEARCH VALUE		2		
RARITY OF THE CULTURAL GOOD IN DESTINATION		3		
REPRESENTATIVITY FOR DESTINATION		4		
ROBUSTNESS		24/43		
SENSITIVITY OF THE CULTURAL HERITAGE		3		
REPARATION STATE		2		
EXISTANCE OF MANAGEMENT PLAN		0		
MONITORING AND MAINTENANCE		3		
INVESTMENT POTENTIAL		4		
POSSIBILITY OF NEGATIVE TOURIST IMPACT		3		
NEGATIVE IMPACT OF MODIFICATION		3		
POSSIBILITY OF NEGATIVE TOURIST IMPACT ON LOCAL COMMUNITY		3		
NEGATIVE IMPACT OF MODIFICATION ON LOCAL COMMUNITY		3		
ROBUSTNESS	41-60	M (1,1)	M (1,2)	M (1,3)
	21-40	M (2,1)	M (2,2)	M (2,3)
	0-20	M (3,1)	M (3,2)	M (3,3)
		0-20	21-40	41-60
	MARKET ATTRACTIVENESS			

Source: Compiled by the authors using Hilary Du Cros Model.

of Baščaršija based on methods developed by Hilary du Cros. A significant number of cultural and historical heritage/attractions already is and have the potential to become a tourist product for the development of tourism. The old core of the City of Sarajevo presents in a unique way a rich and diverse history

of the area, way of life, customs, and enable the improvement and enrichment of the tourist offer.

The cultural and historical significance of Baščaršija for tourism in Sarajevo is of great importance. It represents a favourable tourists asset that in the future should be seen as a place of systematic

management and planning. One of the most valuable feature of Bašćaršija is its uniqueness and market attractiveness which is proven with this methodology. Bašćaršija belongs to the cell M (1,3) which represents high cultural significance/ robustness and high market appeal.

In post-war Sarajevo tourism as an economic activity has helped stimulate and breathing new hope and life into the old Bašćaršija. Development of the cultural tourism in Sarajevo has increased in recent years. Available statistical data illustrate substantial growth of tourist visits. The numbers of arrivals and overnight stays grew in the analysed period. One of the challenges for both city authorities and canton Sarajevo government is to attract investment to improve the accessibility of cultural and historical heritage outside the central business area and city core of Bašćaršija.

If the number of tourists visiting Sarajevo is significantly grew will be considerable challenge and questionable how to manage sustainable development in the coming years. The aim of the study was to present the value of the old core of Sarajevo, but also to draw attention to the negative impacts of tourism development. That means some changes should be taken in the tourist use of place and planning, but also the enrichment of the tourist content. As the most important cultural heritage of Sarajevo, and as the main touristic attraction in the Canton Sarajevo, Bašćaršija should have a special place in planning and managing tourism development.

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