

TOURIST VALORIZATION OF CULTURAL AND HISTORICAL HERITAGE ON THE EXAMPLE OF MEDIEVAL TOMBSTONES (STEĆAK) IN THE HERZEGOVINA-NERETVA CANTON

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Herzegovina-Neretva Canton is extremely rich with attributive social elements of geographic environment that can be valorized for tourism purposes. Particularly we can extract the Old Bridge and the urban center of the Old Town in Mostar, numerous archaeological sites (Mogorjelo, Gabela, Daorson, etc.), the necropolis of stećaks "scattered" throughout the territory of a tourist destination, sacred objects of three most common religion in Bosnia and Herzegovina, residential and architectural heritage from the Ottoman and Austro-Hungarian period etc. If this classification includes many cultural, sports and religious events, numerous museums, galleries and collections, we can certainly talk about the immense tourism potential which tourism destination Herzegovina-Neretva Canton has. In addition to Medjugorje which is the most developed religious tourism, as a subtype of cultural tourism, it is necessary to point out a Mostar, as a center of cultural tourism.

Among the most significant social tourist attractions, on the basis of which can be qualitatively improve and enrich the tourist offer of Herzegovina-Neretva Canton, it is necessary to point out on stećak, as a special type of tombstones typical of the area of medieval Bosnia. This paper presents a method of tourist valorization, known in the literature as Hilary du Cros model. This methodology included 39 necropolis, declared as national monuments of Bosnia and Herzegovina.

Keywords: *Herzegovina-Neretva Canton, stećak, necropolis, tourist evaluation, Hilary du Cros model, matrix of market attractiveness and robustness*

INTRODUCTION

In accordance with the different definitions of culture and cultural heritage of certain nations and regions, different authors define different concept of cultural tourist attractions and cultural tourism in general. Understanding the notion of culture, cultural heritage and cultural tourism has changed throughout the history of mankind. Assembly of the World Tourism Organization (UNWTO) held on 28 June 1985 in Sofia adopted the so-called Declaration on the protection and promotion of natural, cultural and historical heritage for use in tourism. The declaration states that the cultural heritage of a nation includes the works of its artists, architects, composers, writers and philosophers, works by famous authors that have become an integral part of people's wealth and the totality of values that give life meaning. These are works of material and intangible origin which express the creativity of a particular nation, such as language, music, customs, beliefs, places and historical monuments, literature, works of art, archives and libraries. The new component that appears in the above definition is immaterial historical heritage which includes, eg.,

folklore, crafts, technical professions they and other professions of traditional type, performance, customs, folk festivals, ceremonies and various events.

There is no universal definition of culture as a basis for the development of cultural tourism, what is proven by A. L. Kroeber and C. Kluckhohn, who in, 1952, even taking the 257 definition denoting the notion of culture. (A. L. Kroeber, C. Kluckhohn, 1952) As cultural tourism unites the concepts of culture and tourism, it is quite clear that the problems are linked to the conceptual definition of this type of tourism activities. The complexity of the definition of culture is reflected in the difficulties in defining cultural tourism and the result of the numerous definitions of cultural tourism. The World Tourism Organization (UNWTO, 1985) has defined cultural tourism as a travel motivated by culture, such as study, theater and cultural tours, travel to festivals and similar events, visits to historical sites and monuments, travel to study the nature, folklore or art, and pilgrimage. Often the term cultural tourism includes such types of tourism which are the target of tourist visits to museums, exhibitions, concerts, or is this kind of tourism-related material heritage, of great religious monuments to secular architecture. (E. Hrabovski-Tomic, 2008). Another group of authors proposed a definition from the standpoint of the experience of visitors during their stay in the area. P. Brokensha and H. Guldborg defined the cultural tourism as traveling individuals who want to meet local people, learn about their culture and life, go on a journey for the sake of education and the spread of its own horizon, visit cultural events, travel extensively to experience the wealth of cultural and natural attractions, and looking for authentic, informed, high-quality experience in which they actively involve (P. Brokensha, H. Guldborg, 1992). However, these definitions are criticized as so comprehensive that nearly everything and everywhere becomes a cultural product, and almost all tourists become cultural tourists (J. Craik 1995). In the view of the International Council of cultural heritage (The International Council on Monuments and Sites - ICOMOS) cultural tourism is defined as a form of tourism whose purpose is, among other things, discovering of tourist monuments and sites. Therefore, it has a positive effect on the same, in so far as contribute to their maintenance and preservation. (ICOMOS, 2008) In contemporary tourism literature the most accepted definition presented by G. Richards in 1996: "Cultural tourism means the movement of people caused by the cultural attractions outside of their usual residence, with the intention of collecting new information and experiences, or to meet their cultural needs." This definition, regardless of their quality, though not complete, because in tourist trends set as the primary cultural tourist attraction. Cultural motivation can be secondary, because tourists can visit a particular destination for another reason, and incidentally participate in the cultural life of localities and thus fulfill the function of cultural tourists.

According to the World Tourism Organization, 37% of all international travel includes some sort of cultural activities, while according to others it is considered that even 70% of the international journey may fall in this category (G. Richards, 1996). Cultural tourism is unlike other types of special interest tourism, extremely complex. Cultural tourism includes a wide variety of tourist activities, from visits to cultural and historical monuments, through visiting museums and galleries, attend concerts, cultural and sporting events, to introduce local culture and customs. Cultural tourism is a generator of sustainable development, because it allows to places that are not purely tourist, to design development strategies that are based on local cultural attractions to become interesting for tourists and local population. In other words, local values, thanks to cultural tourism, may become interesting for tourists, and is thus a tourist destination enrich the cultural content and become attractive to the local

population. Culture is always interesting, but the key problem is how to revive and activate its potential attractions. It is not enough to cultural attractions exists, they must be accessible and attractive to potential tourists.

