

# EFFECTS OF TOURISM DEVELOPMENT ON THE ECONOMY OF BOSNIA AND HERZEGOVINA

---

1 Andrijana Mrkaić Ateljević, College of Tourism and Hotel Management,  
Trebinje, Bosnia and Herzegovina

2 Srđa Popović, Faculty of Mediterranean Business Studies, Tivat, Montenegro

\*Corresponding author E-mail: [andrijanamrkaic@gmail.com](mailto:andrijanamrkaic@gmail.com)

1 ORCID ID: [0000-0002-9098-0764](https://orcid.org/0000-0002-9098-0764)

2 ORCID ID: [0000-0002-4238-6592](https://orcid.org/0000-0002-4238-6592)

---

## ARTICLE INFO

Review Scientific Paper

Received: 10.11.2020

Revised: 02.12.2020

Accepted: 03.12.2020

doi 10.7251/ACE2033131A

UDC

338.486.1.02:316.334.2(497.6)

---

Keywords:

*Bosnia and Herzegovina,  
tourism, economic  
development*

JEL Classification:

C4, L83, Z32

---

## ABSTRACT

Bosnia and Herzegovina (BiH) used to be an attractive tourist destination, which existed within the former Yugoslavia, and experienced a real collapse of tourism development after the war in the 1990s. The recovery process required, above all, the establishment of general stability and harmonization of interests of three constituent nations. That is the reason why the focus on general economic and social progress has been present for years, and tourism as an economic branch has been placed on the margins of development plans. The subject of this research is tourism as a facilitator of the development of Bosnia and Herzegovina. The main aim is to present the direct and indirect contributions of tourism to the development of the national economy of Bosnia and Herzegovina. It required the collection of data using classical scientific research methods, and then processing using statistical techniques. The purpose is to provide the insight into the strength and direction of correlation between individual categories in the balance of payments through correlation regression analysis. In addition, the analysis of the impact of tourism on investment, employment and gross domestic product was performed. This paper answers the question whether tourism in Bosnia and Herzegovina stimulates economic development and whether economic development enables the development of tourism.

© 2020 ACE. All rights reserved

---

## 1. INTRODUCTION

The impact of tourism on the prosperity of global economy is evident, as evidenced by the fact that the share of tourism in the total world gross domestic product in 2018 was over 10.4% with a significant contribution to the global employment where 1 in 10 jobs belong to the tourism sector (WTTC, 2019, p.2). Tourism is in the function of economic progress of many countries where it has been given the role of “priority industry”. On the other hand, in some countries, tourism is waiting for the political and social support because its economic importance is often underestimated ([Ateljević & Page, 2017](#)).

However, tourism is often “accused” of having a negative impact, that it has deindustrialized the economy, increased the basic food prices and the cost of living ([Gavranović, 2018, p. 220](#)). The views of a number of economists who do not support the treatment of tourism as the hope of the national economy can be found in the literature. This is supported by the statements of Robert Erbes (1973) who says that: “The economic reality of the tourism sector is much more complex, and in terms of economic effects it is much less favorable than it seems on the basis of superficial assessments” and “in few countries, if any there are those who could and should expect their economic salvation only from tourism” ([Antunac, 2002, p. 251](#)). How much tourism will contribute to the development of the state, primarily depends on the character of the state and the institutional potentials ([Bianchi, 2018, p. 99](#)). Tourism with a wide range of activities contributes to increasing economic and social efficiency, the balance of services and certainly increasing exports because it is classified as “invisible exports”. Even domestic tourism can be considered an export from the domestic region to another local region. The effects of domestic tourism are much more difficult to measure than the effects of international tourism. Often estimates of these effects cannot be only incomplete but also misleading ([Dwyer, Forsyth & Spur, 2004, p. 307](#)). International tourism includes immigration procedures and money exchanges that are recorded, which facilitates monitoring of the effects on the national economy ([Cooper et al., 2008, p. 29](#)).

This paper will provide an overview of the microeconomic significance of tourism from the aspect of efficiency of tourism enterprises, and the macroeconomic significance of tourism for Bosnia and Herzegovina through macroeconomic parameters.

## 2. PREVIOUS RESEARCH

Tourism as a phenomenon that has an impact on the economic development of the national economy has begun to be taken more seriously late, and it is be-

lieved that the theoretical foundations of tourism as a generator of the national economy were given by Hunziker and Kraph in 1932, although the term invisible export was previously introduced by Thomas Mun in England, in the 17th century ([Vukonić, 2018, p.22](#)).

