

COMPETITIONS, RECREATIONAL COMPETITIONS AND EVENTS IN WINTER SPORTS AS A SOLUTION FOR THE POSITIVE DEVELOPMENT OF THE TOURIST DESTINATION OF SARAJEVO CANTON

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Abstract

The aim of this paper is to determine and evaluate the current situation and possibilities of the offer of sports and recreational tourism in the Sarajevo Canton and to make some recommendations for its future development. More developed sports tourism in Sarajevo Canton would be a solution to reduce the extreme seasonality of tourism in Sarajevo Canton. Sports and recreational tourism would adequately contribute to the development of the tourist destination and the reduction of unemployment. This review article is based on the analysis of collected statistical and other relevant information and data through available websites and published statistical reports of Sarajevo Canton as well as published theoretical papers on the development of sports and recreational tourism, sports tourism, sports and recreational activities in affirmation and promotion of tourist destinations. Sarajevo Canton is today an attractive tourist destination. Enriching and expanding the offer in the field of sports tourism, Sarajevo Canton would become a very attractive tourist destination, with a constant increase in the number of tourist arrivals within the same with the effect of extending the average length of stay and increasing arrivals during the year when the lowest occupancy in November, December, January and February. Additional information was gathered through research through available information and field research to the extent that was available and necessary. All collected data were analyzed through comparison criteria.

Keywords: *sports tourism in Sarajevo Canton, development of sports tourism offer and services to sports tourism destination Sarajevo Canton. New Sports tourism activities, reduction of seasonality in tourism, reduction of unemployment.*

INTRODUCTIONS

More serious theoretical studies of the direction and dimensions of sports tourism began in the 1940s. For the purposes of this paper, it would be important to single out some research by authors who best outline the space of sports tourism.

The author Glyptis (1982) classified sports tourism into 4 categories:

- Holidays with sporting opportunities sport as a casual participation.
- Active vacation sport is included vacation
- Sports coaching
- Watching sports as a spectator

Gibson (1998, 2003) studying sports tourism establishes three forms of occurrence:

- Active sport tourism
- Sports tourism sporting event
- Nostalgic sports tourism.

Author M. Bartolucci in his works (1995, 2003) - studied sports tourism through the framework of observation where sport is taken as the primary motive for travel. Based on this study by this author, sports tourism consists of three types of sports tourism:

- Competitive sports tourism includes any type of travel to participate actively or passively in sports competitions, both domestic and international.
- Winter sports and recreational tourism takes place primarily in mountain ski resorts that provide numerous sports and recreational activities
- Summer sports and recreational tourism provides numerous sports and recreational activities that take place along the sea, mountains, rivers, lakes and other natural resources.

The sport in the form we know today has followed the life of man since the time of Ancient Greece. Sport is constantly evolving as the very potentials of the same, so that there is almost no more occurrence within the social community over which it has no influence.

That is why in Barcelona in 2001, the Secretary General of the World Tourism Organization (UNWTO) and the President of the International Olympic Committee, jointly signed a statement recognizing sport and tourism as a "Force of mutual understanding".

Sports tourism means traveling outside the usual place of residence to participate in sports activities through competition or recreation, to participate as spectators and to visit a sports attraction. Hudson, S. (2003).

When we try to analyze the economic impact within tourism, the greatest potential of sports tourism comes from the category of sports events. Sporting events designed to attract more spectators can generate hundreds of thousands and even millions of dollars to the local economy, while smaller events, with fewer spectators, such as marathons or tournaments, also have their advantages especially for smaller cities or regions. Hudson, S. (2003)

All research indicates that the concept of tourism and the concept of sports are closely related or even better that they overlap. Sport is an important activity within tourism, and tourism is a fundamental characteristic of sport. Hinch, T.D. Highman, (2001).

In modern tourism, what makes the difference between one places or tourist destination from another is the type and quality of experience. Weed and Bull (2009) through their research establish the claim that people interact, places, activities; create sports tourism experiences.

The selected professional research mentioned in this text aims to present the attractive space of Sports Tourism as simply as possible. Tourist destination Sarajevo Canton in order to develop sports tourism product and further and better promotion and positioning on the international market has excellent potential which is reflected in the built sports competition infrastructure, sports – professional community and athletes, cultural and historical heritage and geographical natural environment and attractions.

METHODS

This paper is a review research article. The primary source of research is based on the study of literature and other professional papers. Most of the literature and official statistics are collected online. Collected theoretical and statistical papers were found through the platforms: ACADEMIA, Scribd, Highbeam, using a combination of key

words combinations: sports tourism, sports and recreational competitions goals and benefits, the development of a tourist destination through sports and recreational activities, sport economy and touristic destinations.