CULTURAL HERITAGE OF HERZEGOVINA-NERETVA CANTON

Herzegovina-Neretva Canton is a relatively young chorological category and it is the result of a series of political processes that have formed the legal framework of this administrative and political unit. Washington Agreement, signed on 29 February 1994, established the Federation of Bosnia and Herzegovina, as an entity with ten cantons underlying political-territorial and administrative organization of the Federation of Bosnia and Herzegovina. Constituent Assembly of the Federation of Bosnia and Herzegovina held on 30 March 1994, adopted the Constitution of the Federation of Bosnia and Herzegovina, which became legal upon its adoption. Normative-legal and political aspects of the process of creating the Federation of Bosnia and Herzegovina and Herzegovina-Neretva Canton was completed on 21 November 1995 in Dayton (United States) and 14 December 1995 in Paris, by the signing of the General Framework Agreement for Peace in Bosnia and Herzegovina. Herzegovina-Neretva Canton covers an area of 4,401.0 km² and, as such, is the second largest in the Federation of Bosnia and Herzegovina. Herzegovina-Neretva Canton, in the total area of the Federation of Bosnia and Herzegovina, participated with 16.86%, and with 8.6% in the total area of Bosnia and Herzegovina. Canton consists with nine municipalities, with its headquarters in Mostar. Herzegovina-Neretva Canton occupies the southern and southwestern part of Bosnia and Herzegovina, which in regional terms seem almost total part of the Mediterranean or Low-Herzegovina.

Tourist destinations of Herzegovina-Neretva Canton is extremely rich with attributive social elements of geographic environment that can be valorized for tourism purposes, whether it is a cultural and historical monuments, shrines, religious buildings, museums, art, religious or sports events. In addition to Medjugorje with the most developed religious tourism, as a subtype of cultural tourism, it is necessary to point out Mostar, as a center of cultural tourism. There is a wide range of different attribute social elements that can be valorized for the development of cultural tourism in the Herzegovina-Neretva Canton. Its attractiveness as a tourist destination identified specific natural, multicultural, multi-religious, historical and demographic factors.

MEDIEVAL TOMBSTONES – STEČAK

According to Lj. Mihic, 1985, the term tombstone is referring to the medieval tombstone made of stone, regardless of whether they are cut as the boards, boxes, crates with a pedestal, column or sacrum, or irregular in shape or amorphous appearance, regardless whether on their boards have any decorations and labels. Synonyms for tombstones are names bilig (bilizi), kami (kamenovi), mramor (marble) and others. Stećak characterized the history of the medieval Bosnian state and its neighboring areas.

All municipalities in Bosnia and Herzegovina, with the exception of seven northern border municipalities, within its borders have tombstones (stećak). On the territory of our country there are 2,612 so far registered sites with stećaks, with a total of 58,547 individual monuments. Most of the stećaks have the shape of the chest (37312), then board (12734), gabled (5437), pillars (2466), crosses (305) and amorphous stećak (293) (Š. Bešliagić, 1971).

The analysis of Table 1 is simply to conclude that the stećaks, as tombstones, most characteristic for the area of the medieval Bosnian state. These specific cultural and historical monuments in the world can only be found in our region. Hence there is a possibility of pumping encourages tourist attractions and possibilities of valorization of development, primarily, cultural tourism. Social and political factor here is scheduled, and the preservation, conservation and tourism promotion of cultural and historical monuments has done very little. According to some estimates, as many as 20% of the total number of stećaks in Bosnia and Herzegovina were destroyed, submerged or disappeared, and accordingly are not weighted total number of stones presented in the table below.

Table 1. A comparative overview of the number of stećaks in Bosnia and Herzegovina, Serbia, Croatia and Montenegro

Country	Board	Chest	Gabled	Pillar	Cross	Amorphous	Total
Bosnia and Herzegovina	12734	37312	5437	2466	305	293	58547
Serbia	843	338	196	131	6	361	1875
Croatia	1511	1583	147	3	9	0	3253
Montenegro	455	1975	93	26	4	250	2803



Fig. 1. "Duke's figures", two, so called, sljemenaks and one chest decorated with figures with raised hand, a large fist and fingers. These ornaments have become a sort of trademark of necropolis Radimlja, Stolac and stećak tombstones in Bosnia and Herzegovina.

these areas is the most represented. In addition to limestone stećaks there are those who are cut from other rocks such as conglomerates, phyllites and granites, all depending on the area and the conditions that have allowed the use of certain types of rocks. In addition to the different understandings of the concept of stećaks of the materials they are cut, there is a difference in view of the form of stećak. They are to form a very numerous and displayed enormous wealth and diversity of artistic expression, the masters who created them.

According to the most successful systematization, stećaks are divided into horizontal and standing tombstones. The basic shape of tombstones with regard to this systematization, are as follows: boards, chests, chest with plinth, gabled, gabled with plinth, column and

In the current literature there are some noticeable differences in view of the concept of stećaks. Many authors did not take into account the raw or only carved monuments, especially boards, while some in this respect was hesitant, given the fact that these monuments can be found outside of our country. Some authors did not counted, as stećak, tombstones in the shape of a cross (cruciform), while some such forms taken into account only when they, together with the chest represent a monument. Stećaks, according to the adopted classification, must be carved from stone. Stećaks in Herzegovina-Neretva canton are carved mainly from Cretaceous limestone, because this type of rock in

crosses. The board is usually rectangular parallelepiped to 30 cm in height. Looking at the shape of its horizontal projection, the boards have its many variants. In addition, it can be called a double (two burials), may have a base, and can be combined with a cross. Chest is also often occurs as a rectangular parallelepiped, but with more than 30 cm in height. It can be plain or high, also with several variants (vertical sides slanted down, front end on the vault etc.). In addition, the chest may have a rectangular shape, can be a double (with board), combined with a cross, then can take the form of hexagonal prisms and may be untreated. Chest with stand is generally rectangular parallelepiped, but can also be a hexagonal prism, then can be twofold and double combined, all again with their variants. (Š. Bešliagić, 1971) Gabled is usually a five-sided prism with a gabled roof, with more varieties, and may be two-fold and double combined with chest.