Today, numerous empirical studies show that developed countries are successful because at the time of the adoption of tourism as a viable alternative, they used it for the development of local economies. The economic importance of tourism is especially pronounced in the 21st century, mostly due to the specifics of the globalization process and numerous economic integrations ([Herman et al., 2017, p.266](#)). The experience of Mediterranean countries has shown that tourism can be a significant generator of the national economy, provided that in its initial stages of development it has a standardized product with integrated tourist packages and favorable prices, with the obligation of constant improvement of tourism product (Bianchi, 2017, p.47). Nicolae analyzed the importance of tourism for Moldova and emphasized that tourism can be a stimulator of the national economy only if it is competitive and if natural and anthropogenic resources are used rationally (Nicolae, 2017, p.309). Researching the development of tourism in Ghana, Ampong finds that the importance of tourism depends on the place assigned to it in national development plans and it must not be influenced by the decisions of the ruling politics ([Adu-Ampong, 2018, p. 92](#)). Analyzing tourism as a part of the national economy of Serbia, the authors cite as an example countries in which tourism has stimulated the economy, the economic tourism or where there is a cause-and-effect relationship (Zečević et al., 2014, p.89).

Most scientific papers pay attention to the impact of foreign exchange inflows from foreign tourists on the national economy (Vukonić, 2018; [Shkrijelj & Shabani, 2018](#); [Narayan, 2004](#); [Heng & Low, 1990](#), etc.). However, this impact is very difficult to analyze, because it is impossible to find out exactly how much dollars it receives from foreign tourist “costs” ([Bošković, 2009, p.27](#)). Exploring the aspects of tourism implementation in Bosnia and Herzegovina and analyzing the conditions for incorporating tourism into the economic policy system, the authors Repak and Muhić believe that the accumulation of funds in certain sectors has not been commensurate with the capabilities of these sectors for a long time. They believe this has already been shaped by the political power of entities that have an interest in investing in a particular sector ([Repak & Muhić, 2016, p. 4](#)). Considering this attitude, the logical question is whether investing in tourism, on political basis, sacrifices the prosperity of other sectors?

When valorizing tourist resources, special attention should be paid to the period of return on investment. Therefore, tourism policy makers in Bosnia and

Herzegovina should focus on the valorization of natural resources and the existing cultural and historical content, and less on strengthening the superstructural basis of tourism that requires greater capital investment, and the payback period which is not at an enviable level. Experts in the field of hospitality warn that it takes as much as 60% occupancy of hotel capacity on an annual basis in order to have a basis for further investment. Certainly, valorization must imply a sustainable way of management and create a balance between the economic effects of tourism (hotel management) and environmental protection. The dynamism of tourism as an industry requires constant efforts to find new approaches, tools and perspectives that will enable better understanding of tourism. Therefore, it is necessary and useful to expand knowledge about the tourism sector through detailed analyzes of the economic effects of tourism on the national economy ([Song, Dwyer & Cao, 2012, 1654](#)).

### **3. ANALYSIS OF ECONOMIC IMPACTS OF TOURISM IN BOSNIA AND HERZEGOVINA**

Tourism as a service activity cannot be considered a creator of social product and national income ([Stanić & Vujić, p.15](#)). However, in a direct or indirect way it significantly contributes to the development of the national economy mostly through the so-called “invisible export”, spilling national income over underdeveloped parts of the country, and by generating neglected activities. In addition to the positive effects, tourism has negative economic connotations in terms of increasing the cost of living, utilities, parking services, groceries and so on. Most professional papers relate to the analysis of positive economic effects.

In this part of the paper, the analysis of basic structural indicators of the tourism industry in Bosnia and Herzegovina, is presented.

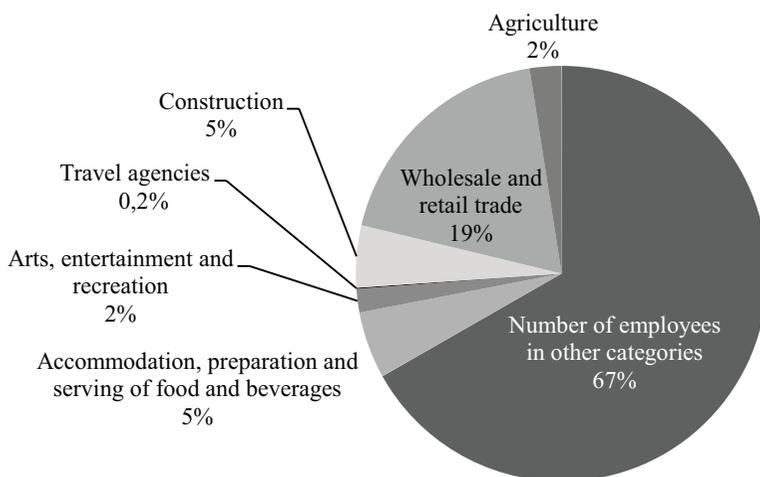
#### **Analysis of employment and structure of companies in tourism in Bosnia and Herzegovina**

The issue of human resources must be an integral part of destination tourism strategies. Human capital in tourism and hospitality has a positive impact on economic development, whether measured by the level of education of workers or by complementary variables. The analysis of employment in the tourism sector reveals certain limiting factors, primarily inconsistencies and lack of publicly available data. Data on the number of employees in Bosnia and Herzegovina are followed by the reports of the Agency for Statistics of Bosnia and Herzegovina,

in which economic activities are exactly classified. Three categories provide data on the number of employees in the tourism and hotel sector:

