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Prospects of urban tourism development in the Russian northern territories

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ABSTRACT

This article is devoted to urban tourism development in the northern regions of Russia. City plays a significant role in tourism industry. City is a place of concentration of human capital, the greatest architectural and industrial monuments and sites of cultural and historical heritage, development of science and technology, various forms of leisure, culture and entertainment. This industry has a stimulating effect on trade, construction, transport, industry, agriculture and, therefore, is of interest not only to consumers of tourism services, but also for the city administration and the citizens themselves. In Russia, urban tourism is more developed in the central and southern parts of the country. Nevertheless, the territory of the Russian North is no less interesting for tourists than in central or southern Russia. Russian northern cities occupied an extremely important place in historical and cultural development of the country. Development of urban tourism in northern regions is facing many internal and external challenges, but it is being gradually recognized as one of the basic elements of urban development strategies that can contribute to prosperity of cities and their residents. In order to solve various problems purposeful policy is being conducted to create favourable conditions in tourist

facilities and development of tourism is gradually being recognized as one of the basic elements of urban development strategies that can contribute to prosperity of cities and their residents.

Keywords: City; Urban tourism; Territory; Urban environment; Russian North.

1. INTRODUCTION

Modern tourism industry is one of the significant components of regional investment potential region and one of the high-yielding sectors in the world economy. Substantial revenues from tourism are obtained both in small countries and big developed countries, where tourism is a big part of the budget. The industry has a stimulating effect on trade, construction, transport, industry, agriculture, individual settlements, regions and whole countries.

The World Tourism Organization regards tourism as social, cultural and economic phenomenon which stimulates people's mobility in the countries and places outside their usual environment (permanent residence) with personal and business/professional purposes [8]. There are three main types of tourism based on: destination (beach, mountain, sea, urban, etc.), socio-demographic characteristics of the tourist, travel purpose. Given

that people travel with different purposes like rest, treatment, attendance and participation in sports events, cultural and scientific activities, one can identify a significant number of kinds of targeted tourism.

Currently, one of Russia's rapidly developing types of tourism is urban tourism. Cities have an amazing attraction for millions of people. It should be noted that the city has always played a significant role in the reception tourists, as this type of settlement concentrates human resources to create the greatest architectural and industrial objects forming cultural and historical heritage, developing science and technology. In the city, there is usually excess of intellectuals, heroes, inventors, writers, politicians, reformers, the marginalized and decadents, representatives of sub- and counter-cultures, ethnic and sexual minorities. Therefore, in the city density of events, both positive and negative, is higher than in other localities which attract the attention of different categories of people.

2. CITY AS A PHENOMENON

It should be noted that the city has always played a significant role in the reception tourists, as this type of settlement concentrates human resources to create the greatest architectural and industrial objects forming cultural and historical heritage, developing science and technology. In the city, there is usually excess of intellectuals, heroes, inventors, writers, politicians, reformers, the marginalized and decadents, representatives of sub- and counter-cultures, ethnic and sexual minorities. Therefore, in the city density of events, both positive and negative, is higher than in other localities which attract the attention of different categories of people.

In cities one can constantly observe dynamics of structural-territorial and functional zones: the center - periphery, changes in the functional profile of neighborhoods and buildings, transfer of socio-spatial continua (e.g., management structures, recreational areas) into new territory. In general, we can say that the city lives its own life, sometimes "rejecting" decisions and plans of managing authorities and this makes the city a phenomenon and not only structural and functional system.

In this regard, the city should be understood not only as a form of settlement or production but

also as a form of community, as a type of sociality essentially characterized by integration of different lifestyles into a single self-developing system with its own mechanisms of stability and order maintenance.

In today's world the city has not accidentally become center of tourism development. Improvement of urban environment is called the key factor of successful development of urban tourism. An important factor is also designed urban policies, which directs the authorities in the process of creating a favourable living environment taking into account historically developed settlement, prospects of socio-economic development of the territory, national, ethnic and other local features.

The urban environment must necessarily possess all that is able to sustain the interest of the tourist. This is attractiveness - the ability to attract attention; expressivity - a special expressiveness of environment elements; memoriality - the connection with memorable events, events, personalities; uniqueness - a single object; rarity - a rare object.

Urban environment loci play an important role in urban tourism development. In socio-spatial perspective they are presented in the form of uneven distribution of types of people's activities and lifestyles. Urban life as it "flows" from one locus to another, "fills" certain areas and buildings, "and empties" the other. Research problems in this respect may help in understanding the content of socio-cultural space, its values, meanings, symbols, norms, values, images and others.

3. CITIES AS TOURIST CENTERS

Cities as tourist centers are usually divided into two groups:

1. Cities where tourism industry performs city-forming functions. As a rule, this category include small or medium-sized cities with narrow specialization and undiversified economies. Such tourist centers are oriented to a certain type of consumer with an appropriate level of income and travel destinations. For cities of this type it is very important to monitor the current market economic situation and conduct market research in order to develop a long-term program to offer a competitive tourism product in the city.
2. Cities where tourism industry is an integral part

of municipal economy and does not have any city-forming functions. These include most of the medium, all the major cities and metropolitan areas, where tourism is not the only, but one of the many branches of specialization. These cities can offer consumers a variety of categories of tourism products, so they are multifunctional.

A specific feature of urban tourism is customer segmentation of tourism products by age, nationality, gender, religion and other categories. These segments can overlap and include several complementary and influencing each other tourism segments: cognitive or learning tourism (visits to museums, historical and cultural heritage, sight-seeing or walking around the city); business tourism or “industry meetings” (English. Meeting industry); guest tourism (visiting friends and relatives); holiday or weekend tourism; event tourism (event culture, sports); shopping tourism (Shopping); Wellness (visiting hospitals); sports tourism; pilgrimage (visiting religious sites), industrial tourism (getting acquainted with the objects of production); resort tourism. Today various types of urban adventure tourism are spreading, such as digging (a tour to the city underground - sewers, drainage wells and tunnels) and roofing (tour to the roofs and high-rise buildings).

If we turn to the experience of urban tourists, we see that the most optimal is a combination for tourist excursions and free time for independent acquaintance with the city. Usually in the cities there are different ways of spending free time: entertainment, shopping, visits to places of interest that were not included in the standard program of excursions, concerts and exhibitions. In addition, a usual walk around the city can bring great pleasure. In this regard, the city, competing to attract and retain residents and tourists must pay serious attention to developing and maintaining tourist infrastructure shared by both citizens and guests of the city at the appropriate level.

It is important to understanding that infrastructure is meant for creating an attractive city not only for tourists, but also for the citizens who use its advantages in their spare time and do not seek to go for a weekend or holiday in other cities or countries offering recreation opportunities [2].

In order to attract the attention of potential tourists to the city, Russia has finally become

engaged in territorial marketing, brands and development, hosting important sports, cultural and educational events seeking to use all the available potential for tourism development.

It should be noted that among the variety of tourist destinations of great interest are the major cities. They traditionally accumulate a significant part of cultural and historical heritage and are often representatives and generators of new types of tourism with infrastructure for a comfortable pastime.

Research literature says that tourism in big cities is polyfunctional and distinguished according to the following types of urban tourist destinations: the city - center of cultural tourism; the city - center of business tourism; the city - center of event tourism; city - spas & health tourism; city - pilgrimage centers [3].