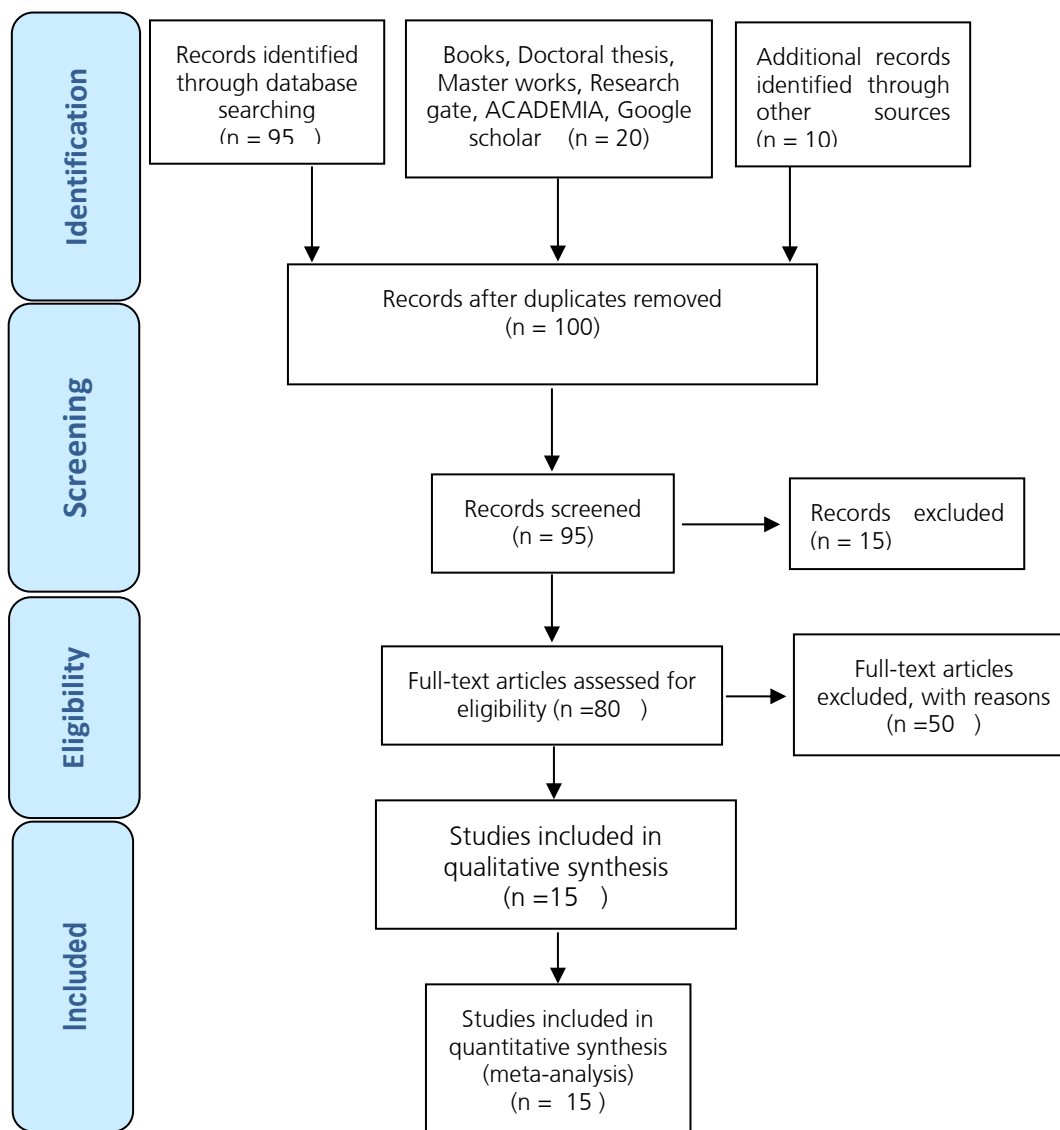
Also in the preparation of this review research article, a pre-selected fund of literature, previously purchased books, was used. Part of the data from the doctoral dissertation project "Sport Tourism in Sarajevo Canton" was also used to prepare a research article.

The collected database of literature and research papers identified 125 reference units. After the first readings, analyzing the titles, abstracts, certain texts and papers were excluded through the established criteria.

By further comparing the content and the title, the second phase of eliminations was realized, using the criterion where repeated repetition of exactly the same content was established. The remaining literature is subject to further research and analysis. As a basis for the preparation of this research article, a database of 30 papers selected through selection was used. All these works that met in detail the criteria for inclusion in the analysis and the implementation of professional research work.

The performed SWOT, analysis crystallized all relevant data that emerged as a result of the research. One of the goals is to develop a concept based on theoretical research based on the analysis of data obtained through research on how sports competitions for professionals and amateurs can act as tools for the development of sports tourism and tourism in general and reduce seasonality in the tourism economy.

Diagram 1. Diagram of the course of scientific selection for the preparation of the review article Sport tourism in Sarajevo Canton (Moher, Liberati, Tetzlaff and Altman, 2009).

