

THE IMPACTS OF TOURISM ON SARAJEVO CANTON'S HEALTH INFRASTRUCTURE DEVELOPMENT WITH REFERENCE TO THE EXAMPLE OF THE PRIVATE POLYCLINIC „SANASA"

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The paper brings the key findings of the non-commercial scientific research project („Impakti turizma na razvoj zdravstvene infrastrukture u destinaciji Sarajevo- primjer poliklinike »Sanasa«", April–July 2024) conducted by the private polyclinic "Sanasa" (Sarajevo) and managed by the authors' team. This paper has never been published before.

Abstract: The paper aims to investigate the impact of tourism on health infrastructure development in Sarajevo Canton, with a focus on the private health sector. WHO promotes health via tourism and advocates greater collaboration between these two strategically vital sectors of the economy and society. A comparative analysis of qualitative, quantitative, and spatial parameters in the tourism and health domains was conducted, and the Sarajevo destination with its polyclinic "Sanasa," which has established itself as a popular element of the Sarajevo Canton tourism product, served as a demonstrative example of tourism and private health sector cohesion. The research highlights the coherence of tourism and health, emphasizing tourism's stimulating impact on the growth of the health infrastructure, the role of private healthcare institutions in tourism destinations, and encouraging the promotion of positive examples (the case of "Sanasa").

Keywords: Sarajevo, Sanasa, tourism, health, private health sector, cohesion, infrastructure, development.

1 Introduction

Tourism and healthcare cohesion emerge in collaborative growth and development because health is a human's main requirement, and healthcare infrastructure is an essential component of inbound tourism infrastructure. The largest number of private health care institutions in Sarajevo Canton were established at the end of the twentieth century and the beginning of the twenty-first century, coinciding with the postwar economic restructuring into service activities. Tourism is one of the key strategic branches of Sarajevo's economy; therefore, its growth has encouraged the development of health infrastructure, particularly in the private sector. Sarajevo Canton is the country's largest and most popular gravitational centre, attracting people from all over for work, administration, education, tourism, healthcare, and other purposes. The inflow of population from smaller places, particularly the influx of tourists throughout the year (March-October and December-February), imposed a significant burden on the health system and its supporting infrastructure. The late 1990s and early 2000s saw a surge in the number of private polyclinics, and this trend continues today. Examples include the establishment of various private-sector polyclinics: "Sanasa," and "Eurofarm," (1999); "Al-Tawil" (2004); "Blue Polyclinic" and "Karabeg" (2005); "Dr. Nabil" (2015); "Heart" (2018); and so on. Tourism promotes the development of health infrastructure, which is an important component of overall tourism infrastructure, as visitors, among other things, use medical services in the destination. Health insurance is an essential component of travel packages; thus, tour operators collaborate with different insurance and health organisations both domestically and internationally. Regardless of whether health is the major motive for travel, welcoming destinations must invest in high-quality health infrastructure to provide visitors with a safe and secure environment. In this way, tourism and health complement each other because the influx of tourists in the receiving destination places an additional burden on the health system, necessitating the expansion of health capacities, regardless of whether the primary reason for arrival is health or medical tourism or an unplanned need for medical care (injury, illness, or accident during a visiting or tourist stay). The increase in global tourism (e.g., 2009–2019 is a decade of consistent growth in tourism), including Bosnia and Herzegovina, with

Sarajevo Canton as the country's leading tourism destination, encouraged the development of health infrastructure, particularly in the private property sector, which has driven the growth of health and medical tourism. Various motives for demanding medical services, as well as diverse types of tourists, contribute to the growing diversity of the health tourism structure: medical, spa, wellness, alternative, diasporic medical tourism, and so on. Trends in the parallel development of tourism and health are explored in the area of Sarajevo Canton, notably in relation to private health institutions. One of the well-positive examples is the private polyclinic Sanasa, which has positioned itself as a supplementary subject of Sarajevo Canton's tourism product.

2 Methodology

The paper aims to investigate the positive impacts of tourism on the health infrastructure development in the area of the blooming destination Sarajevo Canton, using the example of the private polyclinic Sanasa. A comparative analysis of qualitative, quantitative, and spatial parameters in the field of tourism and health was conducted, with a focus on the Sarajevo area and with reference to the polyclinic "Sanasa," which has established itself as a popular component of Sarajevo Canton's tourism product. An interview and questionnaire with the management and administration of the polyclinic were conducted to determine its profile and development trend in connection to visitor flows to the destination. Geographic analysis using orthophoto images was used to investigate the characteristics and relationships between the spatial distribution of private health care institutions and significant tourism zones, including the project of creating a synthetic thematic map to determine the spatial distribution of existing Sanasa branches in the canton and the tourism significance of the location on polyclinic attendance. Approximately twenty thousand online reviews were assessed to ascertain the tourist image of the polyclinic, in addition to regular promotion within the tourism offer of Sarajevo Canton. The paper supports the promotion of tourism's beneficial impacts and positions Sarajevo Canton as a health-friendly, welcoming destination with supportive medical facilities. Based on the successful examples of the Sarajevo area and Sanasa polyclinic, the work encourages its popularisation at the scientific level (affirmative image strengthening) through the key results of the project available in the international science database.

3 Results & Discussion

3.1 Tourism and Health Cohesion with Reference to Health, Medical, and Diasporic Medical Tourism

„Today tourism is considered to be one of the most perspective directions of social-economic development of the country, regions, towns as the tourist industry generates 11 % of the gross product in the world“ (Pidgirna & Filipchuk, 2020). There are various interpretations of tourist service by different authors, but mostly they consider tourist service as a concept that includes all material and intangible components for tourists, and it provides for meeting the needs of people and realising their activities in the process of recreation, development, leisure, and travel.

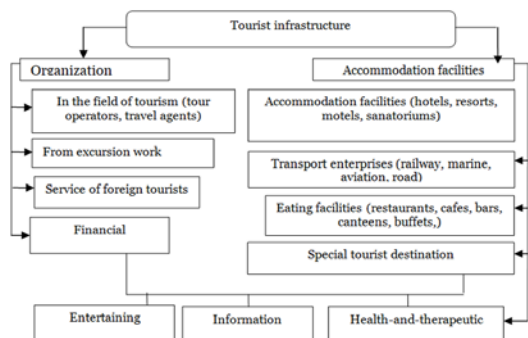


Fig.1 Tourist infrastructure including health component (Pidgirna & Filipchuk, 2020)

The diagram above illustrates the concept of tourist infrastructure, which is made up of multiple types of interconnected categories that are necessary for tourism planning, including health and therapeutics. The categories shown are essential for receptive tourism destinations in order to manage travel and stay and supply visitors with the amenities they require while visiting, while health infrastructure is a crucial part of the tourism system and is incorporated into the tourist infrastructure as its relevant constitutive component. According to WHO Policy Brief. (2022), main focus is on the putting health at the heart of tourism development in small countries of the WHO European Region, as there's no sustainability without health. Tourism plays in contributing to better health and stronger health systems links naturally with the three pillars of the European Programme of Work 2020-2025 – United Action for Better Health, and its commitment to leaving no one behind. For tourism to be healthy and sustainable, travellers must be assured universal access to quality care, and systems aimed at protecting them from health emergencies should be in place. Tourism has the real potential to improve health and well-being for both tourists and host communities. According to the IUCN (2015), tourism encourages the development of health infrastructure in protected areas too, compensating for the main needs of local communities that are frequently isolated and lack adequate medical and health infrastructure.