Pillar occurs or as a parallelepiped or cuboid, like an upright board or chest, and there are cases of risen gabled. In addition, they may be amorphous. And the cross has several kinds: equal arms, with different shaped upper arm, undeveloped sacrum and combined with the board or with trailers; all with their subdivisions.

From the tourist point of view, potential visitors and tourists are far more attractive with stećaks bearing the different kinds of ornaments, because it accordingly increases the artistic value of these gravestones. The decorations on the stećaks are extremely varied, and we can talk about five different groups of motives: religious and social symbols, representations of the posthumous round dance, figural scenes and, so called pure ornaments. (P. Anđelić, 1984). The form of the stećak, which was mostly used for relief decoration, is represented by crosses. After them, most highly decorated stećaks are gabled, then pillars, chests and boards. Amorphous tombstones are generally not decorated with any artistic expression.

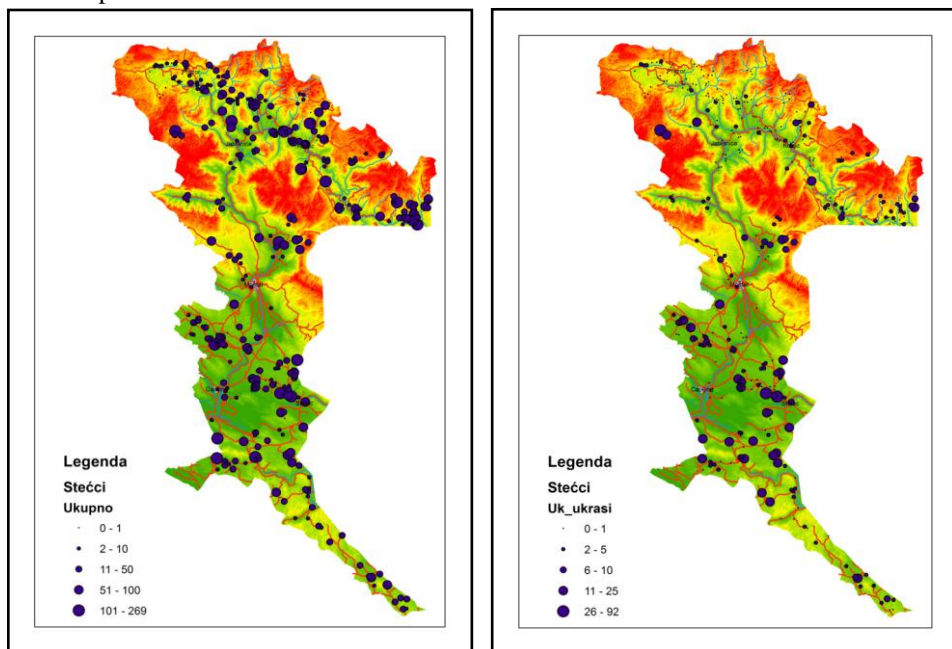


Fig. 2 and 3. Map of deployment of necropolis in Herzegovina-Neretva Canton (left) and decorated specimen of these tombstone (right)

Taking into account the above facts and factors of attraction that especially decorated stećaks have for potential tourists, it is safe to say that the Herzegovina-Neretva Canton has the most favorable characteristics. Whether it comes to the stećaks and decorated specimens of these monuments, Herzegovina-Neretva Canton has the highest absolute and relative amounts within Bosnia and Herzegovina and the region as a whole. By the analysis of numerous literatures and by my own researches there is determined the final number of sites and types of tombstones and types of decorations for each type of stećaks. According to this data resulted with the mapping of these tombstones in Herzegovina-Neretva Canton, and the creation of database with ArcMap software, for any potential future research. These results may be available to the public through the use of Google Earth service.

According to these researches, in the territory of Herzegovina-Neretva Canton there were more than nine thousand stećaks (9046). The area of the Herzegovina-Neretva Canton is 4401 km², accounting for about 8.6% of the total area of Bosnia and Herzegovina. When, on the other hand, looks at the total number of stećaks in the Herzegovina-Neretva Canton and the relative share in the total number of stećaks in Bosnia and Herzegovina, it almost doubles to 15.5%. Very similar figures are evident when talking about the number of sites stećaks. On the territory of Bosnia and Herzegovina there were 2,612 sites, while in the Herzegovina-Neretva Canton stećaks can be found at 376 sites, which makes the relative share of 14.4%. Only on the basis of these data, it is very clearly confers insight that the study area has strongest potential attraction for cultural tourism development in relation to all other parts of Bosnia and Herzegovina. When this considers data on the number of decorated tombstones which are the highest in the Herzegovina-Neretva Canton, there is obvious comparative advantage in this part of Bosnia and Herzegovina in relation to the rest of the country. When comparison, data on the number of stećaks in the context of researched destinations with the same in neighboring countries, it is important to note that in the Herzegovina-Neretva Canton exists more stećaks than all the countries in the region together have (HNC - 9046, Serbia, Croatia and Montenegro together - 7931). These indicators point to a conspicuous tourist potential in this segment.

The highest number of stećaks in the Herzegovina-Neretva Canton has Konjic municipality with nearly three thousand copies. After the total number of stones, Konjic municipality, in the context of Bosnia and Herzegovina is in second place just behind the municipality of Nevesinje. In second and third place, within the limits of Canton, necropolis are located in Mostar municipality with 1208, and Stolac municipality with 1,152 copies of this kind tombstones. These are also the only three municipalities with more than a thousand copies of these gravestones. Following them on the scale is Neum with 887, then Prozor with 811, Citluk 638, Ravno 619, and Capljina with 370 stećaks. The minimum number of stones, 366 of them, has the municipality of Jablanica.

