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Mehić, Adela

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Post-War Tourism in Sarajevo: Perceptions of Locals and Tourists

Adela Mehić

RIT Croatia

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Abstract

The study researched perception of locals and tourists about post-war tourism in Sarajevo. Questions in a questionnaire were divided into three categories of overcoming post-war tourism: landscape remembrance, fading memory and replacing memory, suggested by Nicholas A Wise in 2011. Participants defined which category should be the base of tourism offer in Sarajevo. There were 60 participants in total engaged in a survey, locals and tourists that visited Sarajevo and they gave their perception of Sarajevo's post-war tourism. Results has shown that majority of participants think the focus in tourism offer should be based on 'fading memory' and least on the 'landscape remembrance'. Interestingly, tourists want less of a focus on war in the tourism offer, while locals, especially those employed in tourism believe that even more war memorials should be built.

Introduction

Heritage and postmodern tourism

The word heritage and its deeper meaning is associated with the word 'inheritance' which is related to something transferred from the past to the modern world, from one generation to another and it is mostly viewed as a carrier of historical values and part of cultural tradition of a society. The main difference between heritage and tourism lies in tradition and modernity (Nuryanti, 1996). When both concepts merge together, they represent reinterpretation of the past. The linkages between both concepts, heritage and tourism, are analyzed throughout different approaches based on ties between the production of culture and tourism consumption.

Research done by Wiendu Nuryanti (1996) analyses structural ties between production of culture and its consumption. Tourism is shown as series of production-related activities, as rapid movements through areas that are segmented into national and regional cultures and traditions creating identity which is called a "global village." This concept was first used by Marshall McLuhan in mid-20th century who wanted to describe the impact of technology on how culture is shared and how it impacts the lives of individuals (Dixon, 2009). A "global village" in terms of tourism studies refers to a journey through time and space using international, national, regional and local resources to reveal your fantasy and dreams (Nuryanti, 1996). The desire for global travelers to travel over time and space is not just a temporary fashion it has become reality for many. Nowadays global travelers who are followed by 20th century, found new ways of experiencing the past and set special requests, as they search for authenticity and identity through mass tourism. However, tourism is anticipated to form new ways of experiencing the past, and the fact that people choose to travel, become the interaction between local and global, which is called postmodern tourism society. Heritage tourism provides tourists endless possible opportunities to experience the

past throughout time and space, where tourists use their ability to create their own vision of the historical places and make their journey of discovery and understanding the past.

Research of Wiendu Nuryanti from 1996, examined that in postmodern society, the term “build heritage,” represents a complex task which has been used for the preservation of monuments and historical buildings for many years, and the word “heritage” has been used in both cultural and natural contexts. For example, “monuments, historical or architectural remains” represent cultural context through which heritage can be discovered, while natural context of describing heritage refers mainly to “gardens, landscapes, national parks, mountain, rivers, etc.” Heritage is something inherited from the past and can be classified into natural resources, cultural assets both tangible and intangible forms (Mitchell, 2016). Heritage as universal right is protected by non-government organization UNESCO to ensure an identity and to promote significant sites as national pride. Its consumption has long history started in seventeenth century when young aristocrats started the “Grand Tour” to expand their cultural horizons. Heritage consumption was developed by Global tourism consumption during the twentieth and twenty-first centuries. Production and consumption of heritage reflect positive and negative impacts on economy, sociocultural, and environmental aspects and should be protected and available for the future generations.

Heritage structures such as historical buildings, archaeological ruins, ancient towns, museums are found mostly in developed countries in the middle of living communities like cities, towns or villages (Nuryanti, 1996). There are many interdependencies that exist between heritage and community and need to be identified by local people who represent integral part of “heritage locus.” Tourism is the way in which the lives of local residents can be improved and the most significant are the economic benefits which mostly refer to the increase of job opportunities and their incomes. Anyway, the development of heritage tourism does not involve just the reconstruction of the past movements, rather the economy

as well, where the relationship between heritage tourism and local people include things like land ownership, competition between old and the new, changing lifestyles, not just income and special job opportunities. Furthermore, heritage tourism deals with political questions based on property rights and interaction between the tourists and communities that have different views and expectations, in order to avoid misunderstandings, because if there are any differences that exist between tourists and local people, then the chance for conflicts is greater.

Sometimes the heritage included in the tourist offer is related to sites and attractions associated with a real or recreated death. This type of a tourist offer goes under the title 'dark tourism' (Werdler, 2013).

Dark tourism from the perspective of the tourists

Dark tourism can be seen as a niche for special interest tourism (Šuligoj, 2017). Dark tourism is the way of travel where tourists seek to visit places, sites and attractions that had violent history. It refers to the places that experienced genocide, assassination, war or disaster (Sampson, 2019).

The desire for people to travel and experience places with violent history is different due to the numerous reasons (Horvat, 2013). There are tourists that travel to connect their thoughts, memories and emotions with the site or attraction, while on the other side people travel because of the entertainment, pleasure and excitement.

Use of War in Tourism

Marketing, branding and identifying conflict-ridden places is the same as the other stable tourism destinations, even more complex and vulnerable than other stable tourism destinations ("Drawing tourism," n.d.). It is very important to identify the impact of conflict on the success of the tourism development. Term 'conflict' has roots in Latin language and means 'to clash or to engage in a fight' ("Drawing tourism," n.d.). The conflict-ridden places

don't see the priority for tourism to be developed and grown. To make any plans to visit conflict-ridden destination the most important is safety and security of potential tourists. Destination marketers need to work on presentation to introduce these destinations to improve the image in the eyes of potential tourists. Tourists that visit conflict-ridden destinations like to make their opinion about communities and memories interacting with people that went through conflict based experience.

War tourism is a way of leisure travel in which tourists make their journey to active or former war zones with the motive of sightseeing or to learn about the history (Lemelin & Bird, 2016). According to the research done by Joan C. Henderson (2000) the use of war in tourism plays significant role and representation of war events and sites that make a huge tourist attraction. In the interpretation of war-zones, image of destination plays an important role, where tourists could have overall impressions, combined with different feelings and ideas (Hosany, Ekinici and Uysal, 2005). The most important element is how marketers create the destination image, because when visiting places, visitors should have a positive image of specific destination and in that way they make awareness of the place. Images of the war scenes were usually presented through the media where tourists often have the ability to see landscape scenes which can evoke their emotions and memories.

War as a tourist attraction in Sarajevo

Sarajevo is a capital and the largest city of Bosnia and Herzegovina situated in the South-East Europe ("Visit Sarajevo," 2020). Sarajevo got its name from two Turkish words 'Saray' and 'Ovasi' which means the Castle in the field. In the whole world, Sarajevo is World famous by the Assassination of the Archduke Franz Ferdinand, the shot that escalated into the world's first global war. It is also famous because Sarajevo hosted XIV Winter Olympic Games in 1984 and it experienced the longest siege during the Bosnian War 1992-1995.

Sarajevo was always famous as multicultural and multireligious city like melting pot where Jews, Christians and Muslims peacefully coexisted for centuries (“Overseas Adventure,” n.d.). Sarajevo as a tourist destination is famous for its tolerance and diversity. Where else could you find the Ottoman, Austro-Hungarian, Slavic, Muslim, Orthodox, Catholic and Jewish culture and tradition all in one place than in Sarajevo? Sarajevo is a mix of a Turkish influence and European charm visible in Sarajevo streets that talk stories about different historical periods and influences on culture, tradition and lifestyle. Sarajevo meeting of cultures, famous Balkan crossroads, attracts people to visit, explore and discover place that has power of diversity.

After Sarajevo experienced the longest siege between 1992-1995, the image of the city was devastated completely (Wise & Mulec, 2005). On April 5, 1992, Sarajevo was attacked by tanks and open fire and it was the beginning of the siege of the city that would last for 43 months, recognized as the longest siege of a capital city in modern history. Sarajevan lived under the constant shelling and sniper fire, trapped and almost starving. In 1993, Bosnian Army hand-dug 2,600-foot-long tunnel from the free Bosnian territory beyond the UN-controlled airport. It would become known as the Tunnel of Hope providing necessities to the city that it desperately needed. Through the tunnel people of Sarajevo received about 20 million tons of food, about a million people past through it. In the post-war Sarajevo the Tunnel of Hope became tourist attraction number one people want to explore and discover more from people that experienced the siege.

