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DEVELOPMENTAL OPORTUNITIES FOR DIFFERENT TYPES OF TOURISM IN BANJA SLATINA

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Abstract: *This paper aims to point out the possibilities of tourism development and the current position of Banja Slatina on the tourist market, pointing out the exceptional tourist position and variety of tourist opportunities. Also, the goal is to point out various highly attractive opportunities, which can attract tourist demand, and the need to appreciate them in their complexity and the complexity of relationships and phenomena that arise during tourist movements. The analysis of tourist resources determined the benefits and comparative advantages, as well as the weaknesses and disadvantages of Banja Slatina as a tourist destination, presented by SWOT and portfolio analysis.*

For the purposes of the research, a survey was conducted among the resident population regarding the favorable environment, information and interest of household owners in rural tourism. In doing so, the method of description and analysis was used, and for the purposes of comparing survey results from 2003 and 2014, the method of comparison was used. The research results indicate that, regardless of the passage of time of 11 years, there is still a moderate level of interest of the Slatina population in providing this type of tourist service.

Keywords: *Banja Slatina, tourism, tourist motives, tourist development, spa tourism*

Jel classification: *Z32*

INTRODUCTION

In addition to the indisputable fact that the oldest and most important form of tourism in spa towns is health tourism, during the last decades, in order to attract as many tourists as possible, and thus achieve economic benefits, traditional spa resorts are becoming modern health and recreational centers as well as centers t

hat nurture and provide various types of tourist services, such as: congress, cultural, event, sports, transit, etc. It is a path that requires the involvement of all structures of society, private and public sector, experts from different fields, medicine, economy,

tourism, marketing, ecology, sociology, informatics. The achieved and planned volume of activities in the tourist destination requires the need for tourism planning, defining the infrastructure needed for the planned growth of the destination, quality control and environmental protection (Popescu, 2011). Therefore, effective management plays a key role in the development of all forms of tourism. Rational use and preservation of tourist resources, their evaluation through planned and sustainable development of tourism, construction and renovation of tourist capacities, introduction of modern attractive tourist content and programs, high level of service quality, investment in knowledge and expertise, solving ownership problems, good destination management, strengthening marketing activities, are among the key generators of tourist destination management (Vilić & Dujaković, 2015)

Spa tourism is based on the use of thermal and mineral waters, for the purpose of treatment, rehabilitation and recreation. The largest volume of tourist traffic in the Republic of Srpska, measured by the number of overnight stays, is achieved in spas. And yet, except Banja Vrućica, all other spa centers are of secondary importance, where the guest structure is mainly made up of rehabilitation patients, whose stays are financed from the funds of the Republic of Srpska Health Insurance Fund. All the more, a detailed analysis of the total potential related to the possibilities of various types of tourism should contribute to overcoming the stated situation. Accordingly, the goal of the research is to determine all the relevant potential that has or can have an impact on the development of tourism in Slatina. In this sense, the first goal represents the need to point out the possibilities of better utilization of resources to current and future administrative structures and policy holders of tourism development in Slatina.

The work is based on a detailed analysis of the potential developmental opportunities for various forms of tourism, which are supplemented by survey research, and the final form of the current capabilities of Banja Slatina regarding the developmental opportunities for various forms of tourism supported by a SWOT and portfolio analysis.

LITERATURE REVIEW

On the world market, the offer of spas is dynamically changing, developing and enriching every day. Each spa tries to find something in its offer that will set it apart from other spas and attract a larger number of visitors (Fontanari & Kern, 2003). The spa offer is primarily based on treatment and rehabilitation programs, because the use of these types of health-tourism products and services is supported by domestic or foreign health funds (Bennett, King, & Milner, 2004). That's why health tourism is one of the main forms of tourism, and its importance is particularly pronounced in environments that have a high awareness of the connection between good health and physical activity (Szromek & Pollock, 2022).

