

ANALYSIS OF REALIZED ACTIVITIES OF THE TOURIST COMMUNITY OF SARAJEVO CANTON AND THEIR PRESENTATION THROUGH THE WEBSITE AND SOCIAL NETWORKS FOR THE PROMOTION OF SPORTS TOURISM AND TOURISM

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Abstract

Tourist boards, through their social activities, can make a tourist destination, tourist attractions and tourist products attractive, unique, and special. Through relevant scientific knowledge, using the tools and techniques of destination management as well as modern forms of communication, tourist boards can make the entire area of a tourist destination very interesting and desirable for tourist visits throughout the year by promoting the specificity, authenticity and originality of the tourist offer and tourist products.

Keywords: tourist board; tourism promotion through sports and sports recreation competitions; tourism promotion through social networks, tourism

INTRODUCTION

The Canton of Sarajevo and the city of Sarajevo itself are geographically located in the central part of Bosnia and Herzegovina and occupy a total area of 1,276.9 km². The regional unit of the Canton of Sarajevo has a pronounced dynamic relief, i.e., the alternation of high mountains and river valleys in a relatively small area. Almost the entire area of Sarajevo Canton is in the Bosna River basin. In terms of traffic and geography, this position has a special significance, it is crossed by vital communication links, above all the north-south direction. This direction, which goes through the valleys of the Bosna and Neretva rivers, connects the Canton with the Central European and Mediterranean regions. The total number of inhabitants in the administrative area of Sarajevo Canton in 2019 was 420,496 inhabitants (Sarajevo city, 274,879 inhabitants). Sarajevo Canton is bordered by mountains in the immediate vicinity located on the territory of Sarajevo Canton and the associated municipalities: Treskavica - 2088 m., Bjelašnica - 2067 m., Igman -1647 m., Trebević - 1629 m., Ozren -1534 m (Hodžić and Huremović, 2022). On the surrounding mountains there is an enviable sports and recreation infrastructure, a funicular that leads from the very centre of Sarajevo to the exit station on Mount Trebević and a large number of ski lifts, ski slopes and cross-country skiing trails, a large number of cycling (mountain biking), hiking trails and paths for mountain running as well as other sports and recreational built infrastructure and accommodation and tourist capacities with a satisfactorily resolved road traffic connection. On

the territory of the Canton of Sarajevo, the original natural surroundings have been largely preserved today, and the same have been declared protected areas: Bentbaša, Trebević, Skakavac (so named after one of the highest waterfalls in Bosnia and Herzegovina, 98 meters high), Vrelo Bosne, which is located in the immediate vicinity in the outskirts of the city and Bijambara, 40 km from the centre of Sarajevo. The area of Sarajevo Canton is characterized by two types of climates, up to 600 m above sea level the continental climate is represented, while above that altitude the continental-mountain type and the alpine type of climate are distinguished. Within the climatic valorisations, certain parts of the Canton are very suitable for sports and sports-recreational activities. Sarajevo Canton. The territory of the Canton includes the areas of the municipalities: Centre Sarajevo, Hadžići, Ilidža, Ilijaš, Novi Grad Sarajevo, Novo Sarajevo, Stari Grad Sarajevo, Trnovo and Vogošća. Sarajevo Canton has legislative, executive, and judicial power. Legislative power in the Canton is exercised by the Cantonal Assembly. Executive power in Sarajevo Canton is exercised by the Government of Sarajevo Canton. The Canton has competences determined by the Constitution of the Federation of Bosnia and Herzegovina and the Constitution of Sarajevo Canton. The Sarajevo Canton Tourist Board was founded for the purposes of organization, development and promotion of Sarajevo Canton tourism and has its own official website: www.visitsarajevo.ba was formed and operates under its auspices, which was founded in early 2017. to respond in the best way to the needs of development, preservation and protection of

tourist and cultural values in Canton. Statistical monitoring of the entire socially confined area and movement in Sarajevo Canton is the task of the Cantonal Institute for Informatics and Statistics. The importance of tourism as a generator of development, both economic and social, is already widely known, however, the figures as indicators of the share of tourism in the GDP of many countries continue to impress year after year. Travel and tourism have grown into today's largest world industry, in which many countries see the possibilities of solving the growing problem of unemployment, increasing exports, and stimulating investments. About twenty years ago, according to World Travel data and Tourism Council (WTTC), travel and tourism have become the leading economic activity in the world's international exchange, achieving almost a 12% share in the total global social gross product, participating with 10.4% of total investments. Sport is a social phenomenon and an integral part of modern society, so it becomes a subject of interest for research by sociologists" (Perasović, Bartoluci, 2007). "Sports and recreational tourism are a specific form of tourism in which, when undertaking and realizing a trip, sports motives and staying in certain tourist places and centres prevail (Magaš 2016). It is obvious that the concepts of tourism and sports are related, so we can say that they even overlap. Sport is an important activity within tourism, and tourism is a fundamental characteristic of sport (Hinch and Highman, 2001). According to data from the National Association of Sports Commissions, sports tourism is a rapidly growing sector that consumed 23.9 million sports tourists in 2012, spending 7.68 billion USD, and which has been growing at a rate of 6.5% since 2010. Tourists who practice sports tourism can be divided into two basic groups: those who travel to participate in a competition and those who travel to use some facilities that are not available to them in their place of living (Knežević, 2016). Sports competitions and sports-recreational events are part of the everyday life of modern society. They occupy a large space in media coverage of sports competitions that are attractive to everyone (spectators, listeners, promoters, producers, distributors, etc.) smaller and wider local, national, and international social community. Sports competitions generate economic and social engagement to a lesser or greater extent. How big this space is within the daily activities of a smaller or larger social community is always connected to the importance of a sports competition or sports recreation event. Accordingly, many authors studied sports competitions and sports events. As a result of this work, the division of sports

competitions and sports events was created. Types of sports competitions and types of sports events (Gammon, 2020):

- Special (special) sports events.
- Mega Sports Events (Olympic Games, Paralympic Games, World Football Championships).
- Hallmark sports events (Roland Garros - French Open Tennis Championship, London Marathon).
- Sports events to nurture sports history (heritage), sports parades and sports festivals.
- Smaller format sports events (sports and recreational events).