4. TOURISM POTENTIAL OF THE RUSSIAN NORTH CITIES

Urban tourism has great prospects for development in Russia, which has a strong recreational, historical and cultural background.

On January 1, 2014 according to Rosstat in Russia lived 143.7 million people. In total, there are about 1,100 Russian cities, which is not so much for the country, 15 cities have a population of over 1 million people. The urban population in Russian is 74%, rural - 26% [4].

Although Russia is one of the most populous countries of the world, there is an obvious discrepancy between the number of its population and the territory, the huge spaces that need to be explored. Russia's population is very unevenly distributed: 68.2% of Russians live in the European part of Russia, which is 20.85% of the territory. In some regions of the European part of Russia, the population density exceeds 50 people per 1 square km, and in the vast expanses of Siberia and European North population density of less than 1 person per 1 sq. km. Lack of population density is a scourge not only for modern Russia, but also of the tsarist Russia. One hundred years ago, the average distance between the cities in European part of Russia reached 60-85 km, in the Urals - 150 km, in Siberia - 500 km. Since then, beyond the Urals it was half the size, but to the west of the Urals it fell

to only 45-75 km.

Most of Russia's population is concentrated in the main strip of settlement - from St. Petersburg to the north, Sochi in the south and the east of Irkutsk. To the north of this climatically favorable "triangle" is a zone of taiga and permafrost; to the south-east of the stretch is semi-desert and desert.

The Russian North occupies the territory of 27 subjects of the Russian Federation, i.e. about 60% of the country. Here concentrate 80% of raw materials Russia located in 70 cities, more than 300 urban-type settlements and about 1,300 other small settlements. The total, population of the Russian North is 12 million people [6].

Of the twelve northern cities in the world with a population of over 200 thousand people eleven are located in Russia. Russians do not just live in the harsh conditions, they also achieve impressive gains.

Russia, a country with a vast and rich northern territory, is characterized by lobular system of settlements distribution, which is located very close to the site of industrial production and/or processing of raw materials. Transport communications with the "mainland" are difficult and infrequent. In some communities, the work is carried out on a rotational basis, but in Russia, unlike other countries, construction of urban agglomerations is more practiced than the watch method. A typical example is the city of Norilsk. Norilsk industrial center forms an agglomeration entirely focused on "Norilsk Nickel" plant. There is everything for people's lives: institutes and colleges, banks, gyms and stadiums, own hydroelectric power, however, it is not easy to travel, the distance to the regional center, the city of Krasnoyarsk is 1.5 thousand km.

In the last two decades in northern Russia as a result of socio-economic changes in many cities were liquidated core enterprises and the problem of northerners' resettlement in other parts of the country has emerged. There have appeared more than 1 million of involuntary migrants. On the other hand, with development of consumer society northerners began to actively seek themselves in central Russian cities where there are more opportunities and prospects for personal self-realization.

Uneven distribution of population in Russia

contributes to the two megatrends continuing over the past decades: the Russians migrate from east to west and from north to south, from the countryside to small towns - medium size and large. The main centers of attraction for migrants are the capital metropolis.

Experts speak of some catch-up races and mobilization of development, about the rise of qualitative contrasts between Russians, modernized center and the outskirts of archaism, which is also the North.

Table 1. List of the main tourist and resort areas of federal significance in Russia.

№	Zones of Tourism development	Regions, Cities, Areas of Tourism Development
1.	North	Arkhangelsk, Vologda; Murmansk region, Republic of Karelia
2.	North-West	Saint Petersburg; Leningrad, Pskov, Novgorod regions
3.	The Baltic Sea Coast	Kaliningrad; Kaliningrad region
4.	Moscow and the Moscow Region	Moscow; Moskov region (Sergiev Posad, Vereya, Kolomna, Istra, Roosa etc.)
5.	The Golden Ring of Russian Ancient Cities	Vladimir, Ivanovo; Kostroma, Yaroslavl, Tver regions
6.	The Volga River Area	Nizhniy Novgorod, Astrakhan, Volgograd; Ulyanovsk regions, the Republic of Tatarstan
7.	The Northern Caucasus	The Black Sea and Azov Sea coast: towns (Anapa, Eisk, Sochi, Gelenzhik, Azov), The Mineral Waters of Caucasus (Kislovodsk, Pyatigorsk), the Republic of Dagestan, Kabardino - Balkaria
8.	Siberia	Gorny Altai, Mountain Shoriya, Irkutsk, Ulan-Ude, Kyakhta, Yakutia
9.	The Far East	Primorsky District, Sakhalin, Kamchatka

It is no accident that urban tourism in Russia is the fastest growing and developing industry in central regions of the country: in Moscow, Vladimir, Ivanovo, Kostroma, Suzdal, Tver, Torzhok, Yaroslavl and others. The South Caucasus is traditionally very attractive to tourists with cities: Anapa Yeisk, Sochi, Gelendzhik, Azov, Kislovodsk, Pyatigorsk, Mineral Waters, known for its health resorts and spas.

According to the list given by V.U. Voskresensky [10], of 9 main tourist areas of federal significance in Russia only 3 refer to the northern regions of the country - it is the territory in the North and a number of territories in Siberia and the Far East (see Table 1).

Nevertheless, the territory of the Russian North is no less interesting for tourists than in Central Russia or in the south. The Russian North occupies an extremely important place in the historical and cultural development of Russia because it is the place of unique ancient Russian traditions, customs and traditional living culture of Pomors, Saami, Nenets, Komi, Chukchi, Yakut people et al., the elements of wooden religious architecture, as well as the specificity of the modern way of life of the local population.

Northern cities are different from other regions of Russia in their appearance, history and functions, these cities are associated with development of natural resources - forests, the sea, the subsoil.

Northern cities of Russia are quite clearly divided into functional-typological groups. A widely represented category is single-function cities. The most massive of them are: a) transportation centers, including seaports; b) centers of mining industry involved in development of apatite deposits (Kirov), coal (Inta), oil and gas (Vuktyl), iron ore (Kostomuksha, Kovdor, Olenegorsk), copper-nickel ores (Monchegorsk, Polarny) and centers of timber, pulp and paper industry (Novodvinsk, Korjashma, Falcon, Segezha, Kondopoga, Sortavala).

Multifunctional cities, formed on the basis of industry clusters, are Ukhta and Vorkuta, which are simultaneously heading industrial areas. A kind of machine-building complex is Severodvinsk. On the basis of two powerful industrial complexes, metallurgical and chemical, there is a functional structure of Cherepovets in which a modest place is

left for traditional industries - food and consumer goods manufacturing. Along the way develop medium-sized cities of Apatity and Kotlas.

Multifunctionality is peculiar to two groups of northern cities. They are small towns - local centers with limited zone of influence. Most often, they are ancient cities with traditionally extensive, stable and diverse zone of influence in the area. On top of the urban hierarchy settle the regional and national centers, big cities. They are characterized by:

- a) large numbers of activities performed and the vast territory covered;
- b) a significant proportion of non-productive sphere (management, training, science and culture);
- c) diversified industry with a high degree of mechanical engineering and metalworking, which to a large extent work for the northern profiling industry providing them with a variety of equipment.

