



Tourism, Ecotourism and Traffic Alliance

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Received: September 26, 2022

Revised: March 15, 2023

Accepted: April 25, 2023

Keywords:

Tourism;
Ecotourism;
Traffic;
Tourist experience;
Alliance/cohesion



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Abstract: *This chapter primarily clarifies the relationship between tourism and traffic. One of the most important accompanying phenomena of tourism is the development of traffic; they support each other to allow access to tourist attractions. However, the link between tourism and traffic is unique in that it involves not only transportation but also an experience related to sightseeing and various modes of transportation. The paper aims to present the role of various modes of transportation in tourism, including transfer to protected areas, as well as the cohesion between tourism, ecotourism, and traffic. Several demonstrative examples of traffic development under the influence of tourism from around the world, as well as from Bosnia and Herzegovina, were chosen. Tourism and traffic are the two major contributors to global connectivity, while also providing unique tourist experiences with profound intrinsic value.*

1. INTRODUCTION

Traffic infrastructure represents the most important form of infrastructure for the tourist sector, as it serves to connect the tourist-geographic areas and tourist facilities (attractions, accommodation and others), and produces some other specific forms of tourism implications as well (e.g. an experience).

„Traffic is the totality of translocations of humans and goods. Generally, it is about conveying objects (passengers, goods) from one area to another (short or long distance) by any means of transportation (car, bus, train, airplane, ship) with the reason (holiday, business and other)“ (Pechlaner & Hammann, 2006). Transportation is one of the basic elements of tourist infrastructure.

Transportation infrastructure implies the installation of structures that are essential for transport: roads, airlines, waterways, terminals such as airports, railroad stations, bus stations, warehouses, and stations for the fuel supply of vehicles.

Pechlaner and Hammann (2006) stated that there was a narrow connection between tourism and traffic, as the world's tourism increased the demand right in the transportation sector. From the aspect of tourism, the most important factor in traffic is passenger transportation (air, road, railroad, water).

Tamrat (2016) stated that without the organization and functioning of the transportation system, which includes a network of roads and different modes of transport (cars, aircraft, ships), tourism development and effective use of tourism resources of destination is not possible. Transportation is directly connected to tourism development, and two modes of transport: air and road transport play a vital role in the expansion of international and domestic tourism.

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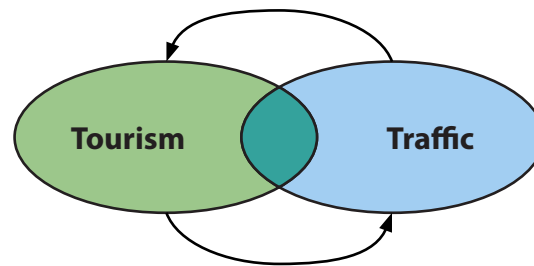


Figure 1. Correlation of tourism and traffic

Source: Pechlaner & Hammann, 2006

2. METHODOLOGY

This paper aims to investigate the relationship between tourism, ecotourism, and traffic. To be more specific, the objectives are as follows: a) the role of various modes of transportation in tourism; b) the impact of tourism on traffic development and vice versa: the effects of traffic on tourism expansion; c) identification of relevant traffic parameters related to tourism access; d) eco-tourism impact on special transportation development, and the effects of traffic on protected area development with the increased access to nature; e) traffic impact on tourist experience (intrinsic value). Primary and secondary sources were used to achieve the objectives. For the primary sources, the fieldwork was conducted in Sarajevo, including visitation to protected areas in the surrounding mountains (e.g. Trebević); observations, image documentation, and interviews were used. Secondary sources are scientific journals and institutional documents (e.g. spatial legislation, etc.). The tourism-traffic alliance is perfect because they influence each other in both directions: tourism stimulates traffic growth, while traffic drives tourism, as demonstrated by several relevant examples from Bosnia and other parts of the world mentioned in this paper.

3. TOURISM AND MODES OF TRANSPORT

As stated by Tamrat (2016), air and road transportation have vital importance for the expansion of tourism in the world. According to the EEA (2013), tourism is a major driver in the transportation sector - in 1996 tourist travel took 9% of kilometers traveled. An average EU citizen travels 1800 km annually for tourism. Tourist travels make up 70% of air traffic.

