

TOURISTIC MOVEMENT IN JAHORINA MOUNTAIN FROM 1999 TO 2016

Emilija Dostović

Abstract: Mountain Jahorina – a so called “snow beauty”, represents one of the largest ski and winter resorts in the Balkans. During the 14th Winter Olympic Games in 1984 this region has reached considerable touristic development. The one thing that separates Jahorina as a Winter Olympic Center from the rest is the sheer quality of ski tracks located on site, which are suitable for professionals and beginners alike. Apart from skiing activities, visitors can enjoy the natural scenery that this region has to offer. The mild climate, rich hydrography, lush flora and fauna and anthropogenic values can be found here as well. This is a place where Western and Eastern civilizations meet, sometimes even collide but they enrich this region together nonetheless through their long and fascinating history. After the Winter Olympic Games, a three-year civil war, the economic crisis that followed and basic negligence has resulted in a decline of visitors during the years. This area also suffered from a decline of infrastructure capital and material base, reduction of birth rate and emigration of the population.

This research shows that Jahorina has a good potential to be a regional tourist centre that could be attractive for visiting at any time of the year. Key factors for a recent tourism development of mountain Jahorina as well as the increase of visitors in the period from 1999 and information about existing infrastructure is shown in the next pages of this paper. As an increase of visitors is apparent in recent time, it gives hope and motive for further work on infrastructure and capacity development for sports, winter and summer activities.

Key words: Jahorina, mountain tourism, development

1. Introduction

Jahorina Mountain lies in the southeastern part of Bosnia and Herzegovina and is southeast of the city of Sarajevo. The mountain region was split between Republika Srpska and Federation of Bosnia and Herzegovina. In December 1995 the Dayton Peace Agreement brought a halt to a three year civil war in Bosnia and Herzegovina. Part of the mountain in Republika Srpska fall into Pale and Trnovo jurisdictions that themselves are part of East Sarajevo

(Natek K., Natek M., 2000). Jahorina has several parts that together make a mountain range with the length of 30 km and width of 15 km. The mountain range takes up an area of 729 km². Jahorina Mountain belongs to the Dinaric Mountains. The most interesting feature of Jahorina is the Gola Jahorina plateau that's 15 km long and 4-5 km wide. The tallest peak is Ogorjelica (1916 m) while other notable peaks are Sjenište (1910 m), Košuta (1907 m), Kota (1731m), Piratak (1858 m), Trijeska (1804 m) and Duge Stijene (1820 m) (Marković J., 1966). Many hotels, bungalow resorts and appropriate infrastructure were built for the 14th Winter Olympic Games in 1984 and tourism in the region flourished (Tourist Organization East Sarajevo). Sarajevo, at that time, did not have any facilities to accommodate winter sports; however, Bosnia and Herzegovina and its mountains Jahorina, Bjelašnica, Igman and Trebević had the tremendous natural potential for winter activities. The development of mountain tourism in the region was based on favourable location, rich natural features from which we can emphasize terrain configuration, mild slopes (Rajska Dolina) and good climate, all of which make Jahorina one of the most well-known ski resorts in the Balkan. This is a place where Western and Eastern civilizations meet, sometimes even collide but they enrich this region together nonetheless through their long and fascinating history. The whole region has a great opportunity to further develop tourism in the following areas: 1. winter sports, 2. recreational activities, 3. education, 4. business, 5. conferences, 6. culture, 7. excursions, 8. hunting and 9. medical tourism (www.dinarskogorje.com).

Although Jahorina is rich in natural beauty, tourism is still not developed enough. First cable cars were introduced on 29th of November, 1952. Right after the end of Winter Olympic Games, it became evident that the number of visitors has started to decline, natives started to move to larger cities, infrastructure started to decline due to not being properly maintained and the economy was getting worse. The absence of maintained road network blocked Jahorina from becoming a developed tourist centre, although is only 28 km away from Sarajevo. Further development of tourism in Jahorina will significantly transform the mountain from an abandoned project to an initiator of the development of Republika Srpska (Tourist Organization East Sarajevo).