Post-war tourism

Bosnia and Herzegovina experienced critical changes in its economy after World War II and recent Bosnian War (Wise, 2005). Country transformed from socialist republic to country that follows democratic principles and was faced with a changes of all industries including tourism industry. According to the study of Nicholas A. Wise from 2005, Wise

suggested different approaches how tourist can perceive the destination and overcome war situation. The approach is based on three-fold typology of postwar tourism in Bosnia and Herzegovina. These three approaches of overcoming war situation are: landscape remembrance, fading memory and replacing memory. The first category of the typology which is landscape remembrance, is the one that provides direct education of war events so that tourists can have better image and insight of the past. Following the landscape remembrance, tourists have better knowledge of the war situation because it educates them in some way. Details from the war, monuments, places related to the war, different memorials, were mainly presented throughout media that requires textual content (as cited by Wise and Mulec, 2005). Since the Bosnian War and siege in Sarajevo were presented through the media, it made visitors remind themselves of what was happening before. The main reason of presenting Sarajevo through the media was to make landscape remembrance (Wise, 2011). Landscape remembrance of Bosnia and Herzegovina can be seen through bullet holes in the facades of buildings, also 'Red Roses' in Sarajevo that symbolizes where mortar shells had been tragic and on many other war memorials.

The second typology stated by Wise (2011) is fading memory. The main focus in this typology refer to the sites that reconnects past and present through reconstructions. Fading memory refers to the period when the country moves forward and in many cases the memories of war fades after a couple of years. Many years are being used to reconstruct the image of the place that experienced the violent history and in that way memories are turning to the landscape. Those are tourist attractions which are museums or war memorials.

The last category of the Wise's study on three-fold typology (2011), is replacing memory. The main focus of fading memory is on following present situations and what would be in the future. Since the presentation of the war time situation is done through the media and websites, mainly focus is on erasing war memories from the past. The emphasis of

replacing memory of Bosnia and Herzegovina is on presenting completely new geographical imaginations so that visitors could have better picture of the country. The way how Bosnia and Herzegovina represent itself on the tourism website is by focusing mainly on the advantages of country, such as traditional history, architecture, and its geographical location. As a method of replacing memory, the website of Bosnia and Herzegovina uses to present current images of the country which doesn't include the war situations happened in the past.

Tourist offer in Sarajevo

Sarajevo is World Wide recognized as a top European Destination to visit (“National Geographic Travel,” 2017). In 2017 National Geographic Travel, the largest tourist magazine in the world, put Sarajevo as one of the top three European Destination to visit as something new, exciting and largely undiscovered. There are emphasized reasons to put Sarajevo at the top list of destination to visit as a place where the “old” and the “new” come together. Sarajevo was once Olympic city, a city under the siege while place reach in cultural events, unforgettable entertainment, a place of a good food and drinks and special kind of relaxation called “Ćeif.”

Sarajevo is a place with a contrasts where East meets West, a multicultural and multireligious place where differences make a power of diversity (“Visit Sarajevo,” 2020). Sarajevo is a place that is World famous because of the authentic spot where Assassination of Austro-Hungarian Arch Duke Franz Ferdinand took place. Many people heard about Sarajevo because of that, and because after the assassination, great World War I started. Close to the authentic spot of the assassination is also famous Latin Bridge presented in many popular travel magazines. Sarajevo experienced the greatest development for the host of XIV Winter Olympic Games which were opened on the 8th February 1994 at the Koševo Stadium known as popular tourist attraction in Sarajevo.

Part of Sarajevo from the period of the Ottoman Empire is very popular tourist attraction where authentic architecture style is preserved (“Local's Guide to Sarajevo,” 2020). That part is called Baščaršija where many tourists spend a lot of time, discovering sites like Sebilj, Coopersmith Street, Gazi Husref Bays Mosque, Kuršumli Medresa, famous Clock Tower, building like Hans, Bezistan and more. Just crossing the line where East meets West, you enter completely different World and discover European charm of Sarajevo. Also, visitors can hear at the same time simultaneously prayers from Mosques, Synagogues, and Churches.

For the purpose of present study, Wise categorization was applied to the current tourist sites in Sarajevo.

Landscape remembrance in Sarajevo is visible on many destroyed buildings and abandoned buildings, with scars on facades caused by mortar shelling, and on many war memorials. Attractions that represents landscape remembrance are the Tunnel of Hope, Sarajevo Olympic Bobsleigh and Luge Track, buildings that were burnt out and never restored along the Miljacka River, a ‘Red Rose’ marks the pavement, Welcome to Sarajevo Sign for the 1984 outside the train station with noticeable bullet holes, etc.

Fading memory refer to the monuments that reconnects past and present through reconstructions and redevelopment such as City Hall known as Vijećnica which is a former national and university library destroyed during the War, Olympic museum, Historical museum, Zetra Olympic Hall, etc.

Replacing memory is concentrating on the present and future circumstances and involve attractions such as Spring of the River Bosnia located in Ilidža, Sunny-land located on Trebević Olympic Mountain, Lukomir Village Hiking tour at Bjelašnica mountain, Skakavac Waterfall, etc.

Method

Purpose of this study is to examine perception of tourists and local residents concerning post-war tourism activities in Sarajevo. The study uses the research done by Kristina Rajič, the alumna of RIT Croatia in Dubrovnik 2015, but for the purpose of this study the questionnaire was modified to be applicable in the context of a different city. Kristina Rajič did a similar research based on the stages of post-war tourism in Mostar, and the adjustment was made for the research about post-war tourism in Sarajevo.

Materials

The questionnaire was administered through social media, and 60 people answered the survey. The questionnaire contained eighteen nominal and Likert scale questions. The response format was 7-point Likert type scale ranging from 1 (strongly disagree) to 7 (strongly agree). Electronic questionnaire was distributed through Google Forms. Questionnaire had two versions in two languages, English and Croatian. Questions were created in five categories including landscape remembrance, fading memory, replacing memory, reconstruction of Sarajevo, and demographic data as the last category. First nine Likert scale questions were created based on the three different approaches of overcoming post-war tourism from tourism perspective which are: landscape remembrance, fading memory, and replacing memory. Landscape remembrance, fading memory, and replacing memory consisted of three different items which relate to the post-war tourism. Participants had to express their opinion regarding these three approaches of post-war tourism through seven point Likert scale. Category that consists of the items that relates to the reconstruction of Sarajevo, was combined of one nominal and three 7- point Likert scale questions. Demographic data included age, gender, nationality, and quota categories.

Participants of this study

Quota sampling type was applied and participants were divided into three different categories: locals employed in tourism industry, locals not employed in tourism industry, and tourists that visited Sarajevo. Each group consists of 20 participants and the examined population was mostly women (66%) and (34%) were men. Majority of population make young adults between 20 and 30 years old (43.4%), and the second most represented group were adults between 41 and 50 (31.1%). Participants that were part of the smallest age group were between 51 and 60 years old (7.5%), and participants under 20 years did not respond. Out of 60 examined participants, 56.6% of them were Bosniaks, 24.5% were Croats, 3.8 Serbs, and 17% other nationalities. Participants of other nationalities were Americans, Montenegrin, Slovenians and Serbs.

Results

The desired/admired type of tourist attractions/offer

In terms of tourist attractions and advertising for Sarajevo, the results for all of the participants in this study, suggested that people mostly want the focus to be on *fading memory* ($M=6.16$, $SD=0.93$), and least on the *landscape remembrance* ($M=5.70$, $SD=1.18$) (Table 1). Analysis suggested that people do not want the focus to be on the war, and do not want to remember war scenes or to have memories of war which is completely normal and natural. The highest grades were rated for the statement that ‘There should be more emphasis on natural and architectural beauties of Bosnia and Herzegovina in Sarajevo’s tourism offer,’ especially within the category ‘A local residents employed in tourism’ ($M=6.82$, $SD=0.50$) (Table 2).

Differences between tourists and locals regarding desired/admired type of tourist attractions/offer

The differences between tourists that visited Sarajevo and local residents regarding their opinion towards three different categories of post-war tourism are not statistically significant. Analysis of the differences in terms of questions toward *landscape remembrance* has shown that there was a significant difference between tourists and local residents toward the statement that ‘More war memorials should be preserved as reminders of the war in Sarajevo (such as original scars as the result of mortar shelling known as ‘Red Roses’).’ Local residents employed in tourism mostly reported for agreeing with the statement of this phase ($M=6.32$, $SD=1.42$), local residents not employed in tourism mildly agreed ($M=6.00$, $SD=1.37$), where tourists that visited Sarajevo significantly differ from local residents ($M=4.45$, $SD=2.01$) (Table 3). The difference regarding opinions from locals and tourists toward landscape remembrance has shown that tourists seen remains from the war as destructions which evoke emotions and they feel suffering of local people that went through the war experience. Opinion of tourists that visited war Sarajevo tours is that government should invest more in destroyed buildings or sites. On the other side, local residents employed in tourism industry use those war memorials to attract tourists and through storytelling try to better present the situation during the war. They find it very useful for explanation and better understanding of war memorials. Opinion of local residents not employed in tourism industry, especially ones that went through the war situation and those who have bad memories, they believe that world should know what Sarajevo experienced and went through. They find it important still to have a remain of the war remains.

Attitudes about Infrastructure, War and Reconstruction of Sarajevo After the War

In terms of general attitudes of all participants in this study about infrastructure, war and reconstruction of Sarajevo after the war, the results suggested that people mostly think that

turbulent history of Sarajevo causes interest to tourists ($M=6.00$, $SD=1.34$) and do not think that Sarajevo has been adequately rebuilt after the war ($M=3.95$, $SD=1.70$) (Table 4).

