

Perspective of BiH Tourism as a Segment of World Tourism

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Tourism is one of the most important drivers of economic development in the world, and probably the only activity that connects peoples and countries without any prejudice. This is one of the main reasons why tourism is developing at a faster pace and is becoming a more modern activity for man. Proper positioning in a dynamic and competitive tourism market is conditioned by the monitoring of current trends that identify demand trends, new market opportunities, areas of potential investment, and infrastructure needs. Tourism as a business promises much for the whole economy. Man is increasingly investing his efforts to improve both supply and demand in the sector. The tourism development strategy deals with the future as a long-term tourism development plan has already been drawn up at least several years in advance. The offer is more modern and anyone who wants to see, learn, recreate, or just take a good break comes across a wide range of offers. Tourism used to be only for the selected class of society, and today and in the future it will provide much to the average person. Today's world trend allows for what was once unimaginable, so today travel agencies have to offer New Year's Eve in a spacecraft, and who knows what else the future of tourism has in store for us? The purpose of our work is that tourism must become one of the main drivers of development in the areas of BiH in which it has so far been marginalized and use its full potential. The entire territory of BiH has an extremely diverse and preserved natural and cultural tourism potential, which is a valuable legacy that must be preserved and protected in order to contribute to tourism development in the long run. The aim of this paper is to create an image for the development of a quality, modern, and innovative tourism offer, to get acquainted with the novelties in the world tourism offer, and thus to bring BiH into the leading tourist countries. The next chapter deals with the vision of tourism in the future, the views on megatrends, and their reflection on the future development of tourism. The paper also deals with the recent changes in the supply and demand market, describes the formation and detection of segmentation of the tourism market. In this paper we will try to bring you closer to what destination management is and its purpose as well as tourism trends of the future. Selective forms of tourism, cultural tourism, long-distance tourism, alternative tourism, space tourism will be addressed, up to the modern accommodation offer.

Keywords: tourism, tourism strategy, development, tourist segment, positioning

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Introduction

Tourism in a Global Perspective

In a short period of time, from the World War II until today, tourism has become a global phenomenon and certainly the most widespread phenomenon in the world. Today, tourism is the world's "leading industry", with over 700 million people joining international traffic, spending about \$650 billion annually. Globalization processes favor the development of tourism. The globalization of international tourism is visible first within the larger and more developed regional groups, but it also covers developing and transition countries.

Futuristic Views on Tourism

Predicting the future, including tourism, is by far the most gratifying today than ever before. We live in an "age of uncertainty", so perhaps this is the reason why, since the early 1960s, the futurologist's efforts to penetrate into the future of man have been felt.

Tourism, becoming an integral part of the life-pattern of modern man in recent decades, has become an area of futuristic reflection. There are different scenarios for predicting the future of tourism. Opinions are presented which go according to the complete criticism and pessimistic forecast of tourism, to those who optimistically project the future, and see tourism as a universal mass movement of humanity that still needs to be humanized, to make development better "sustainable".

Authors like Krippendorff see the "path to a new society" in changes in the value system. A "leisure culture lifestyle" will be formed that will change the life pattern of industrial society.

The new life pattern will be characterized by the following characteristics, which will also be reflected in the sphere of leisure and tourism:

- own activity (instead of passivity and other people's experiences);
- spontaneity (instead of total organization and planning);
- social contacts (instead of isolation and loneliness);
- relaxation (instead of stress and strain);
- leisure (instead of dissatisfaction and constant competition).

While Laurant, in his vision of future vacations, emphasizes "to develop, i.e. to realize yourself in 'liberated' activities, and to get rid of the guilt of passive pleasure."

"The Holiday Revolution", the author sees as a social project to be accomplished in a way that acts on:

- suppressing the profitable logic of vacations;
- organizing and managing vacations;
- operationalizing "self-management" on vacations, "vacations a la carte";
- suppressing the logic of "recreation engineers", and;
- affirming freedom in deciding how to use vacations.

Future Scenario for Tourism

The projections for the future of tourism are mainly based on two sets of assumptions.