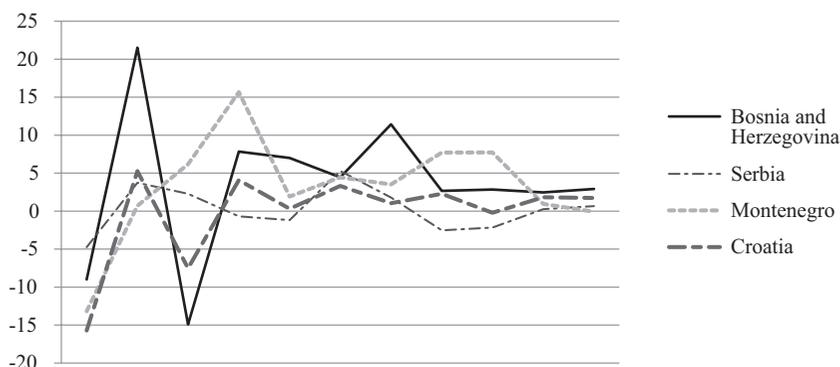
- accommodation activities, and food preparation and serving;
- administrative and support service activities (travel and travel agencies)
- art, entertainment and recreation (BHAS, 2018, 4-6).

The most reliable data are within the category of accommodation, food preparation and serving activities because they are directly related to tourism, but they certainly increase the number of employees within other categories indirectly related to tourism. According to the data of the [Agency for Statistics of BiH from August 2018](#), 41,785 workers were employed within the activities of providing accommodation, food preparation and serving, which is actually 5.21% of the total number of employees in the country. The structure of employees by certain activities for 2018 is presented in the following chart.



**Graph 1.** Comparison of the number of employees in the tourism with other sectors, 2018.  
Source: Development of authors in Excel program

Except for the problem related to low net income of employees, this market is also affected by the problem of insufficiently qualified labor force (especially for the jobs of waiters, cooks, maids, etc. which make up about 2/3 of the working structure in tourism). In order to summarize the analysis of the labor market in the tourism and hotel sector, here is a graphical comparison of the total contribution of tourism to employment (% growth) between Bosnia and Herzegovina and neighboring countries: Serbia, Montenegro and Croatia.



**Graph 2.** Total contribution of employment tourism, 2010-2020 (% growth)

Source: Authors' calculation using the site:

<https://tcdata360.worldbank.org/indicators/tot.direct.emp?country=BIH&indic/>

In recent years, there has been an evident increase in the number of employees in the tourism sector, which is certainly conditioned by the increase of the number of companies in the field of providing accommodation, and preparing and serving food and beverages.

**Table 1.** Participation of accommodation, food preparation and serving activities by entities/district in BiH, 2017.

Entity / district	Number of Enterprises %	Number of Entrepreneurs %	Number of Employees %	Traffic %
Bosnia and Herzegovina	100	100	100	100
Federation of BiH	82.7	61.5	64.8	57.1
Republic of Srpska	16.6	36.3	34.1	41.6
Brčko District	0.7	2.1	1.1	1.3

Source: Prepared by the authors according to: [Agency for Statistics of Bosnia and Herzegovina \(2018\)](#). Business statistics - units of the statistical business register. Sarajevo: year VII, no.1, p.12. Link: [http://www.bhas.ba/saopstenja/2018/SBS\\_00\\_2017\\_Y1\\_0\\_BS.pdf](http://www.bhas.ba/saopstenja/2018/SBS_00_2017_Y1_0_BS.pdf)

It can be concluded from the table that the Federation of BiH has absolute dominance in terms of the number of companies and employees, although the turnover in the Republic of Srpska is exponential in relation to a significantly smaller number of companies.

Most companies in the tourism sector in BiH, i.e. within the business of accommodation, and the preparation and serving of food and beverages, belong to the type of small companies with up to 50 employees. To be more precise, the number of companies that belong to the group of micro companies (up to 10 employees) in the field of tourism and hospitality activities in the period 2011-2017

decreased slightly, whereas the number of small businesses (10-49 employees) increased slightly in the same period. The following chart provides an overview of the number of companies by the type of the activity in terms of accommodation, and preparation and serving of food and beverages, in 2017.

**Table 2.** Number of companies in BiH regarding the activity of accommodation, preparation and serving of food and beverages, 2017.

Company type	Number of companies	Number of employees
Small 0-49 employees	829	32,171
Average 50-249 employees	37	3,028
Large 250 and more employees	2	534

Source: Authors' calculation according to the BiH [Agency for Statistics, \(2018\)](http://www.bhas.ba/saopstenja/2018/SBS_00_2017_Y1_0_BS.pdf). Business statistics - units of the statistical business register. Sarajevo: year VII, no.1, p.9. Link: [http://www.bhas.ba/saopstenja/2018/SBS\\_00\\_2017\\_Y1\\_0\\_BS.pdf](http://www.bhas.ba/saopstenja/2018/SBS_00_2017_Y1_0_BS.pdf)

### **The contribution of tourism to the balance of payments in Bosnia and Herzegovina**

The inflows that Bosnia and Herzegovina achieves from tourist activity, especially inflows from foreign tourists make a great contribution to the balance of payments. The inflows of foreign tourists is a form of “invisible export” which means that the funds from the consumption by tourists (food, accommodation, tourist taxes, etc.) are treated as assets in the balance of payments. The assessment of the foreign exchange contribution from tourism in Bosnia and Herzegovina is performed by the Central Bank, which records all changes in the balance sheet, based on the information that it receives from the Republic Agency for Statistics.