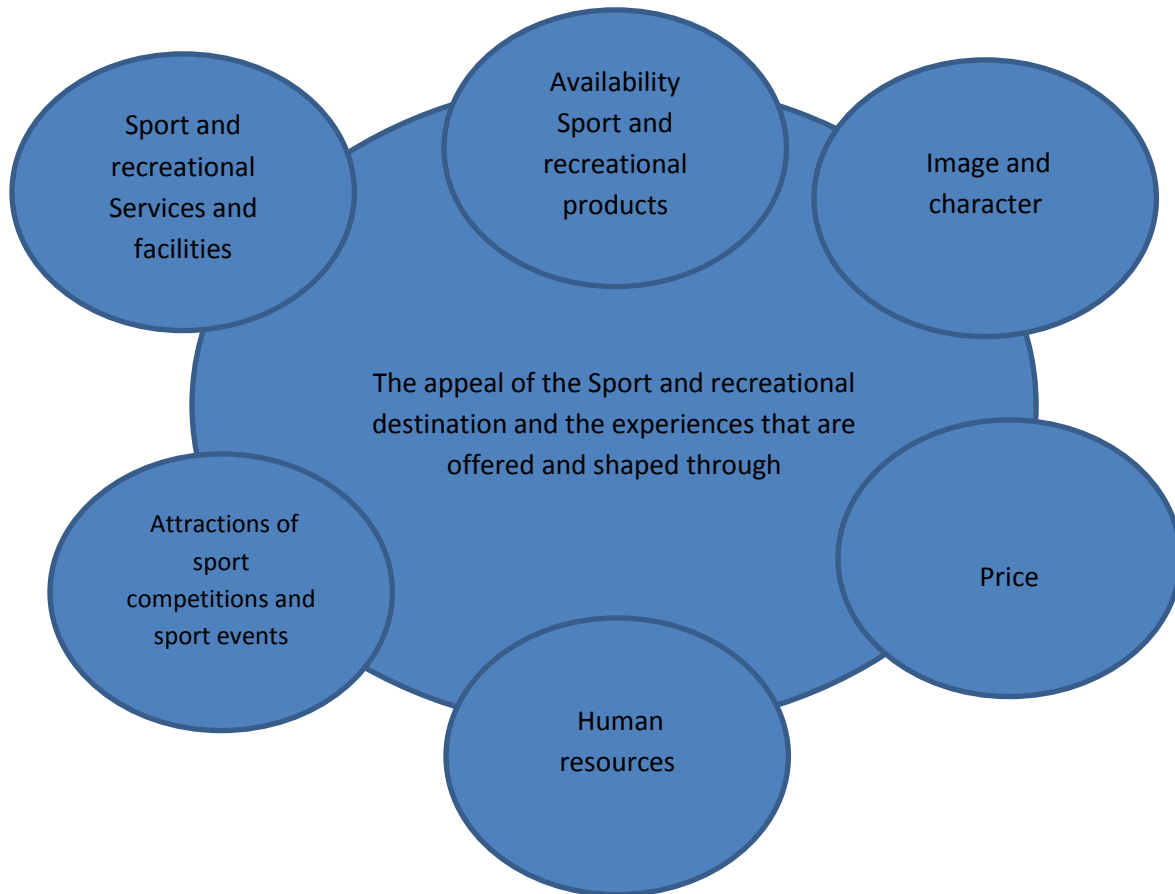


RESULTS

There are as many attempts to define a "destination" as there are authors deal with the above issues. Almost everyone has in common it is a market-tourist valorized space that is independent of administrative constraints and on

which there must be sufficient attractiveness that will cause visits or tourist spending. Sports tourism destination consists of elements that create and shape that same destination.

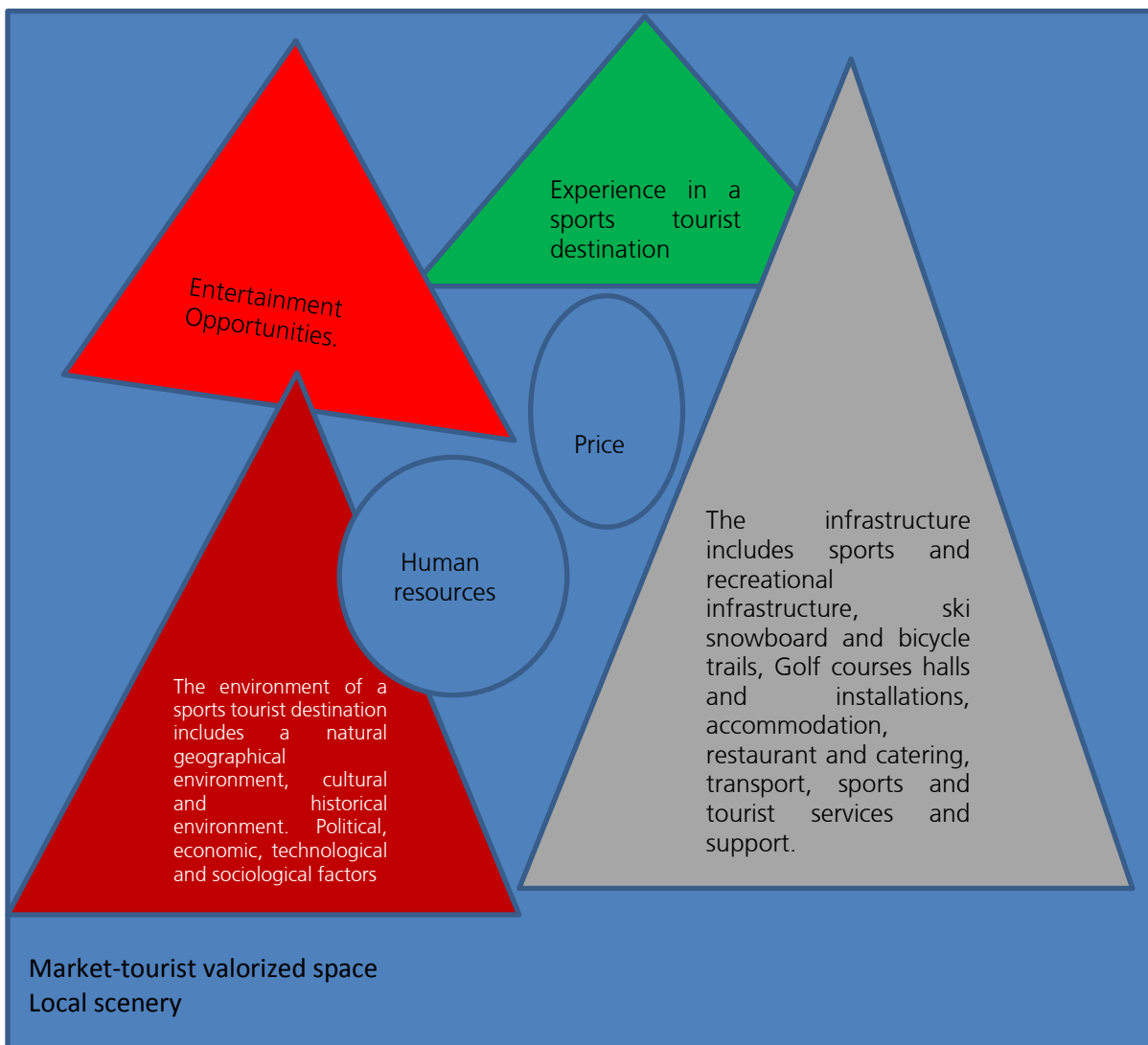
Diagram 2.