When we talk about the number of sites necropolis here also leads Konjic municipality with 118 sites. This is the only municipality in the Herzegovina-Neretva Canton, which has more than one hundred sites with tombstones. According to a number of necropolis in second place is the municipality Prozor with 63 sites. In contrast to the total number of tombstones by the Municipality of Mostar with 40 sites is located in third place, followed by the municipalities of Stolac with 32, Citluk with 29, Ravno with 27, Capljina with 26 and Neum with 21 localities. And in this segment of the tourist attractions municipality of Jablanica is located at the bottom with only 20 sites with tombstones.

The characteristic of spatial distribution of decorated specimen of stećaks in the territory of Herzegovina-Neretva Canton is their greater abundance on the left bank of the Neretva, and in its central and southern regions. They are mostly found in Stolac, 280, accounting for nearly a quarter of decorated stećaks within the study area (24.9%). Konjic municipality, although it has by far the most tombstones, is the second most decorated, 166, accounting for 14.8% of total decorated stećaks. In third place is the municipality Neum with 160 or 14.2%, then municipality Mostar with 146 or 13.0%, and Ravno with 107 or 9.5% of total decorated stećaks in the territory of Herzegovina-Neretva Canton. The remaining municipalities have less than 100 decorated stećaks as follows: Čitluk 86, or 7.7%, Čapljina municipality 79 or 7.0%, municipality Jablanica 53 or 4.7%, and the municipalities of Prozor 47, or 4.2%, if the taking into account that potential tourists the most attractive necropolis with more than 50 setećaka, and in addition also decorated, from the previous data it can be concluded that the Stolac municipality has the most prominent tourist attractions. On the other hand Jablanica municipality with the lowest number of tombstones and necropolis and partly decorated with a number of copies of this tombstone is located on the bottom inside of the Herzegovina-Neretva Canton.

Table 2. The total number of sites, the number of types, shapes and decorations on the tombstones in municipalities and Herzegovina-Neretva Canton

Municipality	Total number of sites	Forms of stećaks						Decorations on stećaks					
		Boards	Chests	Gabled	Crosses	Pillars	Total	Boards	Chests	Gabled	Crosses	Pillars	Total
Prozor	63	75	669	48	1	18	811	0	21	21	0	5	47
Jablanica	20	123	230	13	0	0	366	7	36	10	0	0	53
Konjic	118	214	2548	220	12	1	2995	10	78	73	4	1	166
Mostar	40	298	880	18	12	0	1208	32	95	9	10	0	146
Stolac	32	196	867	73	16	0	1152	52	171	48	9	0	280
Čitluk	29	56	556	23	3	0	638	14	57	13	2	0	86
Čapljina	26	85	259	13	11	2	370	14	47	8	8	2	79
Neum	21	285	553	45	4	0	887	17	112	27	4	0	160
Ravno	27	243	367	2	4	3	619	17	83	2	3	2	107
HN canton	376	1575	6929	455	63	24	9046	163	700	211	40	10	1124

Bosnia and Herzegovina only recently provides greater efforts in legislation to protect these very important cultural and historical monuments. Accordingly, at the beginning of the millennium up to date Commission to Preserve National Monuments declared the 39 necropolis or individual copies of stećak to the national monument on the territory of Herzegovina-Neretva Canton. Datas about necropolis of stećaks and documents designating as national monuments in Bosnia and Herzegovina are presented in table 3.

The greatest significance as a potential tourist attraction, have the necropolis located on the tentative list of UNESCO. Joint nomination of state of Bosnia and Herzegovina, Serbia, Croatia and Montenegro nominated 22 necropolis from the territory of our country of which is from the territory of Herzegovina-Neretva Canton nominated four, namely: Radimlja and Boljuni municipality Stolac, Grčka glavica in the village of Biskup, Konjic municipality and Dugo Polje on Blidinje municipality Jablanica.

Table 3. Necropolis and numbers of decisions which declared them as a national monument in the territory of Herzegovina-Neretva Canton

Stećaks	Municipality	Published in / Commission decision
Necropolis of stećaks I and II Boljuni	Stolac	"Official herald BiH", number 40/02. Number: 01-276/02 06. November 2002.
Necropolis of stećaks Radimlja	Stolac	"Official herald BiH", number 40/02. Number: 01-275/02 06. November 2002.
Necropolis of stećaks Dugo Polje Blidinje	Jablanica	"Official herald BiH", number 21/04. Number: 05.1-2-1046/03-4 20. January 2004.
Necropolis of stećaks Grčka glavica and remains of church in village Biskup	Konjic	"Official herald BiH", number 47/04. Number: 05.1-2-1073/04-1 7. May 2004.
Necropolis of stećaks Risovac	Jablanica	"Official herald BiH", number 12/06. Number: 05.1-02-231/05-4 9. November 2005.
Necropolis of stećaks Ponor	Jablanica	"Official herald BiH", number 12/06. Number: 05.1-02-245/05-3 9. November 2005.
Necropolis of stećaks Kaursko groblje (Ciklice) and Brdo in Vrbljani	Konjic	"Official herald BiH", number 18/09. Number: 05.2-2-221/05-2 17. May 2006.
Necropolis of stećaks Kaursko groblje in Borci	Konjic	"Official herald BiH", number 42/06. Number: 05.2-02-258/04-3 15. March 2006.
Necropolis of stećaks Križevac in Doljani	Konjic	„Official herald BiH“, number 18/09. Number: 05.2-2-313/05-2 17. May 2006.
Necropolis of stećaks on locality of Boškailo houses (Glavica and Haremi), hamlet Brdo	Stolac	„Official herald BiH“ br.53/08. Number: 05.2-2-78/06-4 5. July, 2006.
Necropolis of stećaks on locality of Boškailo houses (Radan krst), hamlet Brdo	Stolac	„Official herald BiH“ br.53/08. Number: 05.2-2-137/06-2 5. July 2006.
Necropolis of stećaks on locality Pogrebница hamlet Brdo	Stolac	„Official herald BiH“ br.53/08. Number: 05.2-2-138/06-2 5. July 2006.
Necropolis of stećaks on locality Perića njiva hamlet Perići	Stolac	„Official herald BiH“ br.53/08. Number: 05.2-2-140/06-2 5. July, 2006.
Necropolis of stećaks na Roman Catjolic cemetery by Jurković house in Brštanica	Neum	"Official herald BiH", number 3/08. Number: 05.2-2-130/06-4 5. September 2007.
A stone tablet with an inscription of Radovac Vukanović in Gornje Hutovo	Neum	„Official herald BiH“, number 40/10. Number: 05.2-2-136/06-2 5. September 2006.
Necropolis of stećaks on locality Crkvina in Hutovo	Neum	„Official herald BiH“, number 53/08. Number: 05.2-2-162/06-3 5. September 2006.
Necropolis of stećaks on locality Međugorje in Glumina	Neum	„Official herald BiH“, number 53/08. Number: 05.2-2-135/06-2 5. septembar 2006.
Necropolis of stećaks and nišans (Stari Harem) on Gorica	Stolac	Number: 05.1-2-152/07-7 30. January 2008.
Necropolis of stećaks Poljice, on locality Veliko jezero	Konjic	"Official herald BiH", number 60/08. Number: 02-02-64/08-3 28. May 2008.
Necropolis of stećaks Glavatičevo, on locality Gajine	Konjic	"Official herald BiH", number 12/09. Number: 02-02-264/08-5 5. November 2008.