The system of the Central Bank of Bosnia and Herzegovina within the services recognizes the category of travel in which the sum of exports and imports was realized in a certain period. The disadvantage of this kind of system for managing information on exports and imports of tourist services is that there is no exact category that summarizes only tourist journeys. In this way, the category of travel includes the inflow and outflow of funds from all forms of travel, and not only tourist travel (it also includes hospital treatment, student travel, business, etc.). According to the estimates of the Central Bank of BiH, in 2018 there was a service surplus generated by tourism (travel category) of as much as 46.71%.

The importance of tourism for the balance of payments in Bosnia and Herzegovina can be seen best by looking at the structure of the balance of payments by activities, comparing revenues from foreign tourists (travel-invisible exports) with revenues from exports of goods. The composition of the balance of payments in BiH for the period 2010-2019 is presented below.

Table 3. Current account of the balance of payments in BiH, 2010-2019 (million BAM).

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
<b>Current account</b>	-1,531.02	-2,483.48	-2,266.25	-1,424.58	-1,983.25	-1,450.22	-1,408.75	-1,362.80	-1,238.73	-1,235.67
<b>Export</b>	12,199.66	13,156.77	13,310.79	13,872.64	14,520.72	14,996.91	15,650.18	17,973.43	19,289.29	19,679.20
<b>Goods, services</b>	7,532.26	8,403.44	8,483.19	9,035.97	9,298.98	10,160.03	10,869.41	12,811.10	14,087.20	14,110.59
<b>Goods</b>	4,775.14	5,775.93	6,067.15	6,644.59	6,847.08	7,196.23	7,699.57	9,340.66	10,418.41	10,173.81
<b>Services</b>	2,757.12	2,627.51	2,416.04	2,391.38	2,451.90	2,963.79	3,169.84	3,470.44	3,668.79	3,936.78
<b>Travel</b>	877.22	887.76	942.44	1,010.21	1,042.71	1,329.31	1,463.19	1,598.14	1,712.87	1,982.81
<b>Transport</b>	415.93	458.50	460.76	491.44	493.89	609.38	627.09	753.85	814.28	830.11
<b>Import</b>	13,730.68	15,640.25	15,577.04	15,297.22	16,503.96	16,447.13	17,058.94	19,336.23	20,528.02	20,914.86
<b>Goods, services</b>	13,005.29	14,637.14	14,630.85	14,510.92	15,474.95	15,376.43	15,825.48	17,898.13	19,097.36	19,447.91
<b>Goods</b>	12,200.88	13,856.21	13,845.66	13,743.35	14,720.74	14,371.97	14,788.73	16,757.60	17,911.95	18,145.78
<b>Services</b>	804.41	780.93	785.18	767.58	754.21	1,004.46	1,036.74	1,140.53	1,185.41	1,302.13
<b>Travel</b>	291.81	222.07	215.44	196.79	186.58	362.62	396.26	424.26	432.90	463.79
<b>Transport</b>	267.0	292.77	318.57	319.21	311.67	333.32	335.14	425.68	459.83	481.23

Source: Authors' calculation according to the Central Bank, link: [http://statistics.ebbh.ba/Panorama/novaview/SimpleLogin\\_bs\\_html.aspx](http://statistics.ebbh.ba/Panorama/novaview/SimpleLogin_bs_html.aspx)

As the global economic crisis progresses, travel revenues have been growing since 2010, as it can be seen from the chart. The share of revenues from travel of foreign tourists to Bosnia and Herzegovina in total revenues from services in 2019 was 50.36%, while the share of revenues from travel in total exports in the same year was 10.07%. Imports based on this category are actually an outflow of funds that arises from the travel of BiH citizens abroad (liabilities of the tourist balance). These trips are increased by an increase in living standards, easier travel conditions (payment in installments) or the abolition of the visa regime.

The data from the chart can serve as a parameter for monitoring the tourist balance, but they cannot be accepted as 100% accurate data. To obtain more precise data, more frequent research and the involvement of all factors of the tourist system are needed.

In order to analyze the impact of tourism revenues on the structure of the current account of the balance of payments in Bosnia and Herzegovina, based on the data from the chart above, a correlation-regression analysis was performed for the period from 2010 to 2019. Correlation analysis provides information on the degree and direction of association of variables, while linear regression equation provides insight into the form of the relationship between the observed dependent and independent variable.

For the purposes of this analysis, the variable export-travel (travel income), was taken as an independent predictor, and the following were defined as dependent: balance of payments deficit, import of goods and transport income. The results of the analysis are presented in the following chart. Three linear regression analyzes were performed by comparing the travel income as an independent variable with the stated dependent variables.