Lumdsom and Page (2004) presented the UNWTO data, with which they demonstrated the influences of different modes of transport on global tourism:

- International air passenger transportation: 43% of international tourist travels;
- Road transportation: 42% of tourist travels;
- Rail transportation: 8% of tourist travelers;
- Sea transportation: 7% (Page & Ge, 2009).

From the above-mentioned data, it is noticeable that air and road transportation plays an almost equally essential role in the realization of tourist travel, however, air traffic is still leading.

According to the latest data from UNWTO (2020), passenger transportation amounts to 255 billion USD and makes up 7% of global exports, respectively 28% of the world's service exports. Participation in recreational travel in the period from 2000 to 2019 increased from 50% to 55%; participation in air travel increased from 46% to 59%; road transportation declined from 49% to 35%.

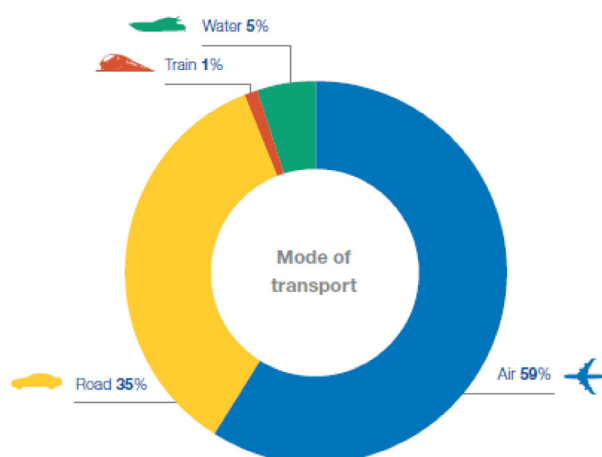


Figure 2. International tourism according to transport mode (2019)

Source: UNWTO, 2020

According to the above diagram, „air traffic“ is the most dominant mode of the world’s tourism today, as it participates for 59% of the total structure of tourist travel.

In the example of Bosnia and Herzegovina it is noticeable that international road traffic is the most represented in the structure of transported passengers, and is immediately followed by air transport and, finally, railway transportation:

Table 1. Structure of passenger transportation as per the mode of transportation

	2014	2019
Air transport	956.864	1.919.592
• <i>Airport Sarajevo</i>	709.901	1.143.680
• <i>Airport Mostar</i>	67.974	32.866
• <i>Airport Tuzla</i>	151.353	593.050
• <i>Airport Banja Luka</i>	27.636	149.996
Road transport (000)	19754	14053
<i>Urban & suburban</i>	53,3%	46,7%
Cross-border (entries)	19.736.738	25.379.051
• <i>Foreign</i>	63%	61%
• <i>Across BiH-Croatia</i>	14.718.964	18.690.294
• <i>Across BiH-Serbia</i>	4.292.482	5.688.180
• <i>Across BiH-Montenegro</i>	725.337	1.000.577
Railway transport (000)	528	657

Source: Žunić, 2022

As is seen from the above table for Bosnia and Herzegovina, in the period from 2014 to 2019, number of the travelers transported utilizing air and railway transportation increased, while it is in decline with road transportation. The number of border entries also increased, but the participation of international travelers relatively declined from 63% to 61%; though, it is still bigger than the participation of domestic travelers. In the structure of border turnover (entries), they considerably lead concerning Bosnia and Herzegovina’s and Croatia’s (EU) border, even 76%. The mentioned data for Bosnia and Herzegovina additionally testify to the dominant role of international air transport in tourism (there are no domestic flights), as the number of transported passengers increased from 956.9 thousand to over 1.9 million, and generally has a positive trend. This indicates an increase in the significance of Bosnia and Herzegovina as the world’s tourist destination, at the same time particularly Sarajevo, whose Sarajevo International Airport participates with over 60% of the total number of passengers transported by air transportation in BiH.

