

TOURISTIC VALUE OF MOSTAR BRIDGE: AN EXPLORATORY RESEARCH**Yağmur CAN GABERLİ¹****Abstract**

The Mostar Bridge was built in 1557 by Mimar Hajruddin and continued its existence until 1993. It was destroyed by Croatian artillery fire during the Bosnian War and the stones used in its construction mixed with the Neretva River, which divides the Mostar region as a natural border. The stones of the bridge were removed from the river by Hungarian divers and reconstruction began in 1997 with the support of Turkey, France, Bosnia and Herzegovina and Hungary. The Mostar Bridge, which was opened in 2004, was included in the UNESCO World Heritage List in 2005. This study aims to reveal the touristic value of the bridge by examining the studies on the Mostar Bridge using the literature review method. Before literature review field work was conducted by the author to see the destination. After the search conducted in the Web of Science database under the title of 'Mostar Bridge', 92 studies were reached, and those that were double-counted and articles that were not appropriate in terms of content were removed. In the literature review conducted, it was understood that there were not enough studies on the touristic value of the Mostar Bridge considering its history. It is particularly evident that the bridge's potential for melancholy and diaspora tourism has not been utilized. The atmosphere of trust, peace and tranquility that was disrupted by the Bosnia War and the collapse of the bridge has also changed the ethnic structure of the region. While the vast majority of the Serbian population migrated after the war, Bosnians and Croats began to live in two separate areas, east and west of Mostar. While the Mostar Bridge creates a diaspora tourism potential for those who migrated and have historical ties to the region, it should also be evaluated in the context of melancholy tourism as it is the most concrete example of war and destruction. Studies to be conducted in the following period should emphasize the alternative tourism types that the bridge can serve and the tourism potential it carries.

Keywords: Tourism, Tourist Value, Bosnia and Herzegovina, Mostar, Exploratory Research

JEL Codes: Z30, Z32, Z33

MOSTAR KÖPRÜSÜNÜN TURİSTİK DEĞERİ: KEŞFEDİCİ BİR ARAŞTIRMA**Öz**

Mostar Köprüsü 1557 yılında Mimar Hayruddin tarafından yapılmış ve varlığını 1993 yılına kadar sürdürmüştür. Bosna Savaşı'nda Hırvat bir topçunun ateş açması sonucu yıkılmış ve yapımında kullanılan taşlar Mostar bölgesini doğal bir sınır olarak bölen Neretva Nehri'ne karışmıştır. Köprü taşları Macar dalgıçlar tarafından nehirden çıkarılmış 1997 yılında Türkiye, Fransa, Bosna Hersek ve Macaristan'ın desteğiyle yeniden inşaya başlanmıştır. 2004 yılında açılışı yapılan Mostar Köprüsü 2005 yılında UNESCO Dünya Miras Listesi'ne girmiştir. Bu çalışmada Mostar Köprüsü'nü konu alan araştırmalar literatür taraması yöntemiyle incelenerek köprünün turistik değerinin ortaya çıkarılması amaçlanmaktadır. Web of Science veri tabanında 'Mostar Bridge' başlığıyla yapılan tarama sonucunda 92 çalışmaya ulaşılmış, bunların arasından çift sayım yapılanlar ve içerik olarak uygun olmayan makaleler çıkarılmıştır. Yapılan literatür taramasında Mostar Köprüsü'nün tarihi göz önüne alındığında turistik değerine dair yeterince çalışma olmadığı anlaşılmıştır. Özellikle köprünün hüznü ve diaspora turizmi

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potansiyelinin değerlendirilemediği ortaya çıkmaktadır. Bosna Savaşı ve köprünün yıkılmasıyla bozulan güven, huzur ve barış ortamı bölgenin etnik yapısını da değiştirmiş savaş sonrası Sırp nüfusun büyük çoğunluğu göç ederken, Boşnak ve Hırvatlar da Mostar'ın doğusu ve batısı olmak üzere iki ayrı alanda yaşamaya başlamıştır. Mostar köprüsü göç eden ve bölgeyle tarihi bağı bulunanlar için bir diaspora turizmi potansiyeli oluştururken, savaş ve yıkımın en somut örneği olması bakımından da hüznün turizmi bağlamında değerlendirilmelidir. Sonraki süreçte yapılacak çalışmalar köprünün hizmet edebileceği alternatif turizm çeşitlerine ve taşıdığı turizm potansiyeline vurgu yapılmalıdır.

