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DEVELOPMENT OF AGRO-TOURISM AS ADDITIONAL SERVICES IN RURAL AREAS BRCKO DISTRICT BIH

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Abstract

Rural areas in the Brcko District provides current characteristics and rural areas may be attractive to undertake tourism activities. They presented folk costumes and folk dances, customs, religious buildings, cultural and historical monuments, gastronomy, hospitality people, etc.. Rich with natural potential and traditional values conducive to tourism as one of the possible conditions for the development of a somewhat neglected rural areas Brcko district. Area of Brcko District has the potential application of agro-tourism as a complementary activity of family farms, as a family business in most places, apart from regular farm duties; faithfully maintain the tradition, gastronomy and interesting customs that must be used to promote tourism potential. Therefore the main objective is to present tourism as a supplementary activity in the rural area of Brcko District as a solid development opportunity that will simultaneously help develop rural areas and create new jobs, which is essential in overcoming the ever-present economic crisis.

Key words: *tourism, rural development, employment, rural households, promotion*

Introduction

Rural tourism as part of the overall tourism industry, particularly important for regions rich in natural attraction such as attractive landscapes, fertile land with indigenous crops, rivers, lakes, etc. Agro-tourism involves adjusting operating farms introduction of accommodation, bed and breakfast, organizing camps, organizing work camps or on family farms (Liberi, BV 1991). Family economy in the rural area of Brcko District with the primary agricultural activities

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are a good basis for creating a variety of additional content of which has special agro-tourism. Today, rural areas become major holders of: a) the housing needs of the population, b) function of agricultural and industrial production, c) infrastructure needs of urban areas, d) space for the use of free time. The great importance of agro-tourism in the chain of sustainable development has to thank the capacity to valorize the natural features and landscapes as an economic resource. Now and in what way will organize a tourism industry in rural areas of Brčko will depend on the support of the Government of Brčko District and the interests of local people for this type of business activity.

Materials and methods

The study was conducted in nine rural villages skirting (Islamovac, Rahić Maoca, Razljevo, Trnjaci, Bijela, G. Skakava, Brezovo polje and Sandići) from the standpoint of the development of agro-tourism. Research area covers an area of 11,643.6 hectares, which makes 23, 62% of the total area of Brčko District.

We used the method of interviews and rural tourism development of natural geographic features, led by experts of the Service of Tourism Government of Brčko District, which contributes to the relevance of data were then analyzed statistically. This survey covered 54 family farms.

Results and discussion

Under the concept of rural tourism, there are various names such as eco-tourism, rural tourism, rural tourism, tourism on the family farm, rural eco-tourism, etc. It is in fact a concept of tourism is being released on the family farm and that in the context of their tourist facilities used by rural area. In this way, creating the possibility that the family farm surplus of its products sold to tourists who visit them. This is one of the ways that family farm and realize additional income by engaging members of your household. If we add the possibility to rent the accommodation facilities, provision of catering services and other forms of providing services to tourists, then further increases the potential for additional payments to the family farm.

Surveys conducted within the regular activities of the Department of Tourism Government of Brčko District had a purpose of obtaining necessary information from the field. The survey was created and adjusted in accordance with the needs of the aforementioned Department.

The most important segments of the survey were related to the interest of respondents for agro-tourism as a complementary business activities of family farms, then on gender, age and ethnic structure of the respondents. The national structure takes into account the multi-ethnicity of the study area and from different cultural, historical and gastronomic attractions. Specifically, we believe that it is this multi-ethnicity can be a great interest of tourists.

The number of surveyed farms in rural areas was 54, of which: Islamovac 6, G. Rahić 5, Maoca 4, Rasljani 7, Trnjaci 6, Bijela 6, G. Skakava 7, Brezovo polje 8, Sandići 5.

As for agro-tourism in the Brcko District of BiH can be said to be in its infancy and that offer great opportunities and possibilities.

Since the Brcko District includes one town and 60 villages, the population is the urban-rural structure, divided in the ratio: 47.3% urban and 52.7% of rural population.⁴ Only 10 has the character of urban settlements, of which three villages including the town of Brcko, with more than 300 population/km². Structure respondents by type of family farms is shown in Table 1.

Table 1 - Types of family farms in the study area

| RURAL AREA | Islamovac | G. Rahic | Maoca | Rasljani | Trnjaci | Bijela | G. Skakava | Breyovo polje | Sandici |
|-------------------------------|------------------|-----------------|--------------|-----------------|----------------|---------------|-------------------|----------------------|----------------|
| Pure family farms (%) | 41,8 | 38,7 | 40,61 | 37,7 | 56,2 | 50,7 | 53,9 | 46,8 | 41,7 |
| Mixed family farms (%) | 58,2 | 61,3 | 59,4 | 62,3 | 43,8 | 49,3 | 46,1 | 53,2 | 58,3 |

Source: Cejvanovic Djuric and Maksimovic

It may be noted that the structure of respondents by type of farm is largely balanced, suggesting that agriculture is not main activity in rural areas. In this regard, agrotourism as an additional activity gaining importance. From the foregoing, agrotourism as an additional category has the possibility of its own development and therefore development of agriculture in rural areas of the Brcko District (Vujovic, 2007). All the above offer agritourism in Brcko district can be grouped into several basic components, namely:

- Recreational and educational facilities, visits to several farms, organizing school in nature, educational programs for youth.
- Sports and recreational facilities, in many rural locations may be arranged some activities for tourists such as: horseback riding, jogging trails, hunting, fishing, etc.,
- Gastronomy, homemade brandy, wine, juice, meat (veal, pork, mutton, goat, kid, lamb ,...), domestic dairy products, local cheeses, homemade bread, cereal, fruit, plums, apples , ..

⁴ From a total of 60 villages in the Brcko District, 49 villages of rural character. It is an area which account for 95% of the total territory of Brcko District (471.41 km²). Of these 18 villages have fewer than 50 inhabitants / km², 22 settlements with a density of 5-10 inhabitants/km² and 9 villages with 100-150 inhabitants/km²

Conclusion

The analysis of the rural areas of Brcko District were noted great potential in terms of tourism and agriculture as well as benefits for the definition of differentiated agrotourist specific products that may be of interest not only for domestic and foreign tourists than. The survey was conducted in nine rural communities with fifty-four subjects. There was a significant human resource that is not sufficiently utilized and that the development of agrotourism programs had a greater motivation to stay in the country and contribute to preserving the quality of agricultural production. The main supply agrotourism in the Brcko District are reflected through: recreational-educational facilities, sports and recreational facilities and cuisine. Of agriculture products in the agro BD provides opportunities for networking and marketing of agricultural products from different manufacturers. Agritourism as an additional category of family farms is an opportunity for increasing income households, the opportunity for employment and rural development in the Brcko District.

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