How much the tourism incites traffic, is best seen in the example of the introduction of additional seasonal types of transport, especially during summer tourism season: „charter“ flights linking, for example, Sarajevo with the seaside destinations (Antalya, Hurghada, Tunisia) or with destinations of the Near East (UAE, Qatar, Kuwait, KSA) primarily for arrivals of Arab tourists, train Sarajevo-Mostar-Ploče on the south route towards the Adriatic Sea, intensified bus lines towards the Croatia and Montenegro coast, etc.

4. TOURISM AND TRAFFIC CORRELATION PARAMETERS

The correlation between tourism and traffic is manifested in several aspects:

- a) Traffic transfer of passengers: from/to and inside the destination;
- b) Quality of transportation;
- c) Diversity of transportation (forms);
- d) Link with tourist localities and potential experience;
- e) Connecting and development areas along the tourist corridors;
- f) The volume of transportation and tourist turnover;
- g) Local and global connections.

Pechlaner and Hammann stated that, from the tourists' perspective, there was a difference between traffic from/to the destination, as well as through/in the destination. There are possibilities that the traffic influences tourist departures and arrivals, for example:

- Offering special service packages/arrangements (e.g. with a ticket for a concert the bonus is a free use of public transportation);
- Implementation of price control mechanism (e.g. offer of low-cost airlines);
- Offer of certain services (e.g. renting cars).

When it comes to transportation to the destination (e.g. distance from hotel to ski-lift), it can also impact the traffic, for example:

- Restructuring a destination so that distances between localities of tourist attractions are limited to a minimum;
- With a change of habits in tourist arrivals (e.g. the day of arrival to the hotel is Sunday instead of Saturday);
- Making public transportation more attractive;
- Enabling alternatives to car use (e.g. by installing footpaths and cycle tracks) (Pechlaner & Hammann, 2006).

Accordingly, tourism induces traffic infrastructure development and the link of geographic and tourist areas, as a factor of availability and link it is a main precondition for valorization and exploitation of tourism resources. Each destination endeavors, first of all, to fulfill this „precondition“ for its tourist development. „Timothy emphasized that the local developmental initiatives were related to installing road communications“ (Petrič, 2007).

Potential indicators of improvement of traffic infrastructure in the destination parallel to tourism development can be identified as follows:

- expanding, renovating and modernization of existing traffic infrastructure and superstructure (transport network, traffic signalization, means of transport);
- improvement and development of local, regional, motorway and international roads (highways);

- prioritized repair of damaged sections and asphaltting of macadam roads, construction of links (additional branch roads) and bypasses for accessibility of PLA and other;
- route design and construction of highways, additional links or bypasses and alike;
- connecting to the most important road (and also tourist) corridors (highways and others) and accompanying development of areas that are located along them;
- improvement of traffic signalization, particularly tourist signalization;
- construction of tunnels (primarily in mountainous areas), bridges and viaducts, lifts and cable cars, as an essential link and at the same time road shortcuts (exemptions in access with saving energy and time);
- expanding capacities of the parking area, particularly the tourist parking;
- the arrangement, expansion and modernization of roads, particularly the international arrivals terminals, turntables and ports;
- diversification of types of transport (highway/road, rail, water, air, telecommunications; eco-friendly transportation), especially of thematic types of transportation with tourist purposes (charter flights, transfer from/ to airport and other);
- incites development of alternative types of transport (footpaths and cycle tracks, a carriage and alike);
- regulating the performance of urban public transport and increase of its attractiveness (expanding capacities, diversification and inclusion of thematic-tourist types of transport; signalization; obligatory adherence to timetables and others);
- increase in international cooperation and establishment of relations and communications with external operators (through the construction of capacities and different modes of tourist-road exchange and alike);
- introduction of seasonal lines with different transport modes (air, road, then water and rail as well);
- development, modernization and increase in services in the sector of telecommunications (post office, telephony; media, TV, the Internet);
- easier and more cost-effective use of traffic for transportation from, to and through/in the destination;
- use of certain modes of transport not only for transfer but also for experience (e.g. cable car, ski-lift, eco-train, and others).