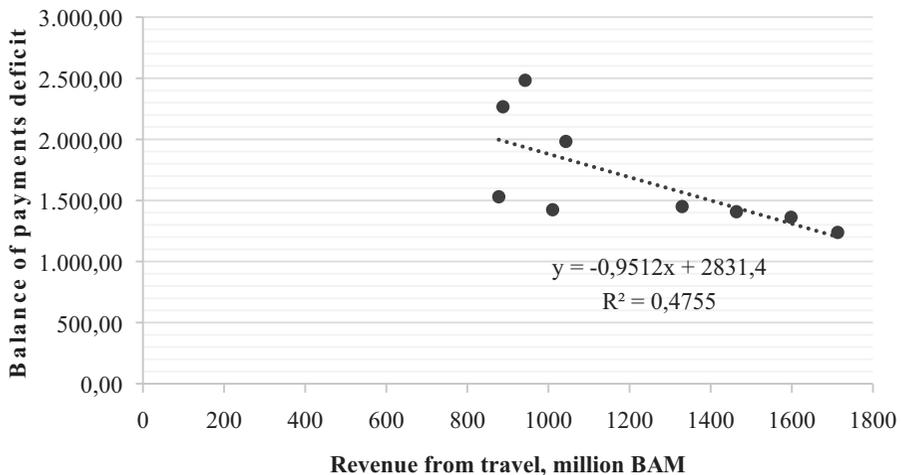
**Table 4.** Results of correlation-regression analysis for independent variable: travel, and dependent variables: balance of payments deficit, imports of goods and transport revenues for the period 2010-2019.

Dependent variable	Time period	Number of observations-N	Linear regression analysis			
			Constant Section	Slope coefficient	Coefficient of determination R <sup>2</sup>	Correlation Coefficient r
<b>Balance of payments deficit</b>	2010-2019	10	2671.4	- 0,804	0,50	0,70
<b>Import goods</b>	2010-2019	10	9130.296	4.595	0,85	0,92
<b>Transport revenues</b>	2010-2019	10	91.732	0,39215	0,96	0,98

Source: Authors' calculation in Excel based on Table 3.

The negative sign of the slope for the variable balance of payments deficit indicates that an increase in travel income by 1 million BAM leads to a decrease in the current account deficit by 0.804 million BAM. The correlation coefficient  $r$  indicates a medium-strong, direct linear relationship between the phenomena. The coefficient of determination for the balance of payments deficit variable is 0.50, which indicates that the regression-correlation analysis between independent variable travel income and dependent variable balance of payments deficit is not reliable.

Therefore, two more independent variables, import of goods and transport revenues, were included in the analysis, in order to notice the relationship and the impact of travel revenues on the given variables. The results of the analysis are presented in Table 4 with scatter plots.

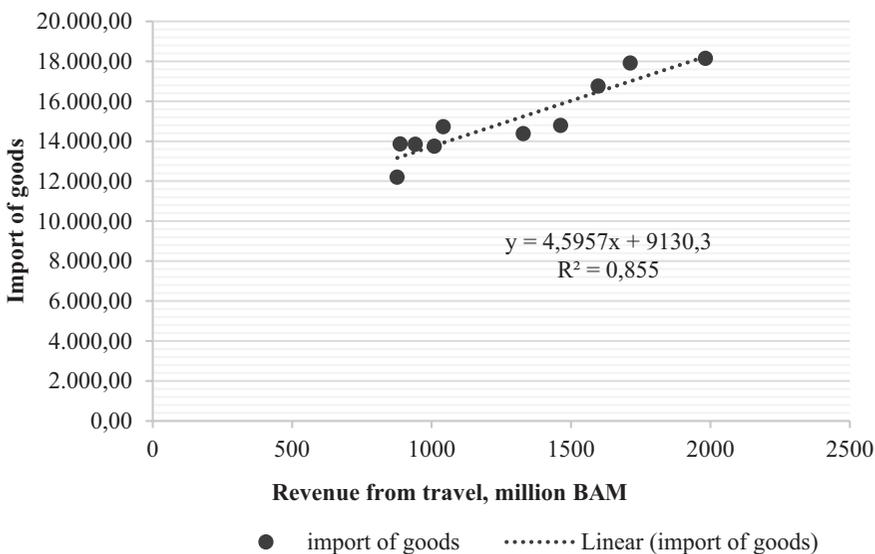


● balance of payments deficit      ..... Linear (balance of payments deficit)

**Graph 3.** Revenues from travel correlated with the balance of payments deficit 2010-2019.

Source: Authors' processing in Excel based on data from Table 3.