Due to its visibility and emotional warmth, sport establishes a strong connection between the venue of the sports competition and their markets. Sports and competitions have a great capacity to attract tourists, investors, and residents. The trend of developing sports venues (destination-brands) is ongoing because countries are already capitalizing on the attractiveness of sports teams, events and stars that make it so, for their brand. (Shields and Irving, 2007). Due to their attractiveness and ubiquity, sports, and sports competitions, regardless of their importance and scope, always attracted the attention of traditional media, which realized their many goals through them. Recently, due to all the above, the attention of online media and popular social networks towards sports and sports competitions is even more pronounced through the presence of content on them compared to traditional media.

METHODOLOGY

To achieve the research goals of this paper, a standardized procedure was carried out, based on the principles of the scientific method, which collects relevant exact data and then analyses them. A combination of primary research (desk research) and secondary field research, which aimed to record the realization of the announced and published activities of the tourist board of the Canton of Sarajevo through its website and related profiles on popular social networks. Through the area of primary research, data was collected on the legal obligations and tasks of the tourist community of Sarajevo Canton, which are legally regulated through legal acts available online through the website of the Government of Sarajevo Canton. Also, all data obtained through specific announcements via the official website of the Sarajevo Canton Tourist Board, official profiles of the Sarajevo Canton Tourist Board such as Facebook and Instagram as well as official

announcements (videos), of the Sarajevo Canton Tourist Board on the very popular online video sharing service "YouTube" and announcement via the Twitter social network. All publications are cumulatively covered and then considered through categorization, classification, and analysis through the methods of descriptive statistical processing. Secondary field research covered the administrative borders of Sarajevo Canton, where the previously announced activities of the tourist board were realized as information available to tourists through the official website and social networks in the period from January 1 to September 1, 2022. The research carried out is based on a detailed analysis of the activities and role of the tourist board of Sarajevo Canton in the specified period. In the following text, the sequence of researched areas of operation of the Sarajevo Canton tourist board is described, with analysis and presentation of the obtained results. The entire work is based on research related to the realization, presentation and promotion of tourist and sports recreation offers through the website and social networks to better understand the role of the tourist community of Sarajevo Canton, the necessity of its action and existence as a cardinal lever of the tourist development of the destination.

Tourist Board of Sarajevo Canton presentation, analysis, interpretation of collected data and research results.

Sarajevo Canton Tourist Board - Legal framework and obligations.

The Tourist Board of Sarajevo Canton is responsible for the development of tourism in Sarajevo Canton. The Tourist Board of the Canton of Sarajevo is a tourist board that was founded for the purpose of developing tourism, promoting tourism, and promoting tourism in the Canton as a whole and for the economic interests of legal and natural persons who provide hospitality and other tourist services or perform other activities directly related to tourism. The objectives of the establishment of the Sarajevo Canton Tourist Board are as follows:

- improving the general conditions of tourists' stay through the formation of a complete tourist offer, raising the quality of tourist and other complementary services, preserving, and creating a recognizable and attractive tourist environment of the Canton.
- developing awareness about the importance of tourism, as well as the economic, social, and other effects of

tourism, about the need for and importance of preserving and improving all elements of the tourist product, especially environmental protection.

- support for the development of tourist infrastructure and the provision of information to tourists.
- promotion of the tourist product in Canton.

According to the law on tourism (DPS, 2020) , published in the official newspaper of the Canton of Sarajevo no. 19/2016, 31/2017, 34/2017 - corrected and 13/2021, according to Article 4 of the before mentioned law, the tourist board is obliged to prepare planning documents:

- Sarajevo Canton tourism development strategy
- Sarajevo Canton tourism marketing plan
- Sarajevo Canton tourism promotion plan
- Master plan
- Tourism development strategy of the local self-government unit.

The Sarajevo Canton Tourist Board (even though it is legally required) to create a strategy for the development of Sarajevo Canton Tourism, through marketing and a master plan as well as a plan for the promotion of tourism in Sarajevo Canton, none of them have been realized so far.

Sarajevo Canton Tourist Board - official website - presentation, analysis, interpretation of collected data BHS language and English language. (<https://www.visitsarajevo.ba/>)

Tourist Board of Sarajevo Canton - official website - presentation, analysis, interpretation of collected data BHS language.

Certainly, the first contact of tourists with the tourist destination of Sarajevo Canton is the website of the tourist board of Sarajevo Canton. How important it is from the aspect of increasing tourist visits to a certain destination to have a high-quality and well-positioned website of the tourist board is shown by the exact information presented in the report of the World Tourism Organization (UNWTO, 2014), that adventure tourism tourists base their choice of destination on the decision made through online research in the percentage amount of 23%, the second place went to the decision based on consultations with friends and family with the amount of 17.8%, while the third place went to booking plane tickets and hotels online with 11.4%. By analysing the published data,

information and content that are available through the official website of the Cantonal Tourist Board of Sarajevo, and which they provide to interested visitors, incompletely, it can ensure support for users.