Accommodation is also an important segment of spa tourism. Accommodation facilities in the spa destination are increasingly enriching their traditional medical facilities by providing comprehensive wellness facilities and rejuvenation tourist packages. (Medina-Muñoz & Medina-Muñoz, 2013). The distance and connection of the spa destination with larger cities as a significant generator of tourist demand for spa services, as well as the speed and comfort of reaching the destination largely determines the competitiveness of the spa destination (Lee, Ou, & Huang, 2009). Local

resources used in spa tourism can make the local community more sustainable, given that the whole community can benefit through new jobs and the development of services. (Marković, 2019)

Accordingly, spa tourism and wellness should be in line with global trends and clients' wishes, in order to provide them with a stay that will stimulate them to repeat the pleasant experience (Zrnić, Đoković, Košutić, & Mašić, 2021).

With the above in mind, we would like to point out the underutilization of the wide range of possibilities for the development of tourism in Banja Slatina, in order to affirm and improve the overall tourist offer.

RESEARCH METHODOLOGY

The research findings presented in this study include data collected through empirical research, conducted during 2023, in the form of field research and surveys, in Banja Slatina. During cabinet data collection, primary and secondary data sources and literature from the field of tourism development were used. The surveys whose data were used in this work were conducted using the PAPI method, i.e., examination by direct communication with the residents of Banja Slatina and key stakeholders for a certain type of tourism. The purpose of survey research is related to the collection of concrete data by the resident population in order to obtain relevant attitudes and opinions, which are related to the development of tourism, but also to the improvement of the overall life in Slatina. During data processing, the following methods were used: descriptions, analyses, comparisons, generalisations and classifications.

RESEARCH RESULTS

Spa Slatina is located in the southern part of Laktaši municipality, fifteen kilometers north-east of Banja Luka. The position of Banja Slatina as part of the tourist offer of the region (Krajina) implies consideration of comparative advantages, which primarily relate to the proximity of the largest broadcasting center of Banja Luka. An important aspect of Banja Slatina's touristic and geographical position is the traffic connection with the environment as well as the connection with remote and interesting areas. When we talk about Banja Slatina, it should be said that there are various aspects that can attract tourist demand. The aforementioned fact imposes the need to appreciate the complexity of relationships and phenomena that arise during tourist movements. The tourist development of Banja Slatina should be enabled by numerous tourist motives with high attractiveness, and a particularly favorable tourist and geographical position.

Spa tourism. According to its physical and chemical properties, the water of Banja Slatina belongs to the category of calcium-magnesium bicarbonate, sulfate, carbonic acid hyperthermy (Complete physical and chemical analysis of mineral water from the bath in Banja Slatina, 2017). The beneficial healing effect of this water on rheumatic diseases (inflammatory, degenerative and extra-articular rheumatism), post-traumatic conditions, chronic urogenital and cardiovascular diseases has been confirmed for decades. Considering the existing natural factors, as well as tradition, spa tourism was and will remain the leading segment in the tourist offer of the Slatina spa. However, in this segment of the offer, it is necessary to constantly improve the services, because the competition is modernizing, on the one hand, and the clientele is becoming more and

more demanding, on the other hand. Given the still pronounced seasonality of tourist traffic in Banja Slatina, in order to obtain relevant attitudes related to the possibilities of tourism development, a survey was conducted among the resident population for the purposes of this work in the area of the urban part of Slatina. It is a group of 30 respondents, among whom there were economists, bankers, officials, pensioners and workers. Respondents of predominantly mature age responded to questions related to the general environment of life in Slatina by assessment, namely: 1 = very dissatisfied; 2 = dissatisfied; 3 = neutral; 4 = moderately satisfied; 5 = completely satisfied. The results of the survey are shown in Table 1.

