

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*