Increased tourism imposes additional pressure on the destination's physical resources, particularly its healthcare system. The literature suggests that during the peak tourism season, when both locals and visitors use healthcare services concurrently, health facilities are substantially overburdened, particularly in the private health sector. According to the Health and Tourism Study by the Pan American Health Organization and the World Health Organization (1997), the link between tourism and health sector can be analyzed in terms of the overburdening of services in the host countries and communities and the quality and efficiency of the services offered to visitors, as well as the interaction between the countries' health care systems. Emergency care and specialized treatment for elderly tourists or those suffering from certain health conditions tend to be channeled toward services in the private sector, when the services are located reasonably nearby and can provide sufficient and appropriate care. However, these conditions are not always met. Furthermore, the burden placed on emergency services tends to be heavier during the tourist season, a phenomenon that affects emergency medical services and public and private blood banks. The tourist season is accompanied by a large influx of teenagers, increased alcohol consumption, tourist and transport congestion, a lack of road signs, and an increased number of accidents, which is reflected in the boosted health sector activities, urgent centres, and private clinics. „This situation can create excessive demand for the limited resources, with consequences for both the host community and the traveler“ (PAHO & WHO, 1997). „It is necessary to strengthen the role of primary health care in the health system within the context of the relaunch of tourism for host communities and tourists alike. Both the health and the tourism sectors need to strengthen their

cooperation and coordination at all levels with a view to placing health high on the tourism agenda and improving community health, the environment and economies“ (WHO, 2022).



Fig.2 Health dimensions in tourism development (WHO, 2022)

„The interconnection between health and tourism is multifaceted. This encompasses direct and indirect health impacts, the tourism workforce and businesses, safety and security related to travel, water and sanitation, food, and hygienic conditions, and socioeconomic and environmental aspects important for health and well-being in host communities. Multiple health benefits and impacts are linked to different tourism types and forms, travel modes, individual characteristics of travellers, traveller behaviour, the tourism workforce, host-community characteristics, the quality of the health system, public health, and existing safety, security and hygiene measures. Health, safety, security and hygiene are critical factors for the tourism competitiveness. Destinations with solid health systems are better positioned to attract visitors. Access to quality health services when and where needed by tourists and host communities, should be guaranteed“ (WHO, 2022).

Among the leading motives of visit, health, together with VFR, is the 2nd largest category in total world inbound tourism in 2019. with a share of 28%:

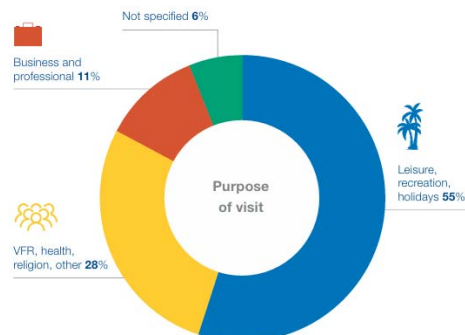


Fig.3 Inbound tourism by purpose of visit, 2019 (% share) (UNWTO, 2020)

The World Tourism Organization (2022) stated that health and tourism promote economic growth and development, creating jobs and supporting livelihoods for millions. In 2019, the tourism sector alone accounted for 7% of the world's exports and US\$ 3.5 trillion measured in direct tourism GDP (4%). The extensive and complex tourism value chain indirectly generates millions of jobs and continued employment in other sectors, such as e.g. health care, and others. In 2018, the tourism sector directly and indirectly employed 27 million people in the European Union (EU) (11.7 % of total EU employment). Multisectoral cooperation among actors in the areas of economy, tourism, internal migration and health policy is required to strengthen monitoring and surveillance and apply a risk-based approach when implementing public health and social measures

related to international travel while respecting the dignity, human rights and fundamental freedoms of travelers.

Medical tourism is a natural byproduct of the destination's growing tourist prominence, expanding organically and spontaneously alongside the increase in the number of visitors. „Medical tourism entails receiving medical care while traveling to another country. It consists of traveling across borders to receive medical treatment unavailable in the tourist's country of origin“ (Latief & Ulfa, 2024). The terminological definitions of medical, spa, and wellness tourism range slightly, however, they all fall within the category of health tourism. „Health tourism covers those types of tourism which have as a primary motivation the contribution to physical, mental and/or spiritual health through medical and wellness-based activities“ (UN WTO, 2019). According to WHO and PAHO (1997), health tourism includes the movement of patients to countries specialising in certain pathologies and treatments, a concept that is increasingly part of the framework of the international services trade, with the institutional service providers promoting “transnational service packages” that include not only medical care but also transportation from the country of origin, lodging for the patient's companions and for convalescence, translation services, and support groups.

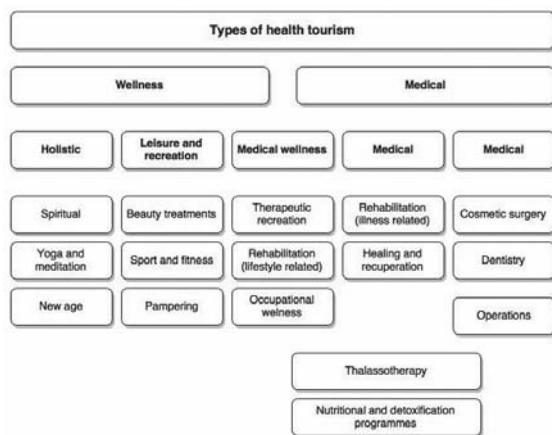


Fig.4 Smith & Puczkó's Concept of Health Tourism (Csapó & Marton, 2017)

Mathijssen & Dziedzic (2024) stated that medical tourism has been one of the fastest-growing tourism sectors worldwide and includes all those travelling abroad to obtain medical treatment. It is often portrayed as the flow of affluent, foreign, patients from high-income countries to low or middle-income countries.

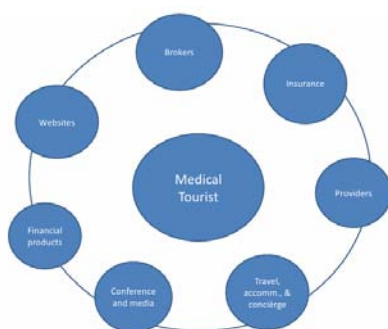


Fig.5 The Medical Tourism Industry (Lunt et al., 2011)

Lunt et al. (2020) stated that key segments for the medical tourism industry are: web promotion, quality of information, advertising and marketing, brokers, travel insurance, providers, national strategies. A key driver in the medical tourism phenomenon is the technological platform provided by the

internet for consumers to access healthcare information and advertising from anywhere in the world (portals, media site, and others). Medical tourism sites satisfy a range of ends and needs. The scope of such sites is to introduce and promote services to the consumer. The main services of the sites can be separated into five main functions: as a gateway to medical and surgical information, connectivity to related health services, the assessment and/or promotion of services, commerciality and opportunity for communication. Key factors related to medical treatment are: quality, patient satisfaction, clinical outcomes, privacy, etc. Other important segments of the medical tourism are related to the country of origin and destination country, competitive pressure on local providers, economic impacts, etc.



Fig.6 Global medical tourism market according to US Market Research (Deb, 2024)

„The global medical tourism market size is expected to be worth around USD 35.9 Bn by 2032 from USD 11.7 Bn in 2022, growing at a CAGR of 12.20% during the forecast period from 2022 to 2032. The medical tourism industry is growing at an estimated rate of 15-25% annually. The medical tourism industry is estimated to contribute over \$100 billion annually to the global economy“ (Deb, 2024).

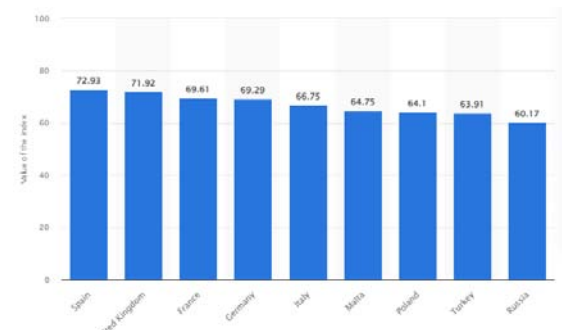


Fig.7 The most attractive countries for medical tourism in Europe in 2020, by Medical Tourism Index (Statista, 2024)

Lunt et al. stated that a number of private (and public) providers have targeted a lucrative medical tourism market. Positive experiences of many UK and American private patient hospitals and hospital wings for wealthy patients encouraged the strategies of emergent medical tourism destinations with an emphasis on quality and customer service. „Medical tourism is an emerging global industry, with a range of key stakeholders with commercial interests including brokers, health care providers, insurance provision, website providers and conference and media services“ (Lunt et al., 2022).