Table 1. Survey of the resident population on the general environment of life in Banja Slatina

Questions:	Responses				
	Men – 58 godina		Women – 54 godine		
Average age					
Number of visitors	1 = 13%	2 = 16%	3 = 46%	4 = 22%	5 = 3%
Accommodation quality	1 = 0%	2 = 12%	3 = 52%	4 = 30%	5 = 6%
Offer of local food	1 = 15%	2 = 18%	3 = 49%	4 = 18%	5 = 0%
Local transport quality	1 = 3%	2 = 14%	3 = 68%	4 = 15%	5 = 0%
Connection with urban centers	1 = 6%	2 = 11%	3 = 59%	4 = 18%	5 = 6%
Characteristics of ecological conditions	1 = 6%	2 = 28%	3 = 42%	4 = 15%	5 = 9%
Courtesy of the locals	1 = 0%	2 = 12%	3 = 32%	4 = 38%	5 = 18%
Cultural and other events offered	1 = 44%	2 = 36%	3 = 17%	4 = 3%	5 = 0%
Souvenir accessibility	1 = 68%	2 = 23%	3 = 9%	4 = 0%	5 = 0%

Source: Authors, 2023.

As can be seen from Table 1, the respondents gave quite different answers and observations, while on certain questions, such as the evaluation of the cultural offer of Slatina and the possibility of purchasing souvenirs, they had fairly unified views. In addition to the precisely formulated questions presented in Table 1, the respondents commented and suggested possibilities related to the improvement of the overall environment in Slatina, and the comments related to: the need to form an info-center and a tourist bureau in Banja Slatina, then, the formation of a taxi service, improvement of environmental conditions, bad tourist propaganda of the destination, the need to build new accommodation facilities, the construction of a congress hotel, the revitalization of the spa park, the construction of footpaths, etc.

Wellness. Next to the spa facility in Slatina is a wellness center intended for spa users as well as other users. Visitors to the Slatina wellness center have at their disposal: recreational indoor pool, steam and Finnish sauna, pool and tubs with healing thermo-mineral water, jacuzzi, peloidal baths, Finnish sauna with aromatherapy, anti-cellulite program with modern devices, anti-cellulite program as part of carbo-treat-

ment to relax the body from everyday stress. We also offer various types of manual massages: antistress massage of the whole body with aromatic oils, antistress massages (general and by region), reflex foot massage, sports massages (by region and general after training and intense activity), massage with hot volcanic stones, and anti-cellulite massage (<https://www.zotovicbl.com/page.php?id=76>, 2023)

Sports and recreational tourism. This type of tourism should represent one of the most significant types of tourist traffic, which indicates the importance of its better organization and more efficient inclusion in the integral tourist product of the wider area of Banja Slatina. The area of Banja Slatina is rich in green areas where, among other things, the spa park (recently drastically devastated) stands out, which by its overall characteristics represented a valuable object of natural heritage. Urban greenery, along with forest complexes and agricultural landscape, form a unique system, which in the spatial organization represents an impressive cohesive material. Greenery in the urban area, in addition to aesthetic and compositional values, has a wider significance, which is particularly related to the biological and ecological aspects of environmental management. The urban plan drawn up by the Banjaluka Urban Institute (1986) provided “locations and urban-technical conditions for the construction of a recreation center in Slatina - Phase I”. As part of the conceptual plan, the construction of a pool for non-swimmers, a children’s pool, a playground, four sports fields, a trim track, a shooting range, etc. is foreseen. (UrbanInstitute, 1986). It should be said that the Institute for Physical Medicine and Rehabilitation “Dr. Miroslav Zotović” organized the presentation of the conceptual design of the Spa Complex Slatina project in August 2022. According to the conceptual solution, the complex will cover about 100,000 m² of buildings and 84,000 m² of park areas. It is planned to build a Central Pavilion with catering facilities, a congress hall and a viewpoint, then a hotel with wellness facilities and an indoor swimming pool ([/www.rtrs.tv/](http://www.rtrs.tv/), 2023). In addition to the above, a therapeutic park with well-maintained paths, accompanying facilities and sports fields, facilities for medical rehabilitation, a covered parking lot and a central garage, as well as a technical pavilion and a central kitchen, were designed. Here, we should especially point out the possibility of using constant water temperature in indoor pools and extending the tourist season throughout the year.