Natural tourism values

Geographic characteristics that have a great influence on tourism development on mountain Jahorina are geomorphological, climate, hydrological and bio-geographical properties. In a geomorphological sense, mountain range Jahorina can be observed as three ridges: Trebević, Ravna Planina and Gola Jahorina. Geologically, Jahorina consists of limestone-dolomite rocks, sandstone and clay (Rodić D.1970). Terrain configuration is suitable for the development of all kinds of winter sports tourism in this part of Europe. Jahorina is rich in watercourses from which the most notable rivers are Kasindol, Crna reka, Bistrica, Paljanska, Miljacka and the longest one – Prača (61 km) (Marković J.1966).

The mild climate in the region greatly contributes to the development of tourism in Jahorina. Main climate factors that affect the local weather are a geographical location in relation to the sea, cardinal direction of the mountain, elevation, terrain diversity and forests. Although it's only 120 km away from the Adriatic Sea, it's protected from the warm Mediterranean air by adjacent mountains Bjelašnica and Treskavica (www.dinarskogorje.com). Areas within alpine climate zones are defined by long and cold winter and short and mild summer, where the average annual temperatures in January are is $-0,9^{\circ}\text{C}$ to $-6,4^{\circ}\text{C}$ (Kujundzic Z.,Govedar Z., 2006). Snow cover in Jahorina is present from October through May, which is considered as an advantage for the development of winter sports tourism (National Weather Service BiH).

2. Materials and methods

Research on number of tourists is conducted for the period between 1999 and 2016. The data is provided by Tourist Organization East Sarajevo.

Table 1. A number of arrivals and overnight stays for period of 01.01.1999.-31.12.2016.

Year	Arrivals			Overnight Stays		
	total	domestic	Foreign	total	domestic	foreign
1999	9,668	5,019	4,649	3,7342	12,075	25,267
2000	10,480	5,985	4,495	38,697	18,688	20,009
2001	12,736	8,488	448	39,500	24,036	15,464
2002	17,831	11,650	6,181	61,222	35,247	25,975
2003	17,749	10,847	6,902	68,267	29,905	38,362
2004	17,867	10,329	7,538	67,850	30,549	37,301
2005	18,744	9,883	8,861	65,234	30,799	34,435
2006	28,511	14,743	13,768	89,772	38,040	51,732
2007	31,328	14,729	16,599	99,711	42,648	57,063
2008	34,923	17,471	17,452	10,7019	45,360	61,659
2009	34,594	19,999	14,595	96,944	49,018	47,296
2010	34,196	20,256	13,940	90,544	48,870	41,674
2011	30,097	17,335	12,762	80,860	41,626	39,234
2012	33,365	20,410	12,955	98,639	53,746	44,893
2013	40,004	24,191	15,813	115,021	59,741	55,280
2014	41,688	29,407	12,281	93,646	59,880	33,766
2015	54,705	35,337	19,368	137,676	76,606	61,070
2016	44,184	26,876	17,308	120,594	63,079	57,515

Source: Tourist Organization East Sarajevo

Table 2. Number of arrivals and overnight stays per municipality (2012)

Municipality	Arrivals			Overnight Stays		
	total	domestic	total	domestic	total	domestic
Pale	33,365	20,410	12,955	98,639	53,746	44,893
Sokolac	-	-	-	-	-	-
Trnovo	-	-	-	-	-	-
Istočno Novo Sarajevo	556	465	91	737	575	162
Istočna Ilidža	6,158	5,043	1,115	8,499	6,906	1,593
Istočni Stari Grad	-	-	-	-	-	-
Total	40,079	25,918	14,161	107,875	61,227	46,648

Table 3. Number of arrivals and overnight stays per municipality (2013)

Municipality	Arrivals			Overnight Stays		
	total	domestic	foreign	total	domestic	foreign
Pale	33,242	18,597	14,645	105,428	51,922	53,506
Sokolac	-	-	-	-	-	-
Trnovo	-	-	-	-	-	-
Istočno Novo Sarajevo	626	490	136	857	629	228
Istočna Ilidža	6,136	5,104	1,032	8,736	7,190	1,546
Istočni Stari Grad	-	-	-	-	-	-
Total	40,004	24,191	15,813	115,021	59,741	55,280