Murphy et al (2000) defined, destination as a mix of individual products and experience opportunities which combine to form a whole experience of the visited area.

According to Gunn (1988) tourism attractions are composed of various components including tourism activities, local scenery, service and entertainment.

Diagram 3. Sport tourism destinations basic model (Murphy et al (2000) and Gunn (1988))



A destination management organization (DMO) is the leading organizational entity which may encompass the various authorities, stakeholders and professionals and facilitates partnerships towards a collective destination vision. The functions of the DMOs may vary from national to regional and local levels depending on the current and potential needs, as well as on the decentralization level of the public administration. Convention and Visitors Bureaus are also widely

considered as DMOs, although their remit is primarily focused on promoting the destination for the meetings industry. Not all tourism destinations have a DMO. UNWTO(2019). According to "WTO" in countries without DMO s bodies, tourist Board or touristic associations they have role as Destinations Management organizations DMO. Following "WTO" instructions Tourist Board of Canton Sarajevo will be considered like DMO of Canton Sarajevo.

Table 1. Some fundamental DMO’s functions may include UNWTO. (2019):

1.Strategic planning	2. Market intelligence (data gathering and analysis, market research, etc.),	3.Digitalization and innovation,
4.Formulation (or participation in the formulation process) and implementation of the destination’s tourism policy,	5.Tourism product and business development,	6.Monitoring,
7.Crisis management,	8. Promotion, marketing and branding.	9. Funding investments. This includes coordinating with various authorities, stakeholders and professionals in order to facilitate and support the industry itself and engage all relevant public and private stakeholders – as well as the residents and local communities – in the design and implementation of a wider strategic thinking with a final goal: to ensure the competitiveness and sustainability of the destination in the short, medium and long terms.
10.Training and capacity building (not only of its human resources but also facilitate training and capacity building activities for local tourism professionals		

Diagram 4. Conceptual model of sports tourism destination product (Murphy, Pritchard and Smith,2000)

