

## Branding B&H - Sarajevo as a Touristic Destination

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At a time when B&H is on the one of the lowest levels of development in Europe, and when most of economy branches are undeveloped, it is very hard to say what should be considered as starter of economic development. We decided to consider tourism sector as a field that could contribute the most, and as a field that has biggest chances and opportunities to increase economic well-being of people in B&H. Tourism industry is one of the most important industries in the world, especially in Europe. Its contribution to total worlds GDP is about 7,5%, engages more than 75.000 employees that is about 7% of total world employment, more than 750 millions of international tourists arrive all around the world in 2011 and all these indicators increase every year.

B&H has all conditions to become tourism oriented European country. It is found in heart of Europe, on intersection of important communication and transportation roads. It has all necessary natural and social resources, favorable climate, geographic and geomorphologic conditions, to have good developed tourism sector. But for progress of any branch of economy good strategy and clear goals must be defined. In this research branding of BiH / Sarajevo will be taken as starting point of this progress.

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