Diasporic medical tourism (DMT) is an intriguing aspect of medical tourism that primarily occurs in private health facilities around the world. „DMT is the travel of migrants to their root countries of origin with the intention to use and access healthcare services through their own volition“ (Mathijssen & Dziedzic, 2024). According to UNWTO, visiting home from

non-residents in some countries contributes with 15%, while in others (mostly in Central America) up to 70% of total inbound tourism (Žunić, 2022). Mathijssen & Dziedzic stated that increased mobility around the world (for large migrant, sojourner, and expatriate populations) encouraged diasporic medical tourism. The diaspora might have even accounted for the majority of medical travellers in certain countries (e.g. Turkey). Return visits of migration-led tourists are periodic but temporary sojourns of members of diasporic communities to their external homelands characterised by three elements: 1) the existence of extensive social and cultural foundations in the country of origin (CoO), 2) return visits function as a means to renew, restate, and solidify familial and social networks, and 3) the involvement of individuals who are part of a larger (self described) diasporic community formed from past migration. There has been recognized impact of diaspora tourism on four critical areas of everyday life: healthcare, well-being, migration, and economy. Many diaspora members visited their countries for healthcare and medical treatment ('health-returning'). DMT occurred frequently in the direction running from the countries with well-performing healthcare systems to those whose healthcare systems were categorised as under resourced and underperforming. For example, Turkish immigrants went from Denmark to Turkey. Diasporic medical travellers used healthcare services in their origin countries complementary fashion rather than as an alternative to their healthcare usage in their resident countries, as a form of 'top-up care', or as a 'safety valve'. DMT has been chiefly associated with healthcare provisions based on out-of-pocket fee-for-service.

3.2 Reasons for pursuing medical care in popular tourism destinations, with reference to Sarajevo Canton and the Sanasa polyclinic

Types of tourists who seek medical assistance in a tourism destination differ according to their motives, which can range from personal injuries sustained while visiting to the deterioration of a chronic illness brought on by cultural stress or climate change, traffic accidents, drug or alcohol narcotics, etc. "There are four broad categories of medical tourists: a) individuals who suffer injuries or develop medical conditions while on holiday; b) people who visit a country with the primary aim of receiving treatment and those who decide to make use of the healthcare services of a particular nation after visiting it; c) persons who make the journey for tourism-related purposes while receiving treatment and d) individuals who seek treatment without any connection to tourism" (Latief & Ulfa, 2024).

According to Global Advisor-Ipsos data (Croatian Tourist Board, 2016), 1 out of 5 respondents would go abroad for cheaper health services; in the example of India, Indonesia, and China, this is the attitude of over 75% of participants. People of an earlier mature age (under 35 years) are the most represented group that would consume medical or dental services outside the country under more favourable conditions, especially in India (86%), as well as in Italy, Russia, and China (over 70%). The world's leading medical tourism destinations (500,000–700,000 passengers) are Malaysia, the USA, Thailand, etc., while in Europe (200,000–400,000 passengers), Poland, Germany, and Turkey are leading the way. The world's leading medical tourism destinations are Indonesia, the USA, China, and Germany (200,000–600,000 passengers). The rich seek specialised treatment in Germany, Switzerland, and the UK, so Germany and Switzerland are the leaders for medical tourists from the wealthy Arab countries who go abroad regardless of the relatively high standard of health institutions in their homelands (Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, UAE). Mathijssen & Dziedzic (2024) stated that specific motivational factors for diasporic medical tourism include: trust in doctor, knowledge of how to navigate the healthcare system, past experience, social norms, second opinion, transport, quality service, waiting time, language and communication, types of care, etc. On the other hand, for foreign medical tourism, the key motivational factors are: quality service, waiting time, language and communication, types of care (including dental care as very important).

Top 10 Reasons for Medical Tourism

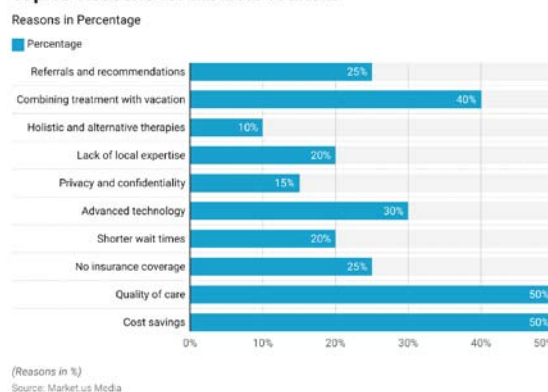


Fig.8 Leading motives for medical tourism according to the US Market Research (Feb, 2024)

According to the graph above, the leading motives in the structure of medical tourism are cost savings of medical services and better quality of medical care with the participation of 50%, then combined vacation with vaccine 40%, and advanced technology 30%, etc.

Lunt et al. (2011) identified the wide range of treatments available overseas for prospective medical tourists, including:

- Cosmetic surgery (breast, face, liposuction)
- Dentistry (cosmetic and reconstruction)
- Cardiology/cardiac surgery (by-pass, valve replacement)
- Orthopaedic surgery (hip replacement, resurfacing, knee replacement, joint surgery)
- Bariatric surgery (gastric by-pass, gastric banding)
- Fertility/reproductive system (IVF, gender reassignment)
- Organ, cell and tissue transplantation (organ transplantation; stem cell)
- Eye surgery
- Diagnostics and check-ups.

Top medical procedures in global medical tourism, accounting for 72% of total medical treatments, are: cosmetic, dental, fertility, orthopedic and ophthalmic:

- Cosmetic surgery account for approximately 25% of medical tourism, with popular treatments including breast augmentation, liposuction, and facelifts;
- Dental treatments make up around 15% of medical tourism, including services like implants, veneers, and teeth whitening;
- Fertility procedures like IVF are sought by couples, contributing to about 12% of medical tourism, often due to availability and affordability;
- Joint replacements and orthopedic procedures constitute about 10% of medical tourism, with significant cost savings compared to many developed countries;
- Ophthalmic procedures like LASIK and cataract removal are popular, comprising about 10% of medical tourism;
- Others 28% (cardiac, cancer and neurological treatments, bariatric surgery, gastric procedures.)