5. PROBLEMS AND PROSPECTS OF URBAN TOURISM DEVELOPMENT IN THE KOLA PENINSULA

Cities play a huge role in development of the North, especially extreme north. They are cities with life-support systems best suited for extreme climatic conditions. Not bypassed are these processes in the Kola Peninsula, where in 1916 the town of Romanov-on-Murman was officially founded and renamed in the city of Murmansk in the spring of 1917. The reason for its founding was a necessity to create a center of political, economic and cultural life of the region, a center of industry and fisheries as well as its convenience to accommodate the trawl fleet (due to the ice-free Kola Bay), favourable geographical location for developing foreign economic relations with other states. Since then the city has developed into the largest city beyond the Arctic Circle.

Today in the Kola Peninsula, which territory overlaps with the boundaries of the Murmansk region, there are almost all possible types of tourism related to the coast: fishing, hunting, water tourism, mountaineering, climbing, skiing, kite surfing, hiking, skiing and cycling; active, health tourism; commercial and business tourism; cultural-historical tourism; mineralogy tourism; nostalgic tourism; pilgrimage; patriotic tourism; cognitive, seaside,

adventure, entertainment, event, festival and congress tourism; environment, exotic, ethnographic, extreme tourism. The most popular forms of tourism in the Murmansk region are those related to hunting, fishing, water rafting, skiing and mountaineering in the Khibiny Mountains. Tourists also like to visit the centers and Pomorian Sami culture in the Terskiy and Lovozero district of the Murmansk region [7].

However, the Murmansk region also possesses a potential in terms of urban tourism development as it is one of the most urbanized regions of Russia. This is evidenced by statistics: urban population in the Murmansk region is 92.7%.

With this indicator the region holds the 4th place in Russia (after Moscow, St. Petersburg and Magadan regions) and the 2nd place in the North-West Federal District (second only to St. Petersburg). At the beginning of 2014, 780 401 people lived in the region, 723 510 people lived in urban areas and only 56 891 people lived in rural areas. Population density was 5.29 pers. / Km² [5].

The largest city and administrative center of Murmansk region is the city of Murmansk, with the population of about 300 000 people. Other cities in the region are Apatity, Kandalaksha, Kirovsk, Monchegorsk, Olenegorsk, Severomorsk, Kola etc.

Most cities in the Murmansk region are very young. Many of them have been converted from old towns or were built in the first half of the XX century in connection with the active development of marine resources, fisheries, mining, development of the Northern Sea Route and protection of northern borders of the country (Apatity was founded in 1929, Kirovsk - in 1929, Monchegorsk - in 1937, Polarniy - 1956).

Cities in the Murmansk region have all the prerequisites for development of urban tourism.

The city of Murmansk has the greatest potential, its waters provide facilities for sea trading and fishing ports, oil depots, shipyards, scientific, educational, cultural and business centers. Murmansk is one of the most important business and cultural centers of the Barents Euro-Arctic Region, which includes the northern regions of Russia, Norway, Finland and Sweden.

Murmansk attracts flows of people not only from other regions and countries, but primarily from urban and rural settlements in the Kola Peninsula.

According to the surveys of residents living in nearby settlements (the survey was conducted by the author among the residents of Teriberka in 2014 by in-depth interviews, the sample counted 28 people), residents in the settlement regularly travel to Murmansk with commercial, residential, cultural, educational, recreational, medicinal purposes. According to the respondents' answers, the city can offer better haircuts, satisfy the needs of leisure and cultural pastime (going to the movies, restaurants, taking a ride on a snowboard and others). There is a higher probability to find not only a suitable thing in mind in a large of choice of goods, but also a life partner. For example: "Once or twice a month our family leaves for the city - says a 32 year-old woman - there we go to the cinema, in cafes. I also travel to the city on business... And other residents do it as well, they travel for entertainment and groceries, the prices in here are rather high for us...".

Indeed, on the outskirts of the peninsula, away from the cultural and socio-economic centers, which are medium-size and large cities, in the conditions of lack of competition the prices are higher and the choice of goods is rather modest.

In Murmansk, as in any developed Russian city, there are more "blessings of civilization" compared with rural territories. In the Kola North it is possible get a professional education, improve living conditions, get a perspective job in several cities: "In Murmansk - says a respondent, a girl of 16 years - it is possible to get an education, get a job. Housing is much better, hot water is always available...".

People from settlements also travel to Murmansk to settle some issues in court, run errands and even to celebrate a birthday or wedding (a woman, 50 years).

The city has a certainly broader and more diverse service sector. As for Teriberka, in this settlement there are not even essential services: "If your child is sick - said an informant (a female, 30 years) - it is necessary to go to Murmansk. Here you come to the pharmacy, buy only analginum is available - and we have to go to Murmansk" According to another informant (a 15 year old girl), promising people will inevitably go to the city in order to arrange their life. But in this case it is not about tourism but about migration.

As a rule people travel to Murmansk on business. This city is not meant for long walks. First of all, because of the uncomfortable climate with changeable weather, the large number of hills, an extremely small number of parks and gardens and other recreational areas. Nevertheless, there are many attractions and iconic places in Murmansk that contribute to the image of the city. Especially interesting is the city in terms of its semantic space. Many names of streets, shops, cafes, hotels contain the Arctic theme: of northern nature and northern natural phenomena (of Polar day and Polar night, Northern Lights, snow and winter), as well as occupations connected with the sea, fishing, minerals extraction etc.



Picture 1. Northern Lights.

The names of the Kola North cities also reflect the northern, natural and sectorial specifics of the region. In the first case it is the towns of Zapolyarny (“beyond the Arctic Circle”), Snezhnogorsk (from the word “snow” and “mountains”), Severomorsk (from the words “north” and “sea”), Polyarnyi, Polyarnye Zori. In other cases, the city bears the name of rivers, lakes (for example, Kandalaksha, Monchegorsk) or of mined ores (for example, Apatity, Nickel).

Regional, sectorial and historical-cultural specifics of the region are also reflected in the

museums. The Regional Museum, Museum of the Northern Fleet, First Nuclear-powered Icebreaker “Lenin” (Murmansk); Museum of Geology and Mineralogy, Museum of History of the Russian European North Exploration (in Apatity), Museum of Colored Stone (in Monchegorsk), Museum of History of the City and Navy, a memorial Boat-museum “Underwater boat “K-21” (Severomorsk), and others.

The urban environment draws the attention with its memoriality related to historical memory of the region. In the cities of the Murmansk region there are over four hundred historical and cultural monuments, 97 of which are protected by the state (among them 10 are the monuments of federal significance), which may be of considerable interest to historical and cultural tourism. There are more than 70 of them in the Murmansk region.

Of all the historical and revolutionary monuments there is one which deserves special attention. It was erected in 1927 in Murmansk by architect A. Savchenko, it is a monument to the victims of foreign intervention of 1918-1920 and expresses the spirit of revolutionary era. There is an unusual monument in honor of “Ermak” - the “grandfather” of the Russian icebreaker fleet, it was opened in 1965 near the building of the Regional Museum. It is also noteworthy to mention the monument to creators of Slavic alphabet Cyril and Methodius by a Bulgarian sculptor V. Ginovski (a copy of the original monument located in Sofia) erected in 1990 in Murmansk. In 2012, another important monument was built and opened in the city - “the Waiting Woman” in honor of the loved ones of Murmansk sailors awaiting for their fathers, brothers, husbands. This monument in the best way demonstrates the specificity of the city and the lives of its citizens in peacetime.