Tourists that visited Sarajevo ($M=6.00$, $SD=0.91$) agreed with the statement that 'Lack of the infrastructure investment of Sarajevo is a big obstacle for tourism development.' Locals not employed in tourism ($M=5.95$, $SD=1.53$) and locals employed in tourism ($M=5.73$, $SD=1.27$) mildly agreed (Table 5). The statement 'Turbulent history of Sarajevo causes interest to tourists' was rated in highest grades. Local residents not employed in tourism ($M=5.71$, $SD=1.79$) and tourists ($M=5.75$, $SD=1.11$) significantly differ from local residents employed in tourism industry ($M=6.50$, $SD=0.85$) (Table 6). Local residents not employed in tourism industry and tourists that visited Sarajevo mildly agreed that turbulent history of Sarajevo causes interest to tourists, while local residents employed in tourism industry agreed with that statement. Smallest scores were rated for the item that 'Sarajevo has been adequately rebuilt after the war', where local residents not employed in tourism ($M=3.24$, $SD=1.84$) moderately disagreed. Local residents employed in tourism ($M=4.55$, $SD=1.33$) and tourists ($M=4.05$, $SD=1.73$) were undecided (Table 7).

Differences between tourists and the locals

Analysis suggested significant differences regarding opinion toward the item that 'Sarajevo has been adequately rebuilt after the war' where local residents not employed in tourism ($M=3.24$, $SD=1.84$) agreed the least with that statement (Table 7). People believe that Sarajevo was not properly reconstructed. Some of the reasons that they elaborated for this claim are that there are many historical buildings that are still destroyed, that should be more invested in reconstruction, lots of places are still not reconstructed and should be, also that it is partially reconstructed but many war memorials still remain of the war such as original scars as the result of mortar shelling.

Differences in attitudes based on demographic data

There are significant differences in stances *Landscape remembrance* between Bosniaks, Serbs, Croats, and other nationalities. Analysis suggested that Bosniaks ($M=6.06$, $SD=1.07$) agreed the most toward landscape remembrance items, Croats ($M=5.76$, $SD=0.87$) mildly agreed, where Serbs ($M=3.83$, $SD=1.17$) agreed the least with the statements provided (Table 8). There is one possible explanation for this finding and that might be that difference in opinion between ethnical groups caused with the fact that leaders from Serbian nation were accused for the aggression and start of the war and atrocities. In that way whole nation is recognized guilty for the war.

There are no significant differences between men and women, they seem to be in agreement toward the statements for each category, and no significant differences between people in different age groups either.

Discussion

The study gives significant understanding of post war-stages in Sarajevo. Particularly it is based on the perceptions of tourists that visited Sarajevo and local residents. In general, results of this study show that in terms of tourist attractions and advertising of Sarajevo, people mostly want the focus to be on fading memory and least on the landscape remembrance. People mostly agreed that the focus should be on natural and architectural beauties of Bosnia and Herzegovina in Sarajevo's tourism offer, and least on the war. This research project brings better understanding of Sarajevo's tourism offer as war affected, vulnerable area and what locals employed in tourism, municipalities and city's government can do to improve it.

The results show the difference regarding opinions between locals and tourists toward what is important to be presented as a brand of Sarajevo and suggest how to develop it, what to improve and in which direction to go to be better recognized and presented in the world

tourism market. Results suggest that tourists who visited Sarajevo and locals employed in tourism do not share the same vision of presence of war memorials. Tourists agree the least that more war memorials should be preserved as reminders of the war in Sarajevo, while locals employed in tourism reported mostly agreeing. The explanation of different perception of tourists and locals could be that tourists see remains from the war as destructions which evoke emotions and they feel suffering of local people that went through the war experience. They believe that war memorials and destroyed architecture from the recent war and period of the siege shouldn't be the base for storytelling and better understanding the whole war situation. On the other side, locals employed in tourism use war memorials to attract tourists and through storytelling try to better present the situation happened during the war. Locals and tourists mostly agree that turbulent history of Sarajevo causes interest to tourists and they least think that Sarajevo has been adequately rebuilt after the war.

They feel that there are many historical buildings which are still destroyed and that should be more invested in the reconstruction, also that war memorials still remain of the war such as original scars as the result of mortar shelling. For this statement difference also exists between nationalities. While Croats, Serbs, and the other nationalities reported moderately disagreeing, Bosniaks were undecided. The results suggest that municipalities and local government should invest to improve the infrastructure of Sarajevo, particularly untouched and destroyed infrastructure from war period to attract more people to feel safe to visit, explore, and discover Sarajevo's rich history, culture and tradition. Sarajevo has an important natural potential, distinctive architecture well preserved, with some remaining from the recent war. Municipalities should invest into restoration in original way to preserve it and have nice talk about the history while tourists could explore and walk along the streets. Investment in this can show the willingness of the municipalities to make better life for the local residents to improve lifestyle condition.

Among respondents the highest importance has fading memory with the highest rated grades of agreement and the lowest stage of landscape remembrance. The significant differences in opinion are for landscape remembrance. In order to address better position of Sarajevo and to improve further tourism related offer, the differences regarding opinions between tourists and locals should be taken into consideration.

Limitations of this study and suggestions for further research

Suggestion for future research is to increase the number of participants in order to get better perspective and more significant results. Due to the COVID-19 situations, the limitation of the study was the number of participants and perhaps for the further research this study would need to be re-done.

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Table 1.

General Descriptive Statistics for Landscape remembrance, Fading memory, and Replacing memory

| | N | Mean | Std.Deviation |
|-----------------------|----|------|---------------|
| Fading memory | 63 | 6,16 | 0,93 |
| Replacing memory | 63 | 6,12 | 1,00 |
| Landscape remembrance | 53 | 5,70 | 1,18 |

Table 2.

One Way ANOVA of Statement Rated in Highest Grades and Tourists and Locals

| | N | Mean | Std. Deviation | F | Sig. Lower Bound |
|--|----|------|-------------------|-------|---------------------|
| A tourist that visited Sarajevo | 20 | 6.60 | 0.68 | 0.881 | 0.420 |
| A local resident not employed in tourism | 21 | 6.81 | 0.60 | | |
| A local resident employed in tourism | 22 | 6.82 | 0.50 | | |
| Total | 63 | 6.75 | 0.59 | | |

Table 3.

One Way ANOVA of Variances for Landscape Remembrance and Tourists and Locals

| | N | Mean | Std. Deviation | F | Sig. |
|--|----|------|-------------------|-------|-------|
| A tourist that visited Sarajevo | 20 | 4.45 | 2.01 | 7.824 | 0.001 |
| A local resident not employed in tourism | 21 | 6.00 | 1.37 | | |
| A local resident employed in tourism | 22 | 6.32 | 1.42 | | |
| Total | 63 | 5.62 | 1.79 | | |

Table 4.

General Descriptive Statistics about Infrastructure, War, and Reconstruction of Sarajevo After the War

| | N | Mean | Std.Deviation |
|---|----|------|---------------|
| Infrastructure | 63 | 6.00 | 1.34 |
| War | 63 | 5.89 | 1.25 |
| Reconstruction of Sarajevo after the war | 63 | 3.95 | 1.70 |

Table 5.

One Way ANOVA of Variance Between 'Lack of the infrastructure investment of Sarajevo is a big obstacle for tourism development' and Tourists and Locals

| | N | Mean | Std. Deviation | F | Sig. |
|--|----|------|-------------------|-------|-------|
| A tourist that visited Sarajevo | 20 | 6.00 | 0.91 | 0.279 | 0.757 |
| A local resident not employed in tourism | 21 | 5.95 | 1.53 | | |
| A local resident employed in tourism | 22 | 5.73 | 1.27 | | |
| Total | 63 | 5.89 | 1.25 | | |

Table 6.

One Way ANOVA of Variance Between 'Turbulent history of Sarajevo causes interest to tourists' and Tourists and Locals

| | N | Mean | Std. Deviation | F | Sig |
|--|----|------|-------------------|-------|-------|
| A tourist that visited Sarajevo | 20 | 5.75 | 1.11 | 2.453 | 0.095 |
| A local resident not employed in tourism | 21 | 5.71 | 1.79 | | |
| A local resident employed in tourism | 22 | 6.50 | 0.85 | | |
| Total | 63 | 6.00 | 1.34 | | |

Table 7.

One Way ANOVA of Variance Between 'Sarajevo has been adequately rebuilt after the war' and Tourists and Locals

| | N | Mean | Std. Deviation | F | Sig. |
|--|----|------|-------------------|-------|-------|
| A tourist that visited Sarajevo | 20 | 4.05 | 1.73 | 3.448 | 0.038 |
| A local resident not employed in tourism | 21 | 3.24 | 1.84 | | |
| A local resident employed in tourism | 22 | 4.55 | 1.33 | | |
| Total | 63 | 3.95 | 1.70 | | |

Table 8.