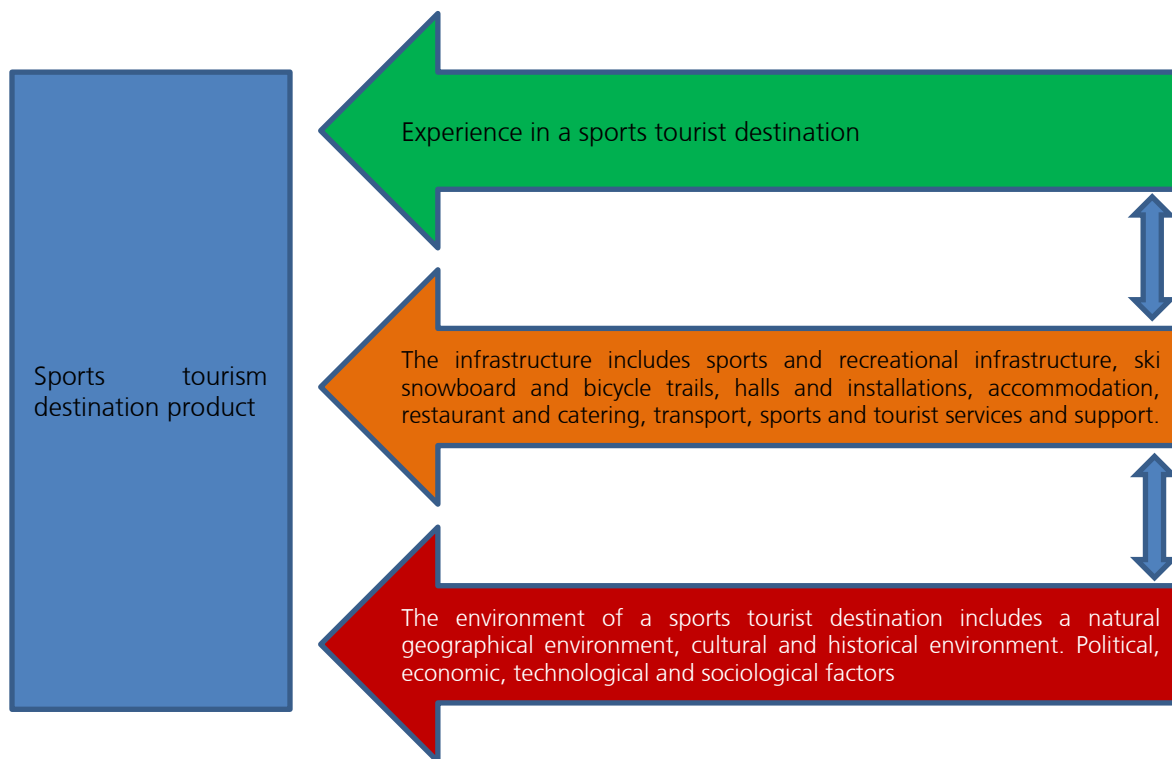
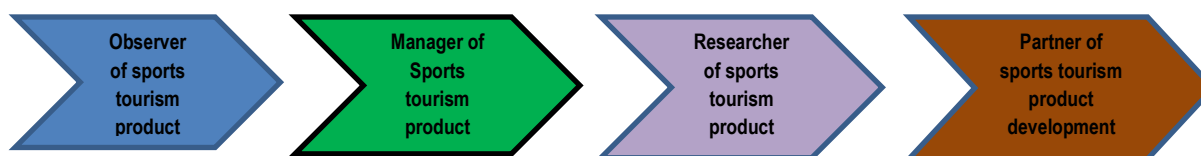


Diagram 5. Degree of involvement of Destination Management Organization in the development of sports tourism destination products (Morison, 2013.)



As Sarajevo Canton is during the winter months, it hosts many competitions in alpine, snowboard and Nordic skiing because there is an excellent base.

The Sarajevo Canton tourist destination should actively include the Olympic Committee of Bosnia and Herzegovina, all ski and snowboard clubs, all competitors, sports experts and the media in integral cooperation with the Sarajevo Canton Tourist Board in the development of new attractive tourist products. The following chart presents a model of integrated development of new sports Turkish products through competition and specific sports preparation. The model represents a possible way of further quality development of the tourist destination Sarajevo Canton towards quality branding and new positioning of Sarajevo Canton as an attractive sports tourist destination.

For the needs of the realization of this research work many officially published statistical papers were collected. All works were on the topic of sports tourism and tourist activities in Sarajevo, Bosnia and Herzegovina. Considering that in the territory of the Republic of Bosnia and Herzegovina as well as in the Sarajevo Canton there are no very precise statistics related to Sport and recreational tourism, especially winter sports tourism for the needs of this research, we analyzed the quality statistics collected for this purpose. Based on the obtained results, they were further used for further calculations and analyzes. In that way was calculated, the exact number of tourist was calculated also and the exact percentage of utilized

accommodation capacity during the winter months in the Sarajevo Canton.

After analyzing the statistical results of the World Economic Forum in 2017, Bosnia and Herzegovina ranks 113th out of a total of 136 countries surveyed by the same standards.

Comparing the obtained results, Bosnia and Herzegovina had in front of it the following neighboring countries and countries in the vicinity: Croatia 36th place, Slovenia 41st place, Montenegro 72nd place, Northern Macedonia 89th place, Serbia 95th place, Albania 98th place. After analyzing the statistical results of the World Economic Forum from 2019, Bosnia and Herzegovina ranks 105th out of a total of 140 countries surveyed by the same standards.

Comparing the obtained results, Bosnia and Herzegovina had in front of it the following neighboring countries and countries in the vicinity: Croatia 27th place, Slovenia 36th place, Montenegro 67th place, Northern Macedonia 101st place, Serbia 83rd place, Albania 86th place. Although Bosnia and Herzegovina during 2019 achieved a shift of 8 places compared to 2017 looking at the total score of 2017 overall score 3.1 to 2019 overall score 3.3, a positive improvement of 0.2 points was achieved for two years of total realization in the area that according to the same calculation standards for Travel & Tourism by World Economic Forum.

