TOURISM DEVELOPMENT STRATEGY OF HAN PIJESAK 2025-2030



HAN PIJESAK, DECEMBER 2024

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The Tourism Development Strategy was adopted by the Han Pijesak Municipal Assembly on 11.03.2025.
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I Introduction

The tourism development strategy of the municipality of Han Pijesak is a strategic planning document, a key framework for sustainable and successful tourist destination development. The need for creating a specific sectoral strategy, namely a strategy for the development of the tourism sector, was recognized during the preparation of the cross-border cooperation project IPA-CBC SRB-BiH, titled "Development of rural tourism as a basis for future sustainable development in the cross-border region of Serbia and Bosnia and Herzegovina." The Municipality of Han Pijesak, as the lead partner, applied for the project along with the following partners: Hunting Association "Studena Gora" Han Pijesak, partners from Serbia: City of Loznica and Hunting Association "Gučevo" Loznica.

The Local Tourism Development Strategy enables a systematic approach to tourism planning and management, ensuring the long-term sustainability and competitiveness of the destination. Through clearly defined goals, measures, and activities, it serves as a key tool for developing the tourism sector in alignment with the needs of the local community and the market.

The Municipality of Han Pijesak, located on a plateau rich in forests and natural resources, holds vast potential for tourism development. This potential has been recognized, identified, analyzed, and described in numerous documents, whether strategic or of another nature. However, the operationalization of the identified tourism development directions has not been implemented to the planned extent, which is why significant tourism development has not yet occurred. The first major steps in tourism development have taken place in recent years. The primary goal of strategic planning is to ensure sustainability and development based on resource preservation while simultaneously achieving economic prosperity, measured through carefully selected indicators that, in addition to economic aspects, also cover social, community, and environmental conservation aspects. This means that sustainable tourism involves the development of tourism activities that meet the needs of current tourists and the local community while preserving natural and cultural resources for future generations. In the context of Han Pijesak and the wider Javor Mountain area, sustainability in tourism can be achieved through responsible planning, environmental conservation, and the inclusion of the local community.

This strategy has been developed following a classic five-step strategic planning model, where three steps focus on strategy creation (analysis of internal and external environments, defining vision, mission, and objectives, and strategy formulation—developing an operational plan), while the remaining two steps cover strategy implementation (execution of strategic changes) and monitoring and evaluation, which are essential for performance measurement and timely corrective actions during implementation. During the planning process, the MiPRO methodology was partially applied, particularly in engaging key stakeholders from the public, private, and civil sectors, ensuring their active participation in workshops and incorporating their suggestions and proposals, for which we express our gratitude.

The strategy was developed through a participatory process of strategic document creation, with a special emphasis on the contribution of the Working Group (formed by Decision No. 01-022-56/24 dated June 7, 2024) with consulting support from REDAH (Regional Development Agency for Herzegovina), which facilitated the strategy development process based on Contract No. 48-00-162/2021-28-13/01-2024.

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Project Partners:

Bosnia and Herzegovina
Municipality of Han Pijesak **HA "Studena Gora" Han Pijesak**

Serbia
City of Loznica **HA "Gučevo" Loznica**

II Analysis of the Current Situation

1. LOCATION, GEOGRAPHICAL CHARACTERISTICS, AND CLIMATE

The Municipality of Han Pijesak is located in the northeastern part of the Republic of Srpska and Bosnia and Herzegovina. It lies on the watershed of the Stupčanica and Žepa rivers and borders the municipalities of Sokolac, Olovo, Vlasenica, Milići, and Rogatica. The municipality covers an area of 34,227 hectares, which represents 1.2% of the Republic of Srpska's territory and 0.6% of Bosnia and Herzegovina's total area.

The Han Pijesak area consists of a long mountain slope with certain features of a mountain plateau. It is mostly situated on Javor Mountain and is surrounded by the following mountain peaks: Veliki Žep (1,537 m), Javornik (1,219 m), Studena Gora (1,149 m), and Trešnjevac (1,245 m). The lowest point in the municipality is near the former Žeravica railway station, at an altitude of 794 meters above sea level.

The climatic characteristics of Han Pijesak are influenced by its high altitude, geographic latitude, and continental climate. The area has a sub-mountainous climate, characterized by long, snowy winters and short summers, along with a brief vegetation period. This region experiences the movement and collision of polar air masses originating from Central and Northeastern Europe and Siberia with subtropical air masses coming from the Mediterranean Sea.

AIR TEMPERATURE	The average annual air temperature in Han Pijesak is 6.2°C. The coldest month is January, with an average temperature of -3.9°C, while the warmest month is July, with an average temperature of 15.7°C. On average, there are 22 days per year with a maximum temperature above 30°C, mostly occurring in July and August, given the mountainous climate. Frosty days, when the minimum temperature falls below 0°C, occur from September to May.
PRECIPITATION	The average annual precipitation in Han Pijesak is approximately 1063 mm. Snowfall contributes significantly to the total yearly precipitation and is a regular occurrence during the winter months. The number of snow-covered days, as well as snow depth, begins to accumulate earlier and lasts longer than in lower-altitude areas. The first snow cover typically appears in October, while the last traces of snow disappear in May.
AIR PRESSURE AND HUMIDITY	Due to its high altitude, Han Pijesak experiences lower air pressure and higher relative humidity. The average annual air pressure is 887 mbar. The monthly average relative humidity remains above 80% throughout the entire year.
SUNLIGHT (INSOLATION)	Han Pijesak records an average of 1,837 hours of sunshine per year. Insolation follows a seasonal pattern, with December having the least sunshine, around 48 hours on average. The highest insolation levels occur in July and August, with 269 and 259 hours of sunshine, respectively.
CLOUD COVER	During summer, cloud cover is relatively low due to the influence of anticyclonic weather patterns. In winter, cloudiness increases due to the presence of maritime air masses. The average annual cloud cover in Han Pijesak is 5.7 (on a scale where 0 represents clear skies and 10 represents full cloud cover).
WIND CONDITIONS	Windy days are more frequent than calm days in Han Pijesak. The most common winds come from the north and south. The strongest winds typically occur in February and April. Windiness plays a significant role in reducing air humidity, which remains relatively high, averaging above 80% annually.

The Municipality of Han Pijesak, with its mountainous climate characteristics, offers unique conditions for tourism development throughout the year. The cold and snowy winters, with a long-lasting snow cover, present an opportunity for winter sports and recreation, while the moderate summers, with abundant sunshine and cool nights, provide ideal conditions for hiking, ecotourism, and nature-based relaxation. The high relative humidity and favorable climatic conditions also contribute to the growth of health and wellness tourism. With a strategy that would valorize natural resources, improve infrastructure, and diversify tourist offerings, Han Pijesak has the potential to become an attractive destination for enthusiasts of active and eco-friendly tourism.

Through systematic measurements of climate elements conducted more than 100 years ago, the Han Pijesak area was declared the first mountain-climatic-therapeutic site, with qualities that no other mountain location in the former Austro-Hungarian Empire possessed. As a result, the area was reserved for the imperial family.

The air quality is a crucial element for the development of Han Pijesak's tourist offer and the process of building the municipality's brand as an air spa. For this reason, a process was initiated to declare the Han Pijesak area as an air spa. This procedure took two years, from 2021 to 2023, during which the necessary documents were created, and institutional alignment of the internal acts of the Health Center was completed.

Based on the opinion of the Institute for Public Health of the Republic of Srpska, there is no natural factor in the Han Pijesak area that would limit its tourism space. Therefore, the climate (air) can be a therapeutic factor for this climatic, hilly-mountainous region.

In today's conditions of industrialization, urbanized city environments, heavy traffic, and the increasing pollution of urban areas and entire industrial zones, these highly rated qualities of the Han Pijesak area as a "bagno d'aria" gain even greater value as bioclimatological and medical-climatological factors.

2. TRANSPORT CONNECTIVITY

The Han Pijesak municipality is traversed by part of the M-19 main road connecting Sarajevo-Han Pijesak-Zvornik, which is one of the most significant transportation links between the eastern part of the Republic of Srpska (RS), Bosnia and Herzegovina (BiH), and the Republic of Serbia. In addition to the M-19 main road, the municipality also includes the R-467 regional route, which connects Han Pijesak-Olovo, as well as the road Han Pijesak-Gođenje-Žepa, which was declared a regional route 10 years ago. The total length of the main and regional roads in the Han Pijesak area is 60.3 km. Within the municipality, there are also local roads, forest-truck roads, and uncategorized roads. The total length of local roads is 120.7 km, with 83.35 km of uncategorized roads and 9.6 km of streets. The length of the forest truck roads is 42 km. In 2024, the municipality completed the full rehabilitation of urban streets and sidewalks, and in 2023-2024, the M-19 main road was fully rehabilitated (paved).

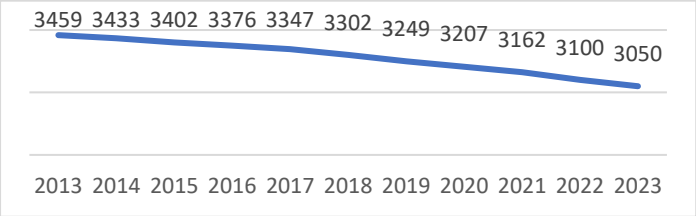
Given the favorable transport connectivity, including the position of the M-19 main road and its proximity to significant urban settlements and industrial regions (Beograd, Tuzla, Novi Sad, Sarajevo), along with appropriate local roads, the Han Pijesak area has all the geospatial conditions to be integrated into tourism flows and contribute to tourism development.

3. DEMOGRAPHY

The Municipality of Han Pijesak has experienced a significant population decline over the past 30 years, from the onset of the war events in the region until today. The largest reduction in population occurred in the early 1990s, but the decline continues due to a range of economic and social factors, including unemployment, inadequate social and community infrastructure, poor climatic conditions, and more.

Currently, the population is spatially organized into 5 local communities, within which there are 24 settlements. According to the 2013 Census, the population of Han Pijesak was 3,459, with a continuing trend of decline. According to the latest population estimate for 2023, the municipality has a population of 3,050 residents.

Graph 1: Population Trends from 2013 to 2023.



The reason for the population decline is, on one hand, migration, with a significant outflow of young, working-age population, and on the other hand, an extremely unfavorable natural population growth. Therefore, these trends ultimately result in an exceptionally unfavorable age structure of the population, where the proportion of the older population is increasing within the total population.

Table 1: Population Growth and Migration

Year	Total population	Born	Deceased	Natural increase	Immigrants	Emigrants	Migration balance	Total changes in population
2018	3302	21	54	-33	25	34	-9	***-42***
2019	3249	24	62	-38	28	54	-26	***-64***
2020	3207	17	50	-33	71	58	13	***-20***
2021	3162	16	68	-52	23	38	-15	***-67***
2022	3100	13	43	-30	27	47	-20	***-50***
2023	3050	22	57	-35	34	39	-5	***-40***

The age structure of the population refers to the distribution of the population across different age groups. In Han Pijesak, it is exceptionally unfavorable, with a trend of deterioration when comparing data from the 2013 Census and the most recent data for 2022. Average age is a key indicator of demographic dynamics and an important measure considered when addressing the challenges faced by policymakers in a given area. As shown in the table, the average age is 47.88 years, which is unfavorable compared to the Republican average of 43.68 years and is significantly worse compared to the acceptable demographic range of 30 to 35 years. Another important demographic indicator is the aging index, which shows the ratio of people aged 60+ (over 60 years) and youth aged -20 (under 20 years). The aging index for the Municipality of Han Pijesak is 248.29, while the average for RS is 161.27. Demographic trends are generally unfavorable, and the situation in Han Pijesak reflects the specifics of the area (rural environment, mountainous region, economic activities, etc.).

Table 2: Age Structure of the Population

YEAR	Total	Age groupsi						Average age	Aging index
		0-14		15-64		65+			
		number	%	number	%	number	%		
2013	3445	385	11,18	2283	66,27	777	22,55	45,79	176,59
2022	3100	346	11,16	1888	60,90	866	27,94	47,88	248,29

Tourism, in the context of improving the demographic situation, can play a significant role in revitalizing and stabilizing demographic structures. The development of tourism creates conditions for the opening of new jobs in various sectors (hospitality, transportation, culture, crafts). Considering that tourism often requires specific skills (hotel management, gastronomy, language skills), it can lead to positive migration and attract young people and professionals who have the potential to work in tourism.

4. INFRASTRUCTURE

4.1. Telecommunications

Telecommunication services in the municipality of Han Pijesak are provided by the company "Telekomunikacije RS" AD Banja Luka (commercial name: m:tel). In the field of mobile telephony, there are two additional operators: BH Telekom and ERONet, while wireless Internet services are offered by ZONA DASTO Semtel. Most of the services provided by m:tel are available to users in Han Pijesak. The expansion of the CLL network (so-called rural telephony, covering remote areas without cable infrastructure) has achieved significant coverage across the municipality, enabling residents to have telephone connections. However, these connections operate on independent power sources, leading to lower reliability and limited functionality.

A portion of the urban area of Han Pijesak is covered by fiber-optic internet, including several residential buildings on A. Karađorđević Street, as well as public institutions, public enterprises, and other facilities.

4.2. Electrical Infrastructure

The municipality of Han Pijesak is currently supplied with electricity from a single source via the HE Vlasenica–ČTS 35/10 kV Han Pijesak transmission line. The total length of the high-voltage power grid is 118 km, while the low-voltage network spans 148 km.

At present, work is being finalized on the connection of an alternative 10 kV transmission line (Han Kram–TS Rančići). This new infrastructure will provide a backup power supply from the direction of Sokolac through the ElektroPale distribution network. Once completed, it will significantly reduce power outages, which have historically affected the entire municipality—particularly during the winter months, when prolonged disruptions lasting several days were common.

4.3. Municipal Infrastructure and Services

Municipal services in Han Pijesak are provided by JKP "Kraljeva Gora" d.o.o., covering waste collection, sewage maintenance, water supply, and the management of public infrastructure.

- Water Supply System -

The water supply system consists of two water sources with pumping stations and chlorination, with an average capacity of 30 l/sec (minimum 17 l/sec). The system includes three reservoirs and two brake chambers, with a total capacity of 1,210 m³.

The water supply network serves Han Pijesak, Japaga, Vikend Naselje, Bukova Glava, Ljeskovac, Mironja, Džimrije, and Mrkalje. Since 2022, it has also supplied Jelovce and Han Kram. Currently, 2,300 out of 3,100 residents have access to the public water supply. An ongoing project is expanding the network from Debela Međ to Malo Polje, increasing the number of users, including local residents and vacation home owners.

- Sewage System -

Approximately 30% of households connected to the public water supply are also linked to the sewage system: 413 households, 45 businesses, total sewage network length: ~2 km. There is no wastewater treatment facility; collected wastewater is discharged into a forest pit. Households without access to the sewage network use septic tanks, which are mostly permeable. Additionally, rainwater collected by a 2 km stormwater drainage system is discharged into the forest.

- Waste Management -

JKP "Kraljeva Gora" collects waste and disposes of it at the Mekote landfill, 4.5 km from the town center. The service covers 1,115 households (2,180 residents), 115 businesses, a coverage rate of 90% (households), and 95% (businesses).

Through the IPA-CBC cross-border project ("Enhancing Solid Waste Management in Urban and Rural Areas of Bajina Bašta, Višegrad, and Han Pijesak"), the municipality introduced waste separation at the source and

acquired new waste collection equipment and rural waste containers. As a result, illegal dumpsites have been reduced, and rural waste collection has expanded significantly.

4.4 Parking and Public Lighting

The urban area of Han Pijesak has approximately 180 parking spaces. Private parking lots are available around residential buildings. There is no paid parking system in the municipality.

Public lighting is managed by the municipal government. Over the last 15 years, significant investments have been made in LED street lighting, covering the town center and suburban areas up to 2 km (Japaga, Bukova Glava, and Vikend Naselje). Currently, public lighting coverage extends to approximately 70% of the population.

4.5. Sports Infrastructure

In the municipality of Han Pijesak, the following sports facilities are available: The sports hall, built and put into use in 2004, has a total usable area of 790.52 m². However, the facility is completely devastated and out of use, with ongoing roof renovation work. The sports fields in Han Pijesak include: a football stadium at Boračko Brdo—100 × 70 m; a smaller football stadium behind the church at Boračko Brdo—90 × 45 m; a concrete football field for small-sided games near the elementary school in Han Pijesak—40 × 25 m; a concrete volleyball and basketball court near the elementary school in Han Pijesak—30 × 20 m; a concrete football field for small-sided games near the health center in Bukova Glava, Han Pijesak—40 × 25 m.

Through the EU4Agri – Rural Tourism project, implemented by the Municipality of Han Pijesak in cooperation with four partners, a 40 km-long pedestrian and cycling trail was established. The trail includes four rest areas with furniture and tourist signage (educational boards, information panels, and signposts), as well as a smart bicycle station in the center of Han Pijesak. As part of the project, the Bike Friendly Standard was introduced for two accommodation facilities and two parking spaces, benefiting project partners.

Public infrastructure plays a key role in tourism development, as it provides the essential conditions for tourist arrival, stay, and movement while also contributing to the preservation of natural and cultural resources. The development and maintenance of public infrastructure directly influence service quality, accessibility of destinations, and overall competitiveness of the tourism offer. Further investment in infrastructure construction and maintenance is crucial for enhancing tourism development and destination attractiveness. Special attention should be given to improving rural infrastructure, ensuring balanced coverage, particularly in areas with intensive tourism development.

5. PUBLIC ADMINISTRATION AND SERVICES

5.1. Municipality of Han Pijesak

The local administration consists of the Municipality of Han Pijesak, as a unit of local self-government, along with public enterprises and institutions it has founded. The Municipality of Han Pijesak performs all tasks within its jurisdiction in accordance with the Law on Local Self-Government of the Republic of Srpska. The organization of work within the municipal administration is based on the principles of economy, efficiency, effectiveness, and transparency in the functioning of local self-government bodies in carrying out their responsibilities.

The organizational structure of the Municipality of Han Pijesak includes the Department for General Administration, the Department for Development Management, Economy, Finance, and Social Affairs, and the Section for Assembly Affairs and Professional-Technical Affairs of the Municipal Mayor. Within the Department for General Administration, the Han Pijesak Territorial Fire and Rescue Unit has been established. Additionally, within the Department for Development Management, Economy, Finance, and Social Affairs, two sections have been formed: The Finance and Treasury Section, The Inspection Affairs Section

The total number of employees is 57, including 2 officials, 22 employees with higher education, 2 with associate degrees, 29 with secondary education, and 2 unskilled workers.