One Way ANOVA of Variance for Landscape Remembrance and Nationality

| | N | Mean | Std. Deviation | F | Sig. |
|---------|----|------|-------------------|-------|-------|
| Bosniak | 29 | 6.06 | 1.077 | 4.490 | 0.007 |
| Serb | 2 | 3.83 | 1.178 | | |
| Croat | 13 | 5.76 | 0.875 | . | |
| Other | 8 | 4.95 | 1.277 | | |
| Total | 52 | 5.73 | 1.170 | | |

Figure Captions

Figure 1. Mean of Landscape remembrance.

Figure 2. Mean of Fading memory.

Figure 3. Mean of Replacing memory.

Figure 4. Mean of there should be more emphasis on natural and architectural beauties of Bosnia and Herzegovina in Sarajevo's tourism offer and tourists and locals.

Figure 5. Mean of Sarajevo has been adequately rebuilt after the war and tourists and locals.

Figure 6. Mean of lack of infrastructure investment of Sarajevo is a big obstacle for tourism development and tourist and locals.

Figure 7. Mean of turbulent history of Sarajevo causes interest to tourists and tourists and locals.

Figure 8. Mean of landscape remembrance and nationality.

Figure 1

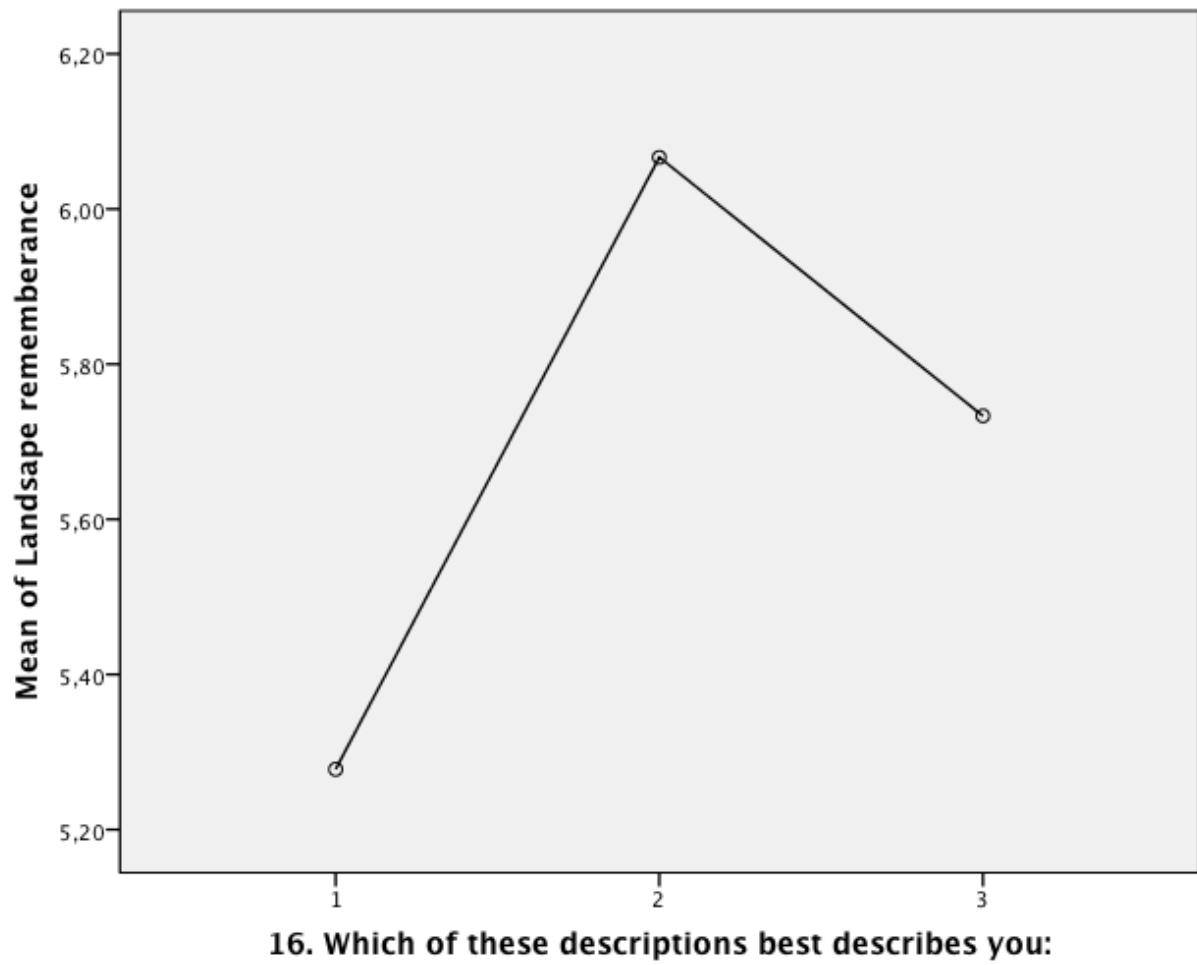


Figure 2.

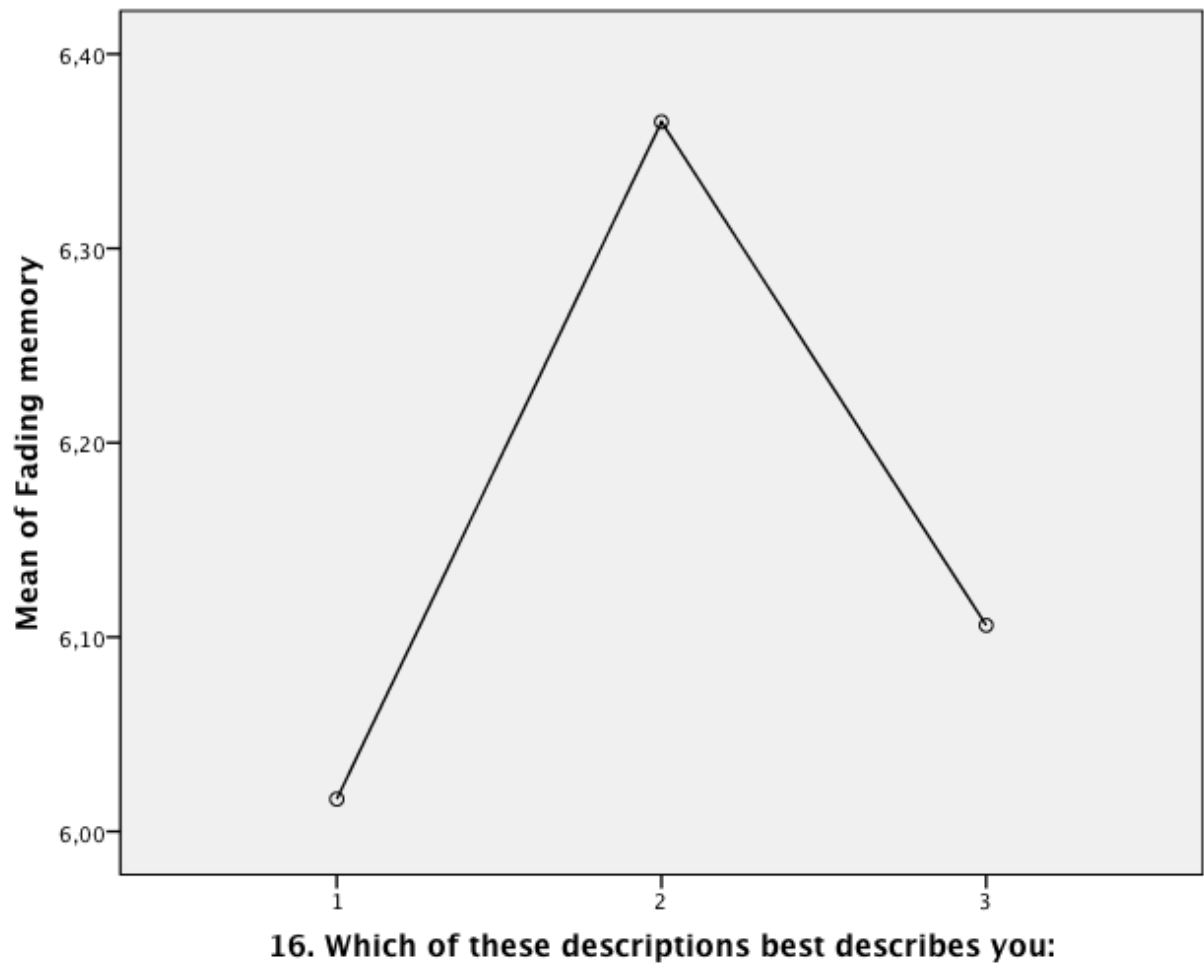


Figure 3.