Diagram 6. Conceptual model of development of sports tourism destinations integrally through the organization of sports competitions and events through the space of Sports Tourism

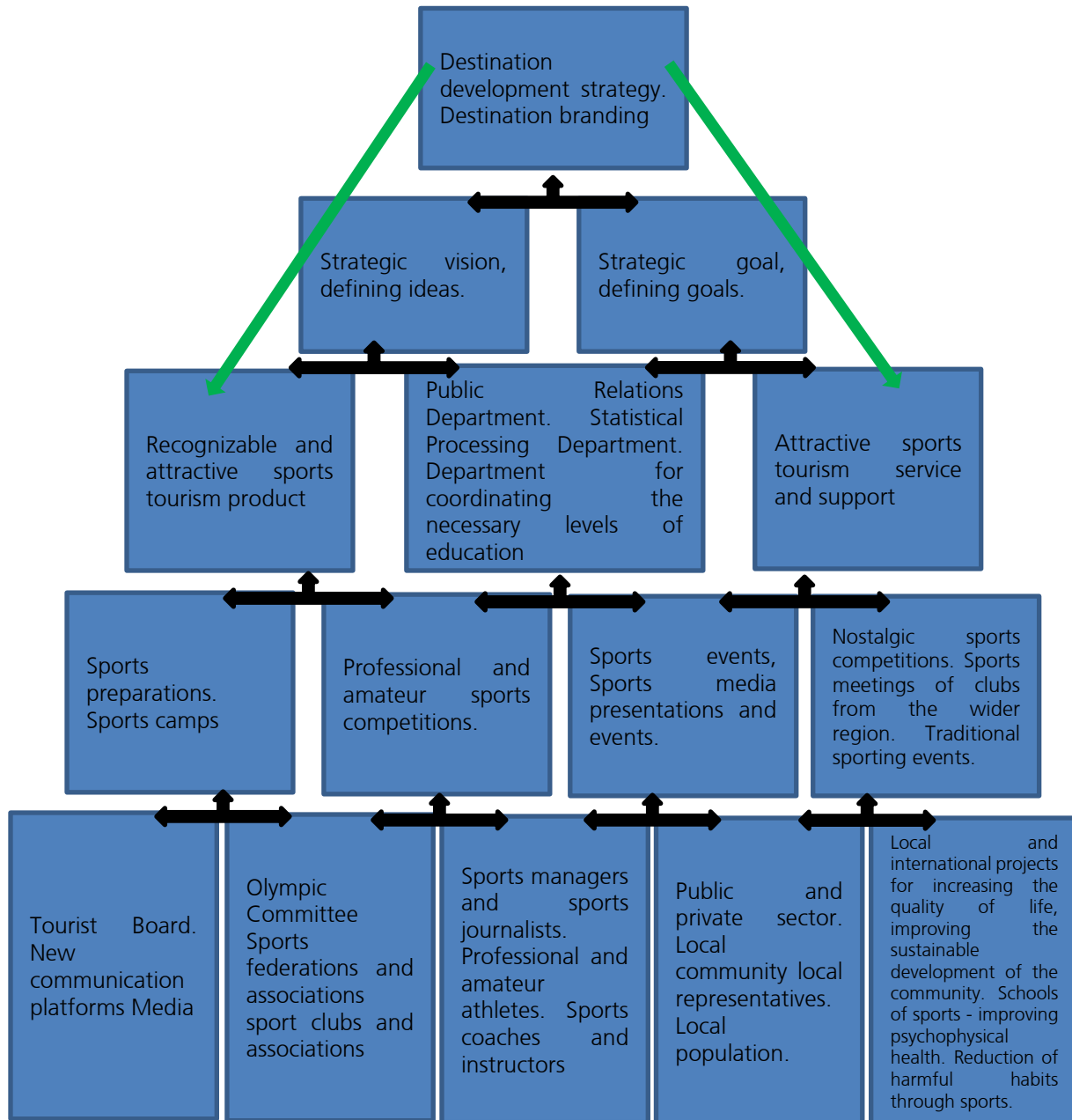


Table 2. data from the World Economic Forum 2017, 2019.

Bosnia and Herzegovina by 2019 WORLD ECONOMIC FORUM is located at 105 place	Bosnia and Herzegovina by 2019 WORLD ECONOMIC FORUM is located at 105th place	Bosnia and Herzegovina by 2019 WORLD ECONOMIC FORUM is located at 105th place	Bosnia and Herzegovina by 2019 WORLD ECONOMIC FORUM is located at 105th place	Bosnia and Herzegovina by 2019 WORLD ECONOMIC FORUM is located at 105th place	Bosnia and Herzegovina by 2019 WORLD ECONOMIC FORUM is located at 105th place
Croatia by 2019 WORLD ECONOMIC FORUM is located at 27 place	Slovenia by 2019 WORLD ECONOMIC FORUM is located at 36 place	Montenegro by 2019 WORLD ECONOMIC FORUM is located at place 67	Northern Macedonia by 2019 WORLD ECONOMIC FORUM is located at place 101	Srbija by 2019 WORLD ECONOMIC FORUM is located at place 83	Albanija by 2019 WORLD ECONOMIC FORUM is located at place 86
Bosnia and Herzegovina Behind 78 seats	Bosnia and Herzegovina Behind 69 seats	Bosnia and Herzegovina Behind 38 seats	Bosnia and Herzegovina Behind 4 seats	Bosnia and Herzegovina Behind 22 seats	Bosnia and Herzegovina Behind 19 seats

For the purposes of this research, additional analyzes of the collected statistical data were realized.