In terms of institutional, financial, and organizational support for tourism development, the Municipality of Han Pijesak is currently implementing its most significant tourism project, titled "Reconstruction, Restoration, and

Adaptation of the Summer Residence of King Alexander Karađorđević." This investment has a total value of approximately 4.5 million BAM. Currently, the second phase of the project is underway, with a total investment of 2.5 million BAM, covering construction works on the building (the so-called "gray phase," which includes rough construction and roofing).

In the past few years, the Municipality of Han Pijesak has received support for several projects, a significant portion of which has been financed from external (donor) sources. There are three projects with financial arrangements where funds are transferred to the municipality's accounts.

1) EU4Agri—Support for Investments in Rural Tourism in Bosnia and Herzegovina—Donor Funds: 181,670.78 BAM

Project Name: Looking for the Perfect Place—Visit Javor Airways. This project integrates the capacities of the municipality and four local partners from different categories, with a focus on creating sustainable links between the agriculture and tourism sectors. It is currently in its final phase. A significant portion of the funds is allocated for the procurement of works and various equipment for the four local partners, who are not part of the public sector. The municipality is the project leader, and the initial transfer of funds is carried out through municipal accounts.

Image 1. Logo of the project "Looking for the Perfect Place – Visit Javor Airways"

2) IPA Cross-Border Cooperation Program Serbia–Bosnia and Herzegovina

The project "Development of Rural Tourism as a Basis for the Future Sustainable Development of the Cross-Border Area of Serbia and Bosnia and Herzegovina" was proposed by the Municipality of Han Pijesak in 2022. The project will be largely funded by the European Union with a grant of 243,065.00 EUR.

The Municipality of Han Pijesak is the project leader, as it has the capacity to implement it. Through the development of local actors' capacities, it supports tourism development in the area, which is particularly significant following the recent designation of Han Pijesak as an air spa.

Project Partners: City of Loznica, Hunting Association "Studena Gora" Han Pijesak, Hunting Association "Gučevo" Loznica.

The project has multiple components: reconstruction and adaptation of facilities and procurement of equipment to strengthen material capacities, development of new tourism products with a special emphasis on incorporating digital elements through the creation of a dedicated application, innovations in strategic planning, etc.

Image 2. Logo of the project "Development of Rural Tourism as a Basis for the Future Sustainable Development of the Cross-Border Area of Serbia and Bosnia and Herzegovina."

3) Project for Improving the Efficiency of Local Services (PIPLS) in BiH

The PIPLS project aims to improve access to key public services in local self-government units through better management of assets and increased investment in local infrastructure. The project is financed by Sweden and implemented and co-financed by the United Nations Development Programme (UNDP) in BiH in cooperation with partner local self-government units.

The project primarily focuses on improving the local regulatory framework in relevant areas, and the most successful local self-government units (several from the Republic of Srpska) were given the opportunity to co-finance one of their priority local projects. The Municipality of Han Pijesak has proposed the project "Building Capacities for Providing Services to Elderly People," which involves transforming part of the facility used by the local health center into a home for elderly people. The amount of donor funds is 50,000.00 USD.

4) "Strengthening the Role of Local Communities in Bosnia and Herzegovina—Phase II" was implemented by UNDP and financed by the governments of Switzerland and Sweden.

The municipalities involved have carried out a number of activities with a special focus on improving the local regulatory framework and strengthening the connections between "citizens—local communities—municipalities." For the first time in several years, citizen forums were organized in local communities, where priority projects were presented.

The Municipality of Han Pijesak is one of four municipalities that were rewarded by receiving a grant to support the implementation of two interventions in rural local communities: for the first time, the construction of public lighting in one local community, and in the other, the adaptation of premises that will serve as a mini social center for the respective local community.

Public Institutions

Public institutions are organizations that provide services of interest to the broader community and are financed from public funds. These institutions aim to meet the needs of citizens in various areas.

The institutions in the Municipality of Han Pijesak by area are:

- Healthcare Institutions: JZU Health Center "Dr. Milenko Narančić," JZU "Pharmacy" Han Pijesak

The only healthcare institution in the Municipality of Han Pijesak is the JZU Health Center "Dr. Milenko Narančić," which is a primary-level healthcare facility. Primary healthcare is based on the principles of family medicine in two teams, covering the entire population of the municipality, with an uncertain assumption that about 5% of citizens are not registered. Secondary and tertiary healthcare is provided to the local population in medical centers in surrounding areas. This significantly affects the social health conditions of life, as it incurs additional treatment costs and, due to the distance from healthcare centers, increases risks in emergencies, especially during winter conditions.

JZU "Pharmacy" Han Pijesak is an independent pharmaceutical institution, founded by the municipality. The pharmacy is regularly stocked with all necessary medical supplies and medications and is located in the center of Han Pijesak.

- Social Protection: JZU "Center for Social Work" Han Pijesak

The JZU "Center for Social Work" Han Pijesak provides services in the field of social protection. Since 2021, as part of the Social Work Center, the organizational unit Kindergarten "Diana Budisavljević" has been operating, located in part of the Elementary School "Milan Ilić Čiča Šumadijski." The kindergarten attends to 45 children, who are divided into 2 kindergarten groups and one nursery group.

The kindergarten was established and created as part of the project "Capacity Building for the Establishment of Preschool Education and Care in the Municipality of Han Pijesak," which was supported by the Swiss Embassy and implemented by UNDP through the Investment and Development Bank of RS via the Financial Mechanism for Financing Integrated and Sustainable Local Development Projects in the Republic of Srpska.

- Cultural Institutions: JZU National Library "Branko Čučak" Han Pijesak, JZU Youth and Sports Center "Pogled" Han Pijesak, JZU National Library "Branko Čučak" Han Pijesak

National Library Han Pijesak

The National Library Han Pijesak preserves the tradition of the People's Library and Reading Room from 1923. It is the oldest cultural institution in the town and one of the main pillars of its cultural life. The library has a diverse collection of over 36,491 library units, 680 serial publications, and 153 non-book materials.

The library organizes a significant number of literary evenings, promotions, roundtables, and events. The most significant event is the "Čučkovi Literary Meetings," held since 2009, named after the prominent writer and publicist Branko Čučak. It promotes important figures and events in our literature, culture, and history. For years, the event has been ranked among the top events of exceptional cultural significance in the Republic of Srpska.

At the National Library, there are the following departments: acquisition and processing, professional books, general lending department, adult department, children's department, reading room, local history department, and administrative-financial service. There are also 2 school libraries in the library network. Since 2021, the library has been relocated to the renovated Sokolski Dom building.

Youth and Sports Center "Pogled"

The Youth and Sports Center "Pogled" was founded in 2001, initially as the Center for Culture and Sports. The center organizes sports tournaments and all sporting events in the sports hall, as well as cultural events in the Municipality of Han Pijesak. The total number of events organized by the center is around 40 per year. Through its activities, the center promotes culture and sports in Han Pijesak. Within the center, the Creative Workshop and Photo Club have been established. The center manages the cinema hall, gallery, and sports hall, which are owned by the municipality.

- Public Institution "Tourism Organization of the Municipality of Han Pijesak"

The public institution "Tourism Organization of the Municipality of Han Pijesak" is the youngest institution in the municipality, founded in 2023, and started operating in 2024. The TO currently has one employee, the director, who is a graduate tourismologist.

During its first year of operation, the Han Pijesak Tourism Organization participated in 2 fairs, several hiking trips organized by local hiking associations, and established significant cooperation with JU COS Pogled in organizing cultural-tourism events.

The Tourism Organization of Han Pijesak has also participated in training and education, conferences, and meetings with the Ministry of Trade and Tourism, to which it was invited. In 2024, a brochure about Han Pijesak was created. Four holiday homes and five rental rooms were categorized.

- Education: JU Elementary School "Milan Ilić Čiča Šumadijski," Han Pijesak, Secondary School Center "Vasilije Ostroški" Sokolac, Branch of Han Pijesak. Preschool, primary, and secondary education is organized in the municipality. Preschool education has already been mentioned within the Center for Social Work, where it operates as an organizational unit.

There is only one primary school—Elementary School "Milan Ilić Čiča Šumadijski" in Han Pijesak. The school was founded and began its operations in the 1909/1910 school year. Currently, 204 students attend the school. The elementary school has 2,900 m² of indoor space, and with the yard, it totals 7,000 m². The school premises are in relatively good condition, the façade joinery has been completely replaced, and it is equipped with basic furniture.

The secondary school operates as a branch of the Secondary School Sokolac—SŠC "Vasilije Ostroški," and currently, there is only a gymnasium. The school was opened in 1964 under the name Gymnasium "Svetozar Kosorić." In 2016, 36 students attended this school, divided into 4 departments (one class per department). Including the yard, the secondary school has a space of 2,100 m³. The classrooms in which lessons are conducted are in fairly good condition (painted, covered with laminate, and the joinery is new, but the gutters and roof of the school are deteriorated). There are 6 functional classrooms. The equipment in the classrooms meets the basic teaching requirements, and the necessary materials for conducting lessons are available.

In line with negative demographic trends, the most notable change is the constant decrease in the number of students in schools. Compared to 2016 (the base year for the development of the Han Pijesak Development Strategy), the number of students in the secondary school has significantly decreased, from 86 to 36, while the number of students in the primary school has remained the same. This is due to the departure of students attending secondary school to other schools, mainly in the surrounding area, which offer vocational orientations.

The Municipality of Han Pijesak, with its system of public services and enterprises, is the institutional bearer of development processes, including the tourism development process. Tourism, as a development opportunity for Han Pijesak, has long been recognized, and in recent years, due to the actions of various factors, there have been interventions from the public, private, and, to a significant extent, the civil sector, including citizens and active individuals working to promote tourism potential. The role of the public sector, which is responsible for the development of this strategic document, is to lead the development process, identify, determine, and synchronize activities, while simultaneously working on the overall strengthening of capacities.

Public services, although not directly connected to tourism at first glance, represent the essential infrastructure for the sustainable development of tourism offerings. Their role is multi-layered: from creating conditions for receiving tourists, through educating the local population, to creating attractive cultural content. Their cooperation with the private and civil sectors is key to the successful and long-term development of tourism in Han Pijesak.

6. CIVIL SOCIETY

Civil society in the Municipality of Han Pijesak consists of organizations established in accordance with the laws on associations and foundations (at the level of the Republic of Srpska and Bosnia and Herzegovina). The entire civil society in this context can be divided into three large groups: organizations of special interest, sports

associations, and other associations as "classic" NGOs. In 2013, the Municipality of Han Pijesak signed an agreement with civil society organizations in order to formalize support for NGOs, based on the shared values achieved by the non-governmental and public sectors, with clear and transparent procedures for mutual cooperation.

6.1. Organizations of Special Interest

Organizations of special interest include the Red Cross, the Pensioners' Association, and the Veterans' Organization. Due to their nature, these associations are funded from the municipal budget of Han Pijesak as a special budget item, with the level of funding determined by the category of costs for which funding is requested (salaries, material costs, and utilities). All three organizations operate as municipal organizations under the auspices of the umbrella organization at the level of the Republic of Srpska. The organizations operate in line with their program objectives.

6.2 Sports Organizations

Organizations operating in the Municipality of Han Pijesak, which are also registered in the register of sports organizations of the Republic of Srpska, thus having the character of sports clubs, are Football Club "Omladinac," Volleyball Club "Han Pijesak," Sports Fishing Society "Pištica," Mountaineering and Ecological Society "Visočnik," Mountaineering Society "Javor-Sunčana Planina," Hard Enduro Club, Basketball Club "Han Pijesak," Taekwondo Club "Ozon," and Hunting Association "Studena Gora."

SRD "Pištica," PED "Visočnik," PD "Javor-Sunčana Planina," Hunting Association "Studena Gora," and Hard Enduro Club (Group 1) gather the adult population and are not classic competitive sports clubs—they are sports-recreational associations. All other clubs (Group 2) are recreational and competitive in nature, gathering children and youth in categories from pioneers to cadets.

The rulebook on sports financing in the Municipality of Han Pijesak defines the conditions and criteria for the distribution of funds planned in the municipal budget for sports financing.

6.3. Non-Governmental Organizations

The group of other NGOs includes all other registered civil society organizations. Most of them are currently inactive. According to available data, the total number of these associations in the Municipality of Han Pijesak is over 10. Within this group, we can distinguish certain subgroups, such as:

1. "Project" associations, which emerged from the need of citizens to address certain social problems through project activities and fundraising (UG "ARKA," UG "Feniks," LAG "Devetak," Youth Council). All of these associations have not been active in recent years, but they previously implemented projects.
2. "Interest" associations that engage in advocacy activities to solve problems and improve the status of their members (Association of Families with 4 or More Children "Svjetlost," Association of Wood Processors "Sawmills," Transporters' Association, Municipal Association of Agricultural Producers, UG "Sustainable Village Development," Returnees' Associations from Podžeplje and Gođenje—UPP "Zlatno Polje" and UPP "Munja," Women's Association "Romanijski Skorup-Kajmak").

Civil society in Han Pijesak is proportionate to the other characteristics of the municipality, meaning it is developed to the extent of the basic social and community needs of the population and the provided support to meet those needs. There is notable activism and support for various project activities, either independently or in cooperation with others, and the role of the civil sector is crucial in tourism development through different types of engagement. In this regard, strengthening their capacities in all aspects is necessary.

If we want the civil sector in Han Pijesak to be an even stronger ally in tourism development, the key lies in systematically strengthening their capacities—both organizational and programmatic. Organizational capacities should be strengthened in the areas of project management, enhancing leadership and management skills, building structures and strategies, and access to financing. Programmatic-operational capacities concern planning and implementing tourism content, building specific skills such as digital skills, sustainable tourism, and advocacy.

By strengthening these capacities, the civil sector in Han Pijesak can become an even stronger partner in creating the local tourism offering, promoting the destination, and preserving cultural and natural heritage.

Additionally, this opens up further opportunities for employment, social engagement, and overall community development.

7. CIVIL PROTECTION AND CITIZEN SAFETY

Social activities related to civil protection and citizen safety in the Municipality of Han Pijesak are:

1. Civil Protection Service and Department for Fire Protection and Rescue within the Department for General Administration of the Municipality of Han Pijesak.
2. Ministry of Internal Affairs, Police Station Han Pijesak.

Citizen safety in the context of this strategy can be observed in terms of personal safety caused by human influence as well as threats to safety caused by natural disasters. When we talk about risks caused by human influence, we primarily refer to criminality and public order and safety, as well as risks associated with mined areas and fires caused by human factors.

In the analysis of criminality provided in the report by the Ministry of Internal Affairs of Han Pijesak, the number of criminal acts and offenses is small and continuously decreasing. The total number of criminal acts in 2023 was 26. These are criminal acts against property, organized and economic crime, while all other acts fall under the category of "other criminal acts," meaning there are no registered criminal acts in the following categories: violent crimes, property crimes, drug addiction, human trafficking-prostitution, and juvenile delinquency.

Regarding the threat of mines, according to BHMAC data, there are still mined areas in Han Pijesak, but they are located on peripheral sites that are not in civilian use in the areas of Crna Rijeka, Studenac, Krivače, and Gođenje.

The Municipality of Han Pijesak has an organized fire protection service as a separate department within the Municipal Administration, with 13 employees. Fire protection at this level is organized due to the vast territory of the municipality covered by forest, and the work of this service is financed by forest compensation. The fire brigade is equipped with firefighting equipment, with continuous investments in new equipment financed by the Firefighting Association of the Republic of Srpska and the Municipality of Han Pijesak.

When it comes to natural disasters, considering the climatic and relief characteristics, the Municipality of Han Pijesak is not at risk of floods, earthquakes, winds, landslides, droughts, or hail. These natural disasters have occurred occasionally and to a smaller extent, but none have had the character of a natural disaster. The only natural disaster from which there is a threat is snow and snowfall. The last time a state of emergency due to snow was declared was in March 2019. Protection and rescue from snowfalls and snow is a civil protection measure. In the event of heavy snowfall and low temperatures, the Emergency Situations Headquarters introduces a certain level of preparedness and takes measures defined by its plans, which are made annually (Preparedness Plan, Mobilization Plan, Preventive Action Plan, and Emergency Action Plan).

Civil protection and citizen safety are at a satisfactory level considering the overall security situation, public order and peace, and the possibility of natural and environmental disasters, but also due to the organization of the relevant services, which in this regard are an important factor in terms of the basic prerequisites for tourism development, which are the safe arrival and stay of tourists.

8. LABOR MARKET

Economic activity in the Municipality of Han Pijesak is primarily related to forestry and the wood processing industry, followed by trade, and then activities in which 1-2 companies operate, such as food production, mining, and construction. The total number of business entities is 221, of which 128 are legal entities (companies, cooperatives, institutions, NGOs, and other organizations) and 93 are entrepreneurs. The general economic situation, as well as the situation related to the eastern part of the Republic of Srpska—one of the least developed regions in the Republic of Srpska and Bosnia and Herzegovina—has led to negative trends in all aspects, from demographics, as mentioned earlier, to economic activities, employment, and unemployment, etc.

The total workforce in the Municipality of Han Pijesak consists of all people capable of working and who are engaged in economic activity. This includes employed individuals and those actively seeking employment. As of

December 31, 2023, the total workforce in the Municipality of Han Pijesak is 1,219 people. The total number of employed is 933, and the number of unemployed is 286, which gives an unemployment rate of 23%, while the unemployment rate at the RS level is 17%. Therefore, unemployment in Han Pijesak is higher than the RS average by 6%.

Employment in the Municipality of Han Pijesak has remained approximately at the same level in the past 5 years, which, considering the decrease in population, is a relatively good indicator, and it has ultimately led to a decrease in unemployment from 31% in 2019 to 23%. Given the nature of the document for which this data is presented, the following tables categorize the data according to categories relevant for the tourism strategy, i.e., for tourism as an activity and its absorptive capacity for employment in rural areas (women, different age, and educational categories).

Table 3: Employment by Gender

Year	***2019***	***2020***	***2021***	***2022***	***2023***
Total	906	884	883	917	933
Men	609	604	596	621	623
Women	297	280	287	296	310
Participation of Women in the Workforce	**33%**	**32%**	**33%**	**32%**	**33%**

An extremely negative indicator is the participation of women in the workforce, which is relatively more pronounced compared to the republic average, as opposed to the general employment/unemployment rate, and in this sense, the burden of unemployment in the municipality is carried by women, as a category that is hard to employ. The reason for this is certainly the structure of the economy, where "male" jobs (forestry and wood processing) dominate.