Through the process of collecting data from official reports that were published through the media on the Internet, the tourist board of Sarajevo Canton, with the help of USAID, recently made many changes in its work and activities. During the research and collection of data and relevant information, it is very evident that many partners at different levels of government provide real and concrete help in terms of the development of tourism in Sarajevo Canton (USD, 2020). The tourist boards of the Canton of Sarajevo should in the coming period organize work on the monitoring of tourist trends, because until now this has not been the case. The fact is that the Institute for Informatics and Statistics of Sarajevo Canton legally monitors all segments of the economy and society as well as the frequency of tourist activities. However, when it comes to tourist movements based on tourism developed countries, it would be advisable, with certain legal and technical changes, to carry out statistical monitoring of tourism in a much more intensive and profiled way through the activities of the tourist community of Sarajevo Canton. Registration of guests to the tourist destination of Sarajevo Canton is done using the POT form, which it was available to accommodation service providers via the network, using the POT form. Via the Internet from February 1, 2022. tourist information system, application [://www.ks.prijava.ba](http://www.ks.prijava.ba), which is filled in to register a tourist stay by a tourist, owner, or employee of a tourist facility for statistical monitoring of frequencies, is available to tourists and tourism workers. Collected statistical data on tourist visits are then available as officially published statistical data: Institute for Informatics and Statistics of Sarajevo Canton (ZIS,2023), through the sections: tourism and tourism graphs. In the area of the rubric (VKSGraf, 2020), about us, "Work of the bodies of the KS Tourist Board" on the website of the tourist board, there are 2 invitations to hold a regular or emergency session of the assembly, 3 invitations to hold a regular or emergency session of the tourist council. Given that the number of posts was relatively small (insufficient activity or no posts entered on the website), the total number of posts on the website of the Sarajevo Canton Tourist Board in the period from 2018 to 2022 was collected. So that the number published information was presented through 10 reports, 34 announcements for internal regulations and legal acts, announcements related to public invitations,

so that the cumulative number was 92, in the period from (2018-22), 16 announcements in the section competitions in the period (2019 -22), public procurement number of 112 announcements 2018-22, parliamentary questions 4, announcements for the 2nd year 2020 and 2021(ATSBiH,2021). There are no statistical reports except for one. Modern tourist boards are organizations that need to act according to the principles of destination management, and they are founded and exist for the purpose of improving, developing tourism and increasing the attractiveness, recognition, and uniqueness of the tourist destination they represent. They also need to actively synergistically develop the economic interests of legal and natural persons who provide service and support in the fields of communication, art, entertainment, sports, catering services, transport services and all other activities related to tourism directly and indirectly. Modern tourist boards, based on the principles of destination management, should present, and promote all the listed activities within the tourist destination and activities within the tourist board itself in a high-quality manner. Accordingly, the tourist board of Sarajevo Canton should and could do more regarding the presentation of its activities on the associated website.

Sarajevo Canton Tourist Board - official website - presentation, analysis, interpretation of collected data English language.

Information about the most important and current events in sports tourism, sports and sports recreation offers, tourist destinations in the Canton of Sarajevo are partially available in English. Namely, in 4 sections on the website: Home (About us), (Discover Sarajevo), (Enjoy Sarajevo), and (Visit Sarajevo) information for tourists, who come to the tourist destination of Sarajevo Canton (and they are not tourists from the region) information is available in English that is relatively well presented. In the section (near Sarajevo), there is no information about the "Protected landscape of Bentbaša - Sarajevo". In the sections Events, Latest News, website (Visit sarajevo.ba) in English, there is not a single information in the first section events - events on English. Section (Latest News): there are only 15 of information's published in the period from 01.21.2021 to 06.11.2021, of which 4 were published in Bosnian, the remaining 11 in English language. In the section (Reports) reports in English: the 1st statistical report is available in PDF format: Report on tourist capacities, tourists, and overnight stays in Sarajevo Canton for 2017. There are no other statistical reports on the website.

Sarajevo Canton Tourist Board - official website - presentation, analysis, interpretation of collected data, comparison of data and information BHS language - English language.

After reviewing the website of the Sarajevo Canton Tourist Board in BHS and English (visitsarajevo.ba), the situation is identical for 4 sections: on the website: Home (About us) Discover Sarajevo (Discover Sarajevo), Enjoy Sarajevo (Enjoy U Sarajevo) and Visit Sarajevo. In the Events section. Latest News website (Visit Sarajevo.ba), in English there is no useful and up-to-date information for foreign tourists who use that language, while it is in BHS, unlike the sections in English, the situation is completely different because 2 the mentioned sections bring relevant and up-to-date information. The sport and recreation section in BHS and English language provides identical information in the following way: Walking and running section, 5 locations are listed without accompanying information on available sports and recreation services. In the golf section, "Golf Club Sarajevo" is listed, in the fitness centre section, 4 providers are listed services, in the bicycling section there are 2 suggestions for cycling routes, in the adventure sports section there are: riding club, one paragliding - outdoor club, karting centre (which does not exist in the specified location). In the same column, the service of one business entity - a service provider (a game for children and adults that should be moved from the adventure sports column to another more adequate one) is presented, then 1 paintball club, a provider of this type of service, as well as information about the opening of the ski season on Mt. Bjelašnica. A total of 6 locations and 6 different sports and recreation activities for which, except for one, there is no accompanying information on available sports and recreation services. In the pool section, 6 locations and service providers are listed. The active field of the website (Sarajevo for children) lists 5 locations and service providers with sports and recreational activities. Upon further inspection of the website, there is an active field of the same for BHS, the language under the label: "Mobile Application City Guide" and for the English language: "Mobile Application Offline City Guide ", the active field for downloading the city guide without connecting to the network is only active for mobile phones iPhone - "Apple" brand, for android devices the adequate field is not active. The sport and

recreation section does not provide precise data for the offered content or specific information about the offer of sports and recreation programs and their providers. The contents offered in the sport and recreation section on the web portal of the tourist board of the Canton of Sarajevo do not represent the entire offer of the sports and tourist destination of the Canton of Sarajevo.