Excursion tourism. Certain forest complexes undoubtedly represent an exceptional excursion and recreation potential. Forest Park “Slatina” is bounded on the south and southeast sides by the asphalt road Banjaluka-Slatina-Klasnica, on the northwest by the Ercegovačka River, and on the west and east by private properties. It occupies an area of 45ha, and is overgrown with a tall forest of beech, hornbeam and common hornbeam. This object of natural heritage has the function of an urban Park-Forest of a recreational nature. The area of the “Slatina” Forest Park is protected as an area with sustainable use of natural resources and intended for the implementation of health and preventive programs, education, rest and recreation. The works on the arrangement of the “Slatina” Forest Park are still in progress, but the walking paths are already open. About 10 km of trails, 12 rest areas, 8 bridges and approximately 70 benches were built on an area of 358 dunums of forest ([/www.rtrs.tv/](http://www.rtrs.tv/), 2023) Part of the walking paths are covered with tartan flooring. However, due to the poor quality of the tartan, signs of

rapid deterioration are observed. The same can be said for the marginal parts of the paths that are lined with wooden material, and are also exposed to rotting. By improving this natural treasure, visitors, in addition to forest paths for rest and walking, can expect sports, recreation and rest facilities such as: a therapeutic garden, outdoor gyms, sports fields, trim tracks, children's playgrounds and other facilities. The Old Church complex occupies an area of 40ha, and is located northwest of the settlement of Slatina. The stands of oak and beech forest in this locality are of good quality and have significant excursion and recreational potential. In order to bring it to its intended purpose, it is necessary to take certain measures and interventions of a technical and investment nature. To the southwest of the settlement of Slatina is the Complex Stjepan glava. It is a hill covered with forest. From the elevation 387-Stjepan glava, there is a view of the valley of Slatinski potok, Banjaluka, the low mountain Crni vrh, and a view of the villages of Zalužane and Trn. The area of the complex is 30ha. Access is possible from the road Banjaluka-Slatina-Klasnica. The forest complex can serve as a viewpoint, but also as a suburban park-forest. In addition to forestry operations, it is necessary to arrange access paths to the top and provide views towards Slatina and Banja Luka. In addition to the above, it is necessary to implement biotechnical measures in order to increase the stability of the ecosystem with excursion-recreational purpose, which refers to: carrying out selective logging with the aim of sustaining the forest ecosystem; stabilization of pedestrian routes with the aim of reducing the anthropogenic impact on biocenosis; creation of young plantations with the aim of landscape reconstruction; treatment of diseased and damaged trees, then installation of billboards, routing of eco-paths, arrangement of viewpoints, installation of various warning signs, etc.

Eco tourism. It is about visits to relatively untouched natural areas of nature and the promotion of their protection, with little negative impact on visitors and provision of socio-economic benefits for the resident population (Ceballos-Lascurain, 1996). As with the "excursion tourism" segment, this type of tourist offer in Slatina is characterized by high potential quality. This finding is particularly evident in the fact that the area of the "Slatina" Forest Park is protected as an area with sustainable use of natural resources. However, although ecotourism is dominantly associated with protected areas, considering that they contain the greatest ecotourism potential, this type of tourism can also be activated in areas that are not in the protection regime, respecting the key principles of ecotourism destinations.

Event tourism. Banja Slatina and its surroundings represent an extremely valuable natural entity. However, event tourism has not yet been fully affirmed through the organization of cultural, entertainment and other events. The events that took place, or are still taking place, are: "Strawberry Days", "Beer Days", "Slatina Assembly" and "Tourist Days of Slatina". The "Strawberry Days" event is the only one that is still held regularly from year to year, with an uncertain perspective, because the increasing competition for strawberry producers from Slatina is represented by producers from areas with intensive production on large areas. Appreciating that the production of quality strawberries, in addition to spa services, was the trademark of this area, the question remains open - in what way it is possible to stimulate producers to return production to the previous level. In this way, the manifestation itself would get its true meaning.