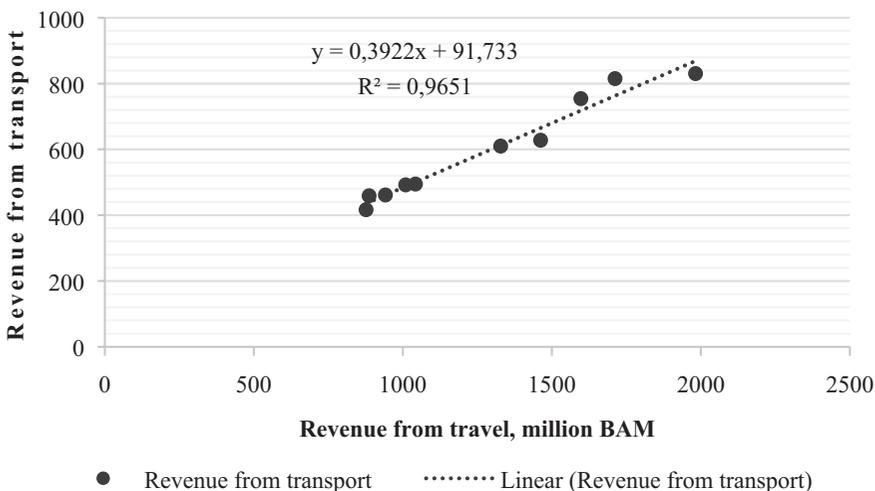
An increase in travel income by 1 million BAM in the observed period would lead to a reduction in the balance of payments deficit by 0.95 million BAM.



**Graph 4.** Revenues from travel in correlation with the import of goods for the period 2010-2019. Source: Authors’ processing in Excel based on data from Table 3.

Increase in travel income in the period 2010-2019 for 1 million BAM would lead to increase in imports of goods by 4.59 million BAM.

This conclusion suggests that tourism also has negative effects on the economy because it increases commodity import dependence.



**Graph 5.** Revenues from travel correlated with the growth of revenues from transportation 2010-2019. Source: Authors’ processing in Excel based on data from Table 3.

The regression equation points to the fact that if travel revenues increase by 1 million BAM, there would be an increase in transport revenues by 0.392 million BAM.

As a general conclusion of this analysis, it can be stated that the impact of tourism through travel revenues on the current account of the balance of payments is great and therefore tourism should be given higher priority.

### **The contribution of tourism to the gross domestic product in Bosnia and Herzegovina**

According to the report of the World Tourism and Travel Council for 2018, Bosnia and Herzegovina has more than half of the international tourist arrivals, thus contributing almost 10% of the total contribution to the gross domestic product (WTTC, 2019, p.2). Tourism in BiH directly generates about 2.7% of GDP, which directly contributes to activities that provide services of a tourist nature such as catering, hospitality, transportation, sports, entertainment and recreation. The contribution through tickets to national parks or museums is also significant, although such a contribution usually serves to supplement the own revenues of the mentioned institutions. BiH has weaker substructural capacities that are necessary for the development of business tourism (so-called MICE tourism), which is why it generates only 29% of business arrivals (WTTC, 2019, p.2). Indirect contributions of tourism to the economy of BiH are reflected in the generation of other industries such as construction, agriculture and industry, and in 2018 this contribution amounted to about 8% of GDP.

Although it cannot be determined exactly, special importance is given to the induced contribution, which implies jobs supported by the consumption of employees directly or indirectly in tourism. Such data indicatively indicate necessary changes in the economic policy of BiH and more serious understanding of the tourism sector if we want to get closer to the regional average.

**Table 5.** The contribution of tourism in Bosnia and Herzegovina in US \$ and the share of tourism in GDP, 2010-2018.

Period	Value (billionUS \$)	Change %	Total share of tourism in GDP %
2018	2.0	11.58 %	10.2
2017	1.8	17.00 %	9.6
2016	1.5	6.96 %	8.7
2015	1.4	-7.33 %	8.5
2014	1.5	2.92 %	8.1
2013	1.5	7.70 %	7.8
2012	1.4	-15.02 %	7.7
2011	1.6	5.41 %	8.6

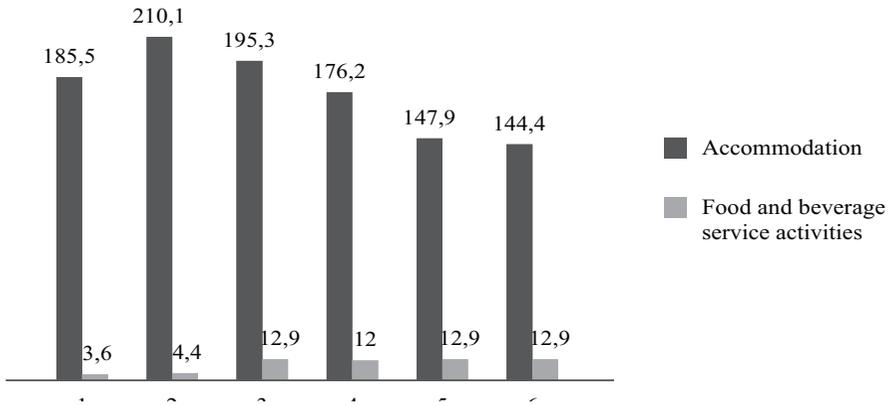
Source: <https://knoema.com/atlas/Bosnia-and-Herzegovina/topics/Tourism/Travel-and-Tourism-Total-Contribution-to-GDP/Contribution-of-travel-and-tourism-to-GDP>

In addition to indicators related to the contribution of tourism to GDP, it is important to mention that tourism globally generates about 35% of total world export activity, while in Bosnia and Herzegovina tourism as an “invisible export” contributed about 12-13% of total exports in 2018 and 2019 (Central Bank of B-H).