However, the most memorial attitude can be traced to the events of the Great Patriotic War. Murmansk is difficult to imagine without a monument to the defenders of the Soviet Arctic “Alyosha” opened in 1974, a monument to the fishermen and the trawler fleet ships who died during the Great Patriotic War and many other memorable characters.

Today the theme of war, military conflicts and tragedy continues to be important for citizens. In the early 2000s in the city of Murmansk appeared

a monument “Broken Heart” dedicated to Murmansk who died when fulfilling their military duty in local wars and conflicts, as well as a memorial in the lighthouse to “sailors who died in peacetime” located in one of the most beautiful places in the city.

In the city there are some objects for pilgrimage tourism. For example, the Church of the Savior on Waters recently built in Murmansk which has already become one of the symbols of the city; st. Nicholas Cathedral; Vladimirovskaya, Pantelii-monsky Church and the Church of All Saints; holy springs of St. Tryphon and Saints Peter and Fevronia. In the city there is also the eparchy pilgrimage cultural educational center “Under the shadow of Tryphon” focusing on organizing pilgrimages to the temples, monasteries and holy places in the area.

Event tourism also takes place in the city of Murmansk. Every year in the Murmansk region a variety of cultural activities is held: sports, scientific and other ones. About 30 exhibitions and fairs are held every year with the support of the regional government. For example: “The Arctic of the XXI century - development strategy”, “The Sea Resources Technology”, “Expo Home”, “Holidays for northerners”, “Polar autumn”, “Stone Flower”, “Murman-cars” and others.

One of the most significant events is the holiday of the North, Each year, in early spring sport competitions in winter sports among both amateurs and professionals are organized. In recent years extreme sports have become increasingly popular: mountain climbing, skating (special board with a sail), winter windsurfing, etc. In 2015 winter swimming was included in the festival of the North program for the first time.

Particularly important role in urban tourism plays accelerated development of tourism and entertainment. Most diversified entertainment is in the regional center - the city of Murmansk, offering dozens of cinemas, 4 theaters (including a puppet theatre), museums and art galleries, cafes, restaurants, dancing, shopping malls, ice rinks, stadiums, aquarium, 3 ski resorts within the city, one of which offers entertainment for people of all ages and incomes.

In the cities of the Murmansk region, there are only a little more than a hundred of accommodation facilities. They are hotel “Pechenga” in

Polarniy, hotels “Polarnye Zori”, “Meridian”, “Ogni Murmanska”, “Morskaya” in Murmansk, hotel “Sever” in Kirovsk, hotel “Comfort” in Kovdor. Other hotels and accommodation facilities are of limited use in the tourism industry as they do not provide a complete set of services (power, communications services, household services, transportation, excursions). Many hotels are in need of renovation and improvement. The region has not developed a network of accommodation in campsites which would also help address the issues tourists accommodation.

What attracts Murmansk visitors from other cities and countries? What is its potential for development of urban tourism?

In 2014 the author conducted a survey among tourists staying in city hotels in Murmansk (survey, sampling of 105 pers.). Participants under the age of 24 years - 5.7%, from 25 to 44 years - 51.4%, from 45 to 64 years - 34.3%, more than 64 years - 8.6%. Moreover, 60% of tourists come to the city by air, 25.7% - by railway, 11.4% - by car, 2.9% - by public transport.

Most tourists come from the North-West Federal District of Russia - Saint Petersburg (40%), Nizhny Novgorod (5.7%), Leningrad region (2.9%), Petrozavodsk (2.9%), Arkhangelsk region (2.9%), as well as from other regions of the North - the Krasnoyarsk District (2.9%), Sakhalin (2.9%), Sverdlovsk (2.9%), Chelyabinsk (2.9%). In addition, from Moscow - 8.6%, Volgograd - 2.9%, Tallinn (Estonia) - 2.9%. There were tourists from the Murmansk region - the Apatity city (8.6%).

45.7% of respondents were Murmansk more than 4 times, up to 20% were in Murmansk 2 or 3 times, 12% of respondents came to Murmansk for the first time. Most people came on business (80%), 11.4% of respondents - with a view to cultural rest, 2.9% - to visit friends or relatives, 5.7% - for other purposes. Business trips were connected with public service, medicine, banking, navy, construction, IT-technology, culture, industry and others.

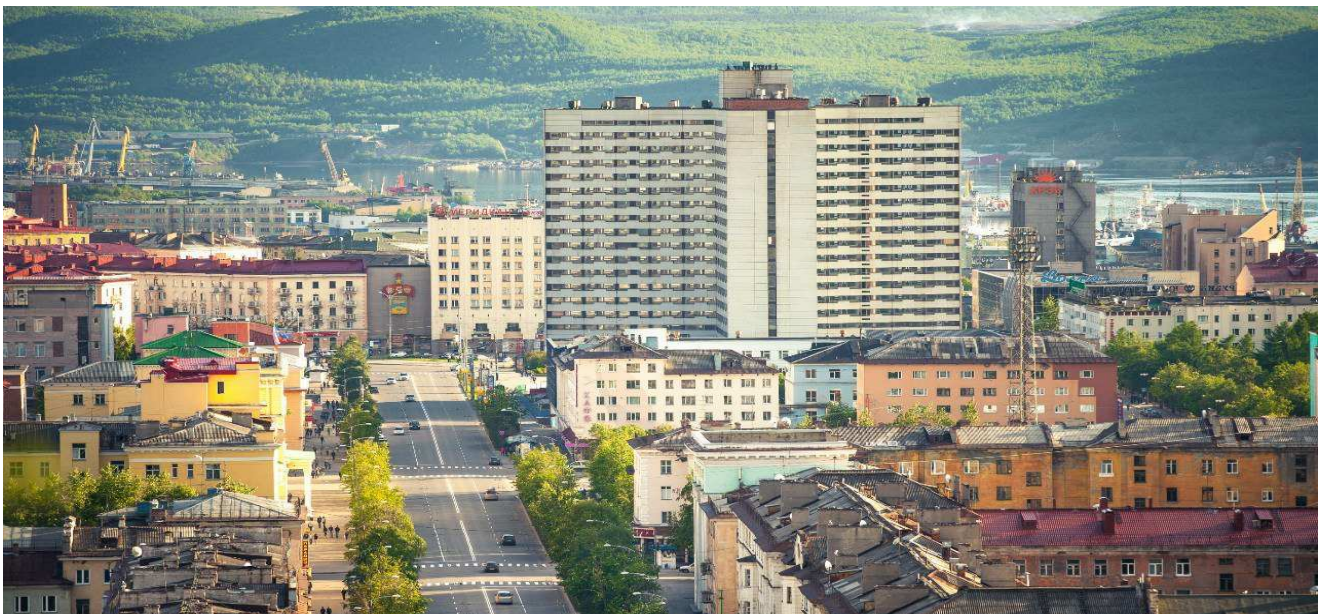
According to the survey among tourists coming to the city of Murmansk (questionnaires, samples in 2014), the greatest interest caused the icebreaker “Lenin” (14.3%), the monument Alyosha (11.4%), Murmansk Drama Theatre (5.7%). According to other respondents, local history museum, lighthouse, the seaport, Lenin Avenue, Dolphin-

arium, Philharmonic Hall and other cultural monuments to war heroes (by 2.9%) that also deserve visitors' attention.