The first one is trend interpolation. The latest World Tourism Organization forecasts made in 2016, which are based on trends in the development of international tourism traffic by 2026, predict an increase in international travel from 2016 to 2026. With the growth of international tourist traffic, significant structural changes will occur, but Europe will still retain a relatively largest share of around 45% of world tourist traffic. Trends highlighted by the World Tourism Organization also respect important determinants that limit or

encourage tourism development, such as: globalization, social and demographic changes, ecology, human resources, tourism policy, market, technology, and economic trends. It is basically an economic approach that seeks continuous growth to achieve sustainability, and the mechanisms that will ensure “sustainable tourism development” in this approach are taxes on pollution and rents for the use of natural resources, and a well-developed system for protecting and anticipating potential adverse impacts.

A holistic approach and sustainable development in the perception of a “new life pattern” is measured not by the parameters of economic growth, income, number of tourists, and cash income or expenditures, but rather by the economy of resources, especially natural resources, i.e. reducing the physical volume of resources used in the development process and thus reducing degree of environmental pollution. This assumes an appreciation of the totality of the human environment, i.e. the physical, biological, and social environment. How much a change in life pattern and globalization will contribute to a change in understanding can only be speculated today. The problem of changing perceptions as a constraint on sustainable development is useful to illustrate with the thoughts of two well known scientists. Keynes warned his followers that the problem lies not in “embracing new ideas but in abandoning old ones”, and Nobel laureate F. Hayek considers “an irony that economists of his time are urged to solve the same problems that they themselves helped to create”.

Megatrends and Their Reflection on the Future Development of Tourism

The reflection of megatrends on the concept of tourism development can be observed in several areas, of which we distinguish three basic ones:

(1) In the area of human needs that tourism meets, we notice: mass, package-arrangements, high concentration of tourists, mass production of services, separation of tourists from the cultural environment that they visit, desire to participate in tourist flows to emulate, etc.

(2) An area of tourist offer is adapted to the principles of industrial production in terms of business and development philosophy and way of functioning. These are: (a) mass production, (b) high standardization, and (c) concentration. Such supply seeks to adapt to demand in such a way that it does not substantially change the mode of reproduction that operates on the principles of industrial propulsion and the laws of mass production.

(3) Finally, tourism development is based on massive and uncontrolled consumption of the natural base. In many places, this has caused a threat to the natural resource on which the entire tourist offer stands and grows.

New needs call for communication between two types of culture and/or two cultural levels, those from which the tourist comes and those where he leaves. If these two cultures or cultural levels are approximately at the same level, their communication is easier and more successful. In this direction, a more humane but more efficient conception of tourism development will be formed.

Countries and areas whose conception of tourism development does not follow global development trends, i.e. it does not direct tourism development so that differences in cultural levels of the native population and tourists complement each other, and in the service itself pervades the originality with the richness of modern production, face a number of development problems. These problems in development practice are manifested in the high representation of low purchasing power tourists who are just entering the sphere of leisure and tourist reaction and cannot objectively pay for the price of a modern structured tourist service, which is reflected in the low average consumption of tourists. In such environments, tourists from the middle and upper classes of purchasing power are rare and mostly come from curiosity or special arrangements (e.g. part of boaters), but also spend a little because of the poor supply.

Trends of the International Tourist Market

Changes in the Supply Market

A completely new situation has emerged in the international tourism market over the past 10 years. The development of technology brings about changes in the structure of the market and the application of marketing, which facilitates the process of concentration of the subjects of supply. Under the pressure of increasing competition and competition for a place in the market, bidders are entering into vertical and horizontal integrations, enabling them to compete in price and quality. The Internet facilitates comparability of destinations and prices, shortens the time it takes to gather information and enables booking. Standardization at different levels of price/service ratios is increasingly present in the hotel industry. The attractiveness of standardization from a customer perspective is based on several advantages: efficiency, ability to calculate costs, comparability, predictability, and control. There are also various strategies for specializing accommodation: all-inclusive, wellness, romantic, club, artistic, gourmet, single, naturist, tennis, golf, horseback riding, for babies and children, etc. Classic tourist facilities no longer play an important role in the offer.

Competitiveness in the global capital investment market in tourism is increasing, and as capital flows more and more globally, competition between destinations in this field is increasing.

Changes in Demand Market

The main motives of the trip are bathing, rest and culture, and an increasingly important place in the market demand and motivation for travel are intense enjoyment, activity in nature, the stressed need for experiences, emotions, sensuality, recreation, and health. The tourist wants to feel the counter-worlds that are different from his daily living environment.