### **Investments in the tourism sector in Bosnia and Herzegovina**

Investment activity in the tourism sector in Bosnia and Herzegovina is carried out mostly in the form of foreign direct investment, with the dominance of investors from Arab countries, especially Kuwait, Saudi Arabia and the United Arab Emirates. The market and legal framework in Bosnia and Herzegovina are still not sufficiently trained for international cooperation through forms of public-private partnership or concessions, which would not permanently transfer the ownership of tourist goods into the hands of investors. Unfortunately, in BiH, for the most part, there is investment with permanent ownership of investors. There are a number of advantages that BiH has, which increase the chances of attracting investors from the tourism sector: BiH is at the crossroads of important regional corridors (Croatia, Montenegro and Serbia), it has a large number of old hotels awaiting restoration (over 290 hotels which once belonged to Bosnia and Herzegovina are located on the territory of the former Yugoslavia) and the ownership transformation, fast-growing tourist destinations, untouched nature and landscapes, price-competitive labor, foreign investors are protected from nationalization, expropriation, requisition, low tax rates (the lowest in the region), etc.

However, there are certainly limiting factors for attracting foreign investment, which are primarily reflected in poor staff training, poor transport links, outdated infrastructure, unstable political situation, etc. In the period 1994-2017, only 1% of total investments in Bosnia and Herzegovina referred to the tourism sector. The specificity of investments in the tourism sector in BiH is monitored according to the data of the Central Bank through the categories of accommodation and activities of preparation and serving of food and beverages. Investments in the accommodation category are significantly higher, although in the last few years these investments have been on a downward path, and foreign direct investment in food and beverage preparation and serving activities is on the rise. The following chart provides an overview of the situation for the period 2013-2018.



**Graph 6.** Foreign direct investment in tourism in BiH, 2013-2018. Million BAM.

Source: Authors' processing according to the data of the Central Bank of BiH, [http://statistics.cbbh.ba/Panorama/novaview/SimpleLogin\\_sr\\_html.aspx](http://statistics.cbbh.ba/Panorama/novaview/SimpleLogin_sr_html.aspx).

## CONCLUSION

The tourism market of BiH is still not fully regulated and synchronized, but based on the analysis presented in this paper it can be concluded that tourism modestly generates basic economic indicators in Bosnia and Herzegovina. With the general development of the economy and strengthening of the entire economic structure, the tourism industry will also be indirectly affirmed.

The condition for tourism to have greater effects on the economy is its competitiveness, and the data from the WTTC (2019) showing that BiH ranks 105th (out of 140) are not very encouraging. By strengthening the comparative advantages and tourist valorization of the existing natural and anthropogenic resources, it can significantly contribute to attracting tourists, but also foreign investors. By recognizing and placing on the official lists all the goods that BiH has at its disposal, economic and non-economic functions are achieved, in the form of multiplication and conversion. Harmonization of the labor market with European standards will protect workers in the tourism sector who have extremely low incomes compared to other branches. Attracting investors, along with smart ownership transformations, will enable tourism to receive infrastructural support, and not just substructural solutions. The analysis in this paper showed that tourism is a branch that generates positive changes in the current account of the balance of payments with a high degree of correlation with transportation revenues. The growth of revenues from tourism reduces the balance of payments deficit because these revenues make up a large share of service revenues. During the observed period, tourism also initiated a slightly higher import of goods,

which is understandable because the BiH market does not have enough of its own potential.

The contribution of tourism to GDP of only 2.7%, small investments in the tourism sector of 1% for many years and employment of about 5% in relation to the total number are data that need to be improved. For these reasons BiH needs a strategic commitment to tourism in order to realize indirectly tourist ideas through other sectors.