Hunting tourism. A good tourist-geographic position, a relative abundance of fauna, and an intact ecological balance provide solid conditions for the development of hunting tourism. In order to expand the tourist offer of Slatina, hunting and fishing tourism could potentially be activated by organizing trips for tourists to visit hunting grounds “Crni Vrh”, “Kozara”, “Bardača”. Exhibitions of exhibits and trophies of shot game would contribute to the popularization of hunting tourism. However, there are certain limiting factors that characterize this type of activity, which are related to: poaching; inadequate structure of game in hunting grounds; insufficient nutrition in the off-vegetation period; construction of infrastructural facilities and housing units, which disrupts the peace in hunting grounds, etc. Otherwise, hunting tourism should be conceived in such a way as to attract certain segments of demand, but also to make it accessible to spa guests as a complementary content of their stay in the spa.

Countryside tourism. A tourist village is a village where tourists occasionally stay during holidays, vacations or weekends, in order to temporarily return to nature and the natural way of life. Most often, these villages are visited by residents of big cities, for whom the village is a touristic cultural framework, in which life takes place, different from their everyday life in noisy overpopulated cities (Ostojić, 2002). In order to determine the interest of certain households in rural tourism, a survey was conducted on two occasions in the area of the local community of Slatina (Slatina and Malo Blaško). The first survey was conducted in 2014, among household owners who potentially met the minimum requirements for engaging in this type of tourism. The aforementioned survey results showed that there was a respectable level of interest among the rural population in engaging in this type of business. The reasons were related to the existence of the economic crisis and the possibility of additional means of livelihood (Milinković & Crnogorac, 2014)

For the purposes of this paper, after ten years, a new survey was conducted (year 2023), with the same concept and question content, with the fact that 13 respondents gave their opinion on the new questionnaire, unlike the first questionnaire, when 24 household owners were questioned. In the mentioned period of less than a decade, part of the respondents who were surveyed in 2014 no longer wanted to give an opinion on this issue, and some moved abroad. The survey questionnaire consisted of 12 basic questions, thematically divided into two groups, where the first group is related to personal data and general information about rural tourism (Table. 2.), and the second concerns the interest of household owners in engaging in this type of activity (Table 3.). Spatially, six respondents are from Gornja Slatina, four from Babić brdo and three from Mali Blaško.

Table 2. Comparative analysis of surveys (in %) from 2023 and 2014 (in brackets) (personal data and general information about rural tourism)

Educational background	Members (number)	Source of income	Personal knowledge about countryside tourism	Local values of Slatina	Personal tourism offer
Elementary school 8% (17%)	Less than four 69% (40%)	State owned company 38% (29%)	Not enough 0% (8%)	People and traditions 0% (4%)	Accommodation and food 84% (51%)
High school 69% (68%)	From four to six 31% (54%)	Agriculture 31% (54%)	Partially 77% (72%)	Village only 0% (4%)	Involvement of tourists in rural affairs 0% (4%)
College 23% (15%)	More than six 0% (6%)	Personal business 31% (17%)	Completely 23% (20%)	Nature 15% (22%)	Offer of various products 8% (12%)
				Total 85% (80%)	Total 8% (33%)

Source: (Milinković & Crnogorac, 2014; Milinković & Sredojević, 2023)

Looking at the comparative analysis of Table 2, it is noticeable that in a period of less than ten years there have been certain changes in the attitudes of the respondents. The decrease in the number of respondents with elementary school, and the increase with higher or higher education, is a real consequence of the spirit of the times in which we live. However, a pronounced change in the number of members within households is noticeable, where the number of surveyed households with less than four members increased by almost 20%, while those with more than six members are no longer among those surveyed. Also, there is a significant (especially for a survey of this type) decline in households for which agriculture is a source of income. Awareness of rural tourism has remained at the same level and is generally still insufficient. Certainly, the self-perception of the quality of the local offer related to this type of tourism, where its totality occupies more than 80%, is impressive. The decline in the quality of the personal offer to tourists should also be sought in the fact that the population is increasingly abandoning agricultural production, and one of the reasons for this is, in addition to psycho-social and climatic disturbances, which during the last decade have partially or completely made quality agricultural production impossible.