In Bosnia and Herzegovina, particularly in Sarajevo, the number of visitors from the Gulf GCC countries (Bahrain, Kuwait, Iraq, Oman, Qatar, Saudi Arabia, and the United Arab Emirates) is continuously increasing, making up one of the largest groups of visitors and leading the way in the structure of total overnight stays in Sarajevo Canton. Observations in the field, including interviews with employees in the tourism and health sector, revealed that wealthy Arab visitors are primarily motivated by health, particularly balneological tourism, and the fact that the destination has healthcare facilities that provide medical services in Arabic. The thermal water and spa hotels are located in the southwest of the destination (Ilidže region), where one of the

three branches of Sanasa in Sarajevo is located. During the extended summer tourist season (March-October), a significant number of visitors use the services of the Sanasa polyclinic, etc. This clarifies the relationship between tourism and healthcare as well as the impact of a tourist destination on the selection of a neighbouring healthcare facility. Good marketing within Sarajevo's tourism offer through the Sarajevo Canton Tourist Board (Sarajevo Navigator), together with high-quality service and multilingual medical services (available in Arabic, English, Turkish, and Bosnian), all contribute to its significance. The thermal mineral waters of Ilidža, along with its spa and thermal riviera, draw tourists from all over the world, including Turkey, the Middle East, the GCC, Central Europe, and residents in Bosnia and Herzegovina. „Thermal, thermineral and mineral waters of Sarajevo have been used in balneology since Roman period in Bosnia and Herzegovina (I cent.). The waters were found at the hydrogeothermal region of Ilidža at southwest of Sarajevo destination. The region of Ilidža is famous because of the thermomineral water with the highest temperature in the country” (Žunić et al., 2019). „The region of Ilidža is extremely important as the geotrafical nucleus and terminal, while it's also of a great tourism importance because of the rational exploitation of thermomineral waters for the tourist and resident's purpose, and its general natural and cultural attractiveness. There were built a popular hotels and recreative rehab centres, some of them kept authentic style from Austria Hungarian period in Bosnia and Herzegovina (e.g. lux hotels Austria and Bosnia). Ilidža has progressive tourism development over the last decade with the leading participation in the overall tourism growth of Sarajevo” (Žunić et al., 2019). Furthermore, it's evident that medical tourism among the diaspora is expanding in the Sarajevo region. The diasporic group of tourists in Sarajevo Canton is worthy of special attention because it accounts for a large number of displaced persons during the last war in Bosnia and Herzegovina (1992–1995), with most of them owning real estate in the area of the capital and representing returning tourists in the country. During their stay in Sarajevo, which typically lasts longer (e.g., for three months), a large number of visitors from the diaspora (USA, Germany, Sweden, etc.) use a variety of dental and medical procedures (radiological, orthopaedic, internist, ophthalmic, surgery, etc.), particularly in the private health sector. More affordable costs, second opinion, and linguistic adaptation (native language) are the main reasons.

3.3 Tourism-geographical analysis of the Sarajevo Canton development

Sarajevo is the capital of Bosnia and Herzegovina, a Balkan Peninsula country (land: 51,187 km²; water: 10 km²) that shares borders with Croatia, Serbia, and Montenegro. Bosnia and Herzegovina, including Sarajevo, is a developing region with a dominant tertiary sector of the economy, including tourism as one of its strategic activities. It's a "blooming" destination with a significant rate of tourist growth" (Žunić, 2023), and „in 2019, Bosnia and Herzegovina had the third-highest tourism growth rate in the world“ (USAID, 2019). Sarajevo is the leading tourism destination in the country, with a share of over 40% of the total tourist traffic (tourism income in 2019 amounted to 456 million USD, and for the Sarajevo Canton, about 200 million USD). The territory of Sarajevo Canton includes nine municipalities, with four municipalities forming the urban whole—the City of Sarajevo (see map 1). "The area of Sarajevo Canton occupies a central position in Bosnia and Herzegovina. It is a place where East and West, North and South meet, layers of history and diversity of different cultures and their spiritual and material sediments permeate" (Sarajevo Cantonal Development Planning Institute, 2021).

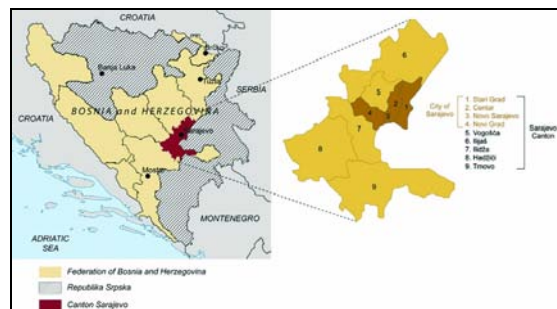


Fig.9 Gül & Dee Map of Sarajevo Canton position in Bosnia and Herzegovina, Balkan, SE Europe (Turhan and Ayataç, 2020)

The Sarajevo region is home to an extraordinarily rich natural and cultural heritage, as well as a plethora of protected natural and cultural heritage assets (such as national monuments, archaeological sites, protected eco-areas, water protection zones, and thermal mineral waters), sports and recreational facilities, and a developed tourist and hospitality infrastructure, including modern healthcare services. "A combination of social and environmental factors creates Sarajevo's advantageous geographic location. This region comprises the meeting of various civilisations and peoples, which left a distinct mark. The basic road intersection was mostly caused by natural factors. The connection of Bosnia and Herzegovina and Canton Sarajevo with the European trade routes in the north and the Mediterranean Sea in the south is mostly due to Corridor Vc. Air travel connects Sarajevo to the entire world" (Sarajevo Cantonal Development Planning Institute, 2021). „Sarajevo, as the capital, has a favourable geographic, traffic and tourism position, and it's well connected with Europe and the rest of the World, while it's also the part of a very important European tourism corridor which connects the continental Middle Europe and the Mediterranean Europe. Sarajevo has a positive tourist growth over the last decade, but it's still counted as a "city break destination" because of the shorter overnight stay- less than 3 days" (Žunić et al., 2019). „Sarajevo is a European developing tourism destination. The territory of 5 municipalities (four urban plus Ilidža) has majority of the tourism receptive contents (accommodation, catering, transport, information, museums and tourist attractions). The destination has a positive tourism growth over the two passed decades- the number of overnight stays increased by 9%, reaching approx. 1 million nights in 2017 (925198) with a high participation of international tourists 89%. The hospitality industry of Sarajevo had a gross traffic of 200 million € in 2017. There's progressive growth rate at accommodation by 20% because the "blooming tourism" requires the new and modern hotels, such as recently built Novotel Sarajevo Bristol, Hills, Marriot, etc. Sarajevo has 160 accommodation units (2017), while the "hotels" takes 32%. Majority of hotels is concentrated at the city zone, while the most beautiful- luxurious hotels are mostly located on the southwest around the thermal waters which is 10-15 km distance from the city centre" (Žunić et al., 2020). "The geopolitical position of Sarajevo is determined by its advantageous location and role as Bosnia and Herzegovina's capital, that is, by the functions it performs in that capacity. Sarajevo is the administrative-political, economic-financial, educational-scientific-research, health-care, and cultural capital of the country, as well as the Olympic city and headquarters of the most important international organisations functioning in BiH. Sarajevo Canton was designated a European Region in 2006, bringing it back into the ranks of European metropolises and promoting it as a destination of pleasant living and profitable business" (Sarajevo Cantonal Development Planning Institute, 2021).

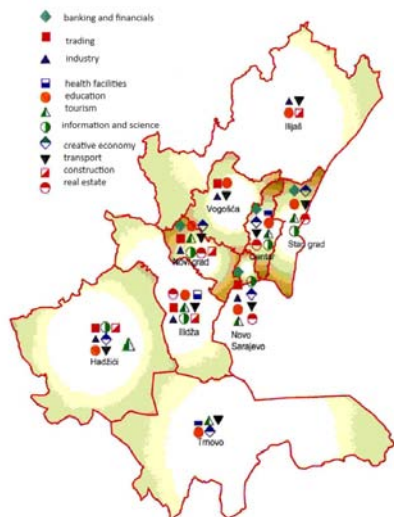


Fig.10 Spatial distribution of strategic sectors of the economy in Sarajevo Canton (Authors' modified map of the Ministry of Spatial Planning of the Canton of Sarajevo—language adaptation of the map and addition of a symbol for tourism in the area of the municipality of Hadžići)

The map above demonstrates that tourism and healthcare are key economic and social sectors in Sarajevo Canton's local self-government units (7 out of 9 municipalities), with the exception of only 2 municipalities (Vogošća and Ilijaš, with a pronounced residential and industrial function). Therefore, tourism and health development dominate around 78% of the canton's administrative territory. In Hadžići, tourism wasn't planned as a strategic sector according to the original map. However, the municipality recognised its opportunities for inclusion in tourism development thanks to its rich natural and agricultural potential. Since tourism today represents one of its major strategic branches, the symbol for tourism was added to the map. The development of tourist resort settlements for the rich Arab clients in this part of the canton will encourage the development of complementary infrastructure, including healthcare.