Table 4: Average Salaries

Year	***2019***	***2020***	***2021***	***2022***	***2023***
RS	906	956	1004	1144	1274
Han Pijesak	779	821	869	1005	1128
The relationship HP/RS	-14%	-14%	-13%	-12%	-11%

Average salaries in Han Pijesak from 2019 to 2023 have increased by 44%. This is partially due to the increase in all salaries, with the primary reason being the increase in the minimum wage and its share in the total salary distribution.

Table 5: Unemployed by Gender

Year	***2019***	***2020***	***2021***	***2022***	***2023***
Total	405	354	311	259	286
Men	137	133	112	98	103
Women	268	221	199	161	183
Participation of Women in the Unemployed Population	**66%**	**62%**	**64%**	**62%**	**64%**

Analogous to the situation with the total number of employees, the employment rate, and the employment of women, and considering demographic statistics, when examining the unemployment data, there is an evident decrease in unemployment, which is largely a result of the decrease in the population and the migration of the working-age population. Another negative indicator concerns the participation of women in the unemployed population.

Table 6: Unemployed by Educational Level

YEAR	2019.	2020.	2021.	2022.	2023.
1 - NK	77	77	57	51	55
2 - PK-NSS	2	1	1	1	1
3 - KV	78	74	67	50	53
4 - SSS	173	150	110	111	129
5 - VKV	1	1	1	0	1
6-1 VŠS	5	4	5	3	3
7-1 VSS 180 i 240 ECTS	67	51	64	38	38
7-2 Master and Masters 300 ECTS	2	3	4	5	6
Status on the Registry	**405**	**354**	**311**	**259**	**286**

The largest number of unemployed individuals have a secondary vocational education. When the data is categorized into two main groups, the less educated group (up to number 5, including secondary vocational education) accounts for 84% of the total number of unemployed. People with higher education (categories 6 and 7) make up 16% of the total number of unemployed. The most common professions in the first group are high school graduates, followed by economic and forestry technicians, and in lower categories, textile workers, salespeople, and locksmiths. Within the higher education group, the most common professions are graduated economists and lawyers.
Looking at the age structure, the most numerous are individuals aged 50 to 60 years, representing a hard-to-employ category.

The labor market situation is very important in the context of tourism development, as human resources significantly affect the quality and potential development of tourism. On the other hand, tourism, as a labor-intensive activity, is a huge development opportunity in terms of improving the overall economic situation, increasing employment, stopping negative demographic trends, and improving the demographic picture in the future. Tourism as an activity opens up a range of opportunities in this regard, depending on the support and projects in both the public and private sectors, because even though there is high unemployment, the existing workforce is inadequate, and in this regard, projects that will yield satisfactory results are necessary (requalification, further qualification, development of specific skills, increased employability of women, etc.).

9. ECOLOGY—ENVIRONMENTAL PROTECTION

The Municipality of Han Pijesak represents a clean, unpolluted environment. As mentioned earlier in the text, air quality monitoring was conducted during preparations for declaring the air spa in 2021, and monitoring was repeated in 2024. Measurements of emission concentrations for relevant indicators—NO_2, NO, NO_x, O_3, SO_2, and CO—were carried out, and all indicators were significantly below the threshold values for each given indicator.

Potential air pollutants come from exhaust gases from traffic, emissions from heating systems, and emissions from industrial processes. Due to the nature of potential pollutants, there is no serious threat of air pollution.

Wastewater emissions mainly originate from households and businesses. Adequate wastewater collection is not being carried out due to the very old sewage system and the lack of a developed sewerage system. The most numerous business entities in the municipality are sawmills, where stormwater and sanitary wastewater are produced, which ultimately accumulate in septic tanks. The results of the tested parameters are below the maximum allowed values set by regulations. There is no developed crop farming in the municipality, so the use of artificial fertilizers is minimal. The population mainly engages in livestock farming, and the resulting manure is used for fertilizing private gardens and yards.

The Municipality of Han Pijesak does not have an up-to-date Local Ecological Action Plan. With the financial support of UNDP through the MDG-F program, the municipality developed a Local Ecological Action Plan (LEAP) for the period 2012-2018, which was not implemented.

The Municipality of Han Pijesak has a preserved, ecologically clean environment, and efforts should be made to keep it that way. Due to the vast area covered by forests, efforts should be made to raise awareness among the population about the importance of a healthy environment, because "only when we cut down the last tree, pollute the last river, and catch the last fish will we realize that money cannot be eaten."

10. BIODIVERSITY

Forests are the most significant natural resource of the Municipality of Han Pijesak. The area of the Municipality of Han Pijesak is one of the richest areas in forests as a natural resource, not only in the Republic of Srpska but also in Bosnia and Herzegovina.

Natural areas

In the Municipality of Han Pijesak, the following natural areas, or areas of highly valuable protected forests, can be found:

1. KUSAČE (community of fir and spruce) 93.29 ha
2. RADOJEVAC (community of fir and spruce) 52.90 ha
3. TRESETIŠTE NA KRAMU (community of white pine and hairy birch) 10.00 ha
4. KUSAČE (group of mountain maple trees) 46.72 ha
5. KAMENOLOM „PODŽEPLJE" (duglazija) 0.50 ha
6. PROTECTIVE forests on steep terrains 149.48 ha

When it comes to the types of forests in the Han Pijesak forest management area, these are mixed forests of fir, spruce, and beech with white pine, in which mountain maple is also present. These belong to high-economy forests with natural regeneration. Artificial afforestation through planting seedlings is carried out to a negligible extent due to the lack of areas for afforestation. In the mentioned forests, there is very high-quality natural regeneration of the stands.

In addition to high-quality trees, the forests also contain various species of wildlife, medicinal herbs, edible mushrooms, and other protected and rare plant species.

Wildlife

• Permanently protected species: squirrel, small weasel, large weasel—ermine, otter, snake eagle, woodcock, hawk, sparrowhawk, barn owl (large-eared owl), forest owl, tawny owl, wood grouse, raven
• Species with protected hunting status: brown bear, roe deer, rabbit, collared dove, stock dove, wood pigeon, wood grouse—lještarka (cock)
• Unprotected species: wolf, wildcat

Medicinal herbs

The following medicinal herbs are found in the area: St. John's Wort, wild garlic—ramson, yarrow, thyme, winter savory, wild blackberry, wild raspberry, juniper, hawthorn, wild hazel, and juniper—bunika.

Edible mushrooms

The following edible mushrooms are found in the area: bolete, true bolete, spring bolete, black bolete, edible waxy cap, chanterelle, oyster mushroom, milk cap, pearl oyster, and white sunny mushroom.

Rare and protected plants

The area contains the following endemic, rare, protected, and endangered species of trees, shrubs, and herbaceous plants: mountain maple, mountain elm, black hornbeam, blackthorn, wild apple, wild pear, wild cherry, wood grouse, green alder, yew, mountain (Greek) maple, flowering birch, douglas fir, holly, mistletoe, willow, white birch, irises, lingonberry, sweet fern, ramson, Pancić's spruce, deer tongue, European larch, black pine.

Plants that are present but are prohibited for cutting include yew, green alder, wild pear, wild cherry, wood grouse, and holly.

A strategic challenge is the use of ecological potentials as a comparative advantage in development processes, particularly in the development of tourism, while maintaining the ecologically clean environment and biodiversity.

11. CULTURAL-HISTORICAL AND NATURAL HERITAGE

In the area of the Municipality of Han Pijesak, as regions of natural beauty with recreational, cultural, and scientific significance, the following have been determined and protected:

• Memorial parks—medieval sites: Old town—fortification "Pošijak," settlement "Mačkovac," and settlement "Maćeha"; ten sites with a total of 176 necropolises of stećci; Cemeteries—two old Muslim cemeteries (Podžeplje and Nevčka brda), one old Serbian cemetery (Mrkalji), three cemeteries of Serbian soldiers from World War I (Igrišta, Ružina voda, and Vran kamen), and the grave of Jovan Tandarić in Šupovina; Ambient objects and ambient complexes built during the Austro-Hungarian period and the Kingdom of Yugoslavia (Summer residence of King A. Karađorđević, official buildings, and log cabins in A. Karađorđević street, and dual ambient objects in S. Dobrovoljaca street; Eclecticism buildings (Old railway station, Old headquarters - forestry administration building, Cultural center, Former SIZ building, and the Orthodox church) as well as monuments and memorials of the National Liberation War (the most important is the Ossuary with sculptural monuments (memorial ossuary of 256 fallen fighters) at Boračko brdo in Han Pijesak, as well as several memorial plaques and busts in Han Pijesak and Pjenovac)

• Natural monuments: Maljava birch (Betula pubescus) – Kramske bare site on Han Kram, group of green Douglas fir (Pseudotsuga Taxifolia) – remains of the nursery in Gornji Ljeskovac, Pancić's spruce – location of the complex of the palace of Alexander Karađorđević.

At the request of the Municipality of Han Pijesak, the Institute for the Protection of Cultural-Historical and Natural Heritage of the Republic of Srpska carried out the valorization of the cultural-historical heritage of the Municipality of Han Pijesak in 1999 and prepared a document titled "Valorization of the Cultural-Historical Heritage of the Municipality of Han Pijesak."
The focus in the upcoming period is the reconstruction, rehabilitation, and remediation of buildings owned by the Municipality of Han Pijesak, specifically the building of the Old Headquarters and the Summer Residence of King A. Karađorđević, the reconstruction of which began in 2023.

The Municipality of Han Pijesak possesses significant architectural cultural-historical heritage, which has been appropriately valorized and confirmed by the competent institution (Institute for the Protection of Cultural-Historical and Natural Heritage), as well as natural heritage that has been recorded and also valorized in representative catalogs. The obligation of the local government is to adequately protect and preserve cultural-historical heritage. A strategic challenge is placing cultural-historical and natural heritage into a developmental function through projects, primarily in the tourism sector.

12. INSTITUTIONAL SUPPORT FOR TOURISM DEVELOPMENT

12.1. Ministry of Trade and Tourism

In the Republic of Srpska, there is the Ministry of Trade and Tourism, which is responsible for the preparation of legal acts in tourism. More important legal acts, such as laws, are adopted by the National Assembly of the Republic of Srpska upon the proposal of the Minister, while less important acts, such as regulations, are adopted by the Minister.

The Ministry of Trade and Tourism is an independent administrative body that performs administrative and other tasks in the fields of trade, tourism, and hospitality and is directly subordinated to the government. The Ministry of Trade and Tourism, within its legal and regulatory jurisdiction, drafts and proposes laws and subordinate regulations, as well as other acts of interest to the Republic of Srpska, which arise from the competencies of the Ministry of Trade and Tourism, in the form of drafts, to the National Assembly or the Government of the Republic of Srpska. The Ministry of Trade and Tourism operates two sectors: the Trade Sector and the Tourism and Hospitality Sector.

The Government of the Republic of Srpska, upon the proposal of the Minister of Trade and Tourism, determines, through a special plan, the purpose, criteria, and conditions for the use of earmarked funds for the development of tourism.

12.2 Tourist Organization of the Republic of Srpska

The Tourist Organization of the Republic of Srpska is the umbrella tourist organization, and in the Republic of Srpska, there are also tourist organizations at the municipal and city levels.

Activities related to the promotion and improvement of tourism include information and propaganda activities in tourism, the formation and development of the information system in tourism in the Republic, and the establishment of regional and international cooperation in the field of tourism. The institutions that perform these tasks are tourist organizations, which are established with the goal of promoting the tourist product at the national or local level, improving the development of the existing tourist product, and encouraging the development of new ones. According to the law, tourist organizations can be at the state level (TORS), at the level of a city or municipality, and inter-municipal tourist organizations. Local tourist organizations coordinate their activities with those of TORS, while at the same time, decisions from their statutes must be in line with the regulations of the law adopted by the Ministry of Trade and Tourism.

12.3. Chamber of Commerce of the Republic of Srpska

The Chamber of Commerce of the Republic of Srpska plays an active role. Regarding tourism, it contributes significantly through the work of the Tourism and Hospitality Association, including market research, international fairs, participation in joint projects aimed at entering foreign markets, preparing brochures, and other informational materials with basic data about its members. It also provides significant assistance in the development of legal regulations.

12.4.International Projects: Organizations and Funds

International organizations implementing support and assistance programs in Bosnia and Herzegovina (EU Commission, USAID, UNDP, WTO, USAID, CARE NWB, GTZ, JICA, UCODEP, etc.) have recognized tourism as a development opportunity, and several of them are very active in educational programs, promotion, development, and providing support for specific projects in the field of tourism.

The Ministry of Trade and Tourism has had a more active role in implementing international projects for several years. Cooperation with international organizations has been even better since the Department for European Integration of the Ministry, in cooperation with the Ministry of Economic Relations and Regional Cooperation, actively participates and adopts reports in all stages of the implementation of international projects.

International non-governmental organizations, societies, and associations can be a great support to tourism development in the Republic of Srpska, including in the municipality of Han Pijesak.

Sources for the Analysis of the Current Situation:

- Development Strategy of the Municipality of Han Pijesak 2018-2027;
- Analysis of the Climatic Characteristics of Han Pijesak for the period 1961-2020, Republic Hydrometeorological Institute of RS, 2021;
- Social-Medical Justification for the Construction of a Specialized Air Spa and Health Rehabilitation Center for Children and Youth in Han Pijesak, University Medical Center Sarajevo, Institute for Social Medicine, Organization, and Health Economics, and the Institute for Epidemiology, Sarajevo, 1981;
- Cities and Municipalities of the Republic of Srpska, Republic Institute of Statistics of the Republic of Srpska, 2023;
- Population Estimates 2013-2023, Republic Institute of Statistics of the Republic of Srpska;
- Annual Reports for 2023, public institutions, and companies founded by the Municipality of Han Pijesak.

III Tourist Potentials and Tourist Infrastructure

The next chapter analyzes the potential development directions of tourism in the municipality of Han Pijesak, based on the analysis of tourist valorization and the resources the municipality possesses.

The municipality of Han Pijesak has significant resources and potential for tourism development. Most of these resources can be combined into a unique tourist product.

Han Pijesak is a place where nature has been so generous and has gifted it with everything that makes it attractive and welcoming to everyone: recreationalists, top athletes, as well as those whose senses are eager to enjoy and find peace in natural beauty. With its natural wealth and unspoiled nature, it offers all visitors an oasis of peace, both for the body and for the soul.

Nature tourism is a potential that should be prioritized for tourist valorization, as "nature" tourism is a type of tourism with the fastest growth rate, and the municipality of Han Pijesak has exceptional conditions for development, which have not been fully exploited. Excursion and ecotourism, which are primarily based on natural beauty, forests, and rivers, represent a source for developing a unique tourist product in one area.

Natural resources hold the greatest tourist potential for the overall tourism offer of the municipality, which, in the near future, can be most rapidly integrated into the creation of tourist products that will attract visitors.

1. Tourist Potential

1.1 Air Spa—Health Tourism

One of the most important therapeutic resources provided by nature is clean air. In times when urban centers are becoming increasingly polluted, the search for fresh and clean air becomes imperative. The Government of the Republic of Srpska has declared the area of the municipality of Han Pijesak as an air spa because the area possesses a natural healing factor, namely air with therapeutic properties.

This was determined in the Report on the Measurement and Evaluation of Air Quality in the Environment in the Municipality of Han Pijesak, from July 2021, prepared by the Public Scientific Research Institution "Institute for Protection and Ecology of the Republic of Srpska," as well as in the Analysis of Climatic Characteristics of the Municipality of Han Pijesak, prepared by the Ministry of Agriculture, Forestry, and Water Management, the Republic Hydrometeorological Institute of the Republic of Srpska, and in the Expert Opinion for the Municipality of Han Pijesak as an Air Spa, prepared by the Public Health Institute of the Republic of Srpska.

Han Pijesak can be proud of the quality of its air, which serves as a natural elixir for the lungs and the body. While some places are popular due to their thermal springs or beautiful landscapes, Han Pijesak has something that many urban centers lack.

This opens up an opportunity for the development of health tourism, where, in addition to recreation, programs for respiratory therapies, relaxation, meditation, and other activities that contribute to a better quality of life could be offered.

The increasing number of elderly individuals in tourism trends (the "third age" tourism), and especially the growing awareness of health and healthy lifestyles, contribute to the increasing popularity of health tourism.

The significance of developing Han Pijesak as an "air spa" lies in the possibility of providing a unique service in the tourism market. This would not only attract residents from Sarajevo but also from other parts of the region and Europe. Every week, planes with foreign tourists and visitors land at the Sarajevo airport. By creating appropriate accommodation capacities, developing infrastructure, and promoting air quality, Han Pijesak could become recognized as a destination for recovery and regeneration.

Given that more attention is being paid to health tourism and ecological awareness, now is the right time for Han Pijesak to utilize its potential. With the right investments and strategic planning, the future of Han Pijesak as an air spa looks bright and promising.

The greatest benefit of this area is the pure mountain air, making it an ideal place for children, and during the summer, children's camps in nature can be organized here.

Turning these attractive resources into the function of developing health tourism involves a series of activities that need to be undertaken in order to market and commercialize this previously unused potential.

The main goal of this initiative is to explore the possibility and define the direction of health tourism development. The first step is to conduct research on the therapeutic effects of staying in the natural environment of our municipality and, through scientific analyses, prove the healing properties of the natural environment in terms of air purity and other positive effects on human health. Scientific analyses should be used as the foundation for encouraging investment in the development of health tourism and related accommodation facilities. Through research, it is necessary to determine several points where the natural environment of the municipality of Han Pijesak provides the greatest health benefits and, based on these analyses, develop projects that will expand the offer of this tourism product, including the pre- and post-season period. Positive results from such research would further positively influence the positioning of the municipality of Han Pijesak as a destination for healthy living and active relaxation.

This is a place where you can breathe deeply and enjoy the beautiful ambiance of the Han Pijesak forests while engaging in various activities. Hiking, cycling, and adventure activities are just part of our offer.

The impact of forest walking on improving health and healing is gaining increasing attention from the public and official medicine.

Forest therapy and forest bathing are activities that involve staying in nature, especially in a forest environment, with the goal of improving physical and mental well-being.

More than 70% of the territory of the municipality of Han Pijesak is covered by forests, mostly complexes of deciduous and coniferous forests. With this ratio of conifers and broadleaves, the air is much richer in oxygen, with lower concentrations of carbon dioxide, and we must also add the altitude of 1,100 meters above sea level. All of this has a beneficial effect on humans. The forests of Han Pijesak represent a true blessing, which is why they must be preserved.



Image 3. Panorama of Han Pijeska in the rural area

1.2. Active Tourism

Active tourism occupies an important place in the global tourism market, bringing a range of benefits for both travelers and destinations. This form of tourism plays a key role in nature conservation. Activities such as hiking, mountaineering, cycling, and exploring natural attractions not only promote a healthy lifestyle but also encourage awareness of ecological sustainability.