Tourist board of Sarajevo Canton analysis and interpretation of collected data from social networks and media platforms of tourist boards of Sarajevo Canton

The website, visitsarajevo.ba, of the tourist board of Sarajevo Canton has, in the upper right corner, links marked with official icons for Facebook, Instagram and YouTube. The website of the tourist board of the Canton of Sarajevo allows interested tourists to access its official profiles for the Facebook social network under the label: www.facebook.com/www.visitsarajevo.ba as well as for the Instagram profile under the label: <https://www.instagram.com/visitsarajevo.ba> _____. Using the website, you can directly access the same by activating the corresponding icon. However, this is not the case with the YouTube platform. Video works made by the tourist board of Sarajevo Canton can be accessed directly via the YouTube platform in the marked area by typing the word Visit Sarajevo. The social network Twitter cannot be accessed through the website of the Sarajevo Canton Tourist Board because there is no gossip icon. In the section "Contact us", in addition to the address of the tourist board's headquarters, the electronic address of the tourist board of Sarajevo Canton is listed: info@visitsarajevo.ba , the phone number and again the web address of the tourist board. The Tourist Board of Sarajevo Canton has its profile on the social network Twitter (@visit_sarajevo) since January 2020, but it is not listed on the associated website. By researching the trends of social networks and platforms realized for this work, a constant trend of development and expansion of communication through them was established. The most popular social platform globally is Facebook according to a report made after research that was carried out during 2021, organized by the " Pew Research Center", which presents the exact results based on which their analysts see Facebook as the "main social advertising platform" and predict a growth of 15 percent per year until 2024. The same research concludes that Instagram, meanwhile, is growing slowly (3% per year), and is currently the most popular among young people between the ages of 25 and 35, but that it is also growing, by almost the

same percentage, among young people between the ages of 18 and 24 years. The Pew Research Center' 2021 survey confirms the first place in the popularity of Facebook globally compared to other social networks, followed by YouTube (which in the US is even more popular than Facebook).

Analysis and interpretation of the results related to the activities of the tourist community of Sarajevo Canton realized through the social network Facebook.

For the purposes of research, processing, and analysis of the activities of the tourist community of the Canton of Sarajevo, data was collected through the Facebook social network, with the aim of obtaining as precise information as possible about specific numbers. Analysis was made based on all available data and information published on the Facebook profile of the tourist board, Sarajevo Canton www.facebook.com/www.visitsarajevo.ba . The choice for the order of analysis of the activities of the tourist community of Sarajevo Canton on social networks, through the social network Facebook, (as the first positioned social network for analysis in this paper) was made in accordance with its global popularity and on the basis of recently published research results in the area of communication through social networks. For the purposes of this work and research, the habits of tourists from the area of adventure tourism and sports tourism published scientific works in these areas were also analysed. Through the obtained results (Report, 2014), the exact data is evident, that tourists interested in adventure tourism make

their decisions about the choice of tourist destination through collected information via social networks: Facebook: 34.3% (Twitter 8.6%). According to this analysis, there was another concrete reason for the selection of the social network Facebook, as the first social network for the analysis of the work of the Tourist Board of the Canton of Sarajevo. All data and announcements were collected on the Facebook profile of the Sarajevo Canton Tourist Board in the period from January 1 to September 1, 2022. The mentioned period was chosen based on 3 criteria:

- exit from the period of the COVID-19 pandemic,
- recorded greater engagement of the Sarajevo Canton tourist community with the Sarajevo Canton government in the development of tourism and sports tourism in general and
- the number of sports and recreational sports competitions in the mentioned period has the highest frequency of implementation in the territory of Sarajevo Canton.

From the very beginning of the year 2022, with the help of strategic partners: USAID BiH and the Government of Sarajevo Canton, the tourist community of Sarajevo Canton started to conceive and implement important projects and involve the wider socio-economic community of Sarajevo Canton as well as tourist entities and individuals from the area of culture, sports, and entertainment.

Table 1. Tourist Board of Sarajevo Canton Visit Sarajevo: PROJECTS - PUBLIC CALLS

PROJECTS. Period o1. January 2022 to September 1, 2022				
	Promotion	Infrastructure	Traffic	Public calls
1	Promotion projects in total: 4	Infrastructure projects in total: 4	Total traffic projects: 2	Public invitations published / implemented in total: 7
2	Total number of partners in promotional projects: 5	Total number of partners in Infrastructure projects: 8	Total number of partners in traffic projects: 3	

Source: Author's 2023

The Sarajevo Canton Tourist Board, together with its partners, realized 17 of them (promotion, infrastructure, and traffic) in cooperation with 16 selected partners. The Tourist Board of Sarajevo Canton has conceived 7 projects for co-financing of interested associations, federations, sport clubs, and non-governmental organizations in order to promote the tourist destination and tourist brand " Visit Sarajevo". The researched segment with exact

data for the area of promotion of the Tourist - tourist sports destination of the Canton of Sarajevo, in which the TZ of the Canton of Sarajevo participated and organized, brings the collected and classified data in table 2.