Statistical indicators for the period 2007–2023 show continuous growth of Sarajevo's tourism, with a decline during COVID-19, but with an important note that tourism has been rapidly revitalised and experienced its greatest expansion in the post-pandemic period—in 2023:

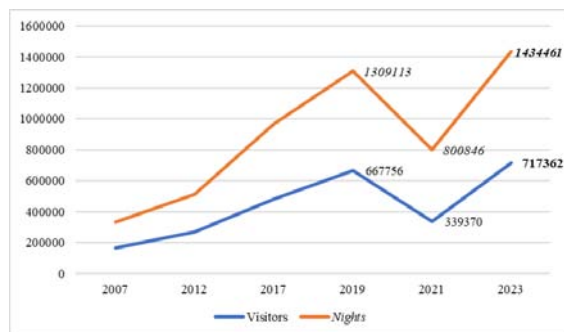


Fig.11 Growth of the total number of visits and overnight stays in Sarajevo Canton in the period 2007-2023 (Authors. Based on statistical data from the Institute for Development Planning of Sarajevo Canton)

The aforementioned graph illustrates the overall pattern of growth in tourist arrivals and overnight stays in Sarajevo Canton from 2007 to 2023. The only year there is a decline in this data is 2021 (which can be attributed to travel restrictions and the global pandemic crisis). The tourism industry was devastated by

COVID-19, which nearly cut the number of overnight stays in half. However, in 2023, both the number of tourists and the number of overnight stays experienced a significant increase in value that surpassed all previous records, indicating that tourism is a strategic branch of the Sarajevo and that it is given significant priority.

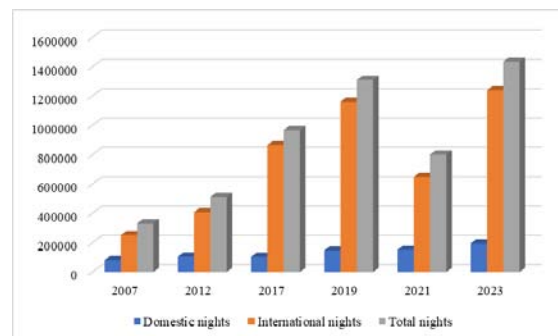


Fig.12 Growth of foreign overnight stays in Sarajevo Canton in the period 2007-2023 (Authors. Based on statistical data from the Institute for Development Planning of Sarajevo Canton)

The graph above illustrates the continuing rise of foreign overnight stays in Sarajevo Canton between 2007 and 2023, highlighting the significance of international tourism growing in Bosnia and Herzegovina's most popular travel destination.

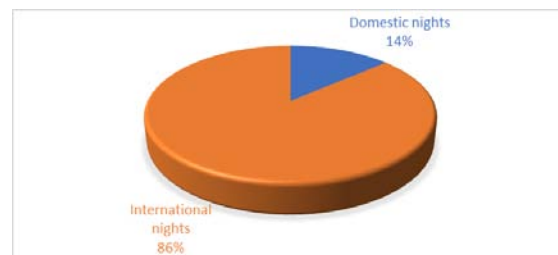


Fig.13 Structure of overnight stays in Sarajevo Canton in 2023 (Authors. Based on statistical data from the Institute for Development Planning of Sarajevo Canton)

Foreign overnight stays accounted for 86% of all overnight stays in 2023, up from 76% in 2007. Ten countries account for 58.9% of total overnight stays in Canton Sarajevo: Turkey, Croatia, the Kingdom of Saudi Arabia, Serbia and the United Arab Emirates, the United States, Germany and Kuwait, Slovenia and Oman, and the remaining 41.1% is accounted for by other countries (Montenegro, China, Austria, Great Britain, Italy, Holland, Sweden, France, Poland, etc.).

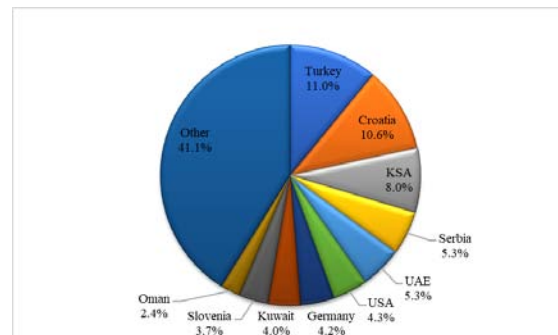


Fig.14 Structure of total overnight stays in Sarajevo Canton according to arrivals in 2023 (Authors. Based on statistical data from the Institute for Development Planning of Sarajevo Canton)

The graph above depicts the structure of overnight stays in Sarajevo Canton for 2023, with the ten most represented countries (approximately 59%), noting that the first five countries (Turkey, Croatia, Saudi Arabia, Serbia, and the United Arab Emirates) account for the statistical majority of 53% of total overnight stays.

By analysing tourism data from the Sarajevo Canton Development Planning Institute's documents (2010, 2018, and 2024), we determine that capacity utilisation in the last decade of 2013-2023 was mostly stagnant (2023: 29%, 2013: 30%), despite the fact that the growth rate of accommodation utilisation for the period 2017-2023 was positive and amounts to about 4% at the Sarajevo canton level. With an average stay of just two days in Canton, the growth rate of staying for the past ten years (2013–2023) has zero value (stagnation). The global pandemic played a role in this stagnation, as the number of registered accommodation facilities fell from 171 in 2019 to 141 in 2023. However, a significant portion of overnight stays occur in the private sector, which has the greatest rate of overnights stays malversations too, and in comparison to 2019 (13,529), 2023 (13,541) has more registered beds. Spatial analysis revealed that Hadžići (36%), Centar (34%), Stari Grad (31%), and Ilidža (30%) had the highest capacity utilisation growth rates during the same period, and since their value is 30% (the required standard for sustainable utilization), they are considered as municipalities profitable and sustainable with potential for tourism improvement. The growing demand for accommodation in Hadžići (e.g., Arab tourist resorts Osenik Resort and Countryside Resort in Hadžići) and Ilidža (Spa) highlights the importance of Sarajevo Canton's natural resources, including thermal mineral waters, protected areas, mountain landscapes, and forest ecosystems in the immediate green environment. Natural sites attract the majority of foreign tourism investments, particularly from Gulf countries, and "hoteliers stated an increasing number of Arab tourists with majority contribution to the overall nightstays" (Žunić, 2018).

3.4 Development of health infrastructure in Sarajevo Canton, with a focus on the growth of private health sector

According to Dobre et al. (2004), the tourism industry is a set of economic and non-economic activities that directly or indirectly contribute to addressing tourists' demands, including healthcare. „Health care is a system of social, group, and individual measures, services, and activities aimed at preserving and improving health, disease prevention, early detection, timely treatment, health care and rehabilitation, and the application of health technologies“ (Institute for Public Health of Canton Sarajevo, 2023). „Health infrastructure relates to all the physical infrastructure, non-medical equipment, transport and technology infrastructure (including ICT) required for effective delivery of services“ (Masaba et al., 2020). „An adequate health care infrastructure has many components: physical facilities that make care accessible; laboratory, training, and other support facilities; reliable supplies of pharmaceuticals and other materials; trained staff and professional training systems; and mechanisms to distribute resources and expertise“ (Rouzbehani, 2019). „A strong public health infrastructure includes a capable and qualified workforce, up-to-date data and information systems, and agencies that can assess and respond to public health needs“ (The Office of Disease Prevention and Health Promotion).