1.3. Hiking and Mountaineering

The municipality of Han Pijesak offers numerous opportunities for hiking, characterized by dense forests and beautiful mountain meadows, which create a spectacular natural setting for all hikers and nature lovers. Hiking trails of various lengths, which pass through attractive areas and end at viewpoints, are the perfect way to explore the charms of our municipality.

In the municipality of Han Pijesak, the Mountaineering-Ecological Society "Visočnik" and the Mountaineering Society "Javor-Sunčana Planina" work to present the beauty of our municipality in the best possible way. Both societies offer a large number of hiking tours.

Viewpoints are observation points with a significant radius of visibility and represent an important factor for tourist destinations. Climbing to Veliki Žep, the highest peak of the municipality of Han Pijesak and the Javor mountain,

which, with its 1537 meters of altitude, dominates the surroundings, and enjoying the breathtaking views from the viewpoints Žeženica, Visočnik, Strmca-Restoran "Pogled," Feredže, and Krivačke stijene are just part of the mountaineering offer.

An important trend today is the change in consumer awareness about the importance of nature conservation. People are becoming environmentally conscious, seeking ecological balance, a focus on health, untouched nature, healthy food, outdoor activities, and light recreation.

It is necessary to arrange new and connect existing hiking and mountaineering trails, develop educational trails with information panels, and create digital maps.



Image 4. A gathering of mountaineering associations before the expedition "On the Paths of the Šumadija Division of the Second Call - Vrani Kamen", 2024.

In the rural area of the municipality, which is mostly forested, there are over 200 km of roads, including local, forest-truck, and unclassified roads, which can be marked, arranged, and equipped to function as hiking, cycling, and mountain trails. Part of the roads is owned by the Municipality of Han Pijesak, and another part is owned by the Forest Estate "Visočnik" Han Pijesak. For project purposes, requests are submitted, and agreements are made about the use of roads for the purpose of the project, thus solving the formal barrier of proving ownership of infrastructure, which is a condition for project calls (experience from EU4Agri—rural tourism).



Image 5. The youngest members of the hiking clubs from Han Pijesak

1.4. Cycling

The main motives for cycling tourists are the desire for a healthy life and staying in nature, as well as recreation, relaxation, and mental rest, but also the need for an "escape from the daily routine" and new challenges in general.

Han Pijesak has a dense network of asphalt and gravel roads and offers an unforgettable experience of exploring untouched nature on two wheels. Riding through picturesque landscapes, forest trails, and across vast meadows, along with adventure, enables a connection with nature and the discovery of hidden gems, providing a true challenge through which the natural beauty and history can be felt.

Han Pijesak, with the aim of improving the offer for hikers, nature lovers, and mountain bikers, has acquired a functional rest area for cyclists with an integrated solar system for charging mobile devices. Cyclists also have a bench for resting with a canopy, a bike rack, and a repair stand with necessary tools. The innovative cycling equipment contributes to strengthening the cycle tourism capacity of our municipality.

Bike-friendly is a well-known term for services adapted for tourists. Five establishments in Han Pijesak—Restaurant "Pogled," Rural Accommodation Braća Kosorić, Café Bar Hunter, parking near the Health Center, and Solar Smart Cycling Point parking—are certified according to the standards for bike-friendly establishments. These establishments, recognizing the growth of cycle tourism and the opportunities it offers in Han Pijesak, decided to initiate the certification process according to the requirements of this standard, thereby increasing the quality of their services and adapting their operations to this specific category of tourists, which, with promotion, will further enhance the competitiveness of these establishments and enable them to increase their revenues.

Within the Mountaineering Society "Javor-Sunčana Planina," there is an MTB section.

Several cycling trails have already been defined, which allow, in addition to adrenaline, enjoying nature, clean air, and beautiful landscapes.

The development of cycling infrastructure in these areas would not only improve the tourist offer but also promote a healthy lifestyle, ecological transport, and sustainable tourism. With the increasing demand for sustainable forms of tourism, the municipality of Han Pijesak can attract both domestic and foreign tourists, offering them the chance to enjoy the untouched nature on two wheels. Such conditions represent an ideal foundation for the development of cycling, which could become a key element of the summer tourism offer of this area.

Given the geographical characteristics, the cycling municipality of Han Pijesak is ideal for passionate cyclists (mountain biking) as well as recreational cyclists.



Image 6. MTB gathering "Javor planina two" organized by PD "Javor-Sunčana planina" Han Pijesak, 2024.

1.5. Hunting

Today, hunting is taking on a new role. Recognized primarily as protectors of the natural environment, hunters play a major role in preserving biodiversity and improving the wildlife population in a given area. The hunting society researches and plans the hunting of wildlife to ensure that life in nature remains balanced and that numerous animal species are protected from natural extinction.

Favorable land configuration, appropriate climate, and forest wealth are the basic factors.

In the municipality of Han Pijesak, the Hunting Association “Studena gora” Han Pijesak, which was established in 1956, is responsible for the preservation and protection of game animals. It was founded as a citizens' association where hunters voluntarily gather to protect and breed game, develop and improve hunting and hunting tourism, preserve nature and the environment, as well as engage in sport hunting and personal recreation. The association has been a member of the Hunting Association of the Republic of Srpska since its establishment and continues to gather a large number of members. Through its work and efforts, the association strives to promote the municipality of Han Pijesak and its natural beauties, as well as to enhance tourism and sports development in the municipality. The association has achieved significant success in all areas of hunting.

In the past period, special attention has been devoted to the development of hunting tourism and improving the conditions for enhancing commercial hunting. The results are already visible.

Hunting tourism is clearly differentiated from other forms of tourism but is simultaneously complementary to many other activities in tourism. Game is the main subject and motivation for hunting tourism, but at the same time, it is a place for satisfying the needs of tourists and hunters. In addition, it is a sports-recreational activity that satisfies needs and provides psycho-physical relaxation.

The hunting association, as well as representatives of tourist associations, should adapt their tourist offerings to hunting periods in order to retain interested hunters and tourists even after (before) hunting. Hunting is a promising branch of tourism, and it should be integrated into multi-day tourist programs, together with other forms of tourism.

The IPA CBC project that the Municipality of Han Pijesak is implementing with the Hunting Association is an example of how hunting associations can play a crucial role as support in tourism development projects, especially in rural and nature-rich areas. Their role in projects is primarily focused on nature and biodiversity conservation, promoting the local community, and educating and informing tourists about nature, wildlife, and the importance of responsible and sustainable behavior in nature.

1.6. Mountain Tourism

Mountain tourism in the municipality of Han Pijesak has favorable natural conditions for development.

Locations on the slopes of Veliki and Mali Žep, Javornik, and Igrišta are suitable for mountain recreational tourism (alpine skiing), as well as the entire Javor mountain for Nordic skiing, hiking, and mountaineering. The assumption is the existence of various forms of mountain tourism (both summer and winter) and different tourist motivations, such as health, rest, recreation, sports, and education...

The “Igrišta” ski center, which is managed by the Olympic Center Jahorina, has been opened. The “Igrišta” ski center, located along the Vlasenica–Han Pijesak main road, was built during the 1984 Sarajevo Winter Olympics as an auxiliary ski center. The altitude of small Igrišta is 1,331 meters, while the highest peak of large Igrišta is 1,405 meters.

This ski center will be ideal for day and weekend tourists, providing an excellent place for rest and recreation. Due to its immense potential, it could become a cornerstone for the development of Han Pijesak and the entire Republic of Srpska. This area will benefit greatly from the opening of the ski center, as many cities gravitate toward this area.

Nature and staying in nature are becoming increasingly sought-after and will take precedence over other forms of offers that do not have as much nature-related content and fresh air. Many tourists come to Han Pijesak to breathe fresh air and relax in nature.

Mountain tourism includes not only rest but also sports, recreational, and other activities throughout the year, especially during the winter season. This form of tourism should also be prepared for the summer season, as summers in Han Pijesak are very pleasant, and the mountain freshness offers a true retreat from the hustle and heat of the city.

1.7. Rural Tourism

The Ministry of Trade and Tourism places a great emphasis on rural tourism. Although there are real conditions for development, it is still a matter of potential and possibilities that need to be touristically valorized.

Image 7. and 8. Authentic village landscape on Han Pijesku



Attractive locations of villages and hamlets combined with authentic gastronomic offerings (Romanian sour cream, kajmak, and other types of dairy products, Romanian honey, and other local agricultural and food products).

Rural households are located in natural areas, providing opportunities for various activities such as walking through beautiful rural environments, picking medicinal herbs and wild fruits, hunting, fishing, participating in the preparation of authentic dishes, working in the fields...

Additionally, one can enjoy observing or actively participating in a range of different activities that local people engage in: feeding domestic animals, plowing, digging, and planting; mowing meadows; picking and drying medicinal herbs and mushrooms; milking cows and making dairy products; and processing vegetables and fruits. These activities allow for a closer connection with nature and the opening of new horizons, as well as experiential learning that will benefit both children and adults.



There is an increasing appreciation for indigenous and original values, as mass tourism is becoming saturated, and more people are seeking places in nature that will distance them from the crowds.

Picturesque villages in unspoiled nature, clean air and water, healthy food, hospitality, tradition, and active rest are the motivations for travel and leisure.

We should not forget our local products, which should be included in the offer.

Image 9. Collage forography of forest plants and mushrooms

The prerequisites have also been created for horseback riding in a natural setting, and further investment and development are necessary for this activity to gain importance.

It is essential to design authentic local experiences, such as mushroom picking, herb gathering, annual harvest festivals, showcasing, and involving tourists in handicraft production, as well as other appropriate content to encourage visitation, extend stays, and increase visitor spending.

1.8. Fishing

The society was founded in 1961 within the hunting association "Studena Gora." In 2002, it separated as SRD "Pištica" and began managing the fishing waters of the Han Pijesak municipality independently.

The waters of this area belong to the Bosna and Drina river basins. The streams of the Bosna River basin are suitable for fly fishing, while the streams of the Drina River basin are better for lure fishing.

These are fast, crystal-clear mountain streams and brooks. The Drina River basin also includes the "Rijeka" watercourse, which is a karst stream. These waters, rich in oxygen and nutrients, are the natural habitat of brook trout and are exclusively populated by them. There is also a significant population of brook crayfish, which sharetheirir habitat with the trout.

Since the rivers are populated solely by brook trout, fishing is allowed only with artificial baits. The minimum length of fish that may be retained is 25 cm. The fishing season begins on March 1st and lasts until September 30th.

1.9. Gastronomic Tourism

Gastronomic tourists are in search of quality food offerings. Most of them are also interested in other complementary activities, especially recreation and staying in a peaceful, green environment, as well as cultural experiences. The demand for gastronomic tourist products is usually viewed in two categories: the demand of tourists whose primary motivation is related to food and drinkand travelers for whom food and drink are a secondary motive. Great attention is given to authenticity, quality, and the components of "healthy and local."

Traditional gastronomy must be included in the tourism offer, not only by offering local specialties in hospitality establishments but also by directly involving tourists in the process of growing, processing, and finally preparing the ingredients. In this way, local agriculture is developed and promoted, as the ingredients are sourced from local producers. Almost all modern tourists highlight gastronomy as a factor of recognition for a particular destination, and many travel specifically to enjoy the distinctive food of certain regions.

Less than two kilometers from the Han Pijesak–Karaula road, in pristine nature, is the place where the famous “Romanian Skorup-Kajmak” is produced.

This delicacy is made using a special local technique, passed down from generation to generation. A key part of the production process is smoking.

In early February 2017, the Institute for Intellectual Property of Bosnia and Herzegovina issued a decision recognizing the origin name “Romanian Skorup-Kajmak,” which comes from the area of the Romanija mountain, and it was registered in the Intellectual Property Institute's origin name registry in Bosnia and Herzegovina.

The association received a certificate from the International Organization for the Protection of Intellectual Property, which recognizes the right to protect the skorup kajmak in 29 countries worldwide, including 9 EU member states.



Image 10. A range of products from the members of the UŽ "Romanijski skorup-Kajmak" Han Pijesak

PPG Nada Maksimović received a line for milk processing—a mini dairy, creating conditions to ease dairy product production.

The project "Looking for the perfect place—Visit Javor Airways" is being implemented within the EU4AGRI project funded by the European Union. EU4AGRI is a four-year (2020-2024) project worth 20.25 million euros, aiming to modernize the agricultural and food sector in Bosnia and Herzegovina.

The overall goal of this project is the sustainable development of rural tourism in the Sarajevo-Romanija region, based on the comparative advantages of the Han Pijesak mountain area, through the diversification of rural activities, strengthening and building the capacity of local stakeholders, and their synergistic action to create a unique integrated tourism product, which will enable the creation of added value and improve the quality of life in rural areas.

1.10. Transit Tourism

Given that the Han Pijesak municipality has a favorable geographical position, the target visitors/tourists are all travelers who use the roads while traveling to holiday destinations or other directions.

Tourists traveling to their final destination, depending on the length of the trip, the mode of transport they use, and nearby tourist attractions along the transit route, make several stops. These stops may be motivated by different factors. Each stop leads to spending money.

Since most tourists use road vehicles, usually cars, they are free to choose their route, places, and duration of stops. This fact, along with the needs travelers have during their journey, allows for the creation of a special type of offer aimed at travelers/tourists passing through a certain area, which is neither their starting point nor their destination. The existence of such an offer is the basis for the development of transit tourism.

The municipality of Han Pijesak is located on a transit route leading to popular tourist destinations, the Adriatic Sea, and Jahorina, and is in close proximity to the Ski Center Igrišta. Many tourists pass through this area daily, and they will be able to rest, have lunch, and enjoy an altitude of 1,100 meters, with air rich in ozone and unspoiled natural beauty, which is a true rarity.

It is necessary to provide clear signposts, along with well-positioned and quality resting points.

Through future infrastructure development, tourist information points, thematic maps, and tourist signage, we can expect not only a greater number of transit tourists but also an increase in the length of their stay as they pass through our municipality, with an enriched tourist offer.

1.11 Youth Tourism

School excursions represent an important segment of tourist demand, especially for one-day trips, nature schools, and summer camps for children and youth. To meet the expected growth in youth tourism products, it is necessary to create and profile tourism offers for the children and youth segment, depending on the programs and needs of both formal and non-formal education.

1.12. Natural and Cultural-Historical Attractions

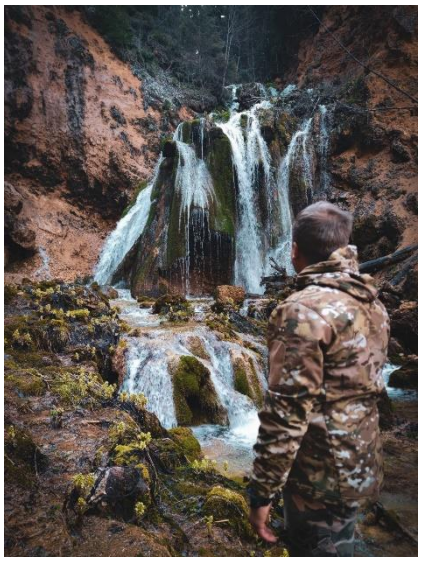
Tourist attractions are the main raw materials, or motors—the driving force—of tourism. They are the factors that stimulate tourist needs, direct tourists to travel, and attract them to a specific destination. Tourist attractions can be real and potential.
It is essential to recognize not only the real but also the potential tourist attractions in our surroundings and to have systems in place to transform potential attractions (or real ones with lower levels of use) into real ones (i.e., attractions with higher levels of use).
Tourist attractions are only exploited attractive tourist potentials, while potential tourist attractions are tourist resources with the characteristics of attractions that have not yet been utilized to attract more visitors.

Natural Attractions

The Skakavac waterfall is located in the village of Žeravice near Han Pijesak.

The canyon of the Varošnica River, 4 km long, along with two larger springs in the village of Varošnica, is a rare natural attraction. This attraction is complemented by the Skakavac stream, which flows into Varošnica and, with a length of only 600 m and a height difference of over 200 m, provides a rare experience.

The Skakavac waterfall represents a beautiful example of a geomorphological feature, made of tufa, travertine, or sinter. This waterfall resembles a canopy, so it can be classified under geomorphological terms related to fluvial erosion.

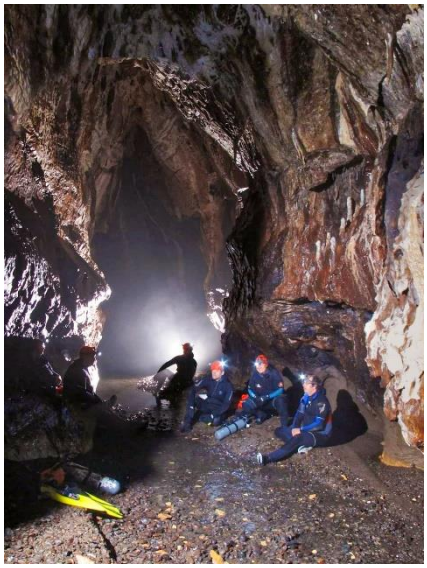


Waterfalls, as a type of natural attraction, are increasingly attracting the attention of visitors and tourists and are an indispensable factor in the tourism offer.

For a tourist resource to become an attraction, it is necessary to discover that resource, make it accessible by transport, interpret it, mark it on the tourist map, and promote it. The valorization of this project would further enhance the image of our municipality.

The Hiking-Ecological Society "Visočnik" Han Pijesak has arranged a trail to the waterfall, where a gathering was held on April 27, 2024.

Image 11. Waterfall Skakavac



Caves: Mala and Velika Komnica represent a complex of caves within the peak of Veliki Žep, right next to the Komnica picnic area. The caves were explored by a team of Czech speleologists, who determined that Velika Komnica is 3028 meters long, while Mala Komnica was explored up to 650 meters, with further research expected to continue. The caves, with their rich geological history, are natural jewels, distinguished by curious attributes that are worth exploring, as they are highly interesting for tourists. Unfortunately, access to the caves is only possible with full speleological equipment, including oxygen tanks.

Natural Monuments: Maljava Birch (Betula pubescens) – location of Kramske Bare in Han Kram, Group of Green Douglas Fir (Pseudotsuga taxifolia) – remnants of the nursery at Gornji Ljeskovac, Pančić's Spruce—location of the Aleksandar Karađorđević castle complex.

Image 12. Cave entrance "Mala Komnica"

1.13. Cultural-Historical Attractions

The area of Han Pijesak municipality contains material and spiritual traces of civilizations that lived in these regions. There are traces of various cultural movements as a result of historical events that determined the course and shape of urban and cultural development from prehistory to the present.