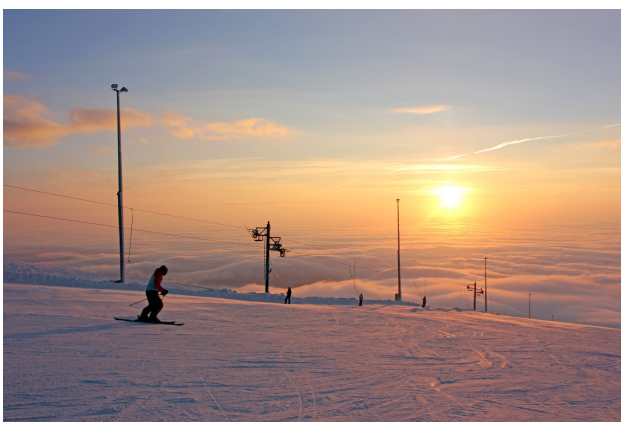
Visitors, unfortunately, never heard of many other attractions in the city. Indeed, information for tourists about pastime in the city of Murmansk was never distributed. Hotels offered tourists booklets with tours in the region or with information about tours to Bulgaria, Spain, Turkey, Egypt and other countries.

According to the media, the last few years have shown a steady increase in the numbers of tourists in the Kola Polar region both from abroad and from other parts of the country. In late 2014 to

early 2015, the number of foreign tourists coming to the Murmansk region increased by one third. Particularly strong growth of foreign tourists was observed in the New Year days and New Year celebrations - in some areas increase in the number of tourists amounted to 50%. The reason for such a sharp rise lies in the economic situation: at today's ruble exchange rate it is a good bargain for foreigners to go to Russia for recreation and shopping. According to preliminary estimates for 2014, the Kola Peninsula was visited by 23.2 thousand of foreign tourists and 288 thousand of our compatriots, while in 2012 these figures were respectively 20.3 and 256.8 thousand people [9].



Picture 2. The city of Murmansk.



Picture 3. Khibiny (the Kirovsk city).

And yet the largest number of tourists' visits is not to Murmansk, the capital of the Arctic, but to the city of Kirovsk. First of all, tourists are attracted by Khibiny, surrounded the city and which offer an opportunity for various tourists activities in all seasons. During the winter season the largest ski resort in the European part of Russia, unique Botanical Gardens and Snowy Village are functioning in this area.

In 2015 the number of tourists in Kirovsk increased to 50% during the holiday season compared with the same period last year. This was facilitated by the union of two ski areas at Mount Ajkuajvenchorr and introduction of a single skipass, increasing the capacity of the ski complex for 2400

persons / hour and organization of daily air flight to “Khibiny” airport from Moscow and St. Petersburg. However, according to the experts’ estimations, the demand exceeded supply. For example, due to limited accommodation places in hotels of the city (only 800 seats), many tourists are traditionally placed in the private sector, which capacity is about 4,000 seats. According to experts, housing bureau had to refuse to accommodate people due to lack of space since the middle of November. During the holidays there were not less than 5000 tourists at the same time on the territory [1].

6. CONCLUSIONS

The foregoing indicates a lack of services development in the field of urban tourism. Both external and internal regional problems hinder the development of tourism. The problems of external nature include the lack of support of tourism as an economic sector on the federal level, "adverse publicity" of Russia in foreign media as an object of tourist attraction, long time to obtain visas for foreign nationals.

The problems that can be solved on the regional level include the lack of information about tourist resources of the region among Russian and foreign tour operators, potential investors and citizens; poor marketing infrastructure of tourist product sales in the field of urban tourism; small investments aimed at maintaining and development of tourism and its infrastructure.

Today, to solve the above-mentioned problems in the cities of the Russian North, including the cities of the Murmansk region, a deliberate policy to create the conditions for tourist facilities is implemented, and the development of tourism is gradually regarded as one of the main elements of urban development strategy that can contribute to the prosperity of cities and their residents.

TRANSPARENCY DECLARATION

The author declares no conflicts of interest.

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Historical and cultural resources in Murmansk and the Murmansk region as potential for regional tourism development

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ABSTRACT

The article provides an overview of historical and cultural resources of Murmansk and the Murmansk region as potential for development of cognitive (historical and cultural), religious and ethnic tourism in the region. Several groups of historical and cultural resources describes in article: primitive (archaeological) monuments, historical and ethnographic objects and monuments of religious culture, monuments to revolutionary and military history of the Murmansk region, monuments and memorials associated with exploration of the Arctic, monuments to famous workers of the Kola Peninsula, museums, theaters, concert halls and other cultural objects. All these objects of historical and cultural heritage in the Murmansk region are very important resources for development of tourism in the region. The program for historical and cultural tourism development can be represented by development of excursions to Murmansk, as well as weekend tours (sightseeing tours).

Keywords: Tourism, Historical and cultural resources, Murmansk region.

1. INTRODUCTION

Resources of historical and cultural (cognitive) tourism in Russia are very significant. As of December 31, 2013, there were 25 UNESCO World Cultural and Natural Heritage, 133 627 objects of cultural heritage under state protection, 2730 museums [1]. It takes almost a year of continuous excursions to explore the main attractions of the country.

In comparison with Central and North-Western regions of Northern tourism region in Russia is, as a rule, perceived solely as a region for natural, geographical or active, sports, adventure tourism. Describing the tourism potential of the Murmansk region, a number of authors wrote about such kinds of recreational facilities as: a cruise on the nuclear icebreaker from Murmansk to the North Pole, fishing on the river rapids, skiing in snow-covered Khibiny, exploring the underwater world of the Barents and White Seas and Festival of the North. Only passing mention is given of such cultural and historical attractions, as seyds and historical routes to places of military glory of the Great Patriotic War [2].

There are several groups of historical and cultural resources on the Kola Peninsula: primitive

(archaeological) monuments, historical and ethnographic objects and monuments of religious culture, monuments to revolutionary and military history of the Murmansk region, monuments and memorials associated with exploration of the Arctic, monuments to famous workers of the Kola Peninsula, museums, theaters, concert halls and other cultural objects.

There are 124 objects of cultural heritage of the Murmansk region of regional importance in the Murmansk region [3]. Nine objects hold the status of monuments of federal importance, they are: a four stone maze (Babylon) in the area of encampments of Zakhrebetnoe and Kharlovka, Kandalaksha and Umba (approximately the II century BC), Oleny Ostrov which is a burial ground (V century BC), the monument to the Northern Fleet hero submariners who died in the struggle against the German invaders (the town of Polyarnyi), monuments of the 17th century and the beginning of 18th century - wooden path cross in Kola, Church of the Assumption in the settlement of Varzuga (1674), St. Nicolay Church in the village of Kovda (1705). There are much more objects of cultural heritage in the region - 306 [3].