Two stećaks on locality Gromile in hamlet Račica	Konjic	„Official herald BiH“, number 36/09. Number: 02-02-40/09-3 21. January 2009.
Necropolis of stećaks Česmina glava in Odžaci	Konjic	“Official herald BiH”, number 32/09. Number: 05.1-02-40/09-5 21. January 2009.
Necropolis of stećaks Gradić in Odžaci	Konjic	“Official herald BiH”, number 32/09. Number: 05.1-02-40/09-6 21. January 2009.
Prehistoric tumulus and Necropolis of stećaks on locality Dabića (Velika) poljana	Konjic	Number: 02-2-40/09-11 11. March 2009.
Necropolis of stećaks and remains of medieval church on locality Crkvina in Razići	Konjic	“Official herald BiH”, number 3/10. Number: 02-2-40/09-12 11. March 2009.
Necropolis of stećaks on locality Crkvina (Pod) and remains of medieval building Donja Drežnica, Jasenjani	Mostar	“Official herald BiH”, number 94/09. Number: 05.1-2-40/09-37 8. July 2009.
Necropolis of stećaks Šarampolje (Vitina) in Kruševo	Mostar	“Official herald BiH”, number 97/09. Number: 02-2-40/09-43 8. July 2009.
Necropolis of stećaks in village Čičevo	Konjic	“Official herald BiH”, number 62/10. Number: 05.1-02.3-71/10-1 10. February 2010.
Necropolis of stećaks on locality Dub, village Bulatovići	Konjic	Number: 05.1-2.3-73/12-27 6. November 2012.
Necropolis of two stećaks, village Krupac	Konjic	Number: 05.1-2.3-73/12-28 6. November 2012.
Necropolis of two stećaks, village Lađanica	Konjic	Number: 05.1-2.3-73/12-29 6. November 2012.
Necropolis of stećaks in village Ribari	Konjic	Number: 05.1-2.3-73/12-30 6. November 2012.
Necropolis of stećaks on locality Greblje, village Tuhobići	Konjic	Number: 05.1-2.3-73/12-31 6. November 2012.
Necropolis of stećaks in village Zukići	Konjic	Number: 05.1-2.3-73/12-32 6. November 2012.
Necropolis of stećaks on locality Mašeti, hamlet Velika, Bradina	Konjic	“Official herald BiH”, number 102/11. Number: 05.2-2.3-77/11-17 6. September 2011.
Necropolis of sa stećcima na lokalitetu Ravnice u Dubočanima	Konjic	“Official herald BiH”, number 38/12. Number: 05.2-2.3-73/12-3 26. March 2012.
Necropolis of stećaks and nišans in Gornja Bradina	Konjic	Number: 05.2-2.3-77/11-18 6. September 2011.
Necropolis of stećaks on locality Ograda (Vlah)	Konjic	“Official herald BiH”, number 62/10. Number: 05.1-02.3-71/10-2 10. February 2010.
Necropolis of stećaks and graves in Gračani	Konjic	“Official herald BiH”, number 102/11. Number: 05.1-02.3-71/10-13 26. October 2010.

TOURIST VALORIZATION OF NECROPOLIS OF STEĆAKS

Planning the development of different types of cultural tourism in the tourist destination is on a large dependence of the proper tourism valorization of attribute social elements of the geographic environment. Under the tourist valorization is considered to be an estimate of their value, and in accordance with the consideration of the possibility of cultural assets properly valorized and involved in the development of tourism. It is necessary to take into account the using value, which is related to the attractiveness of cultural property (utility and rarity), and its tourist value, because, in a sense, the tourist offer has the nature of the goods, which are offered on the market. The great importance of tourist valorization, as indicator methods in determining the potential value and the importance of the cultural and historical heritage in tourism development, and therefore must be one of the key in the development of master and strategic plans for the development of tourism in the area. Valorization of individual cultural and historical monuments in terms of tourism, consider the possibility of inclusion of certain resources in the development of tourism, which implies the inclusion of the tangible and intangible heritage destination Herzegovina-Neretva Canton. Many cultural assets have the potential to become a tourist product in cultural tourism, as a unique way reflects the history of the city, lifestyle and environment, promote ethnic traditions destinations and provide an opportunity for various events. However, the decision on the inclusion of specific cultural property in the tourist product is often based on lack of knowledge about the components that affect the popularity of certain tourist attractions and to incomplete assessment of the potential of local tourist attractions to become the primary tourist attraction, which will attract tourists to visit the destination. (V. Matic, 2009)

This paper introduces the type of tourist valorization proposed by Hilary du Cros (2000), when introduced into the process of tourist valorization destinations of cultural tourism sub-indicators and their degree graduations, particularly in the tourism sector and management of cultural assets, as well as for the evaluation robustness of cultural property to accommodate visitors. This method involves two sectors with the relevant sub-indicators. The first part is the tourism sector, which includes the market attractiveness of cultural goods (1) and factors of importance when designing a tourist product (2). The second sector is characterized as the management of cultural property also contains two sub-indicators: cultural significance (3) and robustness (4).