Tourism encourages the development of the health infrastructure in receptive tourist destinations around the world, including the Canton of Sarajevo. According to Institute for Public Health of Canton Sarajevo, health care in the Canton Sarajevo is provided through health care in the public and private sectors and is organised and implemented at the primary, secondary, and tertiary levels of health care. According to Žunić (2018), public and private health institutions provide healthcare in Sarajevo, while travel agencies, insurance companies, and modern hotels market health insurance and related services as part of their travel packages. Tourists can benefit from private polyclinics that provide specialist treatments in English, such as "Sanasa,"

and have open access with a passport and a defined price list for medical services.

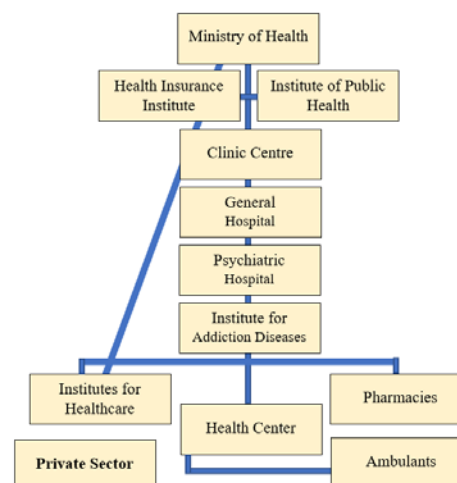


Fig.15 Organisational structure of the health care system in Sarajevo Canton with focus on private sector (bolded) as the most important for tourists' healthcare

(CA Author. Based on the scheme of the Medical Chamber of Sarajevo Canton, linguistically and graphically adapted)

Health institutions where primary health care is provided are: health centres, pharmacies, health care institutes, emergency services, and the private sector (ambulants, pharmacies, and dental practices). "General or family medicine is the basic discipline in primary health care and the spine of many health systems in Europe" (Institute for Development Planning of the Canton of Sarajevo, 2023). Secondary health care is divided into two categories: a) specialist-consultative activities (hospitals, health centres, health care institutes, and the private sector, which includes polyclinics, centres, institutes, sanatoriums, and laboratories), and b) hospital health care (clinical centres, hospitals, and specialised health care institutes). "The activity of specialist-consultative health care is organised as hospital specialist-consultative health care in the public sector and as outpatient specialist-consultative health care in the public and private sectors" (Sarajevo Cantonal Development Planning Institute, 2023). Tertiary health care is implemented at the level of a university-clinical hospital, and it is the most complex because it "encompasses the provision of the most complex forms of health care, i.e., highly differentiated and more expensive diagnostic tests and therapeutic procedures in the field of specialist-consultative and hospital health care, scientific research work, and teaching for the needs of the Faculty of Health" (Institute of Public Health of the Canton of Sarajevo, 2023). Tertiary health care is provided at the university-clinical hospital level and is multidimensional because it "includes the provision of the most advanced forms of health care, i.e., highly differentiated and expensive diagnostic tests and therapeutic procedures in the field of specialist-consultative and hospital health care, scientific research work, and classes for the needs of the health studies" (Institute of Public Health of the Canton of Sarajevo, 2023).

Tab.1 Characteristics of the health sector in Sarajevo Canton in the period 2013-2022

	2013	2022
Population	413.593	419.543
Healthcare workers	7.651	7.786
Ambulants of primary healthcare per 100.000 inhabitants	36,82	38,38
Family medicine teams	200	223
Private healthcare institutions	417	471+
Pharmacies	118	171

(Authors. Based on the observed data from the Institute for Public Health of the Sarajevo Canton and the Institute for Development Planning of Canton Sarajevo)

The above table shows a slight increase in Sarajevo Canton's overall population between 2013 and 2022. However, it should be noted that there are indications that the actual situation on the ground may be higher than the demographic statistics show because many immigrants never deregister from their former residence administration in other municipalities in Bosnia and Herzegovina in order to obtain socioeconomic benefits, e.g., for transport, vacations, and other activities ("holes in the system"). The parameters that define the health system have increased, along with the slightly positive demographic growth: health-care workers, health centres, family medicine teams, private health institutions, and pharmacies.

Tab.2 Structure of health workers in Sarajevo Canton

Healthcare workers	2013		2022	
	Count	%	Count	%
Doctors, specialists, dentists, pharmacists	5.522	72.2%	5.795	74.4%
Healthcare collaborators	134	1.8%	122	1.6%
Administrative and technical staff	1.995	26.0%	1.869	24.0%
Total:	7.651	100%	7.786	100%

(Authors. Based on the observed data from the Institute for Public Health of the Sarajevo Canton and the Institute for Development Planning of Canton Sarajevo)

According to the table above, the total number of health workers increased by over a hundred in the period 2013–2022, primarily in the category of higher education (doctors, etc.), from 72 to over 74%.

Tab.3 The basic structure of health centers in Sarajevo Canton in the period 2013-2022

Ambulants per 100.000 inhabitants	2013	2022
Primary healthcare	36,82	38,38
Emergency medical assistance	2,03	2,15
Pharmacies	9,26	9,53
Physical medicine and rehab. (aps.)	7	9

(Authors. Based on the observed data from the Institute for Public Health of the Sarajevo Canton and the Institute for Development Planning of Canton Sarajevo)

In Sarajevo Canton, the overall number of health centres increased in all categories between 2013 and 2022, with primary health care centres, pharmacies, and physical centres accounting for the majority of the growth.

Tab.4 Spatial distribution of family medicine teams in Sarajevo Canton in the period 2013-2022

Family medicine teams	2013	2022
Stari Grad	21	19
Centar	36	42
Novo Sarajevo	29	40
Novi Grad	52	57
Ilidža	26	26
Vogošća	11	14
Hadžići	10	12
Ilijaš	11	10
Trnovo	4	3
Total:	200	223

(Authors. Based on the observed data from the Institute for Public Health of the Sarajevo Canton and the Institute for Development Planning of Canton Sarajevo)

"Healthcare activity in the private sector in the area of Sarajevo Canton has a well-developed network of health care institutions, especially at the level of secondary health care, followed by

dental health care and pharmacy activities" (Institute of Public Health of Sarajevo Canton, 2013). "Sarajevo's touristic development encouraged the growth of private health institutions that provide services in English (Al Tawil, Sanasa, Sara-Vita, etc.) (Žunić, 2023). The growth of the private health sector is significantly expanding, so "for the provision of family medicine services in private health institutions in the period January–December 2022, funds in the amount of BAM 381,236 (approx. EUR 194,643) were allocated, which is 89% of the planned funds for the 2022 year and 10% more compared to the same period of the previous year" (Sarajevo Canton Development Planning Institute, 2023). The constant influx of residents (from other cantons and municipalities) and the influx of tourists to Canton Sarajevo increase the burden on the health system, so local and foreign patients are often referred to the services of private polyclinics. However, the growth of private health institutions is particularly stimulated by the growth of tourism, because medical services are charged directly from one's own pocket, which is the preferred practice with foreign and diasporic tourists as it contributes to faster income generation.

Tab.5 Structure and growth of the private health sector in Sarajevo Canton

Private health sector	2013	2022
General medicine offices	3	NA*
Specialist ordinations	79	83
Health polyclinics, centres, institutes and spas	39	42
Ambulants for healthcare and rehabilitation	2	3
Dental ordinations, polyclinics and centers	156	191
Pharmacies	118	131
Medical-biotechnic laboratories	5	NA*
Dental laboratories	15	21
Total:	417	471+*

*no data for private general medical practices and laboratories available in 2022 (NA); hence, the total number of private health facilities is higher than displayed

(Authors. Based on the observed data from the Institute for Public Health of the Sarajevo Canton and the Institute for Development Planning of Canton Sarajevo)

According to the table above, in the overall structure of the private healthcare sector, the majority accounts for dental institutions at around 41%, pharmacies at 28%, specialist surgeries at 18%, followed by polyclinics at 9%, etc. The total number of private healthcare institutions increased from 417 in 2013 to over 471 in 2022.