Table 3. Comparative analysis of polls (in %) from 2023 and 2014 (in brackets) (interest of household owners in rural tourism)

Socialisation of tourists	Benefits for the household	Conditions for rural tourism	Investments for the adaptation of the household	Readiness for education	Origin of guests
Yes 31% (69%)	Finances 100% (63%)	Yes 38% (41%)	I am ready 54% (42%)	Yes 85 % (87%)	Foreign 38% (62%)
No 69% (31%)	Druženje 0% (8%)	Partially 62% (59%)	I would wait for others 23% (21%)	No 0% (13%)	Domestic 0% (24%)
	Employment 0% (29%)	No 0% (0%)	I am not sure 23% (37%)	I am not sure 15% (0%)	It is fine either way 62% (38%)

Source: (Milinković & Crnogorac, 2014; Milinković & Sredojević, 2023)

Analyzing Table 3, which deals with the issues of household owners' interest in engaging in rural tourism, we first observe a pronounced difference in terms of readiness for the active inclusion of potential tourist clientele in the life of a rural household (socialization). The reasons why even 69% of the respondents express their reluctance to socialize potential clientele can be found, among other things, in the reduction of the scope of agricultural activity of the respondents. Also, a very important indicator is the expectation of benefit, where the respondents during the second survey unanimously marked financial benefit as a priority, while socializing and even employment as offered answers remained in the background. To invest in the adaptation of their household, in case a program for the development of tourism is offered, about 50% of respondents said affirmatively during both surveys, which represents a satisfactory result. A very high percentage of 85% of the respondents wants to be further educated, while in the past decade there has been a kind of change of attitude in the decision to accept domestic or foreign guests, because this time a smaller percentage of respondents was ready to host exclusively foreign clientele. The aforementioned change of attitude on this issue can be traced to the fact that part of the respondents who during the previous survey expressed a desire to host foreign clientele, have since moved abroad, as a result of which, as we have already stated, the number of respondents in the second survey is smaller. In general, we can conclude that there is still a moderate level of interest of the Slatina population in providing this type of tourist service.

Congress tourism. This type of tourism ranks among the most profitable types of tourism, due to high non-boarding consumption and tourist traffic outside the main season. Unfortunately, it should be noted that this type of tourism is the biggest omission and shortcoming in Banja Slatina. Especially, because Banja Slatina has certain prerequisites, which give it comparative advantages for this type of tourism in the Republic of Srpska (closeness to the largest city center - Banja Luka, excellent tourist-geographical position, ambience, etc.). This approach necessitates the construction of a new hotel with a modern and modernly equipped congress hall. In terms of content, gatherings could be organized in the fields of: medicine, tourism, ecology, sports and recreation, then scientific, political and other gatherings.

DISCUSSION

Tourist motives with their components influence the attractiveness and selection of a tourist destination. Analyzing tourist motives, as well as the development of infrastructure, we obtain potential resources for placing the destination on the tourist market. In accordance with the above, and in accordance with the presented assessments of the development possibilities of various forms of tourism, it is possible to produce an orientation portfolio model for Banja Slatina, which refers both to the current state of the tourist offer, and to anticipated action in terms of improving tourism in the future (Tab. 4.).

Table 4. Portfolio-model of Banja Slatina

IMPORTANCE OF THE MISSION								
		Great Importance	Middle	Low Importance				
Q	High	<u>Spa tourism</u> (TM* – H) Decision: 1. Increase capacity 2. Improve the quality	<u>Excursion tourism</u> (TM – H) Decision: 1. Attract clientele into the design project, improved quality	<u>Eco tourism</u> (TM – M) Decision: 1. Same as Excursion tourism				
		A	Wellness (TM – H) Decision: 1. Magnify multiple times 2. Increase quality	<u>Sports and recreational tourism</u> (TM – H) Decision: 1. Build quality holding capacity	<u>Event tourism</u> (TM -L) Decision: 1. Design events and improve existing ones			
L	Middle					I	T	Y

* Market opportunities: H - high, M - medium, L - low

Source: (Milinković & Sredojević, 2023)

The analysis of resources determines special benefits and comparative advantages for the development of tourism. Environmental analysis analyzes the overall circumstances in which the development of tourism in the destination takes place (Jovičić, 2002). In this way, the strengths, weaknesses, opportunities and threats for the tourist destination are determined - SWOT analysis.