Table 4. Number of arrivals and overnight stays per municipality in % (2013)

Municipality	Arrivals			Overnight Stays		
	total	domestic	total	domestic	total	domestic
Pale	81.10	76.87	92.61	91.66	86.91	96.79
Sokolac	-	-	-	-	-	-
Trnovo	-	-	-	-	-	-
Istočno Novo Sarajevo	01.56	02.03	00.86	00.74	01.06	00.41
Istočna Ilidža	15.44	21.10	06.53	07.60	12.03	02.08
Istočni Stari Grad	-	-	-	-	-	-
Total	100	100	100	100	100	100

Table 5. The ratio of number of arrivals and overnight stays per municipality 2012/2013 in %

Municipality	Arrivals			Overnight Stays		
	total	domestic	total	domestic	total	domestic
Pale	-00.37	-09.75	+11.54	+06.45	-03.51	+16.10
Sokolac	-	-	-	-	-	-
Trnovo	-	-	-	-	-	-
Istočno Novo Sarajevo	+11.18	+05.10	+33.10	+14.00	+08.59	+28.95
Istočna Ilidža	-00.53	+01.20	-08.05	+02.70	+03.95	-03.04
Istočni stari Grad	-	-	-	-	-	-
Total	-00.18	-07.14	+10.45	+06.21	-02.49	+15.62

Table 6. Number of arrivals and overnight stays per municipality (2014)

Municipality	Arrivals			Overnight Stays		
	total	domestic	total	domestic	total	domestic
Pale	31,787	21,913	9,874	78,794	49,190	29,604
Sokolac	155	112	43	423	308	115
Trnovo	-	-	-	-	-	-
Istočno Sarajevo	2,733	1,432	1,301	4,716	2,296	2,420
Istočna Ilidža	7,013	5,950	1,063	9,713	8,086	1,627
Istočni Stari grad	-	-	-	-	-	-
Total	41,688	29,407	12,281	93,646	59,880	33,766

Table 7. Number of arrivals and overnight stays per municipality in % (2014)

Municipality	Arrivals			Overnight Stays		
	total	domestic	total	domestic	total	domestic
Pale	76.26	74.51	80.40	84.15	82.14	87.67
Sokolac	00.37	00.37	00.35	00.45	00.35	00.34
Trnovo	-	-	-	-	-	-
Istočno Novo Sarajevo	6.55	04.86	10.59	5.03	03.83	07.16
Istočna Ilidža	16.82	20.83	08.65	10.37	13.50	04.81
Istočni Stari Grad	-	-	-	-	-	-
Total	100	100	100	100	100	100

Table 8. The ratio of number of arrivals and overnight stays per municipality 2013/2014 in %

Municipality	Arrivals			Overnight Stays		
	total	domestic	total	domestic	total	domestic
Pale	-04.37	+15.13	-32.57	-25.26	-05.26	-44.67
Sokolac	+100	+100	+100	+100	+100	+100
Trnovo	-	-	-	-	-	-
Istočno Nvo Sarajevo	+77.09	+65.78	+89.54	+81.82	+72.60	+90.57
Istočna Ilidža	+12.50	+14.21	+02.91	+10.05	+11.08	+04.97
Istočni Stari Grad	-	-	-	-	-	-
Total	+04.04	+17.73	-22.33	-18.58	+00.23	-38.91

Table 9. Number of arrivals and overnight stays per municipality (2015)

Municipality	Arrivals			Overnight Stays		
	total	domestic	total	domestic	total	domestic
Pale	43,758	27,656	16,102	120,693	65,283	55,410
Sokolac	153	123	30	360	305	55
Trnovo	-	-	-	-	-	-
Istočno Nvo Sarajevo	3,951	1,969	1,982	6,402	3,000	3,402
Istočna Ilidža	6,843	5,589	1,254	10,221	8,018	2,203
Istočni Stari Grad	-	-	-	-	-	-
Total	54,705	35,337	19,368	137,676	76,606	61,070

Table 10. The ratio of number of arrivals and overnight stays per municipality 2014/2015 in %