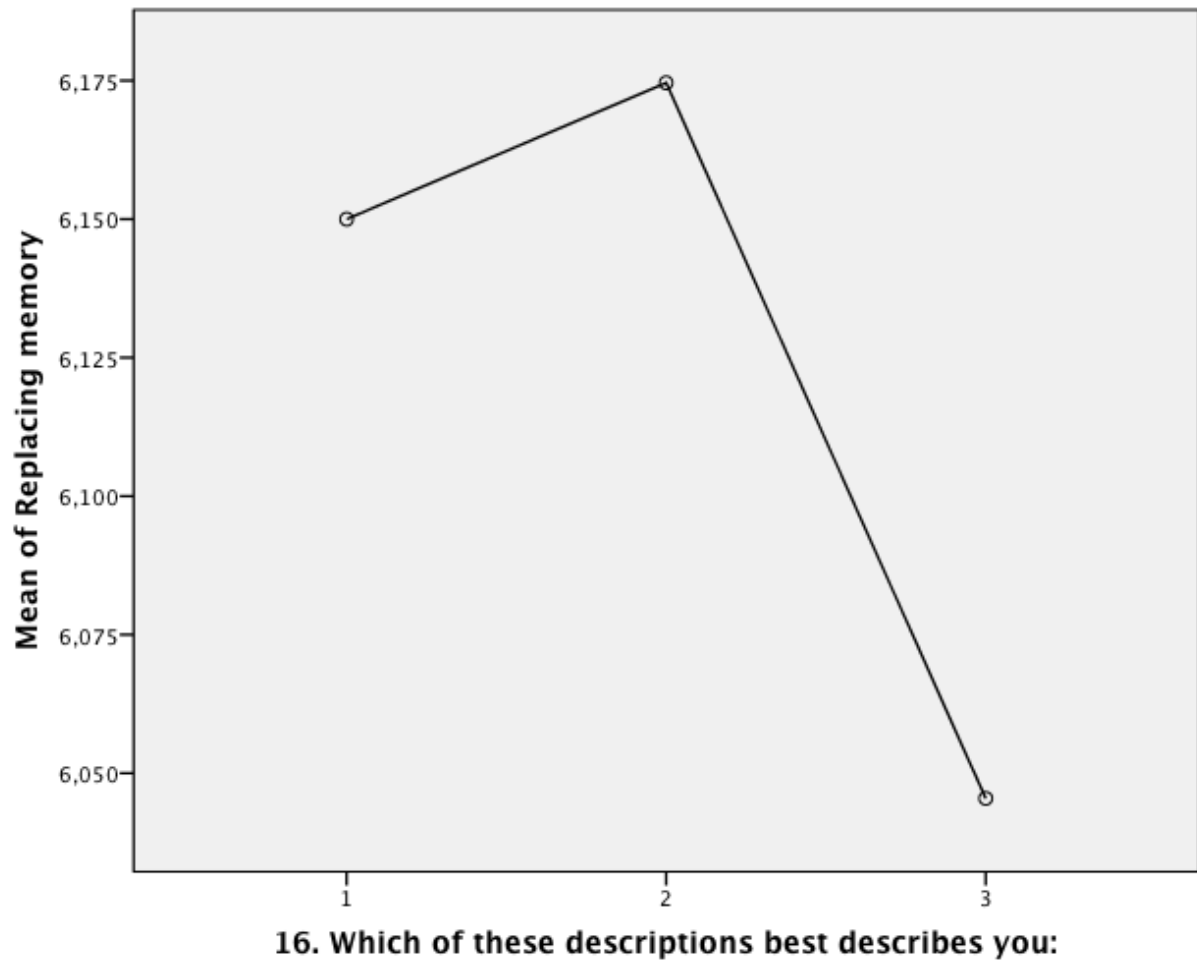


Figure 4.

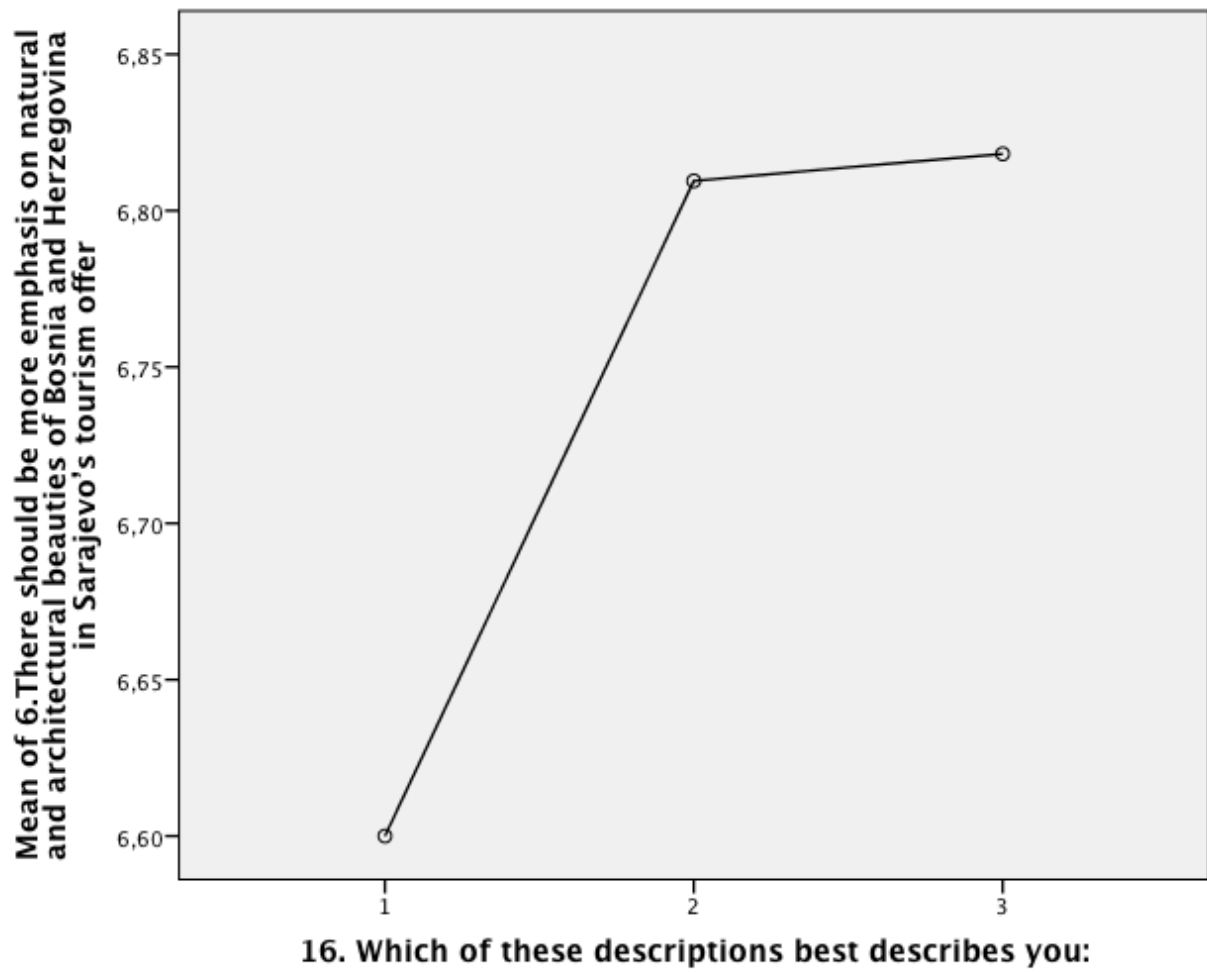


Figure 5.