Anahtar Kelimeler: Turizm, Turistik Değer, Bosna Hersek, Mostar, Keşfedici Araştırma

JEL Kodları: Z30, Z32, Z33

1. Introduction

Culturel heritage is one of the most important motivations for tourists. Cultural and heritage objects construe profit and development for the cities. One of the most important issues about cultural heritage is the spread of tourist streams and seasonal fluctuations. Cultural heritage creates a destination brand that can be used as an effective tool for the adoption of leadership in the tourist arena. Moreover, cultural and historical elements not only bring revenue to the region but also ensure domestic population and the public are proud of the unique heritage and given opportunities to share it with tourists (Ismagilova et al., 2014: 363).

Cultural heritage can be classified as tangible and intangible cultural heritage which includes historical places, monuments, and buildings that are deemed important to be protected and preserved for future generations things made by human hands and including architecture, archaeology, technological and scientific works. Intangible cultural heritage consists of literature, art, architecture, traditions, beliefs, sculpture, language, folk dances, and clothing styles, which reflect the characteristics specific to that country. According to the Regulation on the Procedures and Principles Concerning the Establishment and Duties of the Site Management and the Monuments Board and the Determination of Management Areas. Any immovable property is defined and accepted as a monument for its archaeological, historical, aesthetic, or ethnographic importance. Tangible cultural heritage is important to keep the intangible cultural heritage alive and transfer it. Culture is preserved and protected with the integration of architectural heritage with the social fabric-

Historical bridges all around the World make intangible cultural heritage sustainable using rituals. The Mostar Bridge is an example where the architectural and social frame is integrated in this way tangible cultural heritage is preserved traditions and is passed on to future generations (Demir, 2021: 228-229). Even the bridge's major role seems to pass to the other side, which ensure the communication connection between the areas disconnected by a natural distance. These technical structures become a symbol of not only a measure of development and engineering dexterity but also the features of people, cities, regions, and countries. The bridges have strong symbolic meaning due to connecting people or communities that are dissimilar or isolated from each other. Bridges have an important role to attract tourists the most characteristic fundamentals of the city's scenery. Bridges reflect determinants of development and engineering accomplishment and are a symbol of the economic potential created by people, cities, or countries. In this respect that, many bridges have converted very valuable edifice in the cities where created. Bridges seem like the history of cities all over the World since they are the results of human activities (Opania & Salamak, 2018: 1-2).

Mostar City is 162 km from Sarajevo, the capital city of Bosnia-Herzegovina. 59 m above sea level in the southwest located at an altitude on the road connecting Sarajevo to the Adriatic Sea coast. According to meteorological stations in Bosnia and Herzegovina, the coldest month with an average temperature in January at 5.3°C and the warmest month with an average temperature in July at 25.4 in Mostar (Fourth National Communication of Bosnia and Herzegovina, 2021: 120). Mostar City has a unique characteristic about population structure. During the conflicts the Herzegovina region was surrounded first by the Serbs and then by the Croats. Because of the conflicts between ethnic groups, the city was divided into two parts. West of the city is Croat and east of Mostar is Bosnian. Today in Mostar city there is a border between different ethnic groups not physical but after war and conflict

psychological. In the past, with people of different ethnic backgrounds, cultures, and religions having lived peacefully for a hundred years Mostar was one of the most beautiful cities in Yugoslavia (Ünal, 2015: 138-139). This study aims to conduct exploratory research to reveal the tourist value of the Mostar bridge. In the next section, after giving information about the exploratory research method, knowledge about the historical and natural value of the Mostar Bridge was compiled. In the other section, after examining the value of the Mostar bridge based on studies in the literature and the researcher's observations, the findings are summarized in the next section. The last chapter is devoted to the evaluation of the findings in terms of revealing the tourist value and policy recommendations.