Higher tourist expectations are aided by advanced telecommunications and media, previous personal experience, greater education and knowledge. This affects the faster transfer of information and the increasing power of word-of-mouth promotion.

The innovative offer offers unusual experiences, surprises, and incentives, which gives the tourist an atmospheric or emotional additional benefit (ambience, experience, fun, adventure, contacts with other guests).

Short and round trips are increasingly popular because of the rising standard of living that makes people have more money and less free time, which are the two basic prerequisites for getting involved in tourism.

There is a growing demand for untouched, ecologically clean areas in response to the fast-paced rhythm of modern urban living. Personal safety is becoming one of the main decision criteria, and there is an increasing trend of caring for own health.

The market is increasingly subdivided into sub-groups that are defined by lifestyle, personal preferences, needs, and life opportunities.

Market Segmentation

Segment Detection and Formation

The division of markets into groups of tourists who may need different services and different marketing programs is market segmentation. Segment detection and formation are possible with the help of various variables. Easily measurable variables used in the segmentation process are demographic (gender, age, household size, race, religion, ethnicity...), social and economical (income, social status, occupation,

education...), or geographical (country, city, size places, climatic conditions...). Today, tourists are also broken down into sub-groups according to lifestyle, personal preferences, needs, and lifestyle. Previous research for tourism has shown that the formation of individual market segments, with the help of traditional variables, has been more or less successfully implemented using variables such as: expected benefits of travel, psychographic characteristics of tourists (lifestyle, interests, activities, needs...), tourists' perceptions, holiday motives, frequency of use of the product or service, brand loyalty, leisure activities, tourist personality, tourist behavior, influences on shopping, innovation preferences, way of organizing and booking travel, way of vacation etc. Many tourism companies carry out the process of segmenting the tourism market by combining several different variables (multi-criteria segmentation) or first decide to apply certain variables (e.g. demographic and geographical) and then use other variables (e.g. psychographic) to deepen segmentation (multiphase segmentation).

Psychological and behavioral criteria will be increasing usage due to insurance, detailed guest profile, identifying motives, needs, and determinants, ensuring adequate marketing mix and service strategies.

Target Segment Selection and Positioning

After the market has been segmented and the capabilities of individual segments have been evaluated, the tourist operators choose the one that can profitably and efficiently serve, i.e. decide on a specific target group. They can specialize in one, two, or more tourism segments (e.g. elite, sports, and health tourism). With that, they adjust the range, quality of service, and prices. They then decide what place they want to occupy in the selected market segment, or how to position their product or service. They may choose one advantage, two, or more of them (e.g. lowest price, state-of-the-art technology and accuracy). Finally comes the definition of marketing mix for each target group. Modern tourists are attracted to quality accommodation, rich offer, entertainment, various facilities, services, and transportation. Today, tourists are generally more demanding, picky, and experienced. The worldwide tourist trend is the specialization of hotels (wellness, all-inclusive, singles, tennis, children, naturists...), in while classic hotels are increasingly a marginal phenomenon. It is unrealistic and unachievable to focus on the desires of all market segments, which is still being attempted in many BiH tourist destinations. In accordance with the legacy of the BiH tourism concept with large facilities and organizations, today tourism is still often identified with the number of overnight stays. However, with the systematic development of various selective forms of tourism, BiH is on its way to becoming one of the most important generators of economic development.

Destination Management

Destination management is a close link to a destination tourism product.

For the management of the tourist destination, of the most importance are changes (trends and tendencies) occurring in the economic, political, socio-cultural, technological, and ecological environment. Management must recognize, understand, but also accept these changes as the starting point for its activities. In fact, it is a condition without which there is no development and growth of the destination, as a fundamental strategic commitment. The importance of attractiveness of tourist destinations is indicated by the growth of tourism, more intense competition, and the costumer decision-making process. With the slow growth of the world market, increasing or retaining a certain market share becomes a priority for the private sector and tourism authorities in destinations.

A fundamental product in tourism is experience, and destination management is a necessary and powerful tool to ensure the quality of such an experience.

Common areas of destination management are:

- Destination tourism policy and planning;
- Product development;
- Sustainable development.

For effective destination management according to the experience of others, the most important are:

- Public-private partnerships;
- Flexibility in management;
- Tourism planning (destination management plans and use of benchmarking).