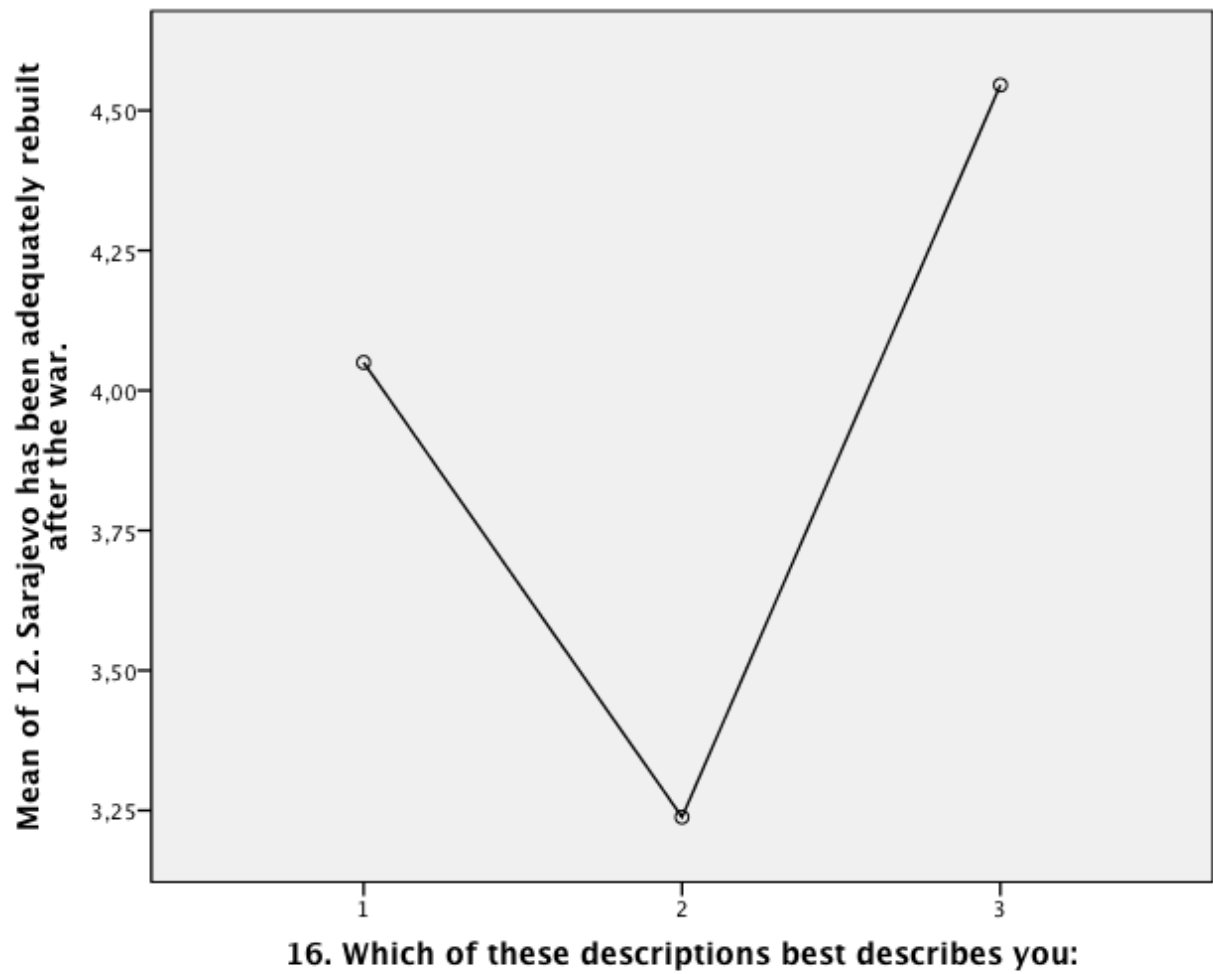


Figure 6.

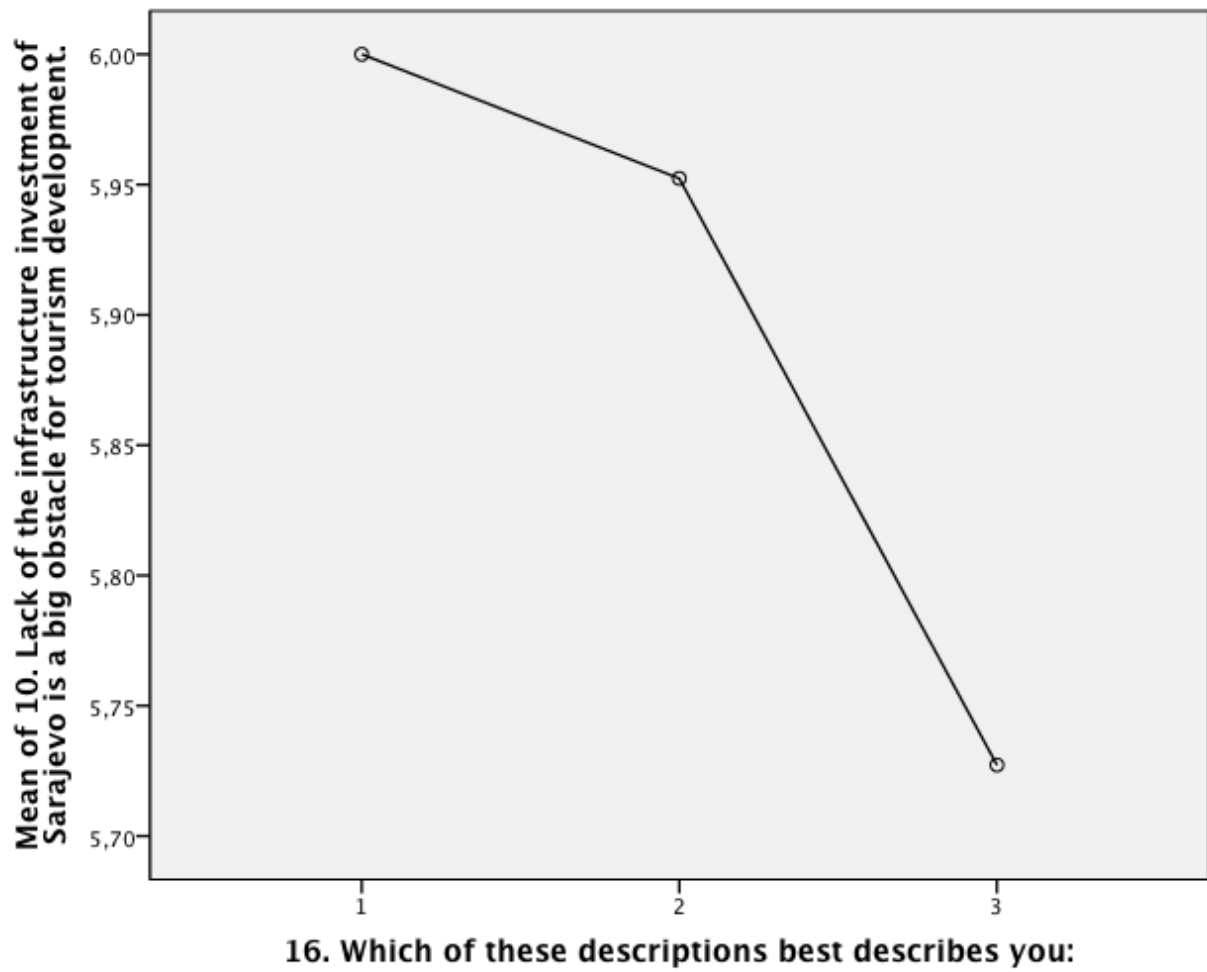


Figure 7.