Municipality	Arrivals			Overnight Stays		
	total	domestic	total	domestic	total	domestic
Pale	+37.66%	+26.20%	+63.07%	+53.17%	+32.71%	+87.17%
Sokolac	+100%	+100%	+100%	+100%	+100%	+100%
Trnovo	-	-	-	-	-	-
Istočno Nvo Sarajevo	+44.56%	+37.50%	+52.34%	+35.75%	+30.66%	+40.57%
Istočna Ilidža	-2.42%	-6.05%	+17.91%	+5.23%	-0.84%	+35.40%
Istočni Stari Grad	-	-	-	-	-	-
Total	+31.22%	+20.16%	+57.70%	+47.01%	+27.93%	+80.86%

Table 11. Number of arrivals and overnight stays per month, municipality Pale (2016)

Month	Total Arrivals	Domestic Arrivals	Foreign Arrivals	Total Overnight Stays	Domestic Overnight Stays	Foreign Overnight Stays
1	6,004	2,419	3,585	23,577	8,452	15,125
2	4,461	1,331	3,130	16,907	3,727	13,180
3	4,271	2,364	1,907	9,431	4,425	5,006
4	3,133	2,538	595	6,282	4,995	1,287
5	3,986	3,066	920	11,421	9,304	2,117
6	2,368	1,750	618	6,304	4,802	1,502
7	2,329	1,405	924	5,873	2,981	2,892
8	3,192	1,950	1,242	11,752	5,853	5,899
9	2,496	1,802	694	5,733	4,015	1,718
10	3,406	2,524	882	7,174	5,171	2,003
11	3,204	2,446	758	5,864	4,205	1,659
12	5,334	3,281	2,053	10,276	5,149	5,127
Total	44,184	26,876	17,308	12,0594	63,079	57,515

Source: *Tourist Organization East Sarajevo (all tables)*

3. Results

We can see from the information shown in this study that the number of visitors between 1999 and 2002 has seen a steady increase in the rate of 1000 visitors per year. Following the year 2002, there is a decrease in a number of visitors up to 2004. The main reason for this decrease in numbers was evident economic crisis. However, this period of stagnation had little influence on the overall positive trend which continued to 2008 where it has reached the all-time maximum number of tourists of 34,923 (Table 1). After the said peak, there was constant and steady growth in a number of visitors. The second peak occurred in 2015 when 54,705 tourists have visited Jahorina (Table 10).

The master plan for Jahorina talks about the built roads, accommodation capacities and all the potentials of this mountain. In 2017 trails have been refreshed for the first time since 1983 – in total 6,222 m of trails have been redone according to the FIS standards. New tracks and roads with the total length of 15 km have been built, old installations have been removed so skiers can ski on the 35 km long course. There are two polygons, built for training on which children and beginners can practice and improve their skiing skills, with moving tracks that are 100 m and 70 m long. This area also has tubing courses and playgrounds with winter theme elements. Ski lessons are provided by Bistrica ski school which helps people who have never tried this sport to feel comfortable and safe. (www.oc-jahorina.com)

The latest information regarding the accommodation capacities on Jahorina is from 2011. (Master plan za Jahorinu 2011). In the master plan great potential for development and improvement of sports infrastructure through the construction of new facilities, open playgrounds, sports halls, golf courses, trim trails. Infrastructure that was built in the area was for the needs of the Olympic Games. Hotel Bistrica was built in the same period and it still operates today and in the past couple of years, accommodation capacities are growing. Accommodation capacities in Jahorina include 3,270 beds from which 1,022 are provided in 6 hotels and the rest from private accommodation. Hotels located in Jahorina: Hotel Sun (18 rooms), Hotel Lavina (23 luxury apartments), Hotel Stanišić, Hotel Board, Hotel Termag (21 luxury apartments, 71 rooms and a presidential suite), Hotel Nebojša (26 rooms and 5 apartments), Vila Skočine. Jahorina is a mountain with great potential of becoming one of the most attractive tourist destinations on the Balkan Peninsula. Some of the most important features of Jahorina are ski trails with the total length of 35 km, altitude of the ski centre that fall into the range of 1,300-1,890 m and skiers transport capacity of 13,000 persons per hour. Maximum altitude difference is 590 m and the longest trail is 2,041 m (Master plan za Jahorinu 2011).