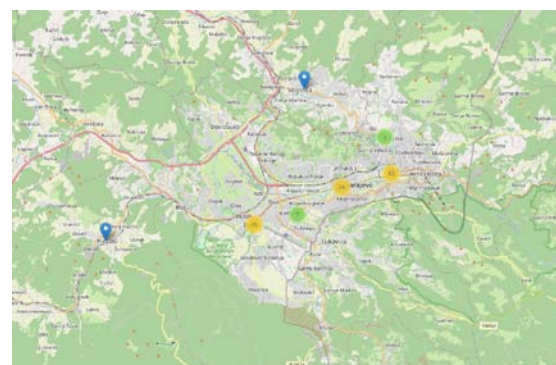


Fig.16 Spatial distribution of private clinics in Sarajevo Canton (Sarajevo Canton Ministry of Health)

The map above shows that the downtown region of Sarajevo has the highest density of private clinics, while the municipality of Ilidža leads in the suburbs.

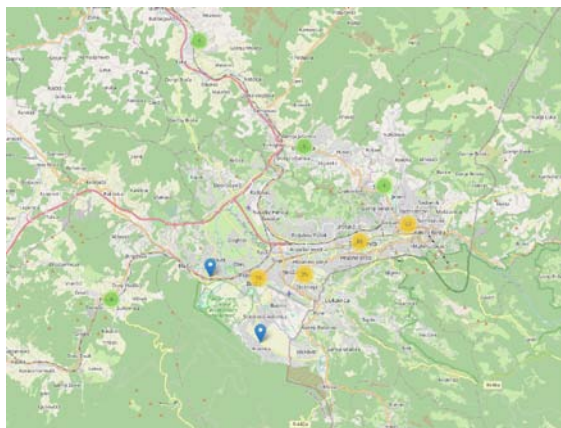


Fig.17 Spatial distribution of private dental institutions in Sarajevo Canton (Sarajevo Canton Ministry of Health)

According to the map above, the highest density of private dental institutions is in the urban zone (Centar and Novo Sarajevo) and in the area of Ilidža (outside or non-urban zone).

The total number of pharmacies in the private sector significantly exceeds the number of public pharmacies, so private pharmacies account for the majority (77% of the total number of pharmacies in Sarajevo Canton in 2022).

Tab.6 Pharmacies in the public and private health sector of Sarajevo Canton

Pharmacies	2013	2022
Public	41	40
Private	77	131
Total:	118	171

(Authors. Based on the data from the Institute for Public Health of the Sarajevo Canton and the Institute for Development Planning of Canton Sarajevo)

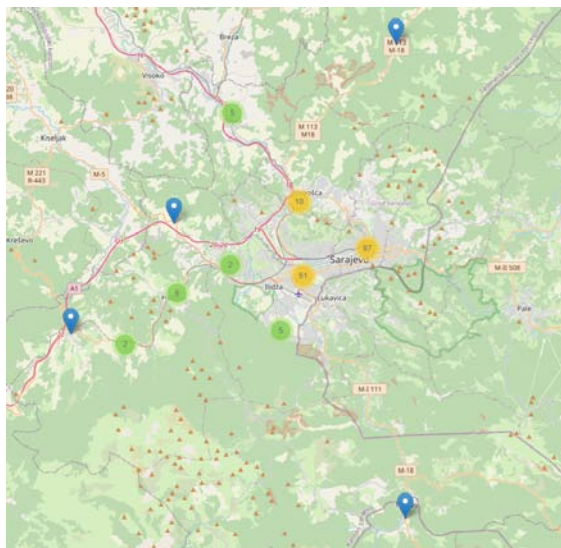


Fig.18 Spatial distribution of pharmacies in Sarajevo Canton (Sarajevo Canton Ministry of Health)

According to the map above, the highest density of pharmacies is in the urban zone (Centar and Novi Grad) and in the area of Ilidža (outside or non-urban zone).

Tab.7 Spatial distribution of pharmacies in Sarajevo Canton in 2022 year

Pharmacies	Total	Public	Private
Stari Grad	16	6	10
Centar	35	9	26
Novo Sarajevo	31	9	22
Novi Grad	41	8	33
Ilidža	23	2	21
Vogošća	9	2	7
Hadžići	9	1	8
Ilijaš	6	2	4
Trnovo	1	1	0
Total:	171	40	131

(Authors. Based on the data from the Institute for Public Health of the Sarajevo Canton and the Institute for Development Planning of Canton Sarajevo)

The above table shows the densest concentration of pharmacies at around 72% in the urban area, and the Novi Grad municipality leads with around 24% (the most populous municipality in Canton), while in the non-urban area, Ilidža leads with around 14%. Only the municipality of Trnovo has one on public property but no private pharmacies (the least populated municipality in Sarajevo Canton).

A strong positive correlation has been observed between the municipality of Ilidža's tourism expansion and the growing density and increasing diversity of private health care institutions within its area. Despite not having the legal title of an urban municipality, Ilidža enjoys a prime location right next to Sarajevo International Airport and is only 15 minutes from downtown, with good rail and bus connections. Its progressive urban and tourism development—"the highest growth rate of tourism in Sarajevo Canton" (Žunić, 2018)—is largely due to its popular natural and cultural attractions, advantageous location, and well-developed transportation system; thus, it has also reflected in the development of the health infrastructure.

3.5 The profile and evolution of the "Sanasa" in Sarajevo Canton in correlation to the impacts of tourism development

Established in 1999, Polyclinic "Sanasa" is the first private medical institution in Sarajevo and the project of foreign investors. It is included in the list of legitimate and accredited private healthcare facilities in Sarajevo Canton that offer medical services in Bosnian and four foreign languages: English, Arabic, Turkish, and German (for foreign citizens and other foreign patients, such as foreign visitors). It has professional medical staff, sophisticated treatment and diagnostic technology, and adheres to European standards. It employs more than 80 health workers, including around 30 specialist doctors with extensive experience. It provides a wide range of specialist medical services: internal medicine, cardiology, pneumophthysiology, gastroenterohepatology, dermatovenerology, ophthalmology, rheumatology, neurology, surgery, urology, dermatology, radiology, dentistry, ultrasound diagnostics, endocrinology, gynaecology, laboratory (biochemistry, haematology, microbiology, and immunology), occupational medicine, nephrology, orthopaedics, otorhinolaryngology, paediatrics, family medicine, and psychology. There are three branches located in the Sarajevo Canton: one in the urban area (Novo Sarajevo) and two in the non-urban area (Ilidža, Vogošća).



Fig.19 Spatial distribution of three „Sanasa“ branches in Sarajevo Canton
(CA Author's Project supported by the Google My Maps and Google Earth)

"The vision of the Sanasa polyclinic is to be a role model of private medical practice in Bosnia and Herzegovina and the first choice of clients for top-quality diagnostic, therapy, and rehabilitation health services, as well as one of the leading polyclinic centres in the region, recognised in the world" (Official Website of Sanasa). "The goals of the polyclinic are:

- a) Health protection for all citizens;
- b) Employment of professional domestic staff who will perform their work professionally and humanely;
- c) Constant improvement of existing services and introduction of new activities that are in short supply in the city and the state;
- d) Permanent education of employees;
- e) Providing quality medical services through a price list adapted to the standard of the majority of citizens" (Sanasa).

The polyclinic has successfully collaborated with numerous respected clients, companies from various branches, foreign organisations, and a large number of embassies via various types of contracts and agreements. Among them are tour operators, hence, as previously stated, the Sarajevo Canton Tourist Board (Sarajevo Canton Ministry of Economy) has included the "Sanasa" polyclinic in Sarajevo Canton's regular tourist offer as a complementary element to the destination.