The Tourist Board of Sarajevo Canton - Visit Sarajevo, with its 18 partners, participated in 8 fairs and 1 promotion. The Sarajevo Canton Tourist

Board had the opportunity to be presented (cumulatively) in front of 12,170. exhibitors from 532 countries. The table presents the promotional fair activities that were realized in the observed period. To promote the sports and tourism destination of the Canton of Sarajevo most effectively, the Tourist Board of the Canton of Sarajevo has chosen top athletes and clubs as its promoters of the brand: *visitsarajevo.ba*. of the

tourist board of Sarajevo Canton. Collected data for research purposes presented in a table3. Through the mentioned time frame, the table summarizes the information: that the promoters (ambassadors) of the tourist destinations of Sarajevo Canton are, in total: 8 athletes and 11 sports clubs and 1 association. Concrete support realized through: Sarajevo Canton Tourist Board - Visit Sarajevo, Sarajevo Canton and the Mayor's office, Sarajevo city.

Table 2. Visit Sarajevo; Fairs, Promotions - period from: 01. January 2022 to September 1, 2022.

	<i>Partners / Actors</i>	<i>International Fair/Promotion</i>	<i>Maintenance period</i>	<i>Number of exhibitors</i>	<i>Number of exhibiting countries</i>
In total	18	8 fairs 1 promotion	01.10.21-12.05.22	12170	532

Source: Author's 2023

Table 3. Visit Sarajevo Promoters " Brand Visit Sarajevo" Athletes - Individual athletes Sports clubs associations. Promotion of the Visit Sarajevo brand through sport.

Sportswomen and Sportsman – Individual athletes (Promoters) Brand Visit Sarajevo	Association sports clubs (Promoters) Visit Sarajevo brand
Total: 8 (top 5 female athletes and 3 male athletes)	Total: 12. (4 women's sports clubs, 7 men's sports clubs and 1 sports association)

Source: Author's 2023

Table 4. Promotion of Sarajevo Canton as an attractive sports tourism destination through free programs of sports recreation and sports festival character.

	Sports and recreation festivals. Free sports programs and sports schools.	Celebrations (ceremonies); Invitations to sports and recreational activities - prize games
1	Total: 10 programs, of which 9 are free and 1 is commercial	Total: 18. Ceremonies (markings) 3, promotions 8, invitations to 5. sports and recreational activities, prize games 2.
2	Total partners: 12 partners	Total partners: 16 partners

Source: Author's 2023

Table 5. Match competitions (supporting teams at competitions) Visits. In summary.

<i>Match, competitions, marathons, skiing, running, and trail running, hockey championships, march etc. (Supporting teams at competitions) Visits</i>	
Total number competitions and other sports and recreational competitions and sports event	Total numbers of partners
22	30 partners with the Canton Sarajevo and Sarajevo and the Kanton Sarajevo tourist board.

Source: Author's 2023

On the territory of the municipalities of Sarajevo Canton, 22 competitions with 3 mass marches from the World, European, Balkan, and national championships and competitions were held in 8 months on the existing sports infrastructure and in sports facilities. The number of participants ranged from several dozen to several thousand. We do not have the cumulative number of visitors and spectators within the Canton of Sarajevo, because statistical monitoring of these figures does not exist. During the observed period, the Tourist Board of the Canton of Sarajevo achieved significant engagement in the promotion and support of sports tourism and the development of tourism in the Canton of Sarajevo, surrounding countries and at the international level.

The number of posts on the Facebook profile of the Sarajevo Canton Tourist Board, by month in posts related to sports and sports-recreational tourist content over 8 months. The table represents a summary of the total number of posts on the official Facebook profile of the Tourist Board of Sarajevo Canton: www.visitsarajevo.ba, posts related to sports, sports and recreational activities and sports tourism. The contents of the mentioned page covered the period from January 1, 2022, to September 1, 2022. Posts that had the same content with the same information and events were counted and entered as 1 piece of information.

Table 6. All realistically realized activities of the tourist board of the Canton of Sarajevo and its partners in the segment of tourism and sports and recreation tourism in the observed period.

Realized activities of the tourist board of the Canton of Sarajevo: By analysing all the collected information for the actual and realistically realized in the segment of tourism and sports and recreation tourism by the tourist board of the Canton of Sarajevo and its partners, all realized activities in the observed period were established:	
Projects / Fairs and promotions 17 realized projects, 8 international tourism fairs and 1 realized promotion.	Promotion of the tourist destination of Sarajevo Canton through attractive sports and recreation programs, 10 of them with 12 partners, along with 18 realized marking ceremonies, 3 promotions with 16 partners for the performance of sports recreation and sports festival programs.
Formation of a promotional team composed of top athletes and teams, 8 athletes and 11 sports clubs and 1 association.	Support for 22 competitions, 3 sports and sports recreation competitions with 33 partners of the Sarajevo Canton tourist board for a given segment of activities.

Source: Author's 2023

Table 7. Number of posts by the Sarajevo Canton Tourist Board on the Facebook social network by month and cumulatively related to sports and sports and recreation competitions and manifestations.

2022 year	Month	Number of days in a month	Total number of posts for the observed month	The number of posts during one day of the month (average for 1 day)
1	January	31	57	1,83
2	February	28	47	1,67
3	March	31	14	0,45
4	April	30	22	0,7
5	May	31	18	0,58
6	June	30	6	0,2
7	July	31	9	0,29
8	August	31	19	0,61
In total	8 months	243	192	0,79

Source: Author's 2023

The total of all announcements for 8 months was 192, on the official Facebook profile of the Tourist Board of Sarajevo Canton: www.visitsarajevo.ba .