2. Main Focus and Methods of the Exploratory Research

Exploratory research can be defined as an attempt to discover something new and different about the issue of aim research. Exploratory research is also the source of good research because without starting a search with a new claim it will be standstill. This type of research is preferred when the searcher does not have enough information about the issue or the issue is relatively new (Swedberg, 2020: 17-18). In this study literature survey is used to explore the touristic value of Mostar Bridge. In this concept prisma flowchart is created to identify the relevance of study that reached by using Vosviewer Programme. First searched the title of Mostar Bridge in the Web of Science database. Then the studies set apart by the relevance of research, the ones keep compatibility are examined. After examining of studies separated according to their language and subject. This process entitle as prisma flow chart of inclusion and exclusion criterias (Anayat & Rasool, 2024: 118). At last all the studies used in this searched are summarized in the table with the name of study, the year, issue, name of journal, technique, contents. In this respect, the touristic value of Mostar Bridge is evaluated by the criteria of assessment of geosite tourism value. According to classification. Tourism value can be evaluated with four sections availability, use, logistics, and perceptiveness (Pereira & Pereira, 2012: 232).

Table 1. Criterias for the Assessment of Geosites Tourism Value

| Main Criteria | Sub Criteria |
|----------------|--|
| Availability | Accessibility, visibility, safety |
| Use | Indications, use of geological and other values, land status |
| Logistics | Cleanness, toilets, food, accommodation |
| Perceptiveness | Aesthetics, content |

Source: Pereira & Pereira, 2012: 232.

Accessibility is related ease to access the site of roads, transportation, distances, and the need for special equipment. Geological elements, distance, and human structure are about visibility. Potential dangers for the quests about steep slopes, greasy floors, existence of water are about safety. Indications are existing signage on the roads and using guidebooks or the internet for promotion and advertisement regarding using geological values. The presence of other characteristic and artistic appraisal for promotion is an example of other values. Accessing fees, property of land, and working hours are about land status. Cleanness consists of sanitary citation of the area and the existence of garbage. Toilets criteria are regarding to presence of civil lavatory near restaurants or the ability to use toilets from restaurants and cafes enclosing, considering their space of the area. While the presence of restaurants and cafes, referring their distance from the area is about food; hotels, hostels, and camping parks are about accommodation. Aesthetic elements consist of utilization of the site and landscape allure, features of the natural habitat, existence of water and greenery, and appeal of the geological, natural, and cultural elements. Interpretative panels, webpages, books, leaflets, and brochures regarding content (Pereira and Pereira, 2012, p. 232).

3. The Historical and Natural Value of the Mostar Bridge

The natural, cultural, and historical value of Mostar Bridge is evaluated in this section. Therefore, the historical progress and process of the structure are explained here.

3.1. Old Bridge Area of the Old City of Mostar

Mostar, the capital of the Herzegovina Neretva Canton, that one of the 10 cantons that make up the bureaucratic structure of Bosnia and Herzegovina on the Neretva River. Neretva passes through the middle and divides Mostar into two sides. Neretva river is like a natural border (Ünal, 2018: 621). The Old Bridge Area is an instance of pre-Ottoman, Eastern Ottoman, Mediterranean, and Western European architectonic characteristics and trait. Mostar Bridge area is an illustration of a desegregated downtown residential. The rebuilt and restoration Old Bridge and Old City of Mostar are image of settlement, international cooperation, and the peace of divergent cultural, ethnic, and religious association with the multi-cultural and multi-ethnic frame of Bosnians, Croats, Serbs, Muslims, Orthodox Christians, and Jews (Armaly et al., 2004: 6; Mandić, 2023: 363; Unesco, 2024).

Figure 1. Mostar Bridge in 1976



Source: Wikimedia, 2024

Mostar Bridge was built by Mimar Hajruddin (Orlando et al., 2003: 617), a student of Mimar Sinan, between the years 1557 and 1566 on the River Neretva (Popovac, 2006: 50). The Bridge, which is 30 meters long and 4 meters wide, is approximately 24 meters above the river (Harapin et al., 2013: 656). The bridge with its magnificent view and interesting history made bridge an important tourism center over the years. The carrier arch of the bridge, which was built on the narrowest part of the Neretva River and placed on solid rocks from both sides contributed to stone stands approximately 7.00 m high (Sert, 2015: 2739).