With tourism development, traffic „networking“ and „connecting“ brings the local population (and visitors) a direct benefit regarding more quality and efficient transport in destination, as well as generally concerning connectivity with more distant geographic areas: „destination is reached faster and easier“, and „time“ is a valuable category in tourism. „Tourist destinations must be successful and accessible so that the community has benefits. Tour operators must invest in the infrastructure and telecommunications of local communities in the surroundings. This includes management and construction of roads, promotion of sustainable transport from to protected areas, and construction of communication network: fixed telephones, mobile phone charging stations, the Internet, etc. The importance is right in connecting tourists and the world with local villages and protected areas“ (Leung et al., 2015).

5. DEMONSTRATIVE EXAMPLES OF THE RELATIONSHIP BETWEEN TOURISM AND TRAFFIC

Žunić (2012) gave an example from the Austrian Alps villages, which were on the „margin of development“ in the middle of the 20th century, in depopulation and isolated areas (especially in winter), with stagnation and recession of agricultural production, etc. With the realization of the

national strategy for the development of the depopulation areas, the rural space of the Alps has been revitalized by developing rural tourism and complementary activities, as well as with the construction of traffic and community infrastructure, so that these villages are currently well connected with major centers and alike. Rural tourism makes up 1/6 of the total tourist supply of Austria (1990-2000). In the strategy of development „Rural development program of Austria for the 2014-2020 period“ (European Commission, 2014), it was stated that Austria had 80% of rural area, in which even 66% of the population of this country lives. This datum additionally testifies that rural areas in Austria are presently equipped with all needed community, traffic, and other infrastructure; in addition, they enable normal living conditions. For the European Alpine space - the Alpine tourist region, tourism represents a strategic branch of the economy, as it generates about 50 billion EUR of annual turnover and enables 10-12% of jobs, and possesses numerous competitive advantages in tourism (good communications; natural and cultural potentials; the world's popular rural and ski-destinations; organized tourism; strong marketing; and other).

Tamrat (2016) gave an example of the Lake Tana region - biosphere reserve (Ethiopia), whose modern tourism started in the 1940s parallel to the development of traffic and other infrastructure during the Italian occupation (1936-1941) when motor ships and multipurpose buildings were introduced, which later developed to hotels.



Figure 3. The Lake Tana region (Ethiopia) - tourism development is initiated by the development of traffic in the 1940s of the past century and has a permanent influx of foreign and domestic tourists

Source: Google Maps, 2022

In the mid-1940s, Ethiopian Airlines, international and intercontinental airlines, connected strategically important cities Gondar and Dire Dawa and tourist places with Addis Ababa, the capital of Ethiopia, which soon became an international conference center. Thus, the connectedness of Bahir Dar and Addis Ababa with air and road transport ensured a constant influx of turnover of international and domestic tourists in the mentioned region. Today, the biggest airport in Ethiopia- Addis Ababa ADD has 22 million passengers annually.

In the example of Sarajevo and Bosnia and Herzegovina, one of the strategic goals of the traffic, and at the same time of tourist and economic development of the country, is the construction of the corridor Vc highway, multimodal (road and rail) Pan-European transportation corridor (E73) connecting Hungary, Croatia and Bosnia and Herzegovina on the section Budapest-Osijek-Sarajevo-Ploče. In the Spatial Plan of Canton of Sarajevo for the period 2003-2023 (Development Planning Institute of the Sarajevo Canton, 2006), it was stated that tourism development was conditioned with transportation network development and that Corridor Vc has a special significance as a main factor of integration of the Sarajevo Canton and Bosnia and Herzegovina into the European traffic routes in the north, and with the sea in the south.