The inclusion of cultural and historical heritage in the development processes of tourism is limited, and in some cases, completely blocked. Negative factors in this process include undeveloped infrastructure, lack of accompanying tourist content (hotels or other types of accommodation, information points, commercial services), poor preservation and condition of some monuments in terms of conservation and restoration, insufficient awareness of the importance of preserving cultural and historical heritage, and lack of integration of the so-called active environment, events, and intangible components of cultural and historical heritage.

The introduction of new content should aim to revitalize spaces and buildings, but with respect for all of their cultural, historical, and monumental values.

Memorial Parks—Medieval Sites:

- Old fortress "Pošijak" (a medieval town-fortress, built in the 11th and 12th centuries, near Pjenovac),
- Settlement "Mačkovac" and settlement "Maćeha,"
- Ten locations with a total of 176 stećak necropolises,
- Cemeteries – two old Muslim cemeteries (Podžeplje and Nevačka Brda),
- One old Serbian cemetery (Mrkalji),

- Three cemeteries of Serbian soldiers from World War I (Igrišta, Ružina Voda, and Vrani Kamen) and the grave of Jovan Tandarić in Šupovina.

Serbian Military Cemetery from the Great War at Vran Kamen. The cemetery dates back to late summer and early autumn of 1914, and around 1000 (estimated) soldiers from the Šumadija Division II were buried there. It is one of three Serbian military cemeteries in the Javor mountain area.

Serbian Military Cemetery from the Great War at the peak of Veliko Igrište. The cemetery dates back to the end of summer and the beginning of autumn in 1914, and around 200 (estimated) soldiers from the Šumadija Division II were buried there. It is one of three Serbian military cemeteries in the area of the Javor mountain.

The Grave of the Last Hajduk from the Romanija Area

Romanija is known as a hajduk mountain, but what is less known is that the last hajduk from these regions was from Han Pijesak—Jovan Tandarić (Jovo Tandariya), who was killed in the nearby hamlet of Bobica at the beginning of the last century. His grave is located on the property of the Todorović family in the village of Bobica.

Stećak necropolises in Han Pijesak, at the locations of Pokajnica (Mramorje) and Podgroblje (Luka) in the village of Nevačka, municipality of Han Pijesak, with a total of 37 stećaks, have been declared a national monument of Bosnia and Herzegovina.

Underground military facilities G1 and G2 of the former JNA, located at the sites of Crna Rijeka and Bojčino Brdo. These underground military facilities were built in the 1950s and served as a central command post in the event of a nuclear war. The construction and nearly everything else were kept secret. During the 1990s war, the facilities served as the main headquarters of the Army of the Republic of Srpska. Today, they are managed by the Armed Forces of Bosnia and Herzegovina and are not accessible to visitors.

G3—Underground military facility of the former JNA, located at the peak of Mala Igrišta. This underground military facility is one of three such facilities in our municipality and the only one that is accessible to visitors. It was built in the 1950s and served as a communication hub. Construction and nearly everything else were kept secret. The system of underground corridors and rooms, with corridors estimated to be a total of 500-700 meters long, is currently abandoned and in a relatively neglected state, but there is potential for restoration and tourist valorization. There are trails leading to this facility within hiking societies.

Monuments and Memorials of the National Liberation War (the most significant being the Ossuary with sculptural monuments (the memorial ossuary for 256 fallen fighters) at Boračko Brdo in Han Pijesak, as well as several plaques and busts in Han Pijak and Pjenovac).

Church of Saint Great Martyr Panteleimon

The original church in Han Pijesak was built in 1923, and it was personally supported by King Alexander I Karađorđević, who frequently stayed in his residence in Han Pijesak. This temple was located not far from the present one, near the memorial and ossuary for the fallen soldiers of the Second World War. The old temple was bombed by planes in 1942. Only three bells from the former church have been preserved, one of which was a gift from King Alexander Karađorđević. The entire archival material was destroyed in that bombing. The construction of the new single-nave church began in 1972. The foundation of the new temple was consecrated by Bishop Longin of Zvornik-Tuzla. The church was built with tufa, measuring 17.99 x 12.72 m, and covered with copper. The construction was completed in 1979.

In terms of cultural-historical tourism, the greatest potential is related to the cultural-historical heritage from the Karađorđević period.
The ambient buildings and complexes built during the Austro-Hungarian Empire and the Kingdom of Yugoslavia are the oldest preserved examples of architectural heritage. The most significant structure is the Summer Residence of King Alexander Karađorđević.

Karađorđević Castle

At the end of the 19th and the beginning of the 20th century, Austro-Hungarian officials stayed in Han Pijesak, where they measured the air quality of the area. It was found that Han Pijesak had the highest concentration of ozone in Europe, a natural air spa. Clean air, vast expanses of lush coniferous forests mixed with several deciduous tree species, and the high concentration of ozone were beneficial for the

ailing Emperor Franz Joseph. At that time, the empire's experts made a geodetic map of the settlement and its surroundings and concluded that the mountain environment was exceptionally suitable for the development of elite tourism. Sketches and plans were made for the construction of a fashionable resort for dignitaries. The construction of a summer house for the emperor and 17 other elite resorts of various sizes was planned. The Austro-Hungarian plans were interrupted by the First World War.

While staying in Sarajevo, Crown Prince Alexander was informed about the findings of the Austro-Hungarian experts regarding the atmospheric and climatic potential of the Han Pijesak area, which could be used for health purposes. It was suggested to the future king that it would be good for him and his family to build buildings in Han Pijesak, as it had the most ozone and represented a true natural sanatorium. Upon his arrival in Belgrade, the king sent his experts to assess the validity of the initiative, and soon after, the decision was made.

Construction of the castle began in 1919, and it was completed 24 months later, while the construction of the entire royal complex was finished in 1924.

The king often visited Han Pijesak with his family. Ministers from the government, generals, and other dignitaries, as well as various statesmen, visited as well. He received ambassadors, envoys, and others there. It was here that he spent time, conducted state affairs, and rested. There are sources suggesting that the Vidovdan Constitution was signed here. The king also received Kemal Atatürk, the Turkish reformer, during his visit to the Kingdom of Serbs, Croats, and Slovenes. The castle also hosted Turkey's prime minister, Mustafa Ismet İnönü, in April 1937. Before the war, Prime Minister Stojadinović frequently stayed in Han Pijesak.

During the April War, King Peter II stayed in the castle during his retreat. However, the location was soon discovered and bombed by German aviation. The Karađorđević family escaped through a shelter and tunnel near the castle. They continued their journey from Han Pijesak toward Pale. The castle was partially damaged during World War II. It was restored in 1946 and renamed Tito's Castle. In 2005, the complex was almost completely destroyed by fire.



Image 13. Appearance of the Karađorđević Villa after reconstruction, restoration and adaptation (excerpt from the project)

The castle represents a cultural-historical gem in the Han Pijesak municipality. The first phase of reconstruction of the only Karađorđević property in Bosnia and Herzegovina began last year with the approval of the Institute for the Protection of Cultural-Historical and Natural Heritage of Republika Srpska. The second phase began in August 2024. This phase includes the construction and roofing of the building. The appearance of the reconstructed building will resemble the one built in 1921, which was destroyed during World War II, with only minor modifications in terms of modern approaches. The main goal is to restore the building to its original appearance during the Karađorđević era.

The object is expected to have both cultural-historical and commercial components (museum, wine cellar, seminar hall, queen's suite, king's suite, etc.).

This object is of great importance for preserving historical and cultural values, as well as for the development of tourism in the entire region.

1.14. Event Tourism

Event tourism in Republika Srpska has a long and diverse tradition. Many events still do not have the status of tourist events but are held as local and regional cultural-historical happenings.

Further development of these events is necessary to strengthen their significance, as well as the interpretation of intangible heritage.

Cultural events are mainly organized by the Public Institution Center for Youth and Sports "Pogled," which organizes cultural events and various manifestations; the Public Library "Branko Čučak"; the "Javor-Sunčana Planina" Mountaineering Society; the "Visočnik" Hiking-Ecological Society; the Cultural and Artistic Society "Saint Panteleimon"; the kindergarten "Diana Budisavljević"; and the Tourist Organization of Han Pijesak Municipality.

Some of the key cultural and sports events held in the Han Pijesak municipality include

- Čučkovi Literary Gatherings (March) organized by the Public Library "Branko Čučak."
- Han Pijesak Mountaineers' Gathering (April) – Mountaineering-Ecological Society "Visočnik" Han Pijesak
- "Easter Bazaar" organized by the kindergarten "Diana Budisavljević"
- "Paths of Medicinal Herbs"—This" year, the Tourist Organization, together with the Public Center for Youth and Sports "Pogled," organized this event for the first time. This year's guest was Momčilo Antonijević, a folk herbalist and journalist. We expect this event to become a tradition.
- Traditional Vidovdan Celebrations, including a Fine Arts Gathering organized by the Han Pijesak Municipality, Public Center for Youth and Sports "Pogled," and Restaurant "Pogled."
- Lighting of Petrovdanske Lilies (July 11) – Han Pijesak Municipality.
- MTB "Javor," MTB ride (August)—co-organized by the Mountaineering Society "Javor-Sunčana Planina" and the Tourist Organization.
- Han Pijesak Municipality Day and Patron Saint Day, Saint Great Martyr Panteleimon (August 9).
- Futsal Tournament organized by the Han Pijesak Municipality.
- Gulašijada (September) – Han Pijesak Municipality Tourist Organization, under the patronage of the Han Pijesak Municipality.
- Đeram—Guardians of Tradition. Festival of traditional cuisine and handicrafts in Han Pijesak (October).
- Putevima šumadijske divizije drugog poziva—Vrani kamen (September)—Co-organized by the Mountaineering Society „Javor-Sunčana planina", the Mountaineering-Ecological Society „Visočnik" Han Pijesak, and the Tourist Organization of Han Pijesak Municipality.
- Novogodišnji bazar—Organized by the kindergarten „Diana Budisavljević" Han Pijesak.

2. Accommodation

Accommodation capacities are a very important tourist infrastructure for the further development of tourism in the municipality of Han Pijesak. In recent years, a significant momentum has been noticed, with the renovation of the former "Gora" hotel underway, which will be named "Vuković" hotel. Several holiday homes have been built, providing accommodation services as well as rooms for rent. Of course, there are also several restaurants, so tourists, when they arrive, have these basic elements that allow them to stay for a few days in our municipality.

Private accommodation in tourism is becoming increasingly important. Individuals providing hospitality services in rural areas, such as services in apartments, holiday homes, and rooms for rent (private accommodation), as a significant segment of hospitality, had long been in the so-called "gray zone." The legal solution from 2017 introduced the possibility for service providers in private accommodation to be treated as individuals regarding the calculation of taxes and fees, not just as entrepreneurs, leading to a sustainable model of registration and operation of these entities.

During 2024, two private accommodations were registered, with which the Tourist Organization signed mediation agreements for service provision. In 2024, we have the first categorized accommodation providers, which represents a shift in our municipality. Four holiday homes and five rooms for rent have been categorized.

The municipality of Han Pijesak currently offers about 90 beds (estimated) in various types and categories of accommodation (guesthouses, camps, holiday homes, rooms for rent), with a tendency to increase tourist capacities and annual growth in tourist traffic. Estimates suggest that this number is higher but not officially registered.

The analysis of accommodation structure and tourist traffic is significantly hampered by the lack of a system to control accommodation capacities and an efficient method for guest check-in and check-out. One of the indicators of income in tourism and hospitality is the tourist tax. The tourist tax is the fee paid by a guest (tourist) using overnight accommodation services in hospitality establishments. In 2024, the revenue from tourist tax amounted to 1,430.50 KM.

In the future, efforts will be made to reduce the level of the gray economy, as there is still a certain number of accommodation providers who are not registered and do not pay the tourist tax. Based on the indicators, it can be concluded that the structure of facilities necessary for the tourism economy is unsatisfactory. For Han Pijesak, the problem is the lack of accommodation capacities. As a result, there is an inability to accommodate larger tourist groups or school excursions.

There is a need to expand accommodation capacities in the municipality.

IV Market Trends

1. Demand Analysis - RS Statistics

In the area of the Republic of Srpska, according to data from the Republic Institute for Statistics, tourist indicators show that after the end of the COVID-19 pandemic, there was a rapid recovery of this sector. By 2022, the total number of arrivals surpassed that of 2019. In that year, the number of foreign tourist arrivals accounted for 54.7%, while the number of overnight stays by these tourists made up 52%.

This trend continued in 2023, when the total number of tourists increased by 9.38%. In addition to the increase, there was also a change in the structure of guests compared to both 2019 and 2022. The number of foreign tourists in 2023 accounted for 53.65%, while the number of overnight stays by foreign tourists made up 56.78%. The average stay of foreign tourists was 2.25 days, which is slightly less than in 2019 (2.31 days).

Table 7: Arrivals and overnight stays of foreign and domestic tourists 2019-2023 Republic of Srpska

	Arrivals of tourists			Overnight stays of tourists		
	Total	Domestic	Foreign	Total	Domestic	Foreign
2019	400.268	181.401	218.867	972.855	466.815	506.040
2020	190.271	123.966	66.305	531.447	335.624	195.823
2021	295.038	175.763	119.275	748.275	478.830	269.445
2022	439.781	217.634	222.147	1.036.569	547.534	489.035
2023	481.041	200.976	280.065	1.112.306	480.729	631.577
2022/23	**109,38**	**92,35**	**126,07**	**107,31**	**87,80**	**129,15**

Source: Republic Institute for Statistics[1]

[1] https://www.rzs.rs.ba/front/article/6705/?left_mi=30&up_mi=12&add=30

The length of stay of domestic tourists in 2023 was 2.39 days, which is slightly longer than that of foreign tourists. However, it is still shorter compared to 2019, when it was 2.57 days.

According to data from the Republic Institute for Statistics of the RS, during 2023, tourist destinations in the Republic of Srpska were visited by a total of 481,041 tourists from 66 countries around the world. Of the total number, 47.23% of visitors were from 8 European countries. Four of them are former Yugoslav countries, three are old EU members, and Turkey. The average stay of all tourists was 2.31 days.

The majority of foreign tourists come from the countries of the former Yugoslavia, making up 77.44% of visitors in 2023, with tourists from Serbia accounting for 54.33% of that number. When it comes to the increase compared to 2022, the largest increase in the number of tourists came from Slovenia (38%) and Croatia (32%), followed by Montenegro with 17%, while the smallest increase was from Serbia at 7%.

Regarding the number of overnight stays, tourists from these countries accounted for 85.36% of all overnight stays. The structure of overnight stays is different, but tourists from Serbia accounted for 46.4%, as the average stay was only 1.1 days. The longest stays were by tourists from Slovenia (1.57 days), with a share of 17.66%, while tourists from Croatia stayed 1.4 days, with a participation of 29.29%. The average length of stay for all four countries was 1.35 days.

Table 8: Arrivals and overnight stays of tourists by country 2021-2023 Republic of Srpska

COUNTRY	Arrivals of foreign tourists				Overnight stays of domestic tourists			
	2021	2022	2023	2022/23	2021	2022	2023	2022/23
Serbia	55.374	88.990	95.603	1,07	119.460	188.671	208.728	1,11
Croatia	14.071	27.766	36.767	1,32	43.616	94.033	131.781	1,40
Montenegro	4.646	8.573	10.068	1,17	12.234	20.990	27.927	1,33
Slovenia	9.083	22.809	31.490	1,38	19.113	50.535	79.475	1,57
	85.195	**150.160**	**175.951**	**1,24**	**196.444**	**356.251**	**449.934**	**1,35**
Turkey	3.325	11.340	27.512	2,43	4.176	13.983	31.423	2,25
Germany	4.413	8.349	9.912	1,19	10.425	16.715	19.374	1,16
Austria	3.738	6.875	8.624	1,25	7.587	13.216	16.870	1,28
Italy	2.528	4.360	5.197	1,19	6.265	8.631	9.462	1,10
	14.004	**30.924**	**51.245**	**1,52**	**28.453**	**52.545**	**77.129**	**1,45**

Source: Republic Institute for Statistics[2]

The second group of countries that most frequently visit the tourist destinations of the Republic of Srpska are Turkey, Germany, Austria, and Italy, and their share is 22.56% of the data presented in the table.

The largest number of tourists comes from Turkey (53.69%), and they also had the largest increase in arrivals compared to 2022, which was 143%, from 11,340 tourists to 27,512 tourists. The total increase in tourists from these four countries in 2023 was 52%.

A similar situation applies when it comes to the number of overnight stays and length of stay. Tourists from Turkey had the highest number of overnight stays and stayed the longest (2.25 days). The stay of tourists from the other three countries ranged from 1.1 to 1.28 days, and the average length of stay was 1.45 days, which is longer than that of tourists from the region.

The number of tourists in the Republic of Srpska varies significantly from municipality to municipality, but only 6 municipalities had more than 40,000 arrivals. Banja Luka and Trebinje stand out with around 100,000, while the other four municipalities have between 43,000 and 67,000 arrivals. The average length of stay is 2.31 days. A significant deviation is found in Teslić, which is the only municipality with more domestic than foreign tourists, and

[2] https://www.rzs.rs.ba/front/article/6705/?left_mi=30&up_mi=12&add=30

the length of stay is 5.79 days. The reason for this is spa tourism. Pale and East Sarajevo have a length of stay of 2.92 and 2.66 days, which is above average. Also, the number of foreign tourists in both municipalities is slightly higher than the number of domestic tourists. The reason for this is winter/ski tourism, where tourists stay longer.

Unfortunately, the neighboring municipalities of Han Pijesak (Milići, Vlasenica, Sokolac, Rogatica) have a negligible number of tourists, only a few hundred. While the statistics have been indicating Han Pijesak with 0 tourists for years.

Table 9: Arrivals and overnight stays of tourists in 2023, by municipalities.

2023	Arrivals			Overnight stays			
	Total	Domestic tourists	Foreign tourists	Total	Domestic tourists	Foreign tourists	
TOTAL	**481.041**	**200.976**	**280.065**	**1.112.306**	**480.729**	**631.577**	**2,31**
City of Banja Luka	116.244	43.237	73.007	174.686	57.225	117.461	**1,50**
City of Bijeljina	45.840	18.569	27.271	88.738	39.164	49.574	**1,94**
City of East Sarajevo	57.547	28.204	29.343	153.232	60.258	92.974	**2,66**
Pale	45.137	21.289	23.848	131.836	50.561	81.275	**2,92**
Teslić	43.475	23.912	19.563	251.699	128.053	123.646	**5,79**
City ofTrebinje	95.631	24.357	71.274	173.887	51.759	122.128	**1,82**

Source: Republic Institute for Statistics[3]

2. Demand Analysis—Statistics of BiH

The total number of tourist arrivals to destinations in the Republic of Srpska makes up about 27% of the total number of arrivals in BiH, while the share of foreign tourists makes up around 23%. The average length of stay for tourists in the Republic of Srpska is 2.31 nights, compared to 2.1 nights in BiH.