Future Tourism Trends

Special Interest Tourism

Cultural tourism. Visits by persons outside the place of permanent residence are motivated in whole or in part by an interest in the history, art, heritage, or lifestyle of the locality, region, group or institution. Cultural tourists are above average in education and income. Most often, they are experienced middle-aged and older travelers. The prerequisites for the development of cultural tourism are the critical mass of similar or culture-compatible attractions, the existing image of the destination, the tourist attractiveness of the destination, and the tourist traffic of the destination. Most visits to cultural attractions and events were recorded by:

- pop concerts (20% of total visit);
- sites of historical or cultural significance (18%);
- theater performances (13%);

What is it “in”, and “out”?

- “out” (trend of declining demand);
- “high culture” (museums and galleries);
- “icon” (attractions that are a must-see);
- “in” (trend of demand growth);

Contemporary, entertaining attractions, theme parks, festivals, exhibitions offer are based on authentic cultural heritage.

Tourism to distant destinations. Tourism to distant destinations is predominantly aspired by the young and middle-aged population who want to create a new experience and open up new perspectives on life and the world and visit the farthest destination. A showcase of travel agencies offers travel across the desert and rainforest, Nile cruises, cruises across the Mediterranean, Northern Europe, the Caribbean and South America, vacations in India, in the land of beautiful palaces and deep spirituality, all the way to Africa or the Far East.

Alternative Tourism

Alternative tourism is different from classic, mass, “ready-made” tourism. The offer is adjusted to individuals and small groups, not to masses of tourists, focused on individual needs: developing “small systems”—smaller guesthouses, taverns and restaurants of authentic and intimate atmosphere. Alternative tourism is tourism that respects the human scale of the environment, its harmony, and ecological values, offers a diverse offer characterized by a stay in an ecologically and aesthetically high quality environment. The offer,

which allows you to permeate and get to know the local culture and people, takes care of the health, comfort, and individual desires and needs of visitors. It offers a mental experience of difference from own lives, a new and comfortable social environment, relaxation and the similar. Alternative tourism is the search for something different, the search for an authentic and individual experience.

Space Tourism

Space tourism is the future of tourism that will be professional and very well organized, with marketing, technology, and tourism perfectly linked. Ten to thousands of people will be able to travel in orbit and sub-orbital flights for about 10 to 15 years, traveling to and from private space stations around the Moon and back, creating a space experience.

Target markets are:

- Individual travelers and families;
- Corporate customers (corporate events, team building experiences);
- Celebrity clients (to gain experience and fame).

Space hotels. Most experts and corporations announce space hotels by 2026. The first space hotel is likely to be an additional module on the International Space Station with a room or two, which can accommodate six people. Forecasts say it will be in 2015, and will be used primarily to explore the needs of tourists in space. The first tourists to this “hotel” will be millionaires who will be able to afford it, but also the lucky ones who will be chosen among “ordinary” people. The question is how they will be elected, by what criteria. Some even envision a big lottery, at which a break on the ISS will be a major win. Interestingly, one of the main proponents of this lottery is astronaut Buzz Aldrin. Once you see exactly how tourists react in space, then it will be easier to plan further construction of space hotels. As things stand now, we can expect them in the mid-2020s.

Modern Accommodation Offer

Today, there are all kinds of offers in the world, even ones that our imagination could not imagine. So the ice hotel in Sweden will be your only chance to sleep in an igloo, or a hotel that will literally melt with the first rays of the sun. The interesting thing is that if you come two winters in a row you will not sleep in the same bed or in the same hotel, because every spring it dissolves and rebuilds in the winter and takes on a different look each time. If you rent a two-bedroom apartment looking through the ceiling, you will be able to enjoy the fascinating polar light.

In Germany, therefore, there is a Propeller Island City Lodge hotel designed as a “visionmachine” and “living work of art”. There are rooms equipped with symbols, mirrors, clouds, and colors. There is also a gallery in which there are empty picture frames around the revolving bed that guests can fill in themselves. For fans of more morbid topics, a dormitory room with coffins to sleep in has been designed, with the lid lowered or raised.