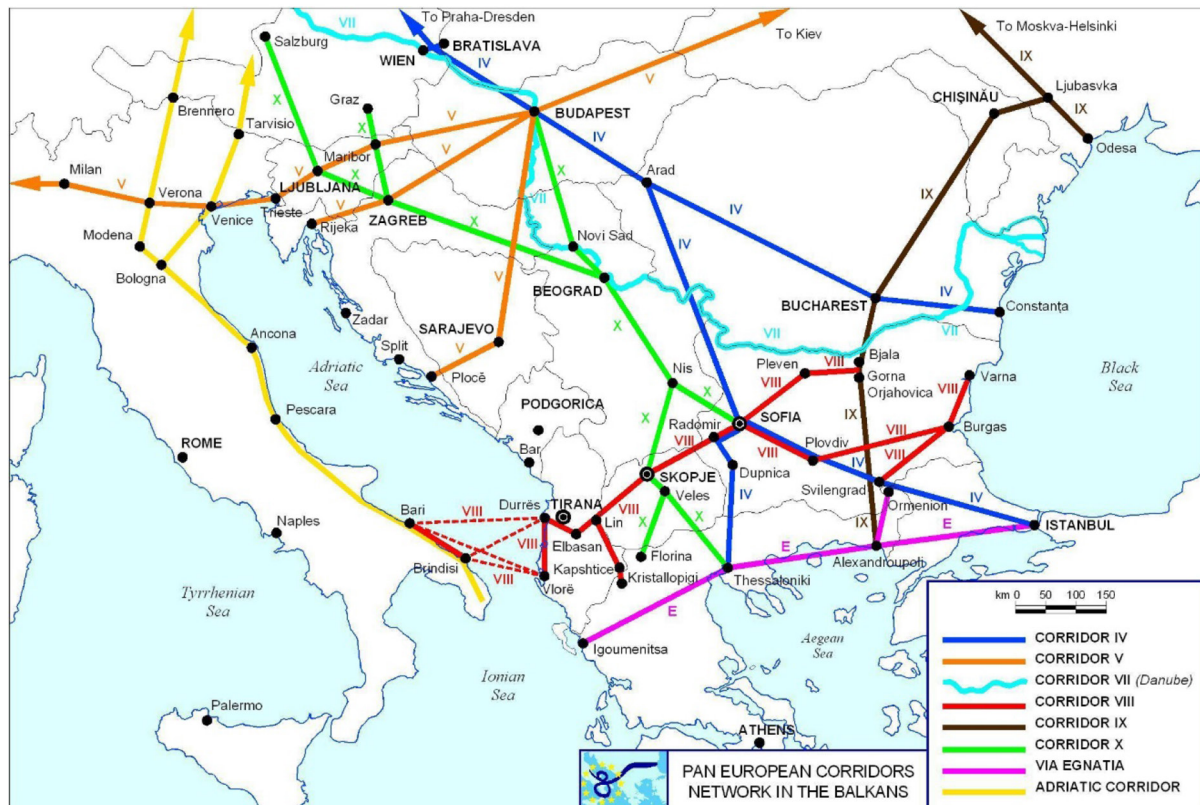


Figure 4. Position of Sarajevo in the Pan-European corridor network of the Balkans and Europe with recognized tourist importance of corridor Vc- main link of Central Europe and the Adriatic Sea

Source: Žunić, 2017

Corridor Vc would considerably improve tourism development and the tourist position of Sarajevo, because it would have a huge gravitational influence and dual character, as a major connection of Central Europe and the Adriatic Sea (the Mediterranean), and as a driver of the development of numerous areas that are located along the corridor, in which traffic connections will grow, catering and tourism.

6. THE RELATIONSHIP BETWEEN ECOTOURISM AND TRAFFIC

Infrastructure and telecommunication impacts of ecotourism can be measured through access to recreation areas, PLA, or sources of income. The relationship between traffic and eco-tourism is seen in the example of valuable areas with more favorable traffic-geographic locations, as they have better predispositions for a sooner nomination of directed protection and tourist development. For example, the protected area NP Una (BiH) has a favorable traffic position for

tourism development, as it is located in the direct vicinity of the city center Bihać is 180 km far away from Zagreb (RC), and is well connected with the main tourist-road corridor connecting Central Europe and the Adriatic Sea, which (in addition to fundamental motives: rich natural diversity and other) has initiated its protection and directed development, as well as tourist exploitation (since 2008). Parallel to this, improvement of the traffic infrastructure primarily for tourism is one of the preferred objectives of this area, so its arrangement and modernization have been planned; basic road infrastructure, which enables normal communication for local communities and park visitors, has been established, an extension of roads and parking lots, construction and reconstruction of roads and paths, improvement of telecommunications connection, waterways, the introduction of ecologic types of transport, restructuring the purpose of transportation in tourist purposes (e.g. tourist instead of a freight train) and alike. Within the National Park, the Rotary tourist train operates with open wagons and panoramic sightseeing on the section Bihać-Martin Brod (manifestation „Along the emerald valley of the Una river“), and a cable car is currently being planned which will connect Kulen-Vakuf with the medieval town Ostrovica, etc.