Specifically in sub-indicators, including qualitative and quantitative evaluation of each of them has the following characteristics:

I tourism sector

The market attractiveness of cultural goods (1)

- Environment (weak 0-1, adequate 2-3, good 4, great 5)
- A well-known outside the local area (not 0-1, adequate 2-3, very good 4-5)
- An important national symbol (not 0, there are some potential 1-3, yes 4-5)
- An interesting story of cultural property - evocative place (not 0, has possible potentials 1-3, yes 4-5),
- It has some features that clearly differentiate it from the surrounding cultural goods

- (0 poor, adequate 2-3, good 4, excellent 5),
- Attractive for special purposes, which would allow greater attendance by tourists as, eg. organizing festivals (not at all 0, possesses a certain potential 1-3, yes 4-5)
 - Complements the other products at the destination, or in the region (Not at all 0, there is some potential 1-3, yes 4-5)
 - Tourist activity in the region (almost no 0, there is a certain degree 2-3, high 4-5),
 - Destination is associated with culture (not at all 0, to some extent 2-3, high 4-5).

Factors of importance in the design of tourist products (2)

- Access to cultural property (not allowed 0, limited access 1-2, allowed access to all elements of cultural property 3-4)
- Good transport from the center of population to the cultural good (very remote / difficult to approach 0, facilitated by the availability of 1-2, excellent accessibility 3)
- The proximity of other cultural attractions (very remote / difficult 0, facilitated by access to 1-2, distance can be quickly exceed 3)
- Service facilities, parking, marked paths to cultural goods, refreshments, availability of information (poor 0, adequate 1-2, good 3-4, great 5)

II Sector Management of Cultural Property

The cultural importance (3)

- The aesthetic value, including architectural value in the case of construction object (low 0, medium 1, high 2)
- Historical value (low 0, medium 1, high 2)
- Educational value (low 0, medium 1, high 2)
- Social value (low 0, medium 1, high 2)
- Scientific research value (low 0, medium 1, high 2)
- Rarity of cultural property in the destination or region (common cultural goods of the same type 0, less common 2, a unique cultural heritage of its kind 3)
- Representativeness of destination (weak 1, good 2-3, great 4)

Robustness (4)

- Sensitivity of cultural property (0 great, attractive 2-3, is not sensitive 4)
- Balance reparations (poor 0, somewhat made 1, well 2-3, excellent 4)
- The existence of a management plan for cultural heritage (there is no plan 0, in the preparation of the 1-4, yes 5),
- Regular monitoring and maintenance (weak 0, partly 1-2, good 3-4, excellent 5)
- The potential for current investments and consult key stakeholders (weak 0, adequate 1-2, good 3-4, great 5)
- The possible negative impact of a large number of visitors to the physical condition of cultural property (a great option 1, medium option 2-4, small possibility 5), and the lifestyle and cultural traditions of the local community (a great option 1, medium option 2-4, small possibility 5),
- The possibility of modification, as part of product development, has a negative impact on

physical state of cultural property (a great option 1, option 2-4 medium, small possibility 5), and the lifestyle and cultural traditions of the local community (a great option 1, the mean possibility 2-4, small possibility 5). (H. du Cros, 2000)

Classification of sub-indicators by Hilary du Cros methodology for cultural significance and robustness has the following characteristics:

- Sensitivity, and low cultural value 0-20,
- The central value 21-40,
- The high value 41-60.

Based on the analysis, there is a matrix of market attractiveness and robustness with nine cells labeled with M (x, y) (x = 1, 2, 3). For each cultural asset, in this case the necropolis, is determined which cell belongs depending on the rating it received in the previous evaluation procedure. The cells of the matrix are defined according to the following values:

- M (1, 1) - high value of indicators of cultural importance/robustness and low market attractiveness,
- M (1, 2) - high value of indicators of cultural importance/robustness and medium market attractiveness,
- M (1, 3) - high value of indicators of cultural importance/robustness and high market attractiveness,
- M (2, 1) - medium value of indicators of cultural importance/robustness and low market attractiveness,
- M (2, 2) - medium value of indicators of cultural importance/robustness and medium market attractiveness,
- M (2, 3) - medium value of indicators of cultural importance/robustness and high market attractiveness,
- M (3,1) - low value of indicators of cultural importance/robustness and low market attractiveness,
- M (3, 2) - low value of indicators of cultural importance/robustness and medium market attractiveness,
- M (3,3) - low value of indicators of cultural importance/robustness and high market attractiveness.

Cultural assets which have low market attractiveness cannot be the key attractions that will attract more tourists. Cultural goods with high and medium-value indicator cultural significance/robustness, and mid-market appeal, and those that fall within the category $M_{1,2}$ and $M_{2,2}$, should be promoted in a quality way, but also the attention of conservationists and managers of cultural goods in order to determine the optimum number of visitors for sustainable cultural tourism (V. Matic, 2009).

Very few stećak necropolis in the Herzegovina-Neretva Canton can be a key and independent tourist attraction, which will with its attributive factors attract large numbers of tourists, and, accordingly, provide a significant influx of financial resources in the field of tourism. The vast majority of the necropolis, on the basis of that matrix and made tourist valorization application Hilary du Cros model, belongs to the group $M_{3,1}$, or in a group,

which is considered a low value of the indicator cultural significance/robustness and low market attractiveness.