In two years, the Burj Al-Arab Hotel, the first seven-star hotel in Dubai, will be accompanied by Hydropolis, a magnificent underwater empire that marks the new era of the hotel. Nearly 20 meters below the water’s surface, there will be 220 water-bubble shaped apartments. They will have a 30 km² runway and another jellyfish shaped hotel on the shoreline, all linked together by a 515 meters long underwater tunnel. The hotel will, among other things, offer a magnificent view of the underwater world complete with special lighting, sounds, and scents.

And for lovers of the Arian Amazon Towers forest empire in Brazil, it will offer you an empire of 228 rooms and 21 meters high bridges, “skyscrapers” shaped like wood-lofted overlooking the Brazilian rainforest. Without disturbing the ecological system, the plant and animal kingdom of the largest forest in the world can be observed.

Woodlyn Park in New Zealand provides us with two interesting attractions: The Hobbit Motel, inspired by fairy-tale creatures from *The Lord of the Rings*, is underground with round windows and fairy-tale furniture. If you find yourself in Woodlyn Park, you can also stay in one of two historic destinations in the 1950s—in a renovated Vietnam War fighter jet converted into two apartments or in a three-room passenger wagon.

BiH Tourism Development Strategy

Tourism contributes significantly to the economic development of BiH, thanks to its natural and cultural-historical potentials, and thus actively participates in their conservation and development, creating an attractive environment for investors.

Strategic Goals of BiH Tourism by 2026

- (1) Arranging ownership and ending the privatization process of the hotel;
- (2) BiH’s competitiveness in the international capital market;
- (3) Adopting a spatial plan for the development of BiH tourism (through entity plans) for the purpose of preserving attractive natural resources—drivers of development and encouraging sustainable tourism development;
- (4) Permanent protection, implementation, and compliance with high ecological standards and long-term sustainable valorisation of tourism potential;
- (5) Education of management and all employees in tourism;
- (6) Construction of traffic infrastructure and optimal organization of traffic in the service of tourism and raising the quality of supporting facilities at traffic routes and terminals;
- (7) Development of a complete offer of a tourist destination;
- (8) Raising the quality level of all accommodation facilities, basic and complementary, and adapting quality criteria to international standards;
- (9) Entry of famous international hotel “brands” into the Croatian market;
- (10) More efficient distribution and use of modern communication and marketing trends.

The development of an additional offer (inside and outside the accommodation facilities) in tourist destinations is a necessary prerequisite for increasing the utilization of accommodation capacities and increasing the average spending of tourists. To move away from the image of the destination “sun and sea, mountains”, it is necessary to motivate, initiate, and support the development of additional tourist offer based on the exploitation of existing potentials (museums, national parks, historical sites...) and creation of a new tourist offer (amusement parks, water parks, marinas, golf courses...). The construction and use of space must be in line with existing spatial plans and respect the load capacity of the space provided.

Any natural or cultural attraction is a potential tourist attraction that gives impetus to the development of tourism in an area. With quality marketing based on real potentials and creating a “story” or “experience” related to that potential, tourism can become one of the main drivers of development in all regions of BiH if selected as a strategic development factor. Each region should focus on developing a tourism offering that will

be based on the specifics of that area, adequately employing production factors. Such a clear commitment can optimally influence the growth of gross domestic product and employment and attract investment capital.

Conclusion

Tourists today have more knowledge, are better informed, better educated, and have some previous experience of their own. In addition, many tourists want to experience the opposite of everyday life and ordinary circumstances, i.e. peace, tranquility and cleanliness of the sea. There is a growing worldwide preference for tourists for specific types of tourism. According to contemporary analyses, these are: ecotourism, cultural tourism, thematic tourism, cruise trips, nautical tourism, and adventure tourism (which today has a small market segment with a tendency to grow). And some BiH places in terms of thematic tourism are trying to develop a recognizable brand: Čapljina as a carnival city, Međugorje as a place of religious tourism, Mostar as a city of light, Sarajevo as an Olympic city, Banja Luka as a city of youth and as a place of entertainment for young people.

Today, tourists are generally more demanding, picky, and experienced. The worldwide tourist trend is the specialization of hotels (wellness, all-inclusive, singles, tennis, children, naturists...), while classic hotels are increasingly a marginal phenomenon. BiH tourism requires much more effort to reach world tourism because it has much potential, and it is up to us as individuals to make our contribution to improving tourism and the sustainable use of tourism resources.

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