

# Potentials for Development of Rural Tourism in Blidinje Nature Park

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Protected areas represent the most significant destinations due to their beauty and original environment. Rural tourism, as a selective form of tourism, is in its very beginning in Bosnia and Herzegovina though the country is rich with potentials for development for this sort of tourism.

This paper investigates the possibilities of development of rural tourism in Blidinje Nature Park, as well as existing tourist offer. Significance of tourism reflects itself in the interaction of agricultural production, production of traditional products, presentation of tradition, gastronomy and touristic services – using existing resources of rural area as its constituent part. Thus, revitalisation of the existing traditional facilities, natural and cultural goods with new touristic purposes is very important. The aim of this research is to analyse the offer and to gain insight into the current condition of tourism potentials in the rural area of the park primarily with an aim of providing specific suggestions for development of existing resources, and of creating new products for improvement of touristic offer. The research methodology is based on the survey that was conducted in the period from September 2015 to April 2016. Survey was conducted on a sample of 200 visitors, and to explore whether we surveyed reliable and service providers in rural tourism.

We used the following methods for the research: field research, statistical data gathering and processing, research survey. With additional protection of natural and cultural values of the area and with promotional activities, Blidinje would certainly become an exceptional tourist attraction.