Figure 5. The Tourist Rotary train – panoramic sightseeing - “along the emerald” valley of Neretva

Source: *Poslovne novine*, 2018

The tourist train "Rotary" crosses the border several times in the Una Canyon, passing through Bosnia and Herzegovina and Croatia. The tourist train concept promotes both tourism and the restoration of the Una railway's interrupted traffic. The tourist train in National Park Una's purpose is to open communications, attract tourists from all over the world, and revitalize the area that was left without railway transport. According to the *Sarajevo Times* (2016), during the weekend, the train transports over a hundred domestic and foreign tourists.

Tourism growth in the capital of Bosnia and Herzegovina has recently induced also the revitalization of the Sarajevo (Trebević) cable car (was first built in 1959; reconstructed in 2018), which connects Bistrik (583m of altitude) with Vidikovac at Trebević (1160m of altitude), and currently represents one of the main, extremely profitable and prosperous attractions because the revenues from the cable car are reinvested into new tourist projects and further tourist development.



Figure 6. Sarajevo cable car – winter escape from the foggy city to clear mountain locality -LPA Trebević- near Sarajevo

Source: CA - Authors' collection

According to the data of the [Internal Archive of Public Enterprises and Institutions of Protected Areas in FBiH \(2022\)](#), the basic assessment of the number of visitors in the "Trebević" is based on the number of users of the Trebević cable car and the occupancy of the existing parking spaces. This area is visited by over 1,000,000 visitors per year, with cable car transportation alone accounting for approximately 400,000 visitors.

Therefore, the tight connection between the protection of natural heritage, tourism, and traffic, which mutually incite development, is indisputable. In addition, each successful tourist destination should have a well-developed traffic infrastructure and superstructure, as a precondition for a pleasant stay with the rational saving of time, even an experiential event as well (if it relates to unusual types of transport).

7. TOURISM AND TRANSPORTATION-SPECIFIC RELATIONSHIP

In the context of the previous statements, and particularly regarding special transportation modes and/or eco-transportation, such as „panoramic train“, „panoramic and adrenalin cable car“ and other, specific relationships of tourism and transport can be understood, which was discussed by [Page and Ge \(2009\)](#), explaining that transport had the double effect:

- a) "useful transport", and
- b) "tourist value".

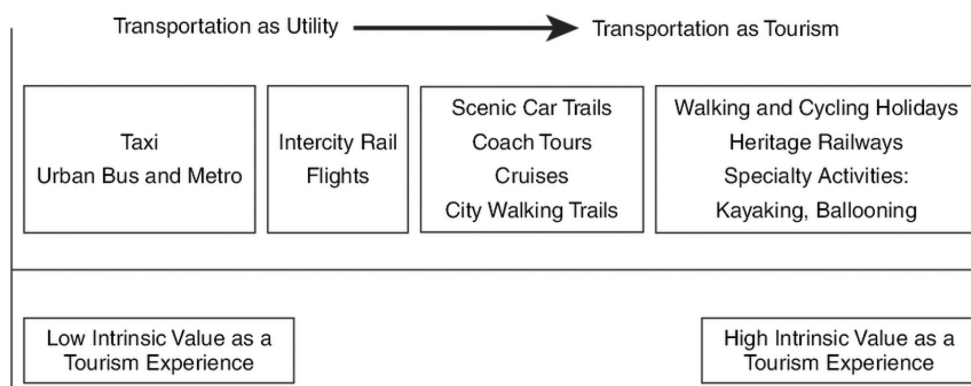


Figure 7. Continuum of tourism and transport

Source: [Page & Ge, 2009](#)

As it is noticeable from the presented diagram (Figure 7), depending on the means of transport that a certain destination or particular region possesses, it is possible to experience transportation as a „standard benefit“ in the sense of more efficient transport from one to another point, but also as a „tourist value“ when certain aspect of satisfaction, adrenalin and pleasure come with the transport, as the main destination of tourist attractions and entertainment is reached using transport, or because there is a possibility of panoramic sightseeing along the full route and alike.