2. ANCIENT MONUMENTS ON THE KOLA PENINSULA

Of great interest are archaeological monuments, situated on the Kola Peninsula: seyds (sacred stones), mazes (Babylons), petroglyphs (rock art), ancient people's encampments (burial ground on Oleny Island). The Sami people's cult of stones was widely reported in the scientific literature since the 17th century (Torneus, Scheffer), and later in the works of M.A. Castren, N.N. Kharuzin, V.Y. Wiese, V.V. Charnolusky who described a kind of veneration of sacred stones or seyds in the Sami language (Rept-kedk, mountain Sidovar, seyd Kuiv on Seydozero, Leib kedk on the western shore of Lake Umbozero and another).

A group of seyds located on a rocky hill about a mile away from the village of Serebryansky on the right bank of river Voronya was investigated in 1973-1974. The boulders are from 70 cm to 3.5 m tall and are put on 3-4 "legs" - this is what the seyds look like. A number of researchers believe that in the form of seyds people portrayed totem animals -

patrons of crafts. Dating of seyds remains an unresolved issue because there are no traces of dwellings around them and findings that allow to determine the construction period of sanctuaries [4, 5].

Interesting monuments of this period are the so-called mazes (labyrinths) or Babylons. There are more than 50 of them in the Kola Peninsula [6]. Some mazes (near Kandalaksha, Umba, Ponoy) have survived to this day (Figure 1). Babylon represents concentric rows of small stones (up to 30 cm), laid out on the ground usually in the form of a horseshoe creating intricate moves.

The stones of mazes are laid on ancient beaches or directly on the granite rocks, being eventually entwined with creeping tundra vegetation. They were usually laid near water, on the coast, in places teeming with fish. Their purpose is still argued among researchers: some call Babylon cult or magical monuments of primitive culture (fishing or funerary cult); others regard them as samples of traps for fish going into the shallow water during tides, and at the same time as marks fishing places belonging to a certain kin; others believe that it was a place of entertainment, dance, stadia for military and sports events, initiation rites or burial signs for burials.



Fig. 1. Maze in Kandalaksha.

Especially valuable monuments of primitive beliefs of the Kola Peninsula people are rock paintings – petroglyphs (Figure 2). They were found by archaeo-logists in 1973 at river Ponoy, near the tract of Chalmny-Varre. Another two stones with primitive drawings were found in the Rybachiy peninsula in 1997-1998. Some petroglyphs were also discovered in the area of Kanozero. It is now the largest collection of petroglyphs in the Kola Peninsula

(more than 1200 images) [7-10]. Since 2009 till today in the village of Uмба works the eponymous museum "Petroglyphs of Kanozero." In addition to viewing the exhibits in the museum, research staff organized excursions to the petroglyphs on Kanozero islands [8].



Fig. 2. Petroglyphs of Kanozero.

3. ANCIENT CHURCHES, HISTORICAL AND ETHNOGRAPHIC COMPLEXES IN REGION OF MURMANSK

Wooden architecture in the Kola Peninsula is represented by two well-known architectural monuments of the 17th century and the beginning of 18th century - Assumption Church in Varzuga and St. Nicolay Church in Kovda. The church in Varzuga was recently renovated, it received some icons of the seventeenth century. Church of the Assumption of the Blessed Virgin (Mother of God) in the village of Varzuga is one of the most beautiful wooden domed tent churches (1674) [11] (Figure 3).

In late 1990s Afanasyevskaya church (Figure 4) was restored (1878-1882), in the village people built a bell tower and rectory. On the left bank of the river there are repeatedly rebuilt the church of St. Nicolay, the church of Peter and Paul (1864). Near the village of Varzuga there is a sacred spring of Vladimir Icon of the Mother of God. At the 108th km of the road between Uмба and Varzuga there is a chapel to the Reverend unnamed monk of the Tersky coast, on the other side of the road there is a sacred spring.

The village area is very unique bearing the imprint of centuries-old history and lifestyle of old Pomer's (Pomorian) villages. At the 27th km of the road between Uмба and Varzuga on the shores of the White Sea there is a historical and ethnographic complex "Tetrino". Uмба hosts international folklore festivals which attract song and dance groups (bands) to Northwest Russia and the Barents Euro-Arctic Region. The village of Uмба is the birthplace of "Pomer's rowing regatta" and "Pomer's games".

The Church of Boris and Gleb (1874) and the first stone building in the Kola Peninsula - Church of the Annunciation in Kola (1807) are of particular importance in the village of Borisoglebsky and in town Kola [12, 13].



Fig. 3. The Church of St. Nicolay in the village of Kovda in Kandalaksha district of Murmansk region (up) and the Golden Cross in Varzuga (down).



Fig. 4. The Church of Assumption in Varzuga (up) and the Afanasyevskaya Church in Varzuga (down).

4. MEMORIALS, MONUMENTS OF CONTEMPORARY HISTORY IN MURMANSK REGION.

An important group of historical and cultural resources are the monuments associated with the revolutionary and military history. Murmansk is one of the last cities that appeared in the Russian Empire. The whole history of the capital of the Arctic is closely connected with the Soviet period in the history of our country. During the Great Patriotic War, Murmansk was badly damaged by bombing, it was second after Stalingrad in the degree of destruction. Therefore, most of the monuments and memorials belong to the second half of the twentieth century and are associated with the memories of the war and the defenders of the Arctic, front workers, explorers of the Arctic (Monument to the victims of foreign intervention

of 1918-1920 (November 7, 1927), Memorial of Military Glory in the Glory Valley, Monument to the Defenders of the Soviet Arctic (October 19, 1974), Memorial to sailors who died in peacetime (October 5, 2002), Monument the "Broken Heart" ("Citizens of Murmansk who died performing their international duty", August 10, 2001), Memorial to the icebreaker "Ermak" (March 3, 1965), as well as new traditions in the region (Monument to Cyril and Methodius (22 May 1990), Monument "The Waiting woman" (2012)) [6, 14, 15] (Figure 5).



Fig. 5. Monument to the Victims of Foreign Intervention (up) and Monument to the Defenders of the Soviet Arctic (down).

In Murmansk there is a significant number of museums that reflect regional specifics - Museum of Regional Studies (1926), Museum of the Northern Sea Route (1977), Museum of the first nuclear-powered icebreaker "Lenin" (1989), Murmansk

Regional Museum of Art (1989), the Naval Museum of the Northern Fleet (1946). No less interesting is the collection of the Museum of colored stone in Monchegorsk, the Geological Museum and Museum of history of research and development of Russian European North in Apatity [16], and others. Cultural life of the region cannot be imagined without events in the Regional Drama Theatre (Figure 6), Puppet Theatre, Drama Theatre of Northern Fleet.



Fig. 6. Murmansk Regional Drama Theatre and Murmansk Museum of Regional Studies.

5. CONCLUSIONS

All these objects of historical and cultural heritage in the Murmansk region are very important resources for development of tourism in the region. The program for historical and cultural tourism development can be represented by development of excursions to Murmansk (a walking tour of "Old streets of Murmansk", a bus tour "Murmansk is the capital of the Arctic", "Orthodox Churches in Kola and Murmansk", "Theatre Murmansk", "Murmansk

is the Russian Arctic Gate"), as well as weekend tours (sightseeing tours): "The old days of Tersky coast", "Museums of the Murmansk region", "The Riddles of Kanozero" and others.