The average number of announcements related to sports and sports and recreational events was 0.79 announcements per day, the highest average

number of announcements was during the month of January and the lowest during the month of June.

Analysis and interpretation of the results related to the activities of the tourist board of Sarajevo Canton realized through the Internet service - the YouTube platform.

Statistical data published in the research and report realized in 2021 (Pew Research Center survey 2021), related to YouTube, a platform for distribution and viewing of videos, brings the exact data that YouTube, globally in terms of frequency of use by users, is just behind the social network Facebook, while in the US territory, it is used more by users than the Facebook social network, accordingly the media platform YouTube, in the choice of place of order in terms of importance for the analysis within this work and the activities of the tourist board of the Canton of Sarajevo, it is positioned in second place. Regarding the content and functionality of the website of the Sarajevo Canton Tourist Board, it was established that there is an integrated field on the website with the official icon for the YouTube platform. It was established that by activating the YouTube icon space (via a computer or mobile phone), it is not possible to open the YouTube channel of the Sarajevo Canton Tourist Board via the website. It is possible to access the published content of the Sarajevo Canton Tourist Board directly through the YouTube platform by entering the word: Visit Sarajevo. By opening the channel of the tourist board of the Canton of Sarajevo, registered with

the tag in the form: @visitsarajevo7180 (the same has existed since 2017), it is evident that the channel has 151 subscribers. All announcements on the YouTube channel of the Sarajevo Canton Tourist Board in the period from January 1 to September 1 were collected. The mentioned period was chosen based on 3 identical criteria, as in the analysis of the work of the tourist board of Sarajevo Canton through the Facebook social network. The number of officially published videos on the corresponding channel of the Sarajevo Canton Tourist Board is understandably much smaller compared to the information and posts presented on the official Facebook profile of the Sarajevo Canton Tourist Board, because the number of posts is determined by the nature and concepts of speed of production, form and content creation that are intended for the Facebook social network and the YouTube platform. As the number of published video content of the official channel of the tourist board of Sarajevo Canton is much smaller compared to the corresponding Facebook profile, analogously, the conclusion is imposed that the "value" of posted video content for the tourist community of Sarajevo Canton has much greater value. The dimension of the value of published video works is reflected in two dimensions:

- the value of the actual realization of video content from the aspect of monetary and time resources
- the value of video content in promotion, visibility and quality, frame, topic, or the very focus of the video content

Table 8. The number of published video contents on the official YouTube channel of the Sarajevo Canton Tourist Board

Ordinal number	The name of the video content	Number of views
1	Visit Sarajevo - Time lapse - 352 views	352
2	Visit Sarajevo - Fulfill your bucket list	648
3	Visit Sarajevo - Winter in Sarajevo	422
4	Visit Sarajevo - Museums in Sarajevo	217
5	Visit Sarajevo - Old town Sarajevo - Where all the senses enjoy	170
6	Visit Sarajevo - Sarajevo Card - Visit , Enjoy , Share	56
7	Visit Sarajevo - Outdoor attractions around Sarajevo	113
8	Visit Sarajevo - European small Jerusalem	402
9	Visit Sarajevo - Festivals and other joyful events in Sarajevo - explore Sarajevo	129
10	Visit Sarajevo - Tourism for Inclusive Growth Growth	210
Total number	10	2719 Total number of views by users

Source. Authors 2023

The total number of published video contents in the observed period is 10. Published video

contents, when looking at the time required to view them, range in duration from: 3.55 minutes to

15 seconds. The total number of views for all 10 published video contents is 2719, which gives an average of 271.9 views by users. According to the data presented in the table, the number of 10 published video contents for 8 months brings a monthly average of 1.25 published video contents on a monthly level, which again entails the further statistical data that on a monthly level there are 339.9 views of published videos by users of work on the official channel of the Sarajevo Canton Tourist Board. For the sake of giving birth, video content created by a tourist guide with a registered channel under the label Samir channel , (uploaded to the YouTube platform on July 17, 2022, with a duration of 16 minutes and 13 seconds) that presents attractive tourist spots and landmarks of the city of Sarajevo under the name : "Walk through Bašćaršija - Sarajevo"; " Walk through Bašćaršija - Sarajevo, had over a million views, 1,588,670 to be exact. Regarding the realized activity of the tourist board of the Canton of Sarajevo, in the researched area of published video content via the YouTube platform for the duration of 8 months and through the analysis and comparison of the specific figures obtained, the claim can be formulated that according to the importance, reach and popularity of the YouTube platform, the number of published content by of the tourist board of Sarajevo Canton is small. It can also be stated that with the topics (titles) as well as the contents of the published videos, the official YouTube channel of the tourist board does not attract much attention from interested tourists.

Analysis and interpretation of the results related to the activities of the tourist community of Sarajevo Canton realized through the Instagram social network.

Regarding, the content and functionality of the website of the tourist board of Sarajevo Canton, it was established that there is an integrated field on the website with the official icon for the Instagram social network. It was established that by activating the space of the official icon for Instagram, (via a computer or mobile phone), it is possible to directly open the official Instagram profile of the Sarajevo Canton Tourist Board, via the website. All posts from the official profile of the Instagram social network of the Sarajevo Canton tourist community were collected, in the period from January 1 to September 1, 2022. The mentioned period was chosen based on 3 identical criteria, as well as the analysis of the work of the tourist board of Sarajevo Canton through the social network Facebook and a platform dedicated to the distribution and viewing of YouTube videos. According to the popularity of the social network Instagram (globally and locally), the choice in position and place in the order of importance for the tourist community of Sarajevo Canton, for the analysis within this work and the activities of the canton's tourist community itself, the social network Instagram is positioned in third place.