Table 4. Number of necropolis in the Herzegovina-Neretva Canton segregated by matrices of tourist valorization of cultural and historical resources

Matrix	M _{1,1}	M _{1,2}	M _{1,3}	M _{2,1}	M _{2,2}	M _{2,3}	M _{3,1}	M _{3,2}	M _{3,3}
Number of necropolis	-	-	-	3	4	3	23	6	-

By the analysis of the table of matrix tourist valorization it is obvious that even 23 out of 39 necropolises, protected as national monuments, are in the group of low value cultural significance and robustness and low market attractiveness. In this group are the following necropolises: Vrbljani, Doljani, Brdo I, Brdo II, Pogrebica, Perići, Hutovo, Veliko Jezero, Gajina, Račica, Odžaci I, Čičevo, Ograda, Gračani, Bulatovići, Krupac, Lađanica, Ribari, Tuhobići, Zukići, Velika Bradina, Dubočani and Gornja Bradina. Despite the fact that stećaks are an extremely important cultural and historical monuments, and that accordingly, may have a significant tourist evaluate, for those necropolis is not the case.

A large number of necropolises in whole or in part is inaccessible, because of poor communication, overgrown with vegetation or minefields. None of the above necropolis is maintained, so there is almost no gravestone that is not covered with moss or lichen. There are numerous examples capsizing and sinking tombstones and often are examples of vandalism. Monuments are, by natural, or by anthropogenic activities, damaged, chipped or broken. Restoration work on any of the above-mentioned necropolis was not conducted, and the existence of decorations on the tombstones completely or almost imperceptibly. There is no tourist infrastructure, road signs, billboards, promotional material, the entrance fee, tour guides, etc., which may result in a qualitative improvement of tourism potential.

It should be noted that all of the necropolises are "protected" as national monuments in Bosnia and Herzegovina. Except for decisions to designate national monuments and establishing zones of spreading good and incomplete inventory of tombstones political structures in our country are not absolutely nothing done to protect, to decorate, to restore and to conserve this very significant cultural and historical good.

In the decisions of designating as a national monuments there is mentioned the prohibition of construction in and around the area of the necropolises. This decision is completely ignored, so often in the middle of the necropolis exists rural roads, housing objects, it is evident displacement of tombstones, exploitation of gravel near the necropolis, illegal dumping of garbage, livestock grazing and the like. Because of this, regardless of cultural and historical importance, listed necropolis cannot and will not significantly participate in tourist traffic within tourist destinations of the Herzegovina-Neretva Canton, as long as the structure of government, at any level, do not take appropriate steps with a view to planning, restoration and conservation of the necropolis of stećaks. Only in this way can result with better valorization of these, no doubt, very important cultural and historical monuments of Bosnia and Herzegovina.

Second most numerous necropolis are situated in matrix of tourist valorization presented by the group denoted as M_{3,2}, or low value of the indicator cultural significance / robustness and medium market attractiveness. This matrix belongs to the following necropolises: Risovac, Ponor, Borci, Glumina, Gorica and Razići. The low value of the indicator of cultural significance, and robustness, is the result of a number of factors, which

are related to the previous matrix: disorganization and neglect necropolis, damage and deterioration of tombstones, unfulfilled restauration and conservation, lack of tourism infrastructure and signaling, etc. Something more favorable assessment for market attractiveness is conditioned by the favorable geographical position of some necropolises. Ponor necropolis and Risovac are located on Dugo Polje, or in the Nature Park Blidinje. Thanks to the above-mentioned fact necropolis can imagine as a complementary tourism resource to far more developed mountain, ski or ecotourism in park Blidinje. On the other hand necropolis Razići and Borci are located in the upper basin of the river Neretva, this can be pointed out as complementary tourist potential attraction of mountain, adventure or hunting and fishing tourism. Greater market appeal necropolis Glumina and Gorica result of accommodation tombstones in the village, and because of that fact this necropolis coherent and enable the unhindered access to potential visitors.

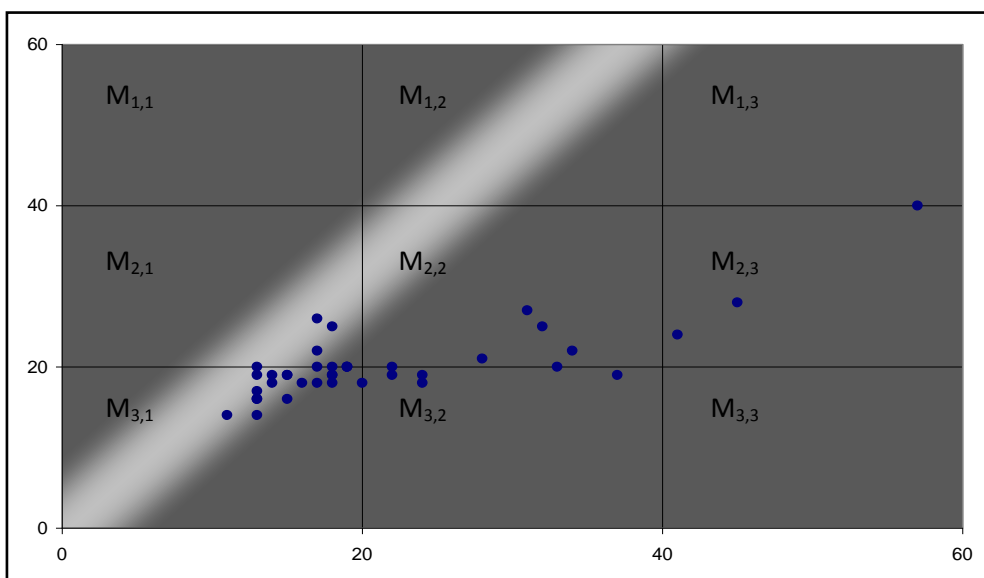


Fig. 4. Chart of matrix of the tourism sector and market attractiveness of necropolis in Herzegovina-Neretva Canton