Table 10: Arrivals and Overnight Stays of Domestic and Foreign Tourists 2021-2023 FBiH

BiH	Arrivals			Overnight stays		
	Total	Domestic tourists	Total	Domestic tourists	Total	Domestic tourists
2021	971.302	469.357	501.945	2.258.603	1.057.395	1.201.208
2022	1.477.371	562.228	915.413	3.221.404	1.218.871	2.002.533
2023	1.755.040	556.244	1.198.796	3.690.514	1.167.019	2.523.495
2022/23	**118,8**	**98,9**	**131,0**	**114,6**	**95,7**	**126,0**

Source: Agency for Statistics of BiH[4]

When it comes to the countries of origin of tourists, the structure is similar, with a notable increase in the number of tourists in the Republic of Srpska from Croatia, Slovenia, Turkey, and Austria. In contrast, there is a significantly higher number of tourists in the Federation of BiH from overseas countries (China, USA) and the Middle Eastern countries. This is significantly influenced by the Sarajevo airport.
In the FBiH, the greatest increase in the number of tourists from neighboring countries comes from Croatia and Slovenia, while other notable increases are from Turkey, Italy, and Austria. Among overseas countries, the most significant increase in tourists is from China, whose number of arrivals increased from 5,234 to 30,615 in 2023.

[3] https://www.rzs.rs.ba/front/article/6705/?left_mi=30&up_mi=12&add=30
[4] https://bhas.gov.ba/

Table 11: Tourist Arrivals and Overnight Stays by Country 2021-2023 FBiH

COUNTRY	Arrivals of foreign tourists				Overnight stays of domestic tourists			
	2023	2022	2021	2022/23	2023	2022	2021	2022/23
Serbia	149.363	142.237	91.081	1,05	308.907	288.191	189.900	1,07
Croatia	167.609	129.753	57.881	1,29	373.495	284.403	129.782	1,31
Montenegro	30.232	25.231	15.220	1,20	66.044	52.622	32.875	1,26
Slovenia	78.117	62.407	23.437	1,25	169.165	122.715	45.995	1,38
	427.344	**361.650**	**189.640**	1,18	**919.634**	**749.953**	**400.573**	1,23
Turkey	142.710	62.934	22.410	2,27	200.951	99.841	46.725	2,01
Germany	55.862	47.531	26.027	1,18	119.605	105.404	63.629	1,13
Austria	35.971	29.410	16.856	1,22	71.465	59.529	34.721	1,20
Italy	28.587	22.370	9.131	1,28	62.080	47.925	21.110	1,30
USA	36.592	29.532	14.007	1,24	84.751	66.796	29.841	1,27
China	30.615	5.234	1.946	5,85	43.203	11.355	6.608	3,80
Saudi Arabia	53.192	33.598	36.220	1,58	127.260	80.937	93.283	1,57
	383.529	**230.609**	**126.597**	1,66	**709.315**	**471.787**	**295.917**	1,50

Source: Federal Statistics Institute[5]

Tourist arrivals continue to show seasonality throughout the year. The highest number of total arrivals occurs in the period from July to September, followed by May, June, and October. The third group consists of months with roughly equal numbers of arrivals: March, April, November, and December. The lowest number of tourists is at the beginning of the year, in January and February. The share of foreign tourists is significantly higher during the summer season and the pre-season, from April to November. Their number is 2.28 times higher in November and up to 3.28 times higher in August. The smallest difference occurs in December, when the number of foreign tourists is 1.22 times higher, and in March, when it is 1.59 times higher.

Table 12: Tourist Arrivals and Overnight Stays by Month, 2023 BiH

BIH	Total	12	11	10	9	8	7	6	5	4	3	2	1
Total number of arrivals	**1.755.040**	111.240	106.215	166.415	190.138	225.571	211.906	169.861	167.684	127.050	100.887	89.072	89.001
Domestic arrivals	**556.244**	50.190	42.239	50.604	54.976	53.983	51.604	52.064	53.397	36.072	39.276	36.295	35.544
Foreign arrivals	**1.198.796**	61.050	63.976	115.811	135.162	171.588	160.302	117.797	114.287	90.978	61.611	52.777	53.457
Total number of overnight stays	**3.690.514**	213.936	209.181	327.631	377.666	524.459	477.015	341.264	333.294	253.617	214.821	207.665	209.965
Domestic overnight stays	**1.167.019**	87.358	78.338	102.343	117.031	139.432	129.312	112.615	110.059	70.821	75.010	70.169	74.531
Foreign overnight stays	**2.523.495**	126.578	130.843	225.288	260.635	385.027	347.703	228.649	223.235	182.796	139.811	137.496	135.434
	2,10	**1,92**	**1,97**	**1,97**	**1,99**	**2,33**	**2,25**	**2,01**	**1,99**	**2,00**	**2,13**	**2,33**	**2,36**

Source: Agency for Statistics of BiH[6]

The length of stay for guests ranges from 1.92 nights in December to 2.36 nights in January. During the main season, it is 2.25 nights in July and 2.33 nights in August. Another significant period is the beginning of the year,

[5] https://fzs.ba/
[6] https://bhas.gov.ba/

where, in addition to January, the number of nights in February is 2.33, and in March, it is 2.13 nights. The reason for this is winter tourism and longer stays due to skiing.
The trend in the first 10 months of 2024 shows further growth in the number of guests, with 96.6% of guests arriving compared to the entire 2023 year. However, it is noticeable that the number of overnight stays is decreasing, with the average length of stay in the first 10 months being 2.08. The structure of the number of nights per month remained similar to that in 2023, with slightly longer stays observed during the first four months.

Table 13: Arrivals and Overnight Stays 2024 (January-December)

2024, mjeseci	10	9	8	7	6	5	4	3	2	1	Total
Total number of arrivals	182.405	205.609	248.341	240.792	204.170	188.719	140.139	101.429	93.943	90.614	**1.696.161**
Domestic arrivals	47.472	49.803	56.345	50.754	50.986	54.992	40.260	37.970	38.388	36.784	**463.754**
Foreign arrivals	134.933	155.806	191.996	190.038	153.184	133.727	99.879	63.459	55.555	53.830	**1.232.407**
Total number of overnight stays	353.001	404.790	549.385	517.295	411.998	371.178	280.667	215.843	209.309	212.251	**3.525.717**
Domestic overnight stays	100.418	109.025	140.383	124.560	109.781	112.972	82.481	73.787	73.177	76.791	**1.003.375**
Foreign overnight stays	252.583	295.765	409.002	392.735	302.217	258.206	198.186	142.056	136.132	135.460	**2.522.342**
	1,94	**1,97**	**2,21**	**2,15**	**2,02**	**1,97**	**2,00**	**2,13**	**2,23**	**2,34**	**2,08**

Source: Agency for Statistics of BiH[7]

3. Demand Analysis—Sarajevo and EU Statistics

Sarajevo, in addition to being the city with the largest number of tourists in BiH, as well as having the airport with the most flights, is a good indicator. In addition to the part in the Federation of BiH, a significant influence also comes from the city of East Sarajevo and the municipality of Pale. This is significant from the perspective that the municipality of Han Pijesak is only 70 km away from them. In total, in 2023, they had 818,977 tourists who achieved 1,717,201 overnight stays. Of that, 648,939 were foreign tourists, or 79.23%, who achieved 1,266,704 overnight stays (73.77%). The growth trend continued in the first 9 months of 2024.

Table 14: Arrivals and Overnight Stays by Month 2023-I-IX.2024 Sarajevo

Sarajevo FBiH	2023	I-IX.2024	
Total number of arrivals	716.293	630.407	**88%**
Domestic arrivals	120.545	77.486	**64%**
Foreign arrivals	595.748	552.921	**93%**
Total number of overnight stays	1.432.133	1.221.672	**85%**
Domestic overnight stays	194.609	129.217	**66%**
Foreign overnight stays	1.237.524	1.092.455	**88%**
Total	**2,00**	**1,94**	**97%**
Domestic	**1,61**	**1,67**	**103%**
Foreign	**2,08**	**1,98**	**95%**

Source: Institute for Informatics and Statistics of Sarajevo Canton[8]

[7] https://bhas.gov.ba/
[8] https://zis.ks.gov.ba/statistika/turizam

Foreign tourists stayed longer in 2023 compared to domestic tourists, but the average is below the BiH average. In the first 9 months, a trend of shorter stays for foreign tourists is noticed, along with an increase in domestic tourists, but the total duration of stay is shorter, dropping from 2.0 to 1.94 nights.

Regarding the structure of foreign arrivals, the overview is presented in three groups. The first group consists of countries from the Western Balkans, from which there were 110,395 arrivals and 210,933 overnight stays, i.e., an average of 1.92 nights per arrival. The second group consists of European countries and Turkey, with 176,713 arrivals and 281,150 overnight stays (1.99 nights). The third group consists of the USA, China, and countries from the Middle East, with 136,104 arrivals and 326,960 overnight stays, or 2.17 nights.

The length of stay from the first group is relatively uniform, while tourists from the second group stayed, on average, longer than those from the first group. Notably, tourists from the UK stand out, most likely due to arriving at the destination by air. The shortest stay is recorded for arrivals from Turkey, with only 1.34 nights, likely due to the high number of shorter business trips.

Table 16: Arrivals and Overnight Stays by Country 2023 Sarajevo Canton; Source: Institute for Informatics and Statistics of Sarajevo Canton. Source: Institute for Informatics and Statistics of Sarajevo Canton

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Table 15: Arrivals and Overnight Stays by Country 2023 Sarajevo Canton

Sarajevo 2023	Croatia	Slovenia	Serbia	Monte negro	Germany	Austria	Italy	UK	Turkey	USA	China	M. East[9]
Arrivals	50.904	18.295	28.850	12.346	20.352	11.451	10.290	11.770	122.850	19.551	32.463	84.090
Overnight stays	96.867	35.433	54.260	24.373	43.724	20.830	20.762	31.186	164.648	46.244	42.758	237.958
	1,90	**1,94**	**1,88**	**1,97**	**2,15**	**1,82**	**2,02**	**2,65**	**1,34**	**2,37**	**1,32**	**2,83**

Source: Institute for Informatics and Statistics of Sarajevo Canton[10]

Tourists from the third group stayed the longest, averaging 2.17 nights. The average is skewed by arrivals from China with 1.32 nights, which is again due to business visits related to the large number of construction sites operated by Chinese companies in BiH. In Sarajevo Canton, the longest stays were recorded by guests from three Middle Eastern countries, who stayed an average of 2.83 nights per arrival.

[9] Saudi Arabia, Kuwait, and UAE

[10] https://zis.ks.gov.ba/statistika/turizam

Next to this, there is an image showing larger cities in BiH (marked in yellow), as well as cities from the countries of the Western Balkans (marked in orange). Larger cities from Central and Eastern Europe, which can easily and quickly be visited by car, are marked in red. This certainly includes tourists from other parts of Europe who travel by car to the Adriatic Sea. Most other potential markets are accessible by air through the nearest airports in Sarajevo, Tuzla, and Belgrade.

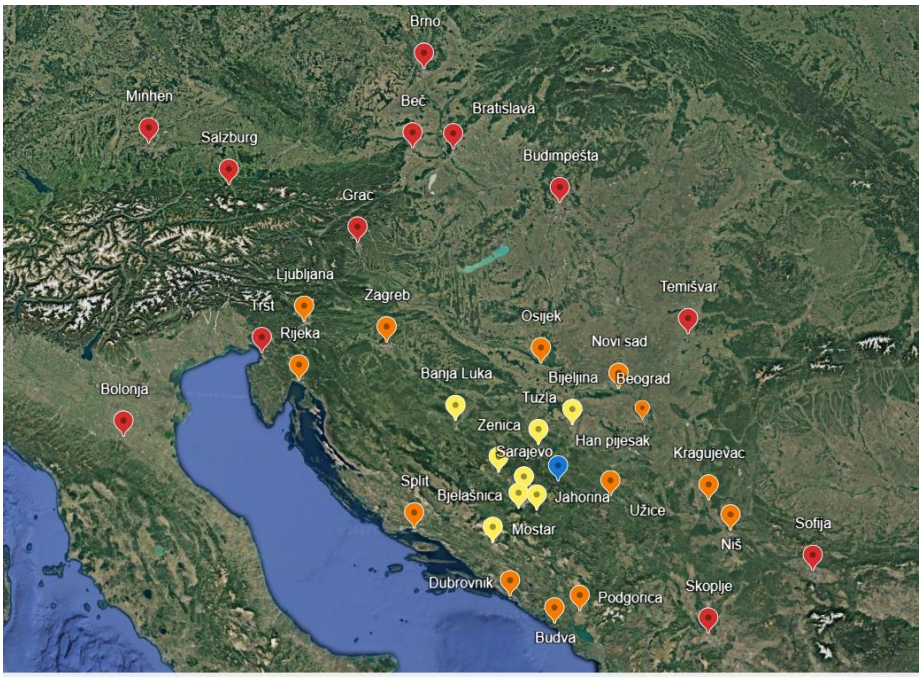


Image 14: Larger Cities in the Balkans and Central Europe

The closest and most financially attractive market is the EU countries, where the number of tourists is divided into two groups. The first group consists of tourists who stay 3 or more nights, and the second group consists of those who have shorter trips with 1-3 nights at the destination. Countries with a higher number of tourists with longer stays are marked in ochre color, while countries with a higher number of tourists with shorter stays are marked in green. Countries with a higher standard of living have a significantly larger number of tourists compared to the total population (Germany, Belgium, Netherlands, Norway, etc.). However, tourists from countries such as Italy, Austria, and Sweden seem to prefer several shorter trips throughout the year.

Table 16: Number of Tourists According to Length of Stay from the EU in Other Countries

2023	Total	3 nights and more	%	1-3 nights	%
European Union	**96.195.844**	**59.264.199**	**62%**	**36.931.644**	**38%**
Belgium	**6.909.210**	4.242.376	**61%**	2.666.833	**39%**
Czechia	**2.187.225**	1.524.515	**70%**	662.709	**30%**
Germany	**33.159.923**	22.041.908	**66%**	11.118.014	**34%**
Ireland	**2.688.922**	1.635.741	**61%**	1.053.180	**39%**
Spain	**5.314.804**	3.136.793	**59%**	2.178.010	**41%**
France	**6.461.024**	4.427.929	**69%**	2.033.094	**31%**
Croatia	**504.253**	235.891	**47%**	268.362	**53%**
Italy	**6.146.624**	3.262.641	**53%**	2.883.982	**47%**
Hungary	**1.640.637**	1.074.796	**66%**	565.840	**34%**
Netherlands	**10.303.262**	6.702.209	**65%**	3.601.052	**35%**
Austria	**3.571.661**	1.590.622	**45%**	1.981.039	**55%**
Poland	**4.524.763**	2.583.625	**57%**	1.941.137	**43%**
Slovenia	**1.246.370**	688.766	**55%**	557.603	**45%**
Slovakia	**1.310.029**	775.650	**59%**	534.378	**41%**
Sweden	**1.848.173**	952.248	**52%**	895.924	**48%**
Norway	**1.819.540**	1.216.616	**67%**	602.923	**33%**

Source: EUROSTAT[11]

[11] https://ec.europa.eu/eurostat/web/tourism/database

4. Adventure Tourism—Global Trends

The trend in recent years is that tourists want to explore newer types of tourist activities and prefer to visit undiscovered travel destinations. Therefore, increasing expenditure on tourist activities that involve excitement and the growing demand for related customized tourist offerings are driving the growth of the global market. Predictions suggest that trends in outdoor recreation will favor global demand.

The size of the global adventure tourism market was estimated at USD 608.00 billion in 2023, and it is projected to grow from USD 804.51 billion in 2024 to USD 1,682.28 billion by 2032, showing a CAGR of 9.66% during the forecast period. The Asia-Pacific region dominated the adventure tourism market with a market share of 42.95% in 2023.

The **adventure tourism market in Europe** accounted for about 37% of global revenue in 2024. The growth of the adventure tourism market in Europe is positively influenced by the region's diverse landscapes, rich cultural heritage, and increasing demand for experiential travel. Countries like Switzerland, known for hiking and skiing, and Italy, known for cycling and hiking, play a key role in attracting adventure tourists. Spain, with its range of outdoor activities such as rock climbing and canyoning, and Norway, famous for exploring fjords and winter sports, also contribute significantly. Additionally, countries like France, Austria, and Croatia further strengthen the market with their wide range of adventure offerings, including water sports, paragliding, and alpine trekking.

The growing influence of social media on consumers significantly increases demand for adventure travel. Social platforms like Facebook, Instagram, and YouTube are powerful and significant tools for sharing compelling images, stories, and videos that highlight the excitement of adventure activities. In this sense, seeing awe-inspiring visuals from others can trigger the desire to relive those experiences among users, driving market growth. This inspiration is particularly effective among younger travelers who are active on social platforms, encouraging adventure tourism businesses to invest additional marketing efforts on social media to stay competitive.

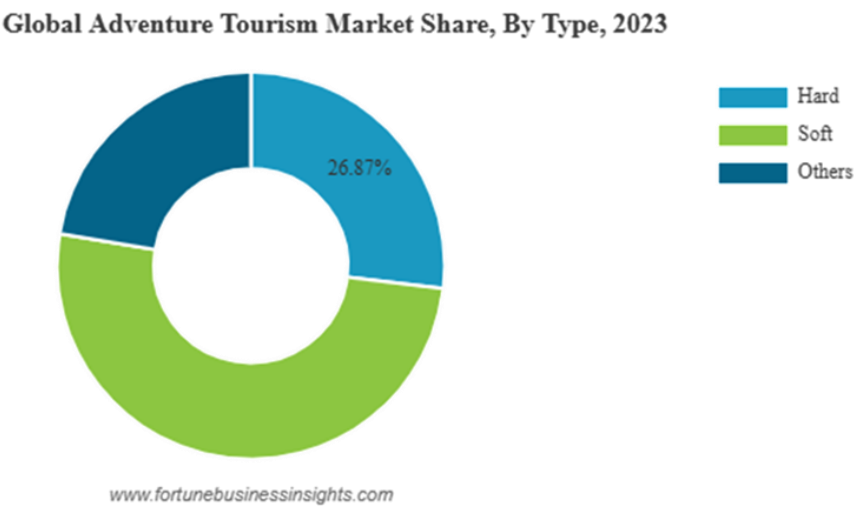
Key Global Events in the Adventure Tourism Market

1. The global adventure tourism market generated revenue of USD 357,511.6 million in 2023, and it is expected to reach USD 1,009,633.0 million by 2030.
2. The market is expected to grow at a CAGR of 16% from 2024 to 2030.
3. In terms of segments, soft adventure generated revenue of USD 230,808.1 million in 2023.
4. Soft adventure is the most profitable segment of activities, recording the fastest growth during the forecast period.
5. In terms of regions, Europe was the largest market, generating revenue in 2023.
6. In terms of countries, Brazil is expected to record the highest CAGR from 2024 to 2030.