Table 9. Number of published video content on the official Instagram profile of the Sarajevo Canton Tourist Board

2022 year	Month	Number of days in a month	Total number of posts for the observed month	The number of posts during one day of the month (average for 1 day)
1	January	31	22	0.7
2	February	28	19	0.67
3	March	31	2	0.06
4	April	30	5	0.16
5	May	31	4	0.12
6	June	30	9	0.3
7	July	31	2	0.06
8	August	31	12	0.38
In total	8 months	243	75	0.3

Source: Author's 2023

The total number of published contents on the official Instagram profile of the Sarajevo Canton Tourist Board within the observed period (from January 1 to September 1, 2022), related to sports, sports, recreational competitions and events, and activities related to sports tourism, was 75. The total of all there were 483 posts on the tourist

board's Instagram profile for the observed period of 8 months. So that the percentage of posts dedicated to the activities carried out by the tourist board in promotion of realized activities related to sports, sports and recreation competitions, manifestations and activities related to sports tourism and tourism amounted to only

15.528% of the total number of posts by the tourist board of the Canton of Sarajevo related to the Instagram profile.

Analysis and interpretation of the results related to the activities of the tourist community of Sarajevo Canton realized through the Twitter social network.

Regarding the content and functionality of the website of the Sarajevo Canton Tourist Board, it was established that there is no integrated field on the website with the official icon representing the Twitter social network for the YouTube platform. So, it is not possible to access the official registered Twitter profile of the tourist board of Sarajevo Canton through the website. The contents published on the corresponding Twitter profile of the Sarajevo Canton Tourist Board can be accessed directly via the Twitter social network platform by typing the word Visit Sarajevo Twitter. In this way, you can access the official Twitter profile of the Sarajevo Canton Tourist Board: twitter.com/@visit_sarajevo. By opening the profile of the Sarajevo Canton Tourist Board, you can access the official website of the Sarajevo Canton Tourist Board, as is the case with the YouTube media platform and social networks Facebook and Instagram. For the purposes of research was also carried out, an analysis of the content on the social network Twitter in the period: from January 1 to September 1, 2022. The activity of the tourist board of the Sarajevo Canton, viewed through the activity of published content on the official Twitter profile for the above observed period, is almost non-existent. Namely, the official Twitter profile was registered by the Sarajevo Canton Tourist Board during January 2022 and has 46 followers. The total number of posts from that period on the Twitter social network is 25. For the purposes of this research, during a period of 8 months, there is only one retweeted post on the official Twitter profile, made by "Nada Includo Agency" from January 18, 2022, which promotes the visit Sarajevo through the accumulated experiences of representatives of that agency. The importance of adequate and optimal communication via the Twitter social network does not need to be emphasized (which is also the case with all other social networks and communication in general), reviewing the modest number of posts by the tourist board of Sarajevo Canton on its official Twitter account, 3 posts stand out. One of them is the information of the tourist board of Sarajevo Canton on its participation in the FITUR international tourism fair in Istanbul from January 24, 2020. The second transmitted

announcement of the European Film Academy on Twitter is the news that Jasna Đuričić, with her acting performance in the film "QUO VADIS, AIDA" directed by Jasmila Žbanić won the award for the best European actress for 2021. The third post, "Sarajevo is waiting for you, Mr. Pololikashvili", published on April 11, 2020, beautifully illustrates the possibilities of using Twitter accounts in promotion in an efficient, current and attractive way, which is optimally realized to achieve the set goal of the tourist board of Sarajevo Canton, for that period.

CONCLUSION

Legal and legal framework of activities of the tourist board of Sarajevo Canton

Analysing all collected information and exact data with figures within the framework of legal acts on establishment and operation as a legal framework for rights and obligations, we can conclude that the tourist board of Sarajevo Canton, established through valid legal regulations, operates in accordance with the law obligations. Through the observed area of legal obligations and valid legal regulations, and through the collected and analysed data, we can also conclude that the tourist board of Sarajevo Canton has a legal obligation to act more strongly on the plan of organizing all interested private and public stakeholders of the canton towards the establishment of the concept and then its synergistic realization through strategy for the development of tourism in the Canton of Sarajevo, through statistical monitoring in cooperation with the Cantonal Statistical Institute, the adoption of marketing and master plan documents as well as the plan for the promotion of tourism in the Canton of Sarajevo.

Quality of information and functionality of the official website of the tourist board of Sarajevo Canton

Based on the data collected, processed, and then analysed in this paper and related to the quality and functionality of the official website of the tourist board of Sarajevo Canton, a concrete conclusion can be formulated as follows. The tourist's first contact with the tourist destination of the Canton of Sarajevo is the website of the tourist board of the Canton of Sarajevo, which can only partially meet its purpose. Namely, the information in English does not accompany the information presented in B/H/S. Also, in general, many sections lack adequate information related to sports tourism and sports recreation services. There are

no statistical reports except for one. Accordingly, on the website of the tourist board of Sarajevo Canton, it is necessary to update all the information in English, to make a certain number of inactive fields usable. How important it is today and, in the future, to provide interested tourists with all relevant and up-to-date information via the official website should not be underlined.