The group M_{2,2} matrix, which represents a group of cultural and historical assets with average values of indicators of cultural significance / robustness and medium market attractiveness, include four necropolis of Herzegovina-Neretva Canton, namely: Biskup, Brštanica, Gornje Hutovo and Krusevo. The importance of the necropolis of Biskup and her appointment to the Tentative List of UNESCO, has already been discussed, but it is important to once again point out the negative anthropogenic influences that diminish the importance of the tourist attractions. The great cultural and historical significance and tourist potential which Necropolis Biskup undoubtedly has limited the degree of organization of the necropolis and a complete tourist infrastructure. Major tourist evaluation only can provide by high-quality restoration and conservation works on and around the necropolis, which include cleaning and upkeep of the monument, clearing of natural vegetation, the release of

stećak tombstones from lichens and moss, arranging tourist infrastructure and signaling etc. Necropolis Brštanica and Gornje Hutovo have some significant tourism potential because of the rarity of cultural and historical goods. Also mentioned necropolis is located within the village itself and thereby access to the site far more favorable. Necropolis Krusevo is in this group primarily due to partial restoration work that was undertaken by independent Catholic Church in this village.

Matrix $M_{2,1}$, highlighted as a medium value of the indicator cultural significance / robustness and low market attractiveness consists of three necropolises: Bahtijevice, Jasenjani and Odžaci II. These necropolises are characterized by their specific characteristics: Bahtijevice - prehistoric tumuli, Jasenjani - the remains of medieval buildings and Odžaci II - a necropolis with hundreds of stećaks (98 chests and 2 gabled). Their cultural importance is largely offset by negative anthropogenic effects, their completely overgrown with grass and shrubs and exposed to vandalism (intentional damage monuments and drawing graffiti). Necropolises are generally not maintained, with a great number of tombstones tilted or tone, and almost completely covered with moss and lichen, which further affect the already poor situation of necropolises.

The greatest potential for tourism in the Herzegovina-Neretva Canton have necropolises within the matrix $M_{2,3}$, marked as the medium indicator values of cultural significance/robustness and high market attractiveness. This matrix includes three necropolises: Radimlja, Boljuni and Dugo Polje. The highest potential has necropolis Radimlja in Stolac, which is on the limit value with the highest quality matrix $M_{1,3}$, marked as high values of indicator cultural significance and high market appeal. The relatively low score for market attractiveness is the result of topographic location of necropolis Radimlja and unplanned construction in the neighboring area. Although the decision on proclamation of national monuments published in the Official Herald of Bosnia and Herzegovina expressly prohibited construction, near the necropolis there is car repair shop and tire-repair shop with car wash. Such human activity in any case is not compatible with cultural tourism, and greatly reduces the aesthetic uniqueness of the necropolis and the environment in which it is located.

Necropolises Radimlja, Boljuni and Dugo Polje are the only necropolises in the Herzegovina-Neretva canton where the processes of restoration and conservation are undertaken. These works in the necropolis Radimlja were carried out in full, while in the necropolises Boljuni and Dugo Polje they are implemented only partially. Area of Radimlja and Boljuni is arranged for tourist visits, with a relatively high-quality tourist infrastructure, tourist paths, tourist guides and tourist signs. Paved road leads to these necropolises, with parking places and areas for tourist refreshments. Necropolis Radimlja is an appropriate example of a quality management of cultural and historical heritage and the proper tourist valorization of tourist attractions. With smaller operations, which are primarily related to the removal of illegally built commercial space, necropolis Radimlja may represent a high-quality tourist attraction that can accomplish great tourist traffic and provide significant funds inflow from tourism. The necropolis Boljuni, among other things, have to make additional restoration work (cleaning of the monument) and complete conservation operations to the largest necropolis on the territory of Herzegovina-Neretva Canton could have the full capacity to realize its huge touristic potential. Necropolis Dugo Polje is in this group, primarily because of the size and importance of tombstones (150 tombstones), and the fact that it might constitute a complementary tourism potential types of tourism typical to mountainous and protected area of Blidinje. There was carried out partial restoration

works and the monuments are in relatively good condition. The area is not fenced and there is no entrance fee for any visitors.

CONCLUSION

Herzegovina-Neretva Canton, by the number of necropolis, number of tombstones (stećak) and decorated specimen of these tombstones, has the greatest potential for tourism in Bosnia and Herzegovina and the region as a whole. The above tourist attraction is not nearly valorized in capacity which provides. Neglect of political structures at all levels, largest number of necropolis was completely unprotected. Tombstones are lean, tone, overgrown with wild vegetation and in many cases unavailable for the visit. Undoubted tourist potential of this cultural and historical heritage almost completely unused, with the exception of Stolac necropolis in Radimlja or Boljuni.

Commission to Preserve National Monuments of Bosnia and Herzegovina issued a 39 decision on the protection of the necropolis, and even four necropolis (Radimlja, Boljuni, Biskup and Dugo Polje) are proposed to the list of protected cultural and historical monuments in UNESCO. Except bureaucratic documents virtually nothing is being done to protect and for qualitative improvement of tourism potential that necropolis carry. Tombstones, as the action of natural, or anthropogenic factors, decaying, and part of them has been completely destroyed. The decorations on the monuments are often invisible and indecipherable, with the necropolis located near warehouse building materials, some of them are in the minefields, the necropolis of rural roads leading, takes place livestock grazing, cultivation area around the monument, erected orchards, etc. Providing material influx of cultural tourism based on tourist attraction necropolis can only be achieved with significant material investment and the adoption of appropriate legislation and regulations governing the system and method of management, maintenance and protection of cultural and historical resources.

Quality tourist evaluation includes quality infrastructure, roads, landscaping and fencing necropolis, restoration and conservation of monuments, tourist signalization, tourist guides, brochures and promotional material, the heritage monuments management, toll booths, parking lots, places for refreshment services etc. Without these actions, the tourism potential of necropolis, regardless of their cultural and historical importance, cannot valorized. Necropolis Radimlja may represent an exemplar to all structures of governance mode and features of high-quality tourist valorization of cultural and historical resources.

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