Key Trends in the European Adventure Tourism Market

1. The European adventure tourism market generated revenue of USD 135,678.4 million in 2023.
2. The market is expected to grow at a CAGR of 15.9% from 2024 to 2030.
3. In terms of segments, soft adventure was the largest activity type, generating revenue in 2023.
4. Soft adventure is the most profitable segment of activities, recording the fastest growth during the forecast period.
5. In terms of countries, Italy is expected to record the highest CAGR from 2024 to 2030.

Soft Adventure Tourism held a market share of about 65% in 2024. It is characterized by activities that offer a mix of adventure and comfort, making it accessible to a wider range of travelers, including families and those seeking less physically demanding experiences. This segment includes activities such as hiking, wildlife watching, cycling, kayaking, and cultural immersions that do not require specialized skills or intense physical effort. This market is gaining strength year by year, especially among millennials and Generation Z, who value experiential travel. The market is supported by an increase in travel packages offering selected experiences that combine relaxation with exploration.



Graph 2. Global adventure tourism market share

It is expected that the demand for **hard adventure tourism** will grow at a CAGR of 15.7% from 2025 to 2030. This segment includes activities such as hiking, rafting, rock climbing, paragliding, and extreme sports like bungee jumping and skydiving, which often require specialized skills, training, and equipment. As interest in adventure travel continues to grow, the hard adventure tourism market has expanded, especially attracting younger generations and adventure enthusiasts seeking experiences that push their limits.

Demand for adventure tourism among couples accounted for over 41% in 2024. Many couples are attracted by the excitement of adventure activities such as hiking, kayaking, and zip-lining, which can enhance the sense of thrill and encourage connection and intimacy. As a result, adventure tourism is increasingly viewed as a way for couples to deepen their relationship while enjoying the beauty of nature and engaging in adrenaline-pumping activities together.

It is expected that the demand for adventure tourism among **solo travelers** will grow at a CAGR of 16.8% from 2025 to 2030. The growth of adventure tourism among solo travelers is driven by the desire for independence, self-discovery, and the ability to explore new destinations without the restrictions of group travel. Many solo adventurers seek experiences such as trekking, kayaking, and wildlife safaris. The rise of social media has made it easier for solo travelers to share their experiences, seek inspiration, and connect with like-minded individuals, fostering a sense of community even while traveling alone, which supports the growth of the market.

The age group between 51 and 60 accounted for about 26% in 2024. This age group is also attracted to adventure tourism because they seek opportunities for physical activity, personal growth, and connection with nature, often opting for softer adventure options such as hiking, cycling, and cultural immersions that align with their interests and physical capabilities. With more disposable income and time for leisure travel, many in this age group are seeking experiences that offer both adventure and comfort, enabling them to explore new destinations.

It is expected that the demand for adventure tourism **among the age group between 25 and 40** will grow at a CAGR of 18.2% from 2025 to 2030, reflecting a significant shift in travel preferences among younger millennials and older members of Generation Z. Individuals in this age group are typically married with children. In this regard, the new trend of family travel within this age group is significant, considering the need for more family time and unforgettable experiences. This demographic group is increasingly seeking exciting experiences that allow them to connect with nature and engage in activities such as trekking, rock climbing, and water sports. Social media's growing influence and the desire for unique experiences are also prominent, as travelers in this age group are eager to document their adventures and connect with like-minded individuals.

Adventure tourism refers to tourist activities such as rafting, trekking, diving, and climbing, which offer thrills beyond their comfort zone. Travelers explore newer types of tourist activities and prefer to visit undiscovered destinations for travel. In this regard, increasing expenditure by travelers on tourist activities that involve excitement and growing demand for related customized tourist packages drive the growth of the global market. Additionally, trends in leisure and outdoor recreation are expected to favor global demand for services during the forecast period from 2024 to 2032. Moreover, the rise in partnerships between tour operators and companies in the hospitality sector and

adventure destination facilities accelerates the supply and demand for such services globally. On a macro level, an increasing number of national parks and hiking sites in countries are driving the expansion of the global market.

Some of the newer trends that will increase their share in the coming period are:

- ➢ Women-only travel
- ➢ E-bikes and light travel
- ➢ Family travel for all ages
- ➢ Ocean and river cruises
- ➢ Pre- and post-season travel

A significant role in the development of new trends will also be played by increasingly noticeable negative changes, as mountain regions will certainly remain desirable for activities throughout the year.

V SWOT ANALYSIS

Strenghts	**Weaknesses**
• Climatic, relief, and spatial conditions for tourism development • Preserved and recognizable natural and rural areas • Favorable geographical location and good communication connections with major centers • Rich cultural, historical, and natural heritage for tourism development • Institutional capacities for project implementation • Ecologically clean environment with no risk of industrial pollution • Local agricultural products • Hospitality and a pleasant atmosphere • Proximity to emitting markets • Price-competitive destination • Good general security situation	• Underdeveloped tourism infrastructure and signage • Inadequate valorization of natural and cultural resources for tourism purposes • Insufficient number of market-ready tourism experiences • Insufficient number of accommodation capacities • Unclear, uninventive non-board offerings • Lack of knowledge, skills, and experience in tourism management • Underdeveloped management system - destination management • Insufficient and inadequate marketing and promotion • Inefficient record-keeping system and database • Unfavorable demographic situation • Unqualified workforce • Underdeveloped related activities in tourism and unbuilt value chain of local stakeholders (agricultural product processing, traditional gastronomic offer) • Insufficient investment in tourism, inadequate stimulation of tourism development
Opportunities	**Threats**
• Increased interest and trends in new tourist products (nature, adventure, religion, urban art, health…)	• Urbanization and uncontrolled construction in non-urban areas • Insufficient financial resources for tourism development • Socio-political instability

• Geographical proximity to larger cities with increased air pollution (Sarajevo, Tuzla, Belgrade) • Increased interest in organic products, healthy food, and a healthy lifestyle (honey, Romanija cheese, meat, potatoes, medicinal herbs, forest fruits, etc.) • Linking and organizing regional and cross-border cooperation • Availability and possibility of using funds for tourism development • Significant diaspora population and their interest in returning • Proximity to larger tourist centers offering full-sensory tourism (Igrišta, Jahorina, Sarajevo) • Climate changes (pleasant summers with normal temperatures)	• Climate change negatively affecting forests and the natural environment (emergence of diseases and pests, droughts) • General economic and political situation in the region and Europe • Reduction in anticipated donor aid and Bosnia and Herzegovina moving out of focus • Growing competition and changing trends

VI Vision and Strategic Directions/Development Goals

Vision

Improving the living conditions of the local community is the primary goal of any socio-economic development of an area, and this includes tourism development. Improving the living conditions of the community involves thoughtful and mutually coordinated economic activation of all available material and immaterial resource-attraction bases at hand, all in line with the defined development vision.

For this to be possible, the desired tourist development of the entire project area necessitates continuous alignment of the interests of all tourism development stakeholders around key development-investment projects in the private, non-governmental, and public sectors.

The principles of sustainability on which tourism development in the Han Pijesak municipality area should be based are divided into 3 interrelated groups:

SOCIAL SUSTAINABILITY	ENVIRONMENTAL SUSTAINABILITY	ECONOMIC SUSTAINABILITY
Partnership of stakeholders	Responsibility	Diversification of experiences
Development coordination	Balanced development	Market alignment
Serving the public interest	Local recognizability	Exclusivity

The vision of tourism development in an area represents the desired picture of what the space should look like in the future. The vision for the tourism development of Han Pijesak municipality is a comprehensive concept of what all destination stakeholders truly want to achieve for faster tourism development. Han Pijesak is currently not a recognizable tourist destination, but its development is based on a combination of primarily natural beauty, historical and cultural heritage, and diverse intangible cultural heritage.

Given that tourism is based on people and their communication with service users, traditional hospitality and the openness of the residents represent a significant factor in sustainable tourism development. Achieving the vision

is not possible without the agreement of all stakeholders on key directions of action and development goals. The vision for tourism in the Han Pijesak municipality points to the fact that primarily natural resources must be long-term preserved and protected from degradation, meaning they should be used sustainably, thus ensuring the necessary ecological, socio-cultural, and economic sustainability.

Based on the analysis of municipal planning documents, the analysis of the tourism development situation, the analysis of tourist-resource foundations, and the findings from workshops with working group members, the vision for tourism development has been defined.

Han Pijesak is a developed and sustainable tourist destination based on sustainable natural diversity, recognized for its rural space rich in cultural and historical heritage, hospitality, and the authenticity of the tourist products' experiences.

Strategic Directions/Development Goals

Based on the previous analyses, the proposed goals for tourism development are largely connected to the need to eliminate the existing weaknesses and shortcomings of the previous tourism development. Eliminating these deficiencies will enable the gradual acceleration of tourism development and the realization of the vision for tourism development in the Han Pijesak municipality.

Given the current level of development in this sector, the definition of development goals started from the assumption that, in the coming period, more emphasis should be placed on managing the destination itself, improving networking, increasing the diversity of the tourist offer, enhancing the quality of the tourist experience, improving marketing activities, extending the length of stay, and increasing average spending per day of stay. The Sustainable Development Goals of the UN (SDG) were also taken into account. The Sustainable Development Goals, along with the Paris Agreement on climate change, are a plan for a better world and a global framework for international cooperation in the field of sustainable development and its economic, social, ecological, and governance dimensions.

Sustainability principles in tourism relate to environmental, economic, and socio-cultural aspects of tourism development, and an appropriate balance must be established between these three dimensions to ensure its long-term sustainability. Accordingly, sustainable tourism must:

- Respect the socio-cultural authenticity of host communities, preserve their built and living cultural heritage and traditional values, and contribute to intercultural understanding and tolerance.
- Ensure sustainable, long-term economic activities, providing socio-economic benefits to all stakeholders, including stable employment, earning opportunities, and social services in host communities, and contribute to poverty alleviation.
- Optimize the use of environmental resources, which are a key element in tourism development, maintaining essential ecological processes, and assisting in the preservation of natural heritage and biodiversity.

Goal 1: Establish Functional Management of the Han Pijesak Tourist Destination

Tourism development requires a systematic and holistic approach, strategic planning, and the involvement of all interest groups in decision-making, especially in destinations where tourism is underdeveloped. Planning, managing, and controlling the development of the destination require a systematic and interdisciplinary approach, with the starting point being the needs of tourists that need to be met.

The goal aims to improve the overall management of the Han Pijesak area as a future tourist destination, which has the potential to become a center for the development of the Romanija region. Establishing and continuously improving management is crucial for the successful implementation of set goals and priorities and the future sustainable development of the destination. Within this goal, the main focus is on improving the operations of the

Han Pijesak Tourism Organization (TO), as well as cooperation with other stakeholders (municipal administration, private and non-governmental sectors), who will be the main drivers of activities.

Destination management is a continuous process in which the tourism sector, public administration, and other entities guide the development of the destination by combining resources with the goal of achieving the shared desired vision for the destination. Successful destination management results from involving various sectors, groups, participants, and partners who, through collaborative work from their own perspectives, create necessary documents and develop and implement joint projects. With the development of new technologies in the information and communication sector, destination management is taking a new form, which somewhat facilitates processes but also requires the involvement of additional actors with specific knowledge.

Priority 1.1: Strengthening the TO and Municipal Administration for Tourism Management

Considering the specifics of tourism activity development and the development of tourism in Han Pijesak, it is logical that the TO, with the support of the municipal administration, should be responsible for managing the destination (Destination Management Organization—DMO). The Tourism Law and the Law on Accommodation Tax of the RS stipulate that local TOs be financed from funds collected through accommodation taxes.

In tourism development, the largest part is handled by the Department for Development Management, Economy, Finance, and Social Activities, and it is necessary to strengthen positions in the administration that are part of the systematization of positions for tourism staff. These staff would be tasked with coordinating activities, providing advisory services, collecting and analyzing data, planning and implementing marketing activities, initiating new ideas and projects, monitoring the implementation of strategic documents, etc. Besides this department, other departments and public institutions contribute to tourism development.

To ensure the quality development of tourism in Han Pijesak, a coordination/advisory body for implementing the strategy should be established, which will be managed by the TO. This is the Strategy Working Group, composed of representatives from the public, private, educational, and non-governmental sectors. This body would focus on monitoring, analyzing the situation, and providing recommendations and advice for the development of Han Pijesak as a tourist destination.

Priority 1.2: Development of Human Resources

Increasing the competitiveness of tourism in Han Pijesak will largely depend on the availability and quality of human resources. In the process of developing the Sustainable Tourism Development Strategy, certain deficits were identified regarding the quantity and quality of human resources in terms of number, skills, competencies, gender, age, and education. The goal of this priority is to eliminate these identified deficits or significantly reduce them by conducting various training programs through cooperation with educational institutions, organizations, agencies, and consultants of recognized quality and methods.
Faster and more intense changes in the market and business environment, along with the development of new technologies, require continuous learning and acquiring new knowledge, whether in the private, non-governmental, or public sectors.

Improving the quality of human capital of all actors in tourism development is a long-term process that can and should be encouraged to increase efficiency. For the success of this process, effective cooperation with appropriate educational institutions of national and/or international recognition/quality, along with the engagement of actors from development agencies and the non-governmental sector, is necessary.

Priority 1.3: Improving Promotion and Marketing

It is not enough to simply provide everything necessary for tourism development; it is essential to develop a range of products and make them available to target customers. An important aspect of overall development is delivering this information in an appropriate, timely, and acceptable manner in the municipality, Romanija region, Republic of Srpska, and target markets, making maximal use of new technological solutions.
To present all the potential and tourist products from the Han Pijesak area, it is necessary to create a marketing plan with all its basic elements, which will promote the area as a tourist destination managed in a sustainable and

systematic manner. However, it is also essential to monitor and control the implementation to assess how well the planned activities are being carried out or to alert any deviations from the expected development actions and provide the basis for corrective measures.

Goal 2: Development of Tourist Offer and Services

The further development of existing and new tourist products in the Han Pijesak area should be based on unused resources, particularly unused natural potential in rural areas that are highly attractive for tourism. At the same time, care must be taken regarding the local community, the environment, historical and cultural heritage, and the fundamental values and lifestyle in the destination. The development of products and services should align with the core principles of sustainable tourism development. This establishes a complex value chain for the destination (from marketing and promotion, organization and reservation systems, through transportation, accommodation capacities, catering establishments/food and beverage), authentic products, tourist resources and attractions, organization of events, excursions and tours, and other ancillary services.

Priority 2.1: Improvement of Infrastructure

To achieve the goals set for tourism development, it is essential to work on improving the overall infrastructure in the Han Pijesak area. This includes various measures to address key issues and challenges currently faced by the population: traffic infrastructure, parking, green spaces, waste management, tourism infrastructure, and improvements in communication technologies. Creating conditions for establishing developmental sustainability must be the key planning cornerstone for future tourism development across the entire municipality.

Quality communal infrastructure (both urban and rural areas) is a prerequisite for the development of economic activities, including tourism. In this sense, all vital infrastructural components for economic life must be continuously improved throughout the area. As for the identified infrastructure deficiencies, some will be impossible to resolve in the short term and without significant budgetary investments (insufficiency of certain communal infrastructure, poor state of local roads, etc.). Nevertheless, it is expected that a significant number of public-communal projects will be applied for funding from domestic sources and EU pre-accession funds.

Priority 2.2: Improvement of Tourist Infrastructure

Tourist infrastructure is the foundation of tourism development because it enables the functioning of tourism activities in space and serves as support during the process of transforming tourism resources into tourist attractions. Complete, quality tourist infrastructure is essential for a more pleasant and longer stay for guests and therefore must be further improved by combining and using existing resources with new, technologically advanced solutions. Of course, priorities must be established, and development should begin with those that will provide the fastest and most efficient results, continuously expanding to other urban and rural areas. It is necessary to create an adequate climate for attracting domestic and foreign investors, which should be handled by the municipal administration, starting with the proper functioning of the urban planning and construction sector, registration of new business entities, obtaining the necessary permits, further development of the institutional framework for sustainable tourism, and eliminating the informal economy.

Priority 2.3: Development of Tourist Offer

When planning the future development of tourism, care should be taken to ensure that the development concept is aligned with contemporary market trends, preferences, habits, and interests of the selected target groups of tourists and visitors. By creating new tourist products and enriching the offer and services, the added value of tourists' stays is increased, the impact of seasonality in Bosnia and Herzegovina is reduced, and the area is expanded to the rural parts of the municipality. The current level of tourism traffic has primarily been achieved in hospitality, which clearly points to the lack of an adequate number of interesting tourist products outside that zone, as well as insufficient depth and breadth of the existing tourism value chain in Han Pijesak. The development of tourist products should include a range of developmental parameters of varying complexity, considering market segmentation, but also strengthening competitiveness and attractiveness as a new, previously unknown tourist destination. Success depends on the synergy of the public, private, educational, and non-governmental sectors,

which can jointly create new tourism projects aimed at creating a productively diverse tourist destination. First and foremost, it is necessary to better connect the existing tourism products, experiences, and offers, and complement them with innovative products that generate new experiences that modern tourists are seeking. Additionally, particular attention should be paid to how space is used, its protection, and care for the environment.

Priority 2.4: Improvement of Accommodation and Catering Offer

Han Pijesak, as a specific destination, in order to achieve its defined strategic goal—raising the level of competitiveness and attractiveness of the destination—must begin investing in improving the quality of all types of accommodation capacities and linking with neighboring destinations where such capacities already exist (Sarajevo, Jahorina). Food and beverages are a key component of the tourism offer. Restaurants are a critical element of the destination value chain that can significantly strengthen the destination's image, especially if a significant and busy main road runs through it. They provide necessary supporting services, contribute to the creation of new jobs, generate additional income, and have a multiplying effect on other sectors (especially by focusing on the supply chain, which can be local). In this way, local producers, farmers, and suppliers are encouraged. In addition to restaurants, all other types of establishments offering food and beverage preparation are important. Investments, both domestic and foreign, should be encouraged and supported through improved and facilitated conditions.