In the Canton of Sarajevo in 2019, the utilization of capacity (the ratio of the number of overnight stays and accommodation capacities during one year) was 26.5%.

In the Canton of Sarajevo in 2017, the utilization of capacity (the ratio of the number of overnight stays and accommodation capacities during one year) was 22.4%.

In the Canton of Sarajevo in 2014, the utilization of capacity (the ratio of the number of overnight stays and accommodation capacities during one year) was 27,0%.

The average capacity utilization rate in the accommodation capacities of Sarajevo Canton, during January month 2019. was 13.8% .

The average capacity utilization is far below the level of capacity utilization in the EU, which according to Eurostat data from 2019 is 50%.

According to the type of accommodation facility during 2019, the largest number of overnight stays was realized within the activity Hotels and similar accommodation with a share of 92.9% and the other number of registered tourists 7.1%.used other forms of accommodation.

Additional analysis creates following interpretation of statistical data 2018 - 2019. During this period, the average length of stay of tourists (ratio of the number of nights and the number of tourists) in the Canton Sarajevo ranges from 1.9 to 2 days. By comparing the statistical results of the Agency for Statistics of BiH, the average stay of tourists in Bosnia and Herzegovina during 2019 is from 3.3 to 3.7 days.

Table 3. Realized tourist nights by months winter period January 2018 - January 2019

	January 2018	February 2018	March 2018	November 2018	December 2018	January 2019
Realized overnight stays by foreign tourists	95710	95602	121423	106657	103166	100836
Realized overnight stays by domestic tourists	52549	52789	61689	61845	66020	54368
Total number Total percentage capacity utilization	148259= 13,17 %	148391 = 13,10 %	183112 = 16,28%	168502 = 14,98%	169186 = 15,042%	155204 = 13,8 %

The average capacity utilization of hotel accommodation in the Sarajevo Canton is far below the level of capacity utilization in the EU. The average utilization of hotel accommodation in the Sarajevo Canton in the winter months (winter period) is even lower than the utilization of accommodation facilities during the year. By additional calculation of statistical data, specific numbers and percentage utilization of accommodation capacities in Sarajevo Canton were calculated, presented in the table above. In the same period in the European Union According to Eurostat data from 2019, the degree of utilization of accommodation capacities, average occupancy rate of bed places in hotels was 50 %.

Development of new sports tourism products and attractions in the tourist destination of Sarajevo Canton can positive change the current situation. Sports tourism, and Winter sports and recreational Tourism (Alpine skiing, Alpine touring skiing, Nordic skiing and snowboarding) is the only offer for a better use of existing accommodation capacities. At the same time, it is a tool for increasing the average number of days of tourists in the sports and tourist destination of Sarajevo Canton. Based on the detailed processing of quality information, the obtained results, the following SWOT analysis was created for the Sports and Tourist Destination Canton Sarajevo.

DISCUSSION

Winter sports tourism in combination with winter sports competitions and winter sports events are important activities for the positive development of the future in the tourist destination of Sarajevo Canton. For winter sports destinations, sports competitions, carefully created and realized winter sports events are an effective means of attracting a large number of new guests and visitors.

Sport and tourism are now strongly connected and overlap their areas of activity. Tourist destinations should be constantly involved in the innovation of tourist products in order to positively change the number of visitors compared to other competing tourist destinations. With the proper use of new communication platforms and the successful placement of information through the same competitions in winter sports, winter sports events can act as a magnet to attract interest and consequences for tourists. All winter sports events and competitions can generate a trip to winter sports destinations after their holding. Due to winter sports competitions and strategies for the

development of winter sports events, they should always be integrated with the overall strategies of the sports tourist destination of Sarajevo Canton in order to maximize the possible positive benefits from all these activities.

As the current habits and established practice should finally be positively and completely changed, the following example serves: Sarajevo Canton and the Municipality of East Sarajevo hosted the winter edition of EYOF 2019. Although following media information during 2019 and early 2020, Sarajevo Canton Sarajevo and The municipality of East Sarajevo successfully organized and realized the winter edition of EYOF 2019 at the level of official statistical data and concrete studies of the effects of the professional sports and tourist community and in general the Canton of Sarajevo and the administration of East Sarajevo did not receive anything.

Precisely such sports competitions serve as a kind of test for the entire social community. In this case it is Sarajevo Canton. This competition examined more or less all segments of the social community of the Canton, such as: the Olympic Committee of BiH, scientific, professional, sports associations, federations and associations, tourism, sports, economic, sports infrastructure base, human resources base, etc.

The main promotional and economic value of sporting events is based on the fact that they provide host countries great media attention and promotion from a wide and global audience. But other economic and promotional benefits depend directly on the ability of the host country, because getting a host of an important sporting event is just the beginning of the story and does not have to affect the image of the country at all.