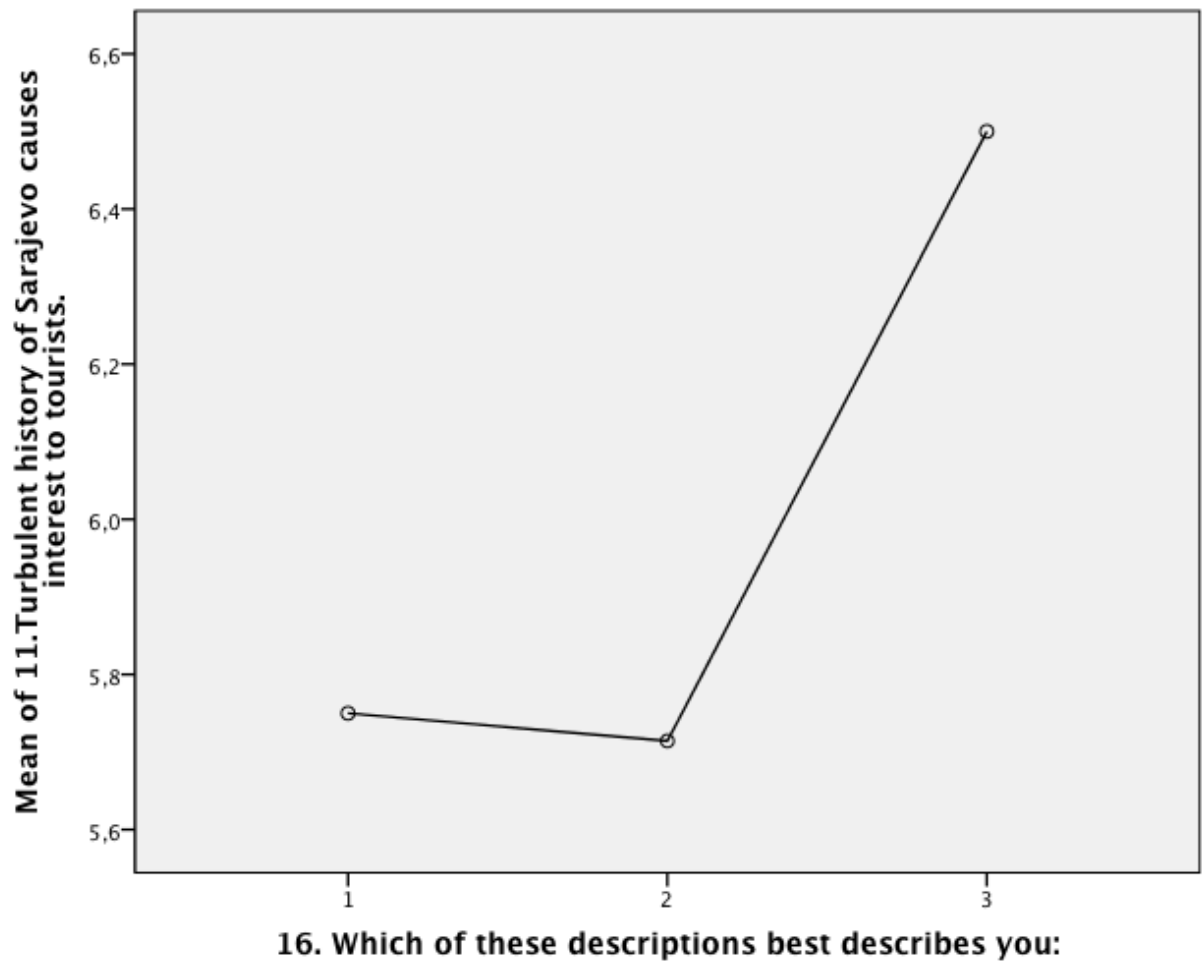
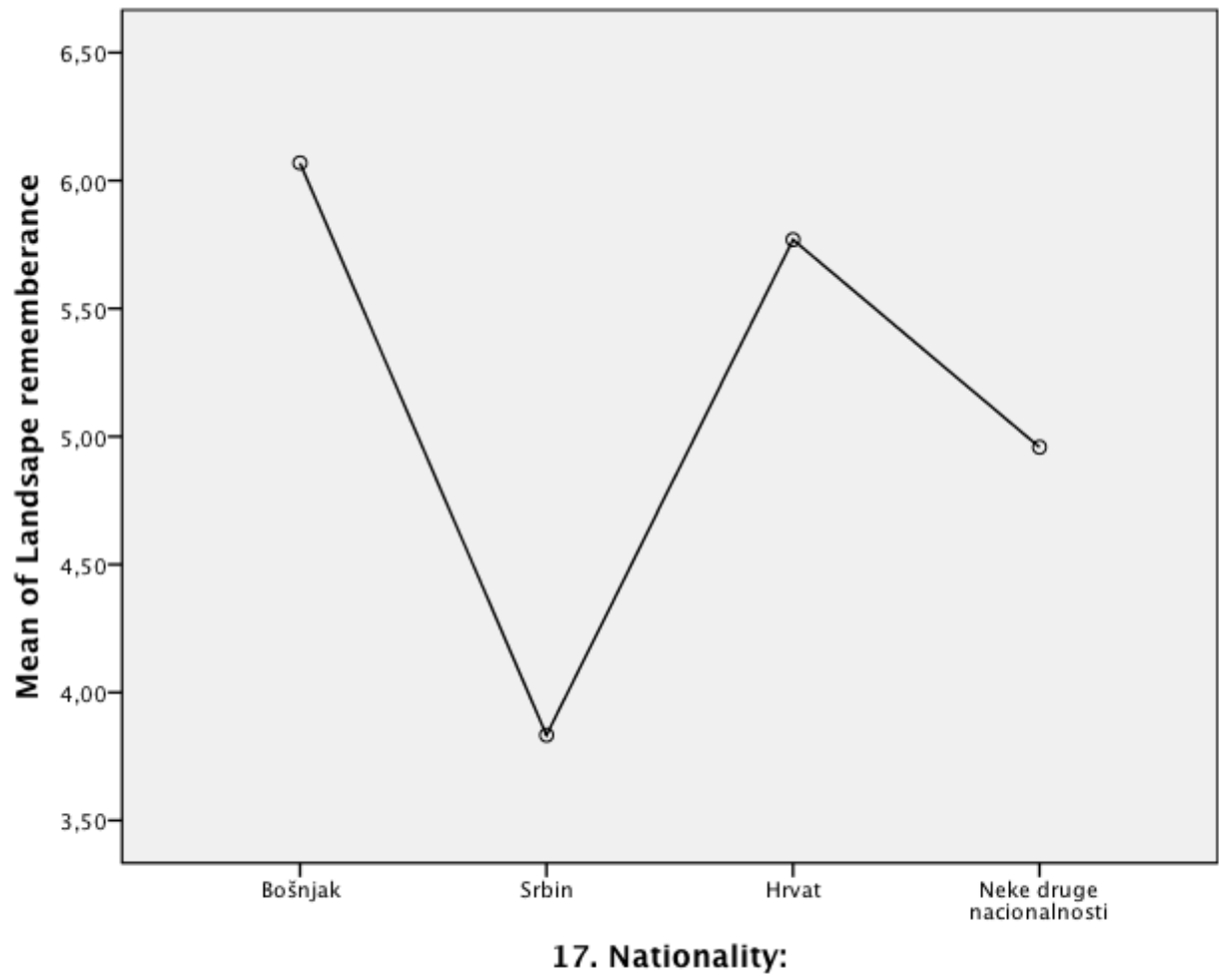


Figure 8.



Appendix a

Dear Survey Participant:

My name is Adela Mehic and I am a senior student at RIT Croatia Dubrovnik, a global campus of Rochester Institute of Technology, based in Rochester, New York.

For my final research project in International Hospitality and Service Management, I am examining perception of post-war tourism activities in Sarajevo.

Because you are: a foreign tourist in Sarajevo, a local employed in tourism, or a local not employed in tourism, I am inviting you to participate in this research study by completing the attached survey. It will require approximately 5 to 10 minutes to complete.

Your participation is completely voluntary. The information you provide on this survey will be kept completely anonymous and confidential. There is no risk to you. In order to ensure that all information will remain confidential, **please do not include your name.**

If you choose to participate, please answer all questions as honestly and accurately as possible.

Thank you for taking the time to assist me in my educational endeavors.

If you would like additional information about this survey or my research project, please contact me at +385 98 161 9515 and axm7081@g.rit.edu or my mentor, Professor Vanda Bazdan at vanda.bazdan@croatia.rit.edu and +385 91 550 3504.

Sincerely,

Adela Mehic

Please indicate the level of your agreement with the following statements, on the scale from 1 to 7, if one stands for strongly disagree, and 7 for strongly agree.

1. The architecture destroyed in the war, and left in such state, tells the story of Sarajevo’s history (such as Tunnel of Hope).

| | | | | | | | | |
|-------------------|---|---|---|---|---|---|---|----------------|
| Strongly disagree | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Strongly agree |
|-------------------|---|---|---|---|---|---|---|----------------|

2. Information related to war events should be fairly represented in the media coverage of tourism offer (brochures/sites).

| | | | | | | | | |
|-------------------|---|---|---|---|---|---|---|----------------|
| Strongly disagree | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Strongly agree |
|-------------------|---|---|---|---|---|---|---|----------------|

3. More war memorials should be built in Sarajevo (such as original scars as the result of mortar shelling known as 'Red Roses').

| | | | | | | | | |
|-------------------|---|---|---|---|---|---|---|----------------|
| Strongly disagree | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Strongly agree |
|-------------------|---|---|---|---|---|---|---|----------------|

4. All building/sites in Sarajevo should have been reconstructed with an element kept from the destruction which would tell the story of the war (such as Historical museum).

| | | | | | | | | |
|-------------------|---|---|---|---|---|---|---|----------------|
| Strongly disagree | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Strongly agree |
|-------------------|---|---|---|---|---|---|---|----------------|

5. City Hall known as Vijećnica is an excellent example of a monument that is reconnecting past with present (original wall stands next to the reconstructed).

| | | | | | | | | |
|-------------------|---|---|---|---|---|---|---|----------------|
| Strongly disagree | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Strongly agree |
|-------------------|---|---|---|---|---|---|---|----------------|

6. There should be more emphasis on natural and architectural beauties of Bosnia and Herzegovina in Sarajevo's tourism offer.

| | | | | | | | | |
|-------------------|---|---|---|---|---|---|---|----------------|
| Strongly disagree | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Strongly agree |
|-------------------|---|---|---|---|---|---|---|----------------|

7. The use of physical shape of Bosnia and Herzegovina and its resemblance to a heart in marketing is a good tool for tourism of Bosnia and Herzegovina.

| | | | | | | | | |
|-------------------|---|---|---|---|---|---|---|----------------|
| Strongly disagree | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Strongly agree |
|-------------------|---|---|---|---|---|---|---|----------------|

8. Ancient customs and traditions should be the base of tourism offer.

| | | | | | | | | |
|-------------------|---|---|---|---|---|---|---|----------------|
| Strongly disagree | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Strongly agree |
|-------------------|---|---|---|---|---|---|---|----------------|

9. Natural and architectural beauties of Bosnia and Herzegovina should be the base of tourism offer in Sarajevo.

| | | | | | | | | |
|-------------------|---|---|---|---|---|---|---|----------------|
| Strongly disagree | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Strongly agree |
|-------------------|---|---|---|---|---|---|---|----------------|

10. Lack of the infrastructure investment of Sarajevo is a big obstacle to tourism development.

| | | | | | | | | |
|-------------------|---|---|---|---|---|---|---|----------------|
| Strongly disagree | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Strongly agree |
|-------------------|---|---|---|---|---|---|---|----------------|