VII Implementation and Monitoring

Planning, management, and control of destination development require a systemic and interdisciplinary approach, with the starting point being the needs of tourists, which will be satisfied through the material and immaterial elements of the destination's offer. The current situation in tourism development in the Han Pijesak municipality shows that tourism development and the destination as a whole have not been efficiently managed.

The successful implementation of the two previously set strategic goals should result in (1) an increase in entrepreneurial activity across the entire area, (2) accelerated growth in the number of (self)employed people in tourism and related activities (particularly among younger age groups), (3) continued strengthening of Han Pijesak's recognizability, especially in the context of attracting desired/target market segments during different parts of the year, (4) an increase in average (tourist) spending per day of stay, and (5) gradual improvement in the standard of living for the population.

The Han Pijesak municipality, in cooperation with the Tourism Organization (TO), takes full responsibility for the future development of tourism through the implementation and monitoring of the effects of the Strategic Plan. The tourism development strategic plan is a tool for establishing a new vision of development and improving the management system based on a partnership approach among all stakeholders, with the goal of sustainable tourism development and positioning Han Pijesak as a recognizable tourist destination, as well as a leader in the development of the broader destination (Romanija region).

The strategic document represents the first step in uniting the desires and needs of all tourism stakeholders and their interactions to create a sustainable development of the destination that will benefit each of them and the destination as a whole. Therefore, it is very important for their joint action and understanding in order to achieve the set goals. In this context, attention should be paid to the following elements of monitoring and control of implementation:

- Leadership, i.e., who and why initiates changes
- Aligning the interests and goals of all stakeholders
- Quality communication
- Monitoring and evaluation of implementation

The preparation of operational annual plans cannot be separated from the planning of the budget for their realization. It should be noted that the amount of estimated funds will change during the implementation of the OP to the extent that the environment and various planned actions change. At the same time, it is necessary to define sources and ways of securing these funds. The implementation of the OP assumes effective coordination between

a number of stakeholders. In order to successfully implement the strategy, the strategic planning process also includes activities related to the management and monitoring system.

Three main steps are envisaged for the implementation of the strategy:

Step 1: Defining activities by goals and measures and developing a one-year operational plan for the implementation of the strategy with clearly defined responsibilities, sources of financing, and expected results. The operational plan with outlined activities for each year of implementation will be created as an annex to the strategy;
Step 2: Implementation of the strategy (OP) in accordance with the defined timeline and dynamics of implementing individual activities, requiring organizational and financial resources. A prerequisite for this is good knowledge of financing opportunities, timely project preparation, and consolidation with budget capacities to secure necessary financing from various sources;
Step 3: Monitoring, evaluation, and updating of the strategy (OP) during the implementation period. This involves the continuous collection of data on the implementation of individual activities within the operational plan.

Based on the pre-known activity plan, which includes its temporal and spatial dimensions, inputs, outputs, and results, monitoring involves creating a database, analyzing progress based on data, and drawing conclusions for further steps, as well as recommendations and measures to improve the next stages of development. It enables the identification of actual or potential successes or problems and is early enough to implement necessary changes and adjustments within the programs and projects or their realization.

The evaluation of the strategic plan represents periodic assessment of its relevance, performance, impact, and effectiveness in relation to the pre-defined strategic goals, priorities, and individual measures. It reviews the content of individual programs, projects, and activities through which the entire plan is realized and draws conclusions about the success of their implementation. The evaluation of the strategy's implementation will be conducted annually based on data collected through various reports and monitoring.

To monitor the implementation of the strategy and the defined one-year Operational Plan (OP), responsibilities and tasks will be defined within the organizational structure. Given the current situation, the responsibility for monitoring and evaluation in the current organizational structure will be assigned to the TO, which will coordinate the work of two teams composed of representatives of the Working Group for the strategy development. These teams are the Monitoring Team for the implementation of the OP and the Evaluation Team for the implementation of the OP.

Overview of Key Activities and Responsibilities for Monitoring and Evaluation

Monitoring the Implementation of the Operational Plan	**Initiator and Owner of the Process:** Director of the Tourism Organization (TO) Strategy Development Working Group	Continuously ongoing
Monitoring the implementation, preparing reports on the realization of annual operational plans, and evaluating them based on established indicators.	**Initiator and Owner of the Process:** Director of TO and Team Coordinator for Monitoring **Process Leaders and Participants:** Monitoring Team for Operational Plan Implementation with support from other stakeholders	**Monthly:** Director of TO and Team Coordinator **Semi-Annually:** By June 31 (for the first 6 months of the current year) **Annually:** By December 31 (for the previous year)
Adopting the Strategy Realization Report and Preparing the New Annual Operational Plan	**Initiator and Owner of the Process:** Director of TO and Coordinator of the Evaluation Team **Process Leaders and Participants:** Evaluation Team, Strategy Development Working Group	**Evaluation Report:** No later than January 15 **New Operational Plan:** No later than February 1

ANNEX Operational Plan 2025

OG	PR	OPERATIONAL PLAN - 2025							
			Measure/Activity	Responsibility	Start/realization time	Cost description	Required funds (in euros)	Source of funding	Expected result
Objective 1: Establish Functional Management of the Han Pijesak Tourist Destination	Priority 1.1.: Strengthening the TO and Municipal Administration for Tourism Management		***Measure 1.1.1. Establishing councils for tourism development***						
		1	Creation of rules and procedures for the council's work (platform for work)	Director of TO/Municipal Development Team	Q1/2025	Engagement 2 people x 5 days	In kind - employees	HP Budget	Rulebook drawn up; An established platform for the council's work
		2	Mapping of participants and formation of councils	Director of TO/Municipal Development Team	Q1/2025	Engagement 2 people x 2 days	In kind - employees	HP Budget	A tourism development council has been formed, bringing together relevant representatives of institutions, organizations and other stakeholders in tourism in the area of the Han Pijesak municipality.
		3	Holding regular meetings	President of the Council	Constant activity		n/a	Volunteerism	Held 3regular meetings annually (extraordinary as needed) - 3 project proposals defined
		4	Informing the public - promotional activities of the council	President of the council/ Director TO	Constant activity	Engagement of 1 person - 4 x 2 hours (1 day)	In kind - employees	HP Budget	After each meeting, a series of at least 2 announcements was made on the web and fb page of TO Han Pijesak
			Measure 1.1.2. Strengthening the capacity of the Tourist Organization	*TO and Municipality*					
		1	Filling jobs that are systematized	Director of TO/Board of Directors	Q3/2025	Involvement in the preparation of the competition	In kind - employees	HP Budget	Recruitment of officers/volunteers/interns in accordance with the work and development needs of TO Han Pijesak
		2	Creating a database (methodology, framework)	Director of TO/Municipal Development Team	Q2/2025	Engagement 2 people x 5 days	In kind - employees	HP Budget	A detailed tourism database has been established based on a previously established methodology, which will be the basis for reporting.
		3	Regular market analysis, trends	Director of TO/Municipal Development Team	Q2 and Q4/2025	Engagement 2 people x 2 days	In kind - employees	HP Budget	Report/cross-section of the situation with analysis of local and global trends - semi-annually - The report is submitted to the Tourism Development Council
		4	Education of employees in the Tourist Organization and municipal administration	Director of TO/Municipal Development Team	Constant activity	Registration fee for seminars and workshops	500	HP budget/donors	Attendance of employees from the TO and municipal administration (at least 2 participants) at at least 2 professional seminars/workshops/trainings
	Priority 1.2.: Development of Human Resources		***Measure 1.2.1. Support to local organizations, associations and individuals working on improving the tourism offer***						
		1	Creation of a database of all tourism stakeholders in the area of the Han Pijesak municipality	Director of TO/Municipal Development Team	Q3/2025	Engagement 2 people x 5 days	In kind - employees	HP Budget	A database has been created with detailed information on the capacities of tourism service providers and other supporters and their needs in order to define detailed support programs, education and other activities.
		2	Education of actors in tourism for business planning	Director of TO/Municipal Development Team	Q4/2025	Three-day workshop (trainers, refreshments, lunch materials)	3.000	Donor funds	Business planning training for at least 15 participants
		3	Education of actors in tourism for PCM	Director of TO/Municipal Development Team	Q4/2025	Three-day workshop (trainers, refreshments, lunch materials)	3.000	Donor funds	PCM training for at least 15 participants, 3 project proposals developed
		4	Networking and cooperation, development of joint products and organized market entry	Director of TO/Municipal Development Team	Q4/2025	Two-day workshop (trainers, refreshments, lunch materials)	2.000	Donor funds	Training for integral development of tourism - rural tourism school for at least 15 participants
			Measure 1.2.2. Organizing professional training and training of personnel in tourism						
		1	Digital Marketing Training	Director of TO/Municipal Development Team	Q4/2025	One-day workshop (trainers, refreshments, lunch, materials)	600	Donor funds	Digital marketing workshop for a minimum of 10 participants
		2	Cycling guide training	Director of TO/Municipal Development Team	Q4/2025	Cost of organized certified training	2.000	Donor funds	Workshop for cycle guides for at least 3 participants
		3	Tourist guide training	Director of TO/Municipal Development Team	Q4/2025	Cost of organized certified training	2.000	Donor funds	Workshop for tourist guides for at least 3 participants

		4	Retraining/additional training for work in the hospitality industry (cooks, waiters)	Director of TO/Municipal Development Team	Q4/2025	Cost of organized certified training	5.000	Donor funds	Retraining/additional training of at least 10 people for work in the tourism sector (chefs, waiters)
	Priority 1.3: Improving promotion and marketing	***Measure 1.3.1. Production and printing of promotional material, digital marketing***							
		1	Creating a Marketing Strategy	TO and Municipality	Q3/2025	Cost of hiring experts	5.000	Donor funds	A tourism marketing strategy has been developed for the area of the Han Pijesak municipality.
		2	Creation of a tourist narrative for the needs of various publications	Director of TO	Q3/2025	Cost of preparation - engagement of 1 person for 2 days	In kind - employees	HP Budget	Created a narrative structured by groups (nature, culture, history) for the needs of tourist publications - this can be done with schools
		3	Production of promotional video materials	Director of TO	Constant activity	Engagement of videographers for 6 videos	1.500	Donor funds/HP budget	Created and published at least 6 video posts
		4	Tourist map of the municipality of Han Pijesak - digital	Director of TO	Q4/2025	Cost of production - engagement of experts	2.000	Donor funds	Created touristic digital map - updated every 6 months
		5	Production of printed material (brochures, leaflets, maps)	Director of TO	Q3/2025	Printing cost	2.000	Donor funds/HP budget	At least 2 printed promotional materials produced and printed per year
		Measure 1.3.2. Promotional activities - fairs, meetings, press							
		1	Preparation and participation in domestic and international fairs	Director of TO	Constant activity	1 person engagement - 3 days	In kind - employees	HP Budget	Participation of TO Han Pijesak in at least 2 domestic and 1 foreign fair per year
		2	Organizing thematic meetings on the occasion of events	Director of TO	Constant activity	1 person engagement - 2 days	In kind - employees	HP Budget	Held at least 2 thematic meetings per year
		3	Press conferences	Director of TO	Constant activity	1 person engagement - 2 days	In kind - employees	HP Budget	At least 2 press conferences held
		4	Internet announcements (web, social networks)	Director of TO	Constant activity	Engagement of 1 person - 4 hours per month	In kind - employees	HP Budget	Created at least 2 posts per month
Objective 2.: Development of tourist offer and services	Priority 2.1. Improvement of Infrastructure	***Measure 2.1.1. Improving the conditions of stay of tourists***							
		1	Improving water infrastructure	Municipality of Han Pijesak	Q2/2025	Cost of work	100.000	HP Budget	The Debela Međ-Malo Polje water supply system was built
		2	Improving waste management in rural areas	Municipality of Han Pijesak	Q3/2025	Cost of purchasing a container	3.500	Donor funds	Placed 5 large containers for garbage collection and removal
		3	Development of public spaces in urban and rural areas	Municipality of Han Pijesak	Q2/2025	Cost of decoration	5.000	Donor funds/HP budget	1 landscaped park area in the center
		4	Improving transport infrastructure	Municipality of Han Pijesak	Constant activity	Cost of work	100.000	Budget of HP/ŠG Visočnik	Reconstruction and rehabilitation of local roads (min 2 km per year)
		Measure 2.1.2. Improvement of social infrastructure							
		1	Reconstruction of the Villa Karađorđevića building, phase 3	Municipality of Han Pijesak	Q2/2025	Cost of work	350.000	HP Budget	
		2	Renovation of outdoor sports facilities	Municipality of Han Pijesak	Q3/2025	Cost of work	10.000	Donor funds/HP budget	1 playground renovated and equipped
		3	Sports hall renovation	Municipality of Han Pijesak	Q3/2025	Cost of work	10.000	Donor funds/HP budget	1 intervention per year was carried out on the sports hall (heating, sanitary facilities, etc.) in accordance with the protocol
		4	Rehabilitation of cultural facilities	Municipality of Han Pijesak	Q3/2025	Cost of work	10.000	Donor funds/HP budget	1 intervention per year was carried out on facilities where cultural events are organized (Library and Cultural Center)
		5	Rehabilitation of buildings in rural areas	Municipality of Han Pijesak	Q3/2025	Cost of work	10.000	Donor funds/HP budget	Adaptation of municipal facilities in rural areas for tourism (1 per year)
	Priority 2.2.: Improvement of tourist infrastructure	***Measure 2.2.1. Improvement of tourist resources in order to provide a better experience for visitors***		***project***					
		1	Mapping of hiking, cycling and mountaineering trails - creating a database	TO and Municipality	Q3/2025	The cost of creating a database and map	2.000	Donor funds	Established database, mapped tourist potentials
		2.	Arrangement of pedestrian and bicycle paths	TO and Municipality	Q4/2025	Cost of trail maintenance	10.000	Donor funds	50 km of pedestrian and bicycle paths have been arranged
		3.	Construction of rest areas and viewpoints	TO and Municipality	Q4/2025	Cost of work	10.000	Donor funds	Arranged 5 rest areas/viewpoints
		4.	Construction and reconstruction of picnic areas and sports fields in rural areas	TO and Municipality	Q3/2025	Cost of work	5.000	Donor funds	2 picnic areas and/or sports fields (e.g. outdoor gyms) have been developed
		Measure 2.2.2. Improvement of tourist signage							

	1	Analysis of the situation and determination of needs for tourist signage	TO and Municipality	Q2/2025	1 person engagement - 3 days	In kind - employees	HP Budget	One project of installation of tourist signage was completed
	2	Development of conceptual solutions and contents of tourist signage	TO and Municipality	Q3/2025	The cost of designing tourist signage	1.000	Donor funds	Conceptual designs for maps, signposts and markings have been created.
	3	Procurement and installation of tourist signage	TO and Municipality	Q4/2025	The cost of creating tourist signage	5.000	Donor funds	A set of equipment was acquired for one segment of the tourist offer
Priority 2.3: Development of Tourist Offer	***Measure 2.3.1. Identification and evaluation of resources and structuring of tourism products***							
	1	Creation of development plans for integrated tourism products	TO and the Development Council	Q3/2025	Three-day workshop (trainers, refreshments, lunch materials) and the engagement of experts to support the production	4.000	Donor funds	plans for the development of integral tourism products have been developed (summary business plans with cost-benefit analysis) - connecting all actors in the value chain (tourism, accommodation, caterers, sports associations, institutions)
	2	Creating an action plan with division of duties and responsibilities	TO and the actors involved	Q3/2025	One-day workshop (trainers, refreshments, lunch, materials) and engagement of experts to support the development	1.000	Donor funds	Action plans have been developed with a clear division of duties and responsibilities for each integral tourism product.
	3	Formation of tourism products and entry into the market	TO and the actors involved	Q3/2025	1 person engagement - 5 days	In kind - employees	HP Budget	All 5 tourist products are market-valorized by inclusion in the offer of travel agencies, direct sales via the web and other distribution channels
	4	Tourism product management	TO and the actors involved	Q3 and Q4/2025	1 person engagement - 5 days	In kind - employees	HP Budget	Capacities included in tourism products filled at a level of 50% annually
	6	Development of a cross-border tourism product	TO and Municipality	Q2/2025	1 person engagement - 4 days	In kind - employees	HP Budget	2 cross-border tourism products developed
	Measure 2.3.2. Support of the tourism industry							
	1	Organization and co-organization of events, cultural and entertainment, sports, etc. manifestation	Director TO and Council for Development	Constant activity	Cost of organizing events and manifestations	5.000	HP Budget	TO participated in the organization or co-organization of 5 events during the year
	2	Create a plan, program and vision for a tourist event that will be traditionally organized	Director TO and Council for Development	Q2/2025	1 person engagement - 3 days	In kind - employees	HP Budget	A new event has been created that will be specifically focused on tourism
	3	Creating a calendar of all events that have a touristic character	Director TO and Council for Development	Q2/2025	1 person engagement - 2 days	In kind - employees	HP Budget	Created calendar, published on the web
Priority 2.4: Improvement of Accommodation and Catering Offer	***Measure 2.4.1. Increasing the capacity of tourism service providers***							
	1	Support for the construction of tourist facilities	TO and Municipality	Q3 and Q4/2025	Cost of work	30.000	Donor funds/beneficiaries	Supported the construction of 2 facilities on an annual basis
	2	Support for equipping tourist facilities	TO and Municipality	Q3 and Q4/2025	Cost of equipment purchase	20.000	Donor funds/beneficiaries	Supported equipping of 2 facilities on an annual basis
	3	Diversification of the tourist offer by introducing additional content from individual tourist service providers	TO and Municipality	Q3 and Q4/2025	The cost of carrying out activities (construction, equipping, education)	15.000	Donor funds/beneficiaries	Supported 2 tourism service providers towards diversifying their offer
	4	Education of the population about the possibilities of inclusion in the tourist offer	Director TO and Council for Development	Q3 and Q4/2025	1 person engagement - 1 day	In kind - employees	HP Budget	Educated population through an information leaflet that will be constantly available on the web and social networks
	Measure 2.4.2. Increasing the quality of the tourist offer							
	1	Categorization of tourist facilities in accordance with the regulations	Director of TO and Municipality	Constant activity	Engagement of 2 people - 5 days a year	In kind - employees	HP Budget	Categorized 5 facilities per year
	2	Standardization of tourist services	TO and Municipality	Q3 and Q4/2025	Certification cost	2.000	Donor funds/beneficiaries	Standardization of at least 5 facilities/service providers (BFS, ISO HACCAP) completed
	3	Training for acquiring communication and presentation skills in the tourism sector	TO and Municipality	Q3 and Q4/2025	Two-day workshop (trainers, refreshments, lunch materials)	1.000	Donor funds	5 participants trained at the annual level