Poor organization and missing a great promotional opportunity can act in the opposite direction. It is therefore important that states and cities understand that the success of winning a host of a major sporting or cultural event is not in itself a way of growing up in the dark. If the host organizers successfully organize the host of the sports event and use it to present their country or city to the world (promotional tool) and offer visitors attractive products, services and content that will bring higher revenues from tourism and exports (economic tool), the consequences can be and are significant. Skoko, Božo; Vukasović, Igor (2008).

Table 5.

Strengths	Weaknesses
Favorable climatic conditions	Organization of tourism in Sarajevo Canton
Sarajevo Status of the capital	Absence of holistic destination management. Lack of integrated management of a sports tourist destination
Interest of all involved in the development of sports tourism to positive develop of touristic destinations	Lack of educated and professional staff in tourism and professional staff in sports tourism. Lack of professional staff in local government bodies and the tourist community
Good quality of newly built ski lifts. Good quality of previously built ski lifts. Satisfactory quality of ski and snowboard trails. Existence of other polygons and spaces for outdoor sports and recreational activities. Golf courses.	Road infrastructure
Availability of accommodation facilities	High price of plane tickets for flights to and from Sarajevo
Rich cultural and historical heritage, cultural diversity	Lack of a joint strategy of the sports tourist destination Sarajevo and the national airline AIR BOSNA
The hospitality of the local population	Fragmented, unplanned marketing market presence of the Tourist Destination Sarajevo. Lack of continuous marketing of Sports and Tourist Destinations Sarajevo in neighboring countries and European Union countries
Geographical proximity to European cities	Not enough online presence and organized propaganda of the Sports and Tourist Destination Sarajevo. Not enough statistical monitoring of sports tourism and tourism in general
Price competitiveness	Lack of quality management of sports and tourist destination Sarajevo
Rich gastronomic offer.	Lack of officially adopted program for the development of tourism and sports tourism in the Sarajevo Canton. The result of the lack of quality sports tourism programs is a very short stay of guests in the destination
Opportunities	Threats
Growing awareness of the importance of the need for even better development of Winter Sports Tourism in Sarajevo Canton	Better sports and tourism development of the surrounding countries
Trends in the development of sports tourism – competitive and amateur, adventurous sports tourism	Spatial and administrative division of Sarajevo Canton. Overlapping competencies
Growing interest in sports rehabilitation tourism, seminar conference with these building sports programs, family trips motivated by sports.	Gray economic situation in, disincentive environment for entrepreneurship and investment in Sarajevo Canton.
The tendency of athletes and recreational athletes to travel more often and shorter	Lack of quality projects for the development of sports tourism.
The increase in the volume of travel at the global level and the increase in interest in Sarajevo,	Difficult, expensive and complicated access to funding sources.
Easily accessible experiences of other countries in the region those are better positioned than us. Experiences from the environment on tourism development	Absence of a quality system of tourist registration and quality statistical monitoring of tourists.
Growing awareness of local people and investors about the importance of the development of sports tourism and tourism in general for economic development	Inconsistent work of inspections in the field of sports and recreational tourism and tourism in general. Significant presence of the gray economy in the field of sports and recreational tourism.
Possibility of cooperation with destinations from a geographically closer environment – multi destination approach	Lack of quality strategic documents intended for the development of sports and recreational tourism and tourism in general. Insufficient implementation of existing strategic development documents
Possibility to use international sources of funding, especially IPA 2	A large number of unemployed who do not have enough professional knowledge to work in sports and recreational tourism and tourism in general Emigration of people from the Sarajevo Canton to other countries.
Use of diaspora resources in the joint development of sports tourism projects and offers	SWAT analyses made done by the author

As sports and the sports industry continue to grow and globalize, marketing, sports and communication professionals must embrace and adapt. In this way, the effects on the generally

accepted paradigm of the sports economy explained by Rein and Schilds (2007) can be capitalized on. It is becoming more and more important. Especially since the indicators of sports

growth are measurable and visible, not only during and after the sporting event but also during the preparation period.

Accordingly, the goal of this review article, among all the stated goals, is that every future sports competition organized within the Sarajevo Canton should leave measurable and easy-to-read achieved effects so that the Tourist Destination always has new information on which it can and should develop a new product as a guarantee for positive tourist destination development.

CONCLUSION

Comparing experiences and exact information's and numbers other winter touristic destinations we can realized that for instance most of the winter tourism destinations in neighboring countries, and possibly also other alpine winter tourism destinations in Slovenia for example, have at one point already been in stagnation. Some of those phase stagnations is very easy explain with Butler

(1980) tourism area life cycle. In order to overcome such stagnations, rejuvenation strategies prove to be necessary. However, a developing new products, winter sport competitions and winter sport events made necessary boosting of successful increase numbers of winter tourist in Touristic destinations of Canton Sarajevo.

One of crucial important form for positive developing touristic destinations is integral and fully coordinated way of managing all process, all operations, projects and creating new products in one touristic destination.

There are a growing number of examples across Europe where several winter sports tourism destinations, which are not at high altitudes and do not have glaciers, richly and abundantly use the potential of the summer tourist season and all given opportunities but are maximally focused on winter tourism product within their development strategies new tourist products intended for winter tourism in order to further the quality development of winter tourism in the tourist destination.

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