In the first case, *standard benefit* produces a low intrinsic (inner) tourist experience, notably it can also have a different scale of satisfaction, because it will be higher if, for example, some urban tourist destination offers more different transport modes for convenience and saving. For example, Vienna as one of the most desirable urban destinations has an extraordinary transportation system: tramway, underground railway, train, bus and other.

In the second case, *special types of transport*, particularly the transportation intended for ecologic and tourist purposes produce a high intrinsic tourist experience (adventure), as they are connected with the forms of classical tourism, rest and recreation. For example, Sarajevo is famous for the first tramway in Europe, so its simulation for the tourist purpose (figure 8) enabled tourists to experience the ambient of that time, but the Sarajevo cable car (figure 6) also represents a unique experience with spectacular view on Stari Grad and the wider urban area of Sarajevo – “the European Jerusalem”.



Figure 8. Simulation of the tramway from the Austrian-Hungarian period in Sarajevo

Source: CA- Authors' collection

8. FUTURE RESEARCH DIRECTIONS

There is no doubt that the partnership of tourism and traffic is the main cause of the transformation of the world into a global village. Tourism also incites the protection of natural and cultural heritage, and localities that are part of the world's cultural and natural heritage (UNESCO, IUCN) are, at the same time, the most popular touristic places. For this reason, in particular, many countries will continue with investments in green sites that are economically sustainable and profitable, and funds are reinvested into new tourist projects and further tourism development. Sustainable transport modes concerning protected natural areas form a unique tourist experience and adventure, and increase attractiveness, but also revenue (from the sale of tickets and alike). Tourism,

ecotourism and traffic are tightly connected and represent contemporary development trends because they are the focus of strategic action and planning in numerous areas of the world. The specific relationship between tourism and transport is particularly reflected in relation to protected areas, thus the paper clears the way to research such issues. The influence of the COVID-19 pandemic has considerably shaken the tourist sector, but it initiated, at least, domestic tourism development, as well as the development and improvement of local roads, which can also be the subject of some new research. Through demonstrative examples from the world, also from Bosnia and Herzegovina, it is possible to follow the further course and development of events in the field of tourism, ecotourism and traffic, respectively what alternative transport modes will infiltrate certain areas, in what way some country will develop its tourist-traffic links and other. The correlation of tourism and traffic, parallel to tourist experience and adventure, is always and again a current issue, as there are huge differences in traffic organization and accessibility of different regions of the world, as well as essential differences in the degree of their reflection on tourist satisfaction. Positive examples are the most convincing arguments for further incitement of tourism and traffic, as well as the introduction of new protected areas.

9. CONCLUSION

The alliance and cohesion of traffic and tourism is indisputable, as there is no tourism without traffic connectivity and accessibility of tourist localities and the existing openness of roads cannot prevent movement of humans and tourism development. Tourism incites the development of railway network and traffic infrastructure, as well as the development of alternative and eco-friendly methods of transport (eco-train, cable car, and others), but also the revitalization of historical forms (e.g. simulation of the first tramway in Europe-Sarajevo). The specific connection of tourism is particularly reflected concerning protected areas due to alternative transport modes, as well as impressive landscapes. Tourism contributes to better connecting marginalized areas of development (villages, nature and wilderness and alike), also to global connecting of the world. Tourism incites traffic development permanently, by forcing air transport in connectivity of remote destinations, particularly during the warmer part of the year in the holiday season, when tourist movements are the most extensive at the same time. The state authorities and tour operators organize charter flights in various lines, and their number is bigger when the country is more developed and recognized as the world's destination. The organization of charter lines also reflects the country's political connections and cooperation between particular countries (e.g. big number of flights from Bosnia and Herzegovina for Turkey and the countries of the Near East). Right behind air transport is road transport, which has somewhat less expressed seasonality of tourist movements, as the people travel permanently for different reasons (education, business, health and other). Transport in tourism, especially if it is diversified, has multiple importance: need, discount, time and money saving, satisfaction, and a unique experience.

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