Built with advanced technology for its juristic, the bridge gave its name to the city of Mostar after its completion, and it enriched and revived trade in the city. With the construction of the Mostar Bridge because it replaced old and unreliable wooden bridges, trade and production increased in Neretva. Over time bridges have become a symbol of ease and convenience for trade between different ethnic societies (Forde, 2016: 471-478). Stari Most, one of the most beautiful symbolic structures of Bosnia and Herzegovina, connects the Bosnian and Croatian parts of the city of Mostar. Bridges are part of the life of a city because they often represent a historical connection between people. Over time, it began to be seen as a symbol of tolerance, reconciliation, and peace. Mostar Bridge represented cultural co-existence in Bosnia-Herzegovina, where Orthodox, Catholic, and Muslim communities live all together. That's why the meaning of Bridge was intergenerational (Armaly et al., 2004: 14; Forde, 2016: 468-471).

The bridge also became a place where the men of the city jumped to prove their courage to their fiancées. The tradition of young boys jumping into the water over the bridge arch which has been going on uninterruptedly since the bridge was built and has been passed down from generation to generation, is a ritual before getting married in the past. This event that organized by young people every year in July to show off their courage is called Swallow Jump. This show of courage is appreciated by the girls' fathers. Athletes from Bosnia and Herzegovina, Montenegro, Kosovo, Serbia, Macedonia, Slovenia,

Croatia, and other countries also participate in the activity (Demir, 2021: 230). This tradition is practiced differently nowadays; young people wait on the bridge to jump off in return for a fee they receive from tourists visiting the Bridge (Consulate General of the Republic of Turkey in Mostar, 2024).

When completed, the bridge was regarded as an engineering miracle by people those who saw it soon after its completion was possibly the widest arch bridge in the world. After 400 years of its construction, Bosnian War started in 1992 then it was destroyed by 54 artillery shots during the civil war, on 9 November 1993 (Moffett, 2020: 1), as a result of three days of continuous artillery fire by the Croatian Artillery Militia. The destruction of Mostar Bridge became the aimless and enraged bloodletting of the civil war. But the collapse of this bridge, which is the symbol of intercultural peace and tolerance, brought some consequences. The first civilian access to supplies interrupted and hindered, the cultural value of Mostar Bridge destroyed, and restaged the city in destroying a key landmark with strong cultural ties to all Mostarians (Forde, 2016: 473). After the war in order to reconstruct both the bridge and the city center of Mostar an international coalition was formed (Britannica, 2024).

Figure 2. Destruction of Mostar Bridge



Source: BBC UK, 2024.

Figure 3. Temporary Bridge After Destruction



Source: Wikipedia, 2024.

After destruction in order to help the restructuring of the city, investments were made by the European Union and some other countries like Turkey, France, Bosnia and Herzegovina, in economy, infrastructure, transportation, and energy in Mostar between 1994 and 1997. Divers from the Hungarian army found the original stones from the river bed and removed them with cranes (Armaly, Blasi, and Hannah, 2004: 7-12). Since stones that had been damaged by bombardment and fell into the water could

not be used in the building, the quarry where the original stones were quarried, which is currently closed, was reopened for this purpose and the stones extracted from the same quarry were used in the construction of the bridge (UNESCO, 2024). By the way between the years 1994 and 2004 temporary bridge is used (Armaly et al., 2004: 7) for transition on the Neretva River.

UNESCO and the Government of Bosnia and Herzegovina signed a Memorandum of Cooperation in December 1995 to enable preparations for reconstruction and rehabilitation projects. Turkey was the first country to donate \$1 million in 1996 to start the international campaign, and then \$15 million was collected with the contributions of the European Bank and countries like Italy, the Netherlands, Croatia, France, and Hungary. Rehabilitation of Mostar City and reconstruction of the bridge started with donations (Sert, 2015: 2741).

Figure 4. Reconstruction of Mostar Bridge



Source: Wikipedia, 2024.

The Mostar Bridge after construction was completed, was opened by Charles, Prince of Wales, on 23 July 2004, with a ceremony attended by many state representatives. The opening ceremony was broadcast live by many television crews (Mostar Bridge, 2024).

Figure 5. Mostar Bridge After Reconstruction



Source: Wikipedia, 2024.