11. Turbulent history of Sarajevo causes interest to tourists.

| | | | | | | | | |
|-------------------|---|---|---|---|---|---|---|----------------|
| Strongly disagree | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Strongly agree |
|-------------------|---|---|---|---|---|---|---|----------------|

12. Sarajevo has been adequately rebuilt after the war.

| | | | | | | | | |
|-------------------|---|---|---|---|---|---|---|----------------|
| Strongly disagree | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Strongly agree |
|-------------------|---|---|---|---|---|---|---|----------------|

13. Please elaborate your opinion regarding this claim (n.12):

14. What is your age?

- A. Under 20 B. 20-30 C. 31-40 D. 41-50 E. 51-60 F. over 60

15. What is your gender?

- A. Male B. Female C. Other

16. Which of these descriptions best describes you:

- A. A tourist visiting Sarajevo
 B. A local resident not employed in tourism
 C. A local resident employed in tourism

17. What is your nationality:

- A. Bosniak
 B. Serb
 C. Croat
 D. Other: _____

Appendix b

Poštovani sudionici upitnika:

Moje ime je Adela Mehić i studentica sam četvrte godine visokoškolske institucije RIT Croatia u Dubrovniku, koja provodi program dodiplomskog studija menadžmenta u uslužnim djelatnostima fakulteta Rochester Institute of Technology iz Rochestera, u državi New York (SAD).

Trenutno pišem diplomski rad, a tema mog rada je ispitati percepciju o poslijeratnoj turističkoj aktivnosti u Sarajevu.

Budući da ste vi strani turista, lokalni stanovnik zaposlen u turističkom sektoru ili lokalni stanovnik nezaposlen u turističkom sektoru pozivam Vas da svojim odgovorima sudjelujete u mom istraživanju koje provodim za potrebe mog diplomskog rada. Ispunjavanje upitnika u privitku trajat će otprilike 5-10 minuta.

Sudjelovanje u ovom upitniku je u **potpunosti dobrovoljno**, a vaši podaci anonimni i povjerljivi, te ne postoji nikakav rizik u ispunjavanju istog. Kako biste u potpunosti osigurali da Vaši podaci ostanu povjerljivi, molim Vas da na upitnik **ne upisujete niti Vaše ime, niti ime kompanije/ustanove/poduzeća za koje radite**.

Ukoliko odlučite sudjelovati, molim Vas da odgovorite na sva pitanja što je moguće iskrenije i preciznije.

Zahvaljujem Vam na Vašem vremenu i sudjelovanju u ovom istraživanju.

Ukoliko biste željeli bilo kakve dodatne informacije o ovom istraživanju ili mom diplomskom radu, slobodno mi se obratite na moj osobni telefon ili mail (+385 98 161 9515 axm7081@g.rit.edu) ili direktno mom mentoru, profesorici Vandi Bazdan, na mail vanda.bazdan@croatia.rit.edu i kontakt broj +385 91 550 3504.

S poštovanjem,

Adela Mehić

Molimo, odredite stupanj slaganja sa sljedećim tvrdnjama na skali od 1 do 7, gdje 1 znači da se u potpunosti ne slažete a 7 da se u potpunosti slažete s navedenom tvrdnjom.

1. Arhitektura uništena u ratu i ostavljena u takvom stanju, pripovijeda priču o povijesti Sarajeva (kao na primjer Tunel Spasa).

| | | | | | | | | |
|---------------------------|---|---|---|---|---|---|---|------------------------|
| U potpunosti se ne slažem | 1 | 2 | 3 | 4 | 5 | 6 | 7 | U potpunosti se slažem |
|---------------------------|---|---|---|---|---|---|---|------------------------|

2. Informacije vezane za ratna zbivanja bi trebale biti prilično zastupljene u medijskoj pokrivenosti turističke ponude (brošure/stranice).

| | | | | | | | | |
|---------------------------|---|---|---|---|---|---|---|------------------------|
| U potpunosti se ne slažem | 1 | 2 | 3 | 4 | 5 | 6 | 7 | U potpunosti se slažem |
|---------------------------|---|---|---|---|---|---|---|------------------------|

3. Više ratnih spomen obilježja bi trebalo biti sagrađeno u Sarajevu (kao na primjer originalni ožiljci od posljedice granatiranja).

| | | | | | | | | |
|---------------------------|---|---|---|---|---|---|---|------------------------|
| U potpunosti se ne slažem | 1 | 2 | 3 | 4 | 5 | 6 | 7 | U potpunosti se slažem |
|---------------------------|---|---|---|---|---|---|---|------------------------|

4. Sve zgrade/objekti u Sarajevu trebali bi biti obnovljeni sa sačuvanim elementom iz ratnog razdoblja kako bi ispričali priču o prošlosti (kao na primjer Historijski Muzej).

| | | | | | | | | |
|---------------------------|---|---|---|---|---|---|---|------------------------|
| U potpunosti se ne slažem | 1 | 2 | 3 | 4 | 5 | 6 | 7 | U potpunosti se slažem |
|---------------------------|---|---|---|---|---|---|---|------------------------|

5. Vijećnica je izvrstan primjer spomenika koji povezuje prošlost sa sadašnjošću (originalni zid stoji uz obnovljeni).

| | | | | | | | | |
|---------------------------|---|---|---|---|---|---|---|------------------------|
| U potpunosti se ne slažem | 1 | 2 | 3 | 4 | 5 | 6 | 7 | U potpunosti se slažem |
|---------------------------|---|---|---|---|---|---|---|------------------------|

6. Trebalo bi više isticati prirodne i arhitektonske ljepote Bosne i Hercegovine u turističkoj ponudi grada Sarajeva.

| | | | | | | | | |
|---------------------------|---|---|---|---|---|---|---|------------------------|
| U potpunosti se ne slažem | 1 | 2 | 3 | 4 | 5 | 6 | 7 | U potpunosti se slažem |
|---------------------------|---|---|---|---|---|---|---|------------------------|

7. Korištenje geografskog oblika Bosne i Hercegovine i njegova sličnost obliku srca je dobro marketinško sredstvo za promociju turizma BiH.

| | | | | | | | | |
|---------------------------|---|---|---|---|---|---|---|------------------------|
| U potpunosti se ne slažem | 1 | 2 | 3 | 4 | 5 | 6 | 7 | U potpunosti se slažem |
|---------------------------|---|---|---|---|---|---|---|------------------------|

8. Drevni običaji i tradicija trebali bi biti osnova turističke ponude u Sarajevu.

| | | | | | | | | |
|---------------------------|---|---|---|---|---|---|---|------------------------|
| U potpunosti se ne slažem | 1 | 2 | 3 | 4 | 5 | 6 | 7 | U potpunosti se slažem |
|---------------------------|---|---|---|---|---|---|---|------------------------|

9. Prirodne i arhitektonske ljepote Bosne i Hercegovine bi trebale biti osnova turističke ponude u Sarajevu.

| | | | | | | | | |
|---------------------------|---|---|---|---|---|---|---|------------------------|
| U potpunosti se ne slažem | 1 | 2 | 3 | 4 | 5 | 6 | 7 | U potpunosti se slažem |
|---------------------------|---|---|---|---|---|---|---|------------------------|

10. Nedostatak razvijenosti infrastrukture je prepreka turističkom razvoju Sarajeva.

| | | | | | | | | |
|---------------------------|---|---|---|---|---|---|---|------------------------|
| U potpunosti se ne slažem | 1 | 2 | 3 | 4 | 5 | 6 | 7 | U potpunosti se slažem |
|---------------------------|---|---|---|---|---|---|---|------------------------|

11. Turbulentna prošlost Sarajeva izaziva zanimanje turista.

| | | | | | | | | |
|---------------------------|---|---|---|---|---|---|---|------------------------|
| U potpunosti se ne slažem | 1 | 2 | 3 | 4 | 5 | 6 | 7 | U potpunosti se slažem |
|---------------------------|---|---|---|---|---|---|---|------------------------|

12. Sarajevo je adekvatno obnovljeno nakon rata.

| | | | | | | | | |
|---------------------------|---|---|---|---|---|---|---|------------------------|
| U potpunosti se ne slažem | 1 | 2 | 3 | 4 | 5 | 6 | 7 | U potpunosti se slažem |
|---------------------------|---|---|---|---|---|---|---|------------------------|

13. Molimo obrazložite svoje mišljenje vezano za tvrdnju br.12:

14. Vaša dob?

- A. Mlađi od 20 godina B. 20-30 godina C. 31-40 godina D. 41-50 godina E. 51-60 godina F. Stariji od 60

15. A. Muški B. Ženski

16. Izaberite opis koji Vam odgovara (jedan):

- A. Turist u posjeti Sarajevu
B. Lokalni stanovnik koji nije zaposlen u turističkom sektoru
C. Lokalni stanovnik zaposlen u turističkom sektoru

17. Nacionalnost:

- A. Bošnjak
B. Srbin
C. Hrvat
D. Drugo: _____