## REFERENCES

- Adu-Ampong, E. A. (2018). Tourism and national economic development planning in Ghana, 1964–2014. *International Development Planning Review*, 40(1), 75-96. Doi: [10.3828/idpr.2018.2](https://doi.org/10.3828/idpr.2018.2)
- Ateljevic, J. & Page, S. J. (2017). (Eds.). *Tourism and entrepreneurship. International Perspectives*. London, UK: Rutledge.
- Agency for Statistics BiH (2018). *Business statistics - units of the statistical business register VII(1)*. Sarajevo: author VII. Retrieved from: [http://www.bhas.ba/saop-stenja/2018/SBS\\_00\\_2017\\_Y1\\_0\\_BS.pdf](http://www.bhas.ba/saop-stenja/2018/SBS_00_2017_Y1_0_BS.pdf)
- Antunac, I. (2002). Myth on foreign exchange consumption of foreign tourists. *Economic review*, 53(3-4), 233-268.
- Bianchi, R. (2018). The political economy of tourism development: A critical review. *Annals of Tourism Research*, 70, 88-102. doi:[10.1016/j.annals.2017.08.005](https://doi.org/10.1016/j.annals.2017.08.005)
- Boskovic, T. (2009). Tourism as a factor of economic development. *Business School*, 2, 23-28. Retrieved from: <http://www.vps.ns.ac.rs/SB/2009/2.3.pdf>
- Cooper, C., Fletcher, J., Fyall, A., Gilbert, D. & Wanhill, S. (2008). *Tourism: Principles and Practice*. Harlow, UK: Prentice Hall Financial Times
- Dwyer, L., Forsyth, P. & Spurr, R. (2004). Evaluating tourism's economic effects: new and old approaches. *Tourism management*, 25(3), 307-317. Doi:[10.1016/S0261-5177\(03\)00131-6](https://doi.org/10.1016/S0261-5177(03)00131-6)
- Gavranovic, A. (2018). Dilemmas about the role of tourism in the Croatian economy. *Economics*, 25(2). Doi: [10.5937/siks17042290](https://doi.org/10.5937/siks17042290)
- Herman, G. V., Deac, A. L., Ciobotaru, A. M., Andronache, I. C., Loghin, V. & Ilie, A. M. (2017). The role of tourism in local economy development. Bihor county case study. *Urbanism. Architecture*, 8(3). Retrieved from: <https://www.ceeol.com/search/article-detail?id=603209>
- Heng, T. M. & Low, L. (1990). Economic impact of tourism in Singapore. *Annals of Tourism Research*, 17(2), 246-269. Doi: [10.1016/0160-7383\(90\)90086-7](https://doi.org/10.1016/0160-7383(90)90086-7)
- Narayan, P. K. (2004). Economic impact of tourism on Fiji's economy: empirical evidence from the computable general equilibrium model. *Tourism Economics*, 10(4), 419-433. Doi:[10.5367/0000000042430971](https://doi.org/10.5367/0000000042430971)
- Repak, S., & Muhic, D. (2016) Tourism in the economic policy of Bosnia and Herzegovina. *Transition*. 18(38), 121-131. Retrieved from: <https://hrcak.srce.hr/188879>

- Stanic, M., & Vujic, T. (2016). Tourism as a factor of economic development. *Journal of the University of Synergy*, 17(2). Doi: [10.7251/zrsng1602014s](https://doi.org/10.7251/zrsng1602014s)
- Shkrijelj, H., & Shabani, H. (2018). Tourism as a factor for economic development of municipality pec. *Knowledge International Journal*, 23(4), 1137-1141.
- Song, H., Dwyer, L., Li, G. & Cao, Z. (2012). Tourism economics research: A review and assessment. *Annals of tourism research*, 39(3), 1653-1682. Doi:[10.1016/j.annals.2012.05.023](https://doi.org/10.1016/j.annals.2012.05.023)
- Vukonic, B. (2018). Economic theory and tourism economics. *Acta Turistica*, 30(Special Issue), 17-63. Doi:[10.22598/at/2018.30.SI.17](https://doi.org/10.22598/at/2018.30.SI.17)
- Zecevic, B., Petkovic, G. & Kovacevic, I. (2014). Tourism as a part of the national economy. *Economic policy and development*, 105-124. SciIndeks. (n.d.). Available at: <https://scindeks-clanci.ceon.rs/data/pdf/0353-443X/2011/0353-443X1102089P.pdf>. Tcdata. (n.d.). Available at: <https://tcdata360.worldbank.org>
- Agencija za statistiku Bosne i Hercegovine. (n.d.). Available at: <http://www.bhas.ba>
- Centralna banka Bosne i Hercegovine. (n.d.). Available at: <http://statistics.cbbh.ba>
- Knoema. (n.d.). Available at: <https://knoema.com>

## ЕФЕКТИ ТУРИСТИЧКОГ РАЗВОЈА НА ЕКОНОМИЈУ БОСНЕ И ХЕРЦЕГОВИНЕ

1 Андријана Мркајић Атељевић, Висока школа за туризам и хотелијерство,  
Требинје, Босна и Херцеговина

2 Срђа Поповић, Факултет за медитеранске пословне студије, Тиват, Црна Гора

### САЖЕТАК

Босна и Херцеговина као бивша југословенска држава, у свом развојном путу фокус ставља на јачање општих економских и социјалних параметара, док је туризам као грана стављен у други план. Међутим, промјене у глобалним трендовима и све масовније кретање туриста према Балкану, условиле су и брже укључивање Босне и Херцеговине на туристичко тржиште. Ипак, упркос расту туристичких долазака, утицај туризма на економску слику Босне и Херцеговине није на високом нивоу. Овај рад помоћу регресионо-корелационе анализе показује да туристички развој утиче на смањење платнобилансног дефицита у Босни и Херцеговини јер туризам као дио услуга знатно генерише приливе на текући рачун платног биланса. Доказано је да раст прилива по основу путовања доводи до повећања прилива по основу превоза, а истовремено доводи и до повећања увоза робе, што нам показује да постоји и негативан ефекат туризма у смислу повећања робне увозне зависности. Осим тога, у раду је анализиран и утицај туризма на бруто домаћи производ, инвестиције и запосленост.

### Кључне ријечи:

*Босна и Херцеговина, туризам, економски развој.*