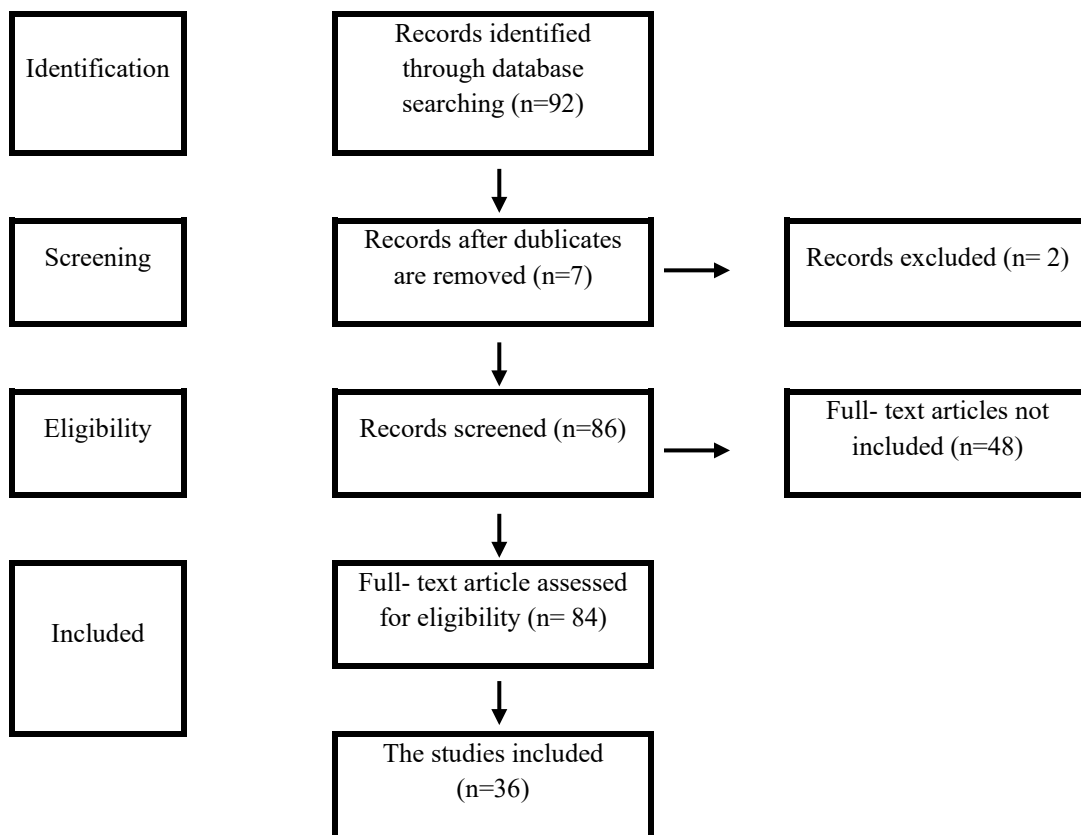
A year later after the completion of construction and opening Mostar Bridge, the bridge was included World Heritage List by UNESCO in 2005 (Obelić, 2007: 617). In order to define the destination or zone as a World Cultural Heritage, the area must have some special features, and sites must be of outstanding universal value and meet at least one out of ten selection criteria of UNESCO (UNESCO,

2024). Visiting Mostar Bridge was chosen as the second thing in the Mostar zone by Tripadvisor users (Trip advisor, 2024).

4. The Value of the Mostar Bridge from the Literature Survey

This section includes a systematic literature review focused on the Mostar Bridge. Without separating the source categories studies about Mostar Bridge are searched with the program Voswiver with the keyword ‘Mostar Bridge’ from the Web of Science database. Voswiver is a program to focuses on social sciences in publication content and also gives the opportunity to create and explore maps (Van Eck & Waltman, 2011: 3; Gaberli, 2023: 30-31). The process used to search the studies about keywords consists of four steps: identification, screening, eligibility, and inclusion. The outcome of the selection process of this study is summarized with numbers as guidelines. This Prisma is used as a tool to conduct and improve the reporting of systematic literature review (Gonçalves et al., 2024: 67). With the keyword ‘Mostar Bridge’ there are 92 studies on the Web of Science database. The duplicated and irrelevant studies were removed from these 92 total studies.