Table 12. Ski Trails and Transport Capacity

Ski Trail	Length (km)	Capacity (person per hour)	Type	Altitude difference (m)	Ride length (min)
Skočine	1.45	1,200	chairlift	368	6
Ogorjelica I i II	2.60	2,400	chairlift	320	5
Poljice	1.55	1,200	chairlift	364	10
Olimpik	0.95	900	rope tow	196	6
Rajska dolina	0.95	900	rope tow	260	6
Poljice i baby lift	0.55	600	rope tow	150	3

4. Discussion and conclusions

This study shows that there is a great potential for Jahorina to become a well-known tourist centre that is popular both during the winter and summer. Existing data is showing a steady rise in a number of visitors as well as infrastructure development and increased lodging capacity which is a sign of progress towards set goals. The largest number of tourists are domestic visitors. Municipality of Pale is with the largest number of tourists, with the highest

number of visitors in 2015 followed by the municipality Istočna Ilidža. Recently, right before the winter season, construction works have taken place to build an artificial lake with a total volume of 95,000 m³, which will be crystallized for a refreshment system and over summer for summer tourism. Although infrastructure development plays an important role, cultural, sports and music events and festivals like Exit Fest is what brought Jahorina to life. The Olympic mountain of Jahorina, located in the center of the Balkans in Bosnia and Herzegovina, is the perfect winter destination for this kind of manifestation. A very popular music festival Exit Festival 84 took place from 15th to 18th of March this year, with a great success with over 20,000 visitors. Other sports events are scheduled for the year 2018 as well – race events, FIS competition, qualification for European Youth Olympic Festival in 2019 (EYOF). EYOF 2019 will take place on Jahorina, where hundreds of young people will compete in slalom and giant slalom (www.oc-jahorina.com). If we take a look at the data, we can see that the number of skiers that have visited Jahorina has significantly increased in just one year from 6,500 (December 2016) to 20,000 (December 2017). The number of overnight stays has also increased by 20% at Hotel Bistrica, where the primary objective is to increase booking of more consecutive nights per guest.

Further development of European road network will connect more people with the region which will inevitably bring more visitors to Jahorina. Tourist interest in Jahorina is evident and is the main drive for further capacity and infrastructure investments and development.

References

- Federlni hidrometeoroloki zavod BiH <https://www.fhmzbih.gov.ba/>
- Jovicic D.(2009): „Turisticka geografija Srbije“, Univerzitet u Beogradu
Geografski fakultet, Beograd
- Kujundžić S. (1979): „Vegetacijko-pedoloski profil na relaciji Vrhpraca (1160m)
Jahorina (vrh 1700m), preko kote 1630m i Poljice (1580m) dilomski rad.
Univerzitet u Sarajevu, Sumarski fakultet, Sarajevo
- Kujundžić S, Zoran Govedar (2006): „Klima kao turistička vrijednost prirodnog dobra
Jahorina“ Glasnik sumarskog fakulteta Univerziteta u Banja Luci
- Marković J. (1966): „Geografske oblasti Socijalističke Federativne Republike Jugoslavije“,
Zavod za izdavanje udžbenika Socijalističke Republike Jugoslavije, Beograd
- Master plan za Jahorinu 2011
https://oc-jahorina.com/wp-content/uploads/TOURISM_MASTER_PLAN_JAHORINA.pdf
- Natek K. I Natek M.(2000): „Drzave sveta“

Pavlović M., Rodić D. (1994): „Geografija Jugoslavije 1“, Savremena administracija, Beograd
Rodić D. (1970) : „Geografija Jugoslavije“, Naučna knjiga, Beograd
Turistička organizacija Istočno Sarajevo <https://turizam-isa.ba/>
<http://www.dinarskogorje.com>
<http://www.jahorina.org/info/oc-jahorina.php>
<http://www.skijanje.co.rs/istorija/istorija-skijanjanja-u-bih/snijega-i-sunca-dzavid-husic-jahorina-1990/>
www.oc-jahorina.com