TRANSPARENCY DECLARATION

The author declares no conflicts of interest.

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Petrology characteristic of ophiolite rocks in walls of the Banja Luka fortress in Bosnia and Herzegovina

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ABSTRACT

In Bosnia and Herzegovina's is located a Srpska Republic, which the capital is Banya Luka. The city has a long history (still referring to the Illyrian tribes and Roman times), the direct evidence is visible in the fortress, which is now in ruins. The occurrence rocks is dominated by mesozoic and cenozoic carbonate rocks of the Dinaric Alps massifs building with basalts and diabases acting tectonic melange zone in which it found the occurrence of ultrabasic peridotites rocks belonging Dinara Ophiolitic Belt. These rocks can be found in the walls of the fortress in the form of blocks of rock. Studied lherzolite samples show interesting mineralization and traces of secondary processes characteristic of the area in which they are located.

Keywords: Bania Luka, Fortress, Ophiolites, Petrology.

1. INTRODUCTION

The Mediterranean region of Central and Eastern Europe is interesting not only in terms of geology. It is a multicultural mosaic, with elements of ethnographic long history and high variability of climate and vegetation. In recent years the twentieth

century founded there a lot of new States (after the collapse of Yugoslavia) where the standard of living is very variable. This area is full of interesting karst forms, numerous mountain ranges abound with interesting sculpture and geological structure. Geologically, this is an area strongly influenced by movements transformed the Alpine orogeny, with numerous sedimentary rocks associated with the occurrence in this region of the Tethys Ocean along with many occurring in this region ophiolites and volcanic rocks (Fig. 1).

2. METHODS

The collected samples of rocks from the Banja Luka were analyzed using an optical polarizing microscope Leica DM2500P and scanning electron microscope Hitachi SU6600 with EDS which are located on the Optical and Electron Microscopy Laboratory in Department of Geology and Lithosphere Protection, Maria Curie-Skłodowska University.

3. RESULTS

Banja Luka is located on the Serbian Republic in Bosnia and Herzegovina. There is a center of these republic (biggest city and second in whole

country). There is a politic, administration, finance, science and cultural center of Srpska Republic in Bosnia and Herzegovina.

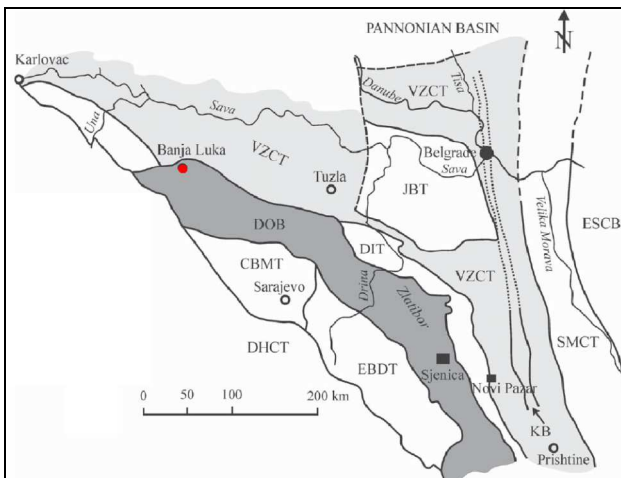


Fig. 1. Location of Banja Luka on the Dynarian Ophiolite Belt (based on [6]).

3.1. City

The most important monument of the city is the fortress (Tvrdava Banja Luka), which was established on the ruins of old fortifications from Roman times. Fortress was founded as part of the defenses of Hungarian in the XV sixties, Turkish during his reign in the sixteenth century was modified, when the city it became the capital of Bosnia. In this city and its surroundings are interwoven different cultures, traditions and influences which can be clearly seen in the architecture of some parts of the city. Other cultural and historical monuments as witnesses to testify to various epochs of human creativity in these times. Apart from the fortress they deserve attention to Ferhadija mosque (from 1579, which has been substantially damage in 1969 during the earthquake) and Jamia Arnaudi of 1595r. The mosque Ferhadija are rich decorating with quotations from the Koran. In addition to mosques, there are two bridges on the river Vrbas, vizier of the Bosnian court and clock tower (from the turn of the sixteenth/seventeenth century). In addition to the city of mosques is also a church (the XIX century) and the church. Near the town there is a hydroelectric generating station twentieth century [1]. The big attraction of the city are thermal springs with a temperature of 37°.



Fig. 2. Photographs from the fortress in Banja Luka. General throw (A), a fragment of the walls with visible ultrabasic rocks (B), one of the bastions and a portal to the underground corridors with visible rocks alkaline (C).

3.2. Fortress

Most likely, the first fort (Castro) was built by the Romans in the 2nd century AD. The beginnings of settlement in the chateau dates back to the Paleolithic (stone tools and weapons). Castle built by the Romans after the conquest of Ilirian lands. Given that the area of today's Banja Luka was restless need for stationing the Roman branch of the

military. On their objectives they have been erected military camps (Castro) through Illyricum. Inside the fortress we found several examples of late antique bronze, ceramics. In the central part of the fortress it was also found many other monuments late antiquity (among other things found in the 1895 altar dedicated to the god Jupiter). After the arrival of the Slavs, the fortress was destroyed, and in its place was built the fort. In the Middle Ages, there is no reliable data on the fortifications. In its current form, the construction of the castle begins in the penultimate decade of the fifteenth century, during Ferhadpaše Sokolovic, who first builds a resident strengthening the Vrbas valley area. In the sixteenth century, the city comes under Turkish domination and the fortress is modified for control Numana Pasha Ćuprić in 1714r. In the eighteenth century. Austrians after winning the battle in 1737 take over the city from the Turks and refurbishing the fort giving it a trapezoidal appearance, with turrets, towers and underground passages (Figs. 2a-c). During World War II, the fortress was used as a fortified building. After the war, reconstruction work was started which was interrupted first by an earthquake in 1969 (destroying 80% of the buildings of the city) and the civil war during the breakup of Yugoslavia. In more recent times (2012, 2013, it has undergone refurbishment with the participation of EU funds, [1]).

3.3. Climate

Banja Luka The climate is moderately continental, with the influence of the Pannonian climate zone. The average annual temperature is 10.7°C, the average January 0.8°C, while the average in July 21,3°C. The average annual rain is 62%. On the microclimate of the city significantly affects the Vrbas river and its tributaries and the urbanization of the metropolitan area [1].

3.4. Geology characteristic of region

Region of Bosnia and Herzegovina is located in the border region between songs Pannonian plains and Dynarian mountains structures. Pannonian block is a unit which highlight the old geological metamorphic structures Caledonian phase and later [2, 4, 7]. While the top is an Alpine Dinaric

young orogen built mainly of limestone and dolomites Mesozoic and Cenozoic. In the border zone between the two blocks are present in large numbers in the area included in the ophiolites rocks. They were created in the process of closing the pool Vardar on the border of Gondwana and Eurasia (age formation of these rocks includet it is from the Late Jurassic of the Paleogene). They create so-called. Dinaric ophiolitic belt extending from the vicinity of Zagreb to Albania and further to Greece. This belt is a zone of tectonic melange built-mingled with limestone, where a companion diabase, basalt and gabbroids. Orogenic ophiolites interpreted as the sub continent peridotite (Kozara, Čavka, Borja Sjenički massifs of Ozren and Bistrica) are dominated by rich spinel and plagioclase rock with admixtures of depleted spinel lherzolite, harzburgite spinel less dunite and places blue clinopyroxenites [4, 5, 8].