Strengths:

- Favorable tourist-geographic position
- A wealth of natural motifs
- Complementary cultural motives
- Environmental protection
- Proximity to the city of Banja Luka, as the largest broadcasting center in the Republic

- Motive rich and heterogeneous environment

Weaknesses:

- Seasonality of tourist traffic
- Lack of tourism management
- Disintegrated offer
- Insufficiently identifiable tourist product
- Long absence from the main tourist streams
- Lack of high category hotels for congress tourism
- Financial problems

Possibilities:

- Unification of all types of tourist offer
- Relatively broad issuing market
- Penetration into new markets
- Stronger positioning in the market
- Year-round business
- Development of tourism on rural farms
- Tourist offer at the regional level

Threats:

- Unstable political situation
- Strengthening of competitive destinations
- Failure to apply the principles of sustainable development
- Lack of financial resources in public budgets
- Departure of quality personnel
- Stretching suitable managerial structures
- Inconsistency of the provided service with the expectations of tourists

The previous analysis showed that Banja Slatina has strong assets as a tourist destination. However, it also has certain weaknesses, as well as a wide range of opportunities with very serious threats. Precisely such detailed analyzes should help define strategic development goals more easily. As we could see, the most significant comparative advantage of Banja Slatina (tourist-geographic position) has never been properly valued. In addition, a large number of opportunities for the development of various forms of tourism still remain unused. However, in addition to all of the above, the development of tourism must be strictly controlled. Precisely, the expansive and uncontrolled development of tourism during the past few decades, accompanied by many unwanted ecological, social and cultural consequences, imposed the need for the concept of sustainable development. As we know, sustainability can only be achieved by managing resources in such a way that they can be self-sustaining to the extent that they are used. Only in this way can the resources serve future generations.

FINAL CONSIDERATIONS

In the narrower area of the Banja Luka region, Banja Slatina represents one of three spas (Slatina, Laktaši, Srpska toplice), with a similar medical-rehabilitation

function, but with certain comparative advantages compared to the others. This, above all, refers to the landscape and ambient characteristics of Banja Slatina, as well as the possibility of developing various forms of tourism. The medicinal properties of the thermal mineral waters of this spa are quite wide ranging, and refer to: rheumatoid, cardiovascular, gynecological and even neurological diseases, which according to medical statistics are very common diseases.

In terms of tourist demand, Banja Slatina can permanently count on excursionists in addition to medical-rehabilitation and preventive services. Other specific segments of tourist demand would make up a smaller part of the market potential. Considering the natural potentials, tourist-geographic position, existing as well as potential capacities, in the future Banja Slatina should play a very significant role in the development of tourism and recreation in the wider area. Primarily because it is located near Banja Luka and the demand for services is increasingly directed towards the type of rehabilitation and recreational services that Slatina can provide with its natural and anthropogenic resources.

Limiting factors of development are related to: inadequate presentation of existing contents, insufficient adaptation of the infrastructure to tourist purposes, lack of investment in new contents, lack of creativity in designing tourist contents, insufficient involvement of the local community in relation to stimulating activities and administrative facilities. In general, the tourist offer of Banja Slatina still lags significantly behind the offer of the leading spa tourist center in Republic of Srpska - Banja Vrućica.

Respecting the objective conditions and possibilities of Banja Slatina, it can be concluded that they represent a quality basis for further development. These conditions indicate that in the future development of Banja Slatina should develop in the direction of more intensive development of tourism in general. According to the above, the tourist economy in Banja Slatina should represent the basis for other economic activities, especially small businesses and domestic handicrafts, bearing in mind that the existing natural conditions allow other activities to develop on the basis of the development of health tourism in Slatina, which will have a positive impact on increasing employment of the population, keeping it in the area and preventing the depopulation of the area.

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