To better understand the image of the Sarajevo private polyclinic "Sanasa" and its role in Sarajevo Canton's tourism destination, numerous reviews on the Internet via social networks, the polyclinic's official portal, and tourist information portals were analysed and evaluated, leading to the following conclusions:

- a) The average rating of all reviews that are currently available on the Internet is 4.6 out of 5 stars, based on 18,548 reviews total, with the note that some individuals may have multiple accounts because they are fans on different networks;
- b) Summarised reviews on Google: Sanasa Vogošća received 4.7 out of 5 (75), Sanasa Ilidža 4.4 out of 5 (155), Sanasa Grbavica 3.6 out of 5 (274), and a total of 4.23 (504);
- c) Polyclinic Sanasa: 4.8 out of 5 (8955) on the official portal;
- d) Facebook: 10.5 thousand followers, 10138 likes, and 5 out of 5 stars (9063);
- e) Glassdoor: 26 reviews with 4.2 out of 5 stars, 78% recommend it;
- f) The largest number of reviews with the maximum rating (5) was registered on Facebook (over 9 thousand), then on the official portal of the polyclinic (close to 9 thousand and a rating of 4.8), and on Google, where the reviews are classified by Sanasa branch offices in 3 locations in the Canton of Sarajevo, of which the polyclinic in Vogošća leads the way according to the rating (4.7) (over 70

- reviews), while the office in Grbavica leads the way according to the number of reviews (over 270 reviews);
- g) Sanasa as the part of the Sarajevo Canton's tourism product (included in the regular destination's promotion: Sarajevo Destination, Sarajevo Canton Tourist Board);
- h) Sanasa as the part of the tourist guide of Sarajevo (Sarajevo Navigator);
- i) Sanasa as the part of the MEDEX Emis information database (Cantonal clinics);
- j) Sanasa as the leading sarajevo's private polyclinic in terms of the number of followers on social networks and the number of reviews with a prestigious rating.

In order to understand the development trend of the Sanasa polyclinic, several relevant parameters were determined: the total number of employees and employees with a university degree; the number and type of medical services; the total number of users of medical services (patients); and the number of foreign patients, including their structure by arrivals; the impact of the main tourist season and foreign visitors on visits, as well as the role of the touristic location in the sustainability of business and income; the number of polyclinic branches in the canton, and the vision of further spatial development, including awareness of the importance of tourism and tourist locations for the development of the polyclinic in the Sarajevo Canton area. According to the results of a closed questionnaire (conducted with the management and administration), it is stated that the polyclinic "Sanasa" has had a positive development trend since its establishment until today, which refers to the continuous increase of the observed parameters:

- a) The total number of employees and employees with a higher professional qualification (specialist doctors, etc.) is increasing, so the share of employees with a higher professional qualification in the total structure of health workers in the polyclinic is 30–50%;
- b) the number of users of medical services, domestic and foreign patients, is growing, so the share of foreign users during the summer tourist season is up to 30%, and in their structure according to arrivals, the most represented are: Turkey and Arab countries (KSA, UAE, Qatar, Kuwait, Syria, Egypt, Iran, Jordan, etc.);
- c) The total annual income of the polyclinic is growing, and the highest traffic in terms of the highest number of visits and the best earnings is achieved during the summer season, although it is believed that the share of foreign patients in the sustainable income of the polyclinic is weaker;
- d) The Sanasa Ilidža branch office has the largest number of foreign patients;
- e) The highest revenues are generated by the Grbavica Novo Sarajevo branch;
- f) The range of medical services in the polyclinic has grown and expanded by 30–50% since its establishment until today, and the most in demand are: internal medicine, family medicine, occupational medicine, dermatology, gynaecology, ultrasound diagnostics, and laboratory services;
- g) There are no plans to open a new office of the Sanasa polyclinic in Sarajevo Canton, and the tourism significance of the municipality is "perhaps" important for the choice of the location of the polyclinic.

4 Conclusion

The research's results confirmed the global connection between tourism and healthcare, particularly in Sarajevo Canton and the private healthcare sector, as demonstrated by the private polyclinic "Sanasa." Health infrastructure is a component of tourist infrastructure that serves tourists; thus, health is in 2nd place among tourist motives for visiting in the world's inbound tourism. The use of health services contributes to health, medical, and diasporic-medical tourism development, and similar trends are identified in the area of Sarajevo Canton, Bosnia and Herzegovina's leading tourism destination (the country with the world's third highest tourism growth rate in

2019). Although the increase in tourism is more progressive, a strong relationship has been determined between the expansion of tourism and healthcare in the aforementioned destination, with a particularly pronounced dynamic of growth in the private health sector. The impacts of tourism, along with demographic development, have contributed to the expansion of the private polyclinics, including Sanasa with its three branches in Sarajevo Canton. The prior findings indicate how tourism affects health in the observed area: greater investment in the health system, improved infrastructure development, greater expansion in the private health sector, and, in terms of geography, enhanced development of health infrastructure in the main tourist zones (downtown or the centre with the old core, Ilidža, and Hadžići). The cooperation between tour operators (Sarajevo Canton Tourist Board) and private healthcare institutions (e.g., "Sanasa"), the polyclinic's promotion under Sarajevo Canton's tourism offer (official website "Sarajevo Destination"), and its inclusion in the tourist guide (Sarajevo Navigator) are further examples of the relationship between healthcare and tourism. "Sanasa" has been promoted through these tourism channels as a modern Sarajevo's private polyclinic that provides medical services in five languages (Bosnian, English, Turkish, German, and Arabic). Sanasa Ilidža has the most favourable position from the tourism aspect because it's located in one of the most popular tourist zones, since the municipality Ilidža leads the canton in its tourism development. The cohesion of tourism and the private health sector, on the example of the Sanasa polyclinic, is also demonstrated in the highest number of visits to its branch in Ilidža, where the highest traffic of tourists is. In addition, in the structure of foreign tourists in the municipality of Ilidža, as stated by Žunić (2018) based on interviews with tourism and hotel managers, visitors from Turkey and Arab countries represent the most represented clientele, and the same composition is found in Sanasa Ilidža. The "Sanasa" polyclinic's medical services have been linguistically tailored to correspond with the most represented tourist clientele in Sarajevo Canton, who, among others, use medical services at the destination as well. The growing number of diasporic visits, including diasporic medical tourists who travel to their former country of origin for a second opinion, is also one of the trends in Canton Sarajevo's tourism industry that has been recognised. As such, healthcare institutions should consider promoting their health products in this market. „DMT can be promoted in an increasingly competitive medical tourism market, with the diaspora tourism niche gaining popularity. Transnational healthcare-seeking practices should be encouraged by advertising 'health packages' tailored for diasporas to attract them to the countries of origin and geographical closeness, accounting for the importance of motivational factors in planning promotion. Marketing medical services to this segment has proven beneficial for certain countries“ (Mathijssen & Dziedzic, 2024). Sanasa Polyclinic could play an important role in this market with its rich medical offer, due to numerous excellent reviews on the Internet and scientific validation. However, the objectives of the Strategic Plan of the Institute for Public Health of the Federation of Bosnia and Herzegovina for the period 2014–2019 (2014), for example, neglected the tourism sector as important for strengthening cooperation, which highlights one of the major issues that the relationship between health and tourism in Bosnia and Herzegovina, including Sarajevo Canton, hasn't been understood. Given that the World Health Organisation places health at the heart of tourism and, through its mission, vision, and documents, advocates and promotes the cohesion of health and tourism as one of the priority strategic goals, this paper contributes to the inclusion of Sarajevo Canton in the contemporary models imposed by the WTO and WHO, clarifying the current trends of cohesive tourism and the health growth of the destination. The findings presented in this paper will contribute to an enhanced understanding of the relationship between the tourism and health sectors, as well as more optimal strategic planning of health resources in the Canton area, including the opportunities for potential further territorial expansion of the private polyclinic "Sanasa" considering the tourist importance of the location (accounting for downtown, Ilidža, and Hadžići as SMART options).

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