City of Banja Luka is situated in the foothills, in the lowland area of the river Vrbas flow into the Sava at an altitude of about 150 meters. The area is composed of quaternary sediments of clay, gravel and sand silica. The rest of the town there are small tertiary hills with a height of up to 600 m built mainly of limestone and accompanying diabazom and rocks, alkaline (included in the Dinaric ophiolitic belt, Fig. 3). This area is characterized by a very diversified surface with numerous karst forms. A little further south of the city there Dinaric massif (400-1338 m), built of limestone and dolomite formations [8].

3.5. Petrology of wall rocks

In the course of fieldwork were found in the walls of the fortress mainly of carbonate rocks (commonly found in the nearby hills). Already the first cursory observation allowed to state that approximately 10% of the material building blocks are the dark green blocks of rock from afar outstanding against bright cream limestone. Macroscopically dark rocks are massive, with a structure holocrystalic, coarsely crystalline, compact texture, chaotic, sometimes of a pseudo-eyelet. A microscopic examination are primarily visible olivine crystals, some of them show signs of serpentinization. In olivine interstitia are both ortho- and klino-pyroxene.

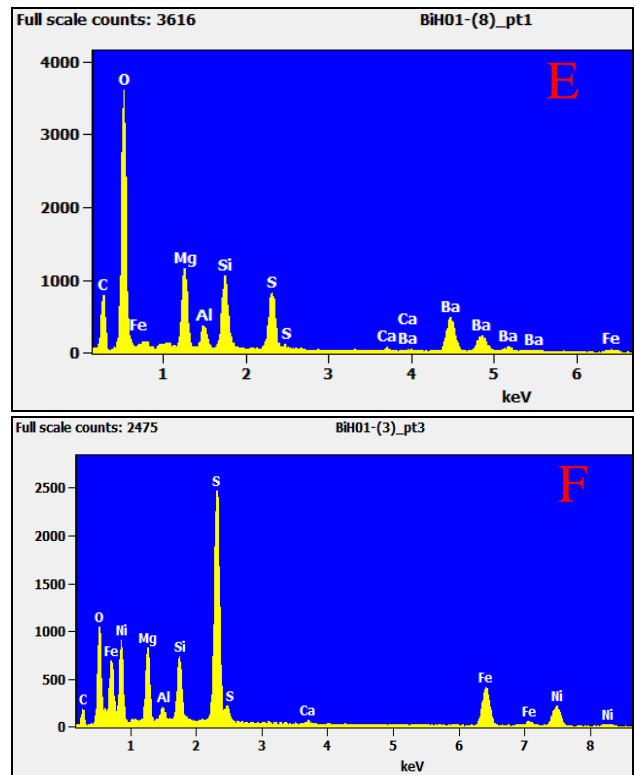
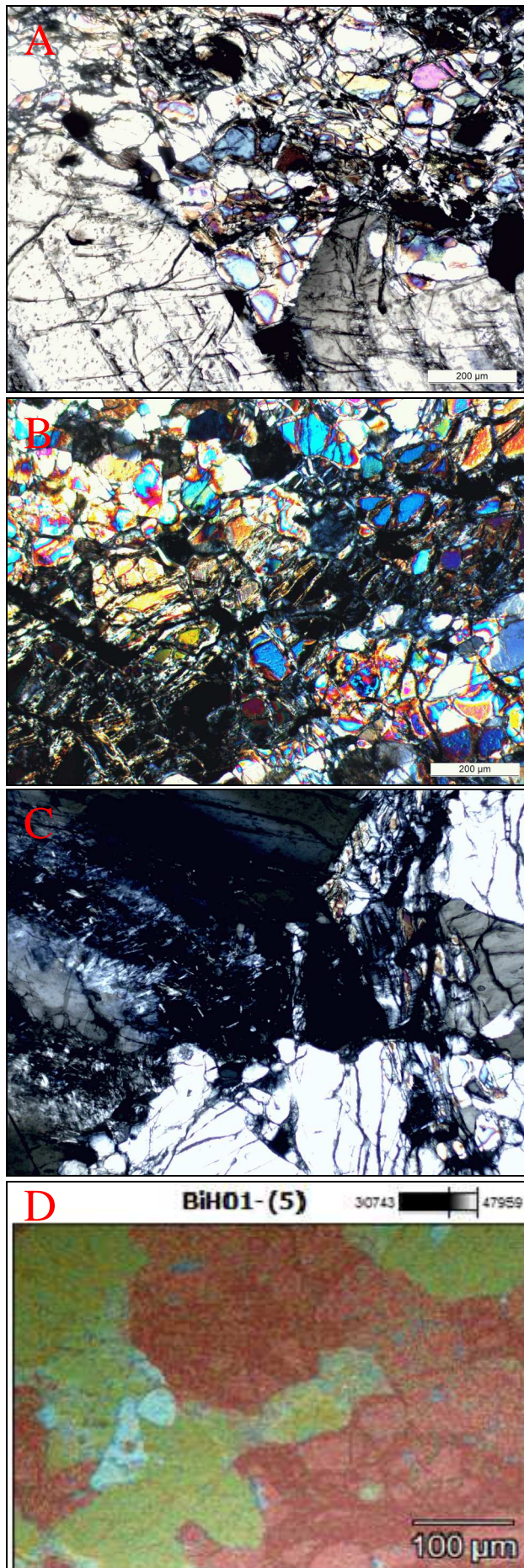


Fig. 3. Summary of the lherzolite analysis. Microscopic observation in transmitted light (A, B, C) showing clinopyroxene and orthopyroxene and olivine and serpentine minerals beside enriched ore. Map analysis phase (D) using SEM-EDS showing chromites (blue) on a clinopyroxene (green), and olivine (red). EDS spectrum of barite (E) and pentlandite against orthopyroxene (F).

Minerals are accompanied by chromites. This rock can be classified as chromite lherzolite, whose presence is widespread in the Dynarian Ophiolite Belt region. Studies indicate that in the micro pyroxene is mostly bronzite diopside and olivine accompanied forsterite. Besides hercynite established in small quantities are also pentlandite sulfides, and very small amounts of barite, localizing the zones of the rock serpentinization.

4. CONCLUSION

The above described fortresses in Banja-Luka is an interesting tourist attraction. Currently, the fortress is capable of sustained preserved ruins of a few buildings in the center. Due to its location, the city is a major tourist attraction associated with its multiculturalism and a long history. Rocks included in the structure are the components of interest nearby rock formation. Particularly noteworthy ultramafic rock classified as peridotites, which bear

traces polymetallic sulphide mineralization and hydrothermal changes as secondary. These changes correspond with the processes of forming tectonic reconstruction of the surface of the city and there still occurring mineral springs and spas.

TRANSPARENCY DECLARATION

The author declares no conflicts of interest.

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