The quality of realized communication/use of the social network Facebook via the official profile of the tourist board of the Canton of Sarajevo

According to the collected and then analysed information and exact data related to the realized activity of the tourist community of Sarajevo Canton through the social network Facebook, we can conclude without diminishing what has been realized that the level reached is insufficient. Especially when we consider the popularity of that social network. We do not have the cumulative number of visitors and spectators within the Canton of Sarajevo, because statistical monitoring of these figures does not exist. Through the research and analysis for the purposes of this work, it was not established that there was not a single publication, statistical data related to the realized activities of the tourist board of the Canton of Sarajevo and that they were presented through official information, a statement or a report made by the services of the tourist board of the Canton of Sarajevo, although this represents right and legal obligation of the canton's tourism board. So that the final conclusion related to the presentation of concretely performed and realized activities of the tourist board of Sarajevo Canton in the segment of support for sports tourism was not adequately accompanied or presented through the social network channel Facebook on the corresponding profile of the tourist board of Sarajevo Canton with a total of 192 posts in 8 months, especially when you take the cumulative number of all realized projects, fairs, competitions, sports and recreational events, the number of athletes and teams selected for the promotion of the tourist destination of Sarajevo Canton and the same realized during the researched 8 months for the purposes of this work.

The quality of realized communication/use of the YouTube platform, via the official profile of the tourist community of the Canton of Sarajevo

Based on the collected, processed and then analysed data in this paper related to the promotion of the quality, attractiveness and peculiarities of the tourist destination of the

Canton of Sarajevo via the Internet service - the YouTube platform, we can draw a final conclusion that the number of published videos of the Sarajevo Canton Tourist Board on its official YouTube profile is more than insufficient. The number of 10 posts of video content is very small, and they, all together, had a total of 2719 views by interested viewers, which is also small. How much more the tourist community of Sarajevo Canton can do in terms of positive big change, it is only necessary to integrate the experiences of the tourism workers of Sarajevo Canton in this segment. Example successful use in the promotion of the service through video content via a personal profile on the YouTube platform, a tourist guide from Sarajevo (Samir channel) who published 1 video content in the time frame intended for research for this paper, and it had over a million views is exactly that. Accordingly, by simply using such video content, while respecting the copyright of the creators of the same, it is possible to increase the visibility of the author of the video content and promote the offer represented and presented by the tourist community of Sarajevo Canton.

The quality of realized communication/use of the Instagram social network through the official profile of the tourist board of the Canton of Sarajevo

According to the collected and then analysed information and exact data related to the realized activity of the tourist community of Sarajevo Canton via the Instagram social network, we can conclude without diminishing what has been realized that the level reached is insufficient. As in the case of promoting the services and offers of the tourist destination of Sarajevo Canton via the social network Facebook is insufficient. How credible is the stated conclusion, using the exact data and information that was created as a result of this research as a cross-section of established facts about the actual work of the tourist board of Sarajevo Canton for 8 months, which should have been adequately presented via the Instagram social network:

Summarized everything and realized with the concrete support of the tourist board of Sarajevo Canton, represented a concrete space for creating attractive and exact information and announcements through the Instagram social network, on the corresponding official profile of the Sarajevo Canton tourist board on that social network. For a period of 8 months, the tourist board of Sarajevo Canton published a total of 75 announcements related to sports, sports, and

recreational activities in that time frame. Considering the fact presented in this paper that Instagram is a social network that is constantly growing in popularity among the younger segment of the population, that professional and amateur sportsmen and women are of a younger age, the number of posts by the tourist community of Sarajevo Canton on the Instagram social network is more than symbolic. Especially if the facts and numbers of all activities are considered, how much the tourist board of Sarajevo Canton did and realized during the 8 observed months intended for this research. Just implemented, projects, promotions, fairs, competitions, sports, and recreation manifestations, etc., listed in this conclusion, in the sum of all of them, the number of them exceeds 100 related to sports tourism, and on the social network Instagram, the tourist community of Sarajevo Canton has placed 75 posts on to your official profile on that social network.

The quality of realized communication/use of the Twitter social network through the official profile of the tourist board of the Canton of Sarajevo

According to the collected and then analysed information and exact data related to the realized activity of the tourist board of Sarajevo Canton through the social network Twitter, we can conclude that the activity of the tourist board of Sarajevo Canton is almost non-existent. The conclusion reached is reflected in the following facts: on the website there is no link or active field with the official mark for that social network (the icon of the official mark for the Twitter social network). For the observed period related to this research and work, only one transmitted

publication was established. On the Twitter social network. From the moment of registration of the official profile of the tourist community of Sarajevo Canton at the beginning of 2022 to 2023, a total of 25 announcements were made on the Twitter social network. More than symbolic, considering the number of realized sports competitions, manifestations and activities related to sports and sports recreation tourism, supported through the activities and work of the Sarajevo Canton Tourist Board. Taking into account the individually reached conclusions related to the realized activities of the tourist board of the Canton of Sarajevo in the investigated period within a time frame of 8 months in the area: "Analysis of the work of the tourist board of the Canton of Sarajevo through the website and social networks on the promotion of sports tourism and tourism", we can establish a general conclusion as the final result of this research in the specified space and time frame of the research.

General conclusion

The Tourist Board of Sarajevo Canton does not have a fully functional and updated website. Realized activities related to all sports competitions, all realized activities, fair projects in sports and sports recreation tourism in full or partial support of the tourist community of Sarajevo Canton, is more than insufficiently accompanied by adequate, announcements on social networks and Internet platforms available the tourist board of the Canton of Sarajevo, neither in terms of quality nor in terms of the quantity of announcements and published information.

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