Table 1. Prisma flowchart

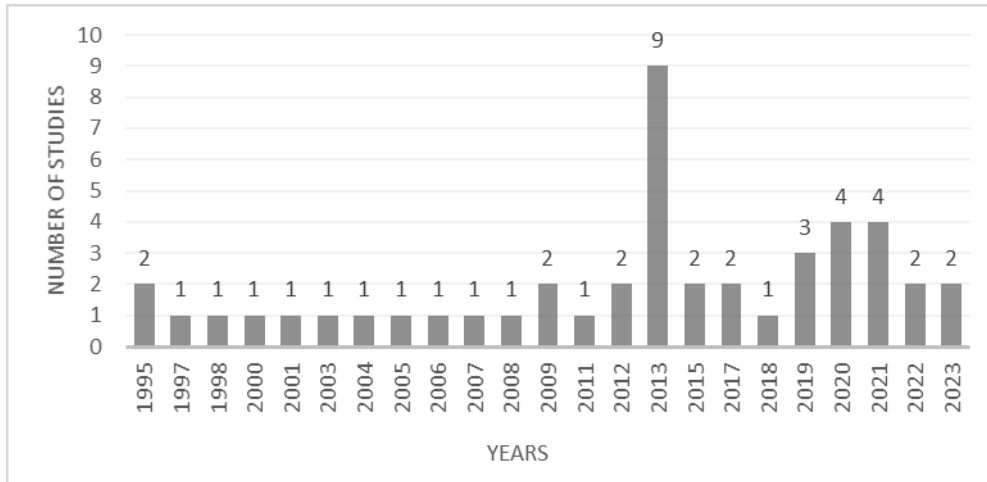


Source: Liberati et al., 2009: 5; Seah et al., 2021: 118; Ağbaba & Karabağ, 2022: 14.

To classify the studies the prisma flow chart is used. Prisma flowchart was established to support authors report a wide article of systematic reviews to evaluate the advantage and damage of a healthcare intervention (Liberati et al., 2009: 2). Also, it is used for reporting, systematic review, and meta-analysis (Ağbaba & Karabağ, 2022: 15). Prisma flowchart consists of processes like identification, screening, eligibility and including. In this context, the studies reached by the researcher are examined. After screening, the studies are duplicated means count more than one is eliminated from 7 articles. The number of papers that could not reach the source is 3 and 2 studies are not included because of the language of the papers. This literature review comprises only English studies about Mostar Bridge. After the screening process in the eligibility step, 48 studies were excluded. The reason to find these studies while researching the Mostar Bridge is the similarity of names. Even if it is not related to Mostar Bridge,

in the search process there are some papers were reached, and after controlling they were excluded. As a result of this study, 35 papers are examined and summarized in the literature review.

Table 2. Annual Scientific Publications



Source: Created by author

Table 1 shows the annual scientific publications used in this literature review by the year. According to bibliometric data, 2013 is the year most publications with 9 studies.

Table 3. A Literature Survey on Mostar Bridge

| Study (Year) | Journal | Web of Science Category | Research Methods | Findings |
|--|--|--|------------------|--|
| The Destruction of the Old Bridge in Mostar: A Rupture in Collective Urban Space and Life (2023) | International Journal of Islamic Architecture | Architecture | Qualitative | Researchers focused on the meaning of the bridge changed after the war and due to interethnic conflict. The new bridge could not repair ruptures in the social relationships between Mostar's communities. |
| Post-reconstruction enclosures: an infrastructural perspective on the post-conflict landscape of the Old City (Mostar) (2023) | Landscape Research | Environmental Studies, Geography | Quantitative | In the study eighteen years after the reconstruction, the landscape and mural of the Old City of Mostar, of its famous Old Bridge is evaluated by the researchers. |
| Destruction, heritage and memory: post-conflict memorialisation for recovery and reconciliation (2022) | Journal of Cultural Heritage Management and Sustainable Development | Green & Sustainable Science & Technology | Qualitative | The paper aims to search post-trauma recovery and agreement processes and answer how and if the memorialization of sites of pain can contribute to the recovery and reconciliation in some cases like the Mostar Bridge destruction. |
| Estimation of Seismic Behaviour of Historic Masonry Structures by Shake Table Testing (2022) | Protection of Historical Constructions, Prohitech 2021 | Engineering | Quantitative | In the study, Mostar Bridge evaluated with seismic stability and behavior of structures involving several important aspects and activities. |
| The Reconstruction and Reopening of the Mostar Bridge and the Protection and Safeguarding of Orthodox Monasteries in Kosovo (2021) | Safety and Security of Cultural Heritage in Zones of War or Instability | Archaeology | Qualitative | There are two episodes that the researcher is also connected with period. Orthodox monasteries in the region of Kosovar and Mostar Bridge. |
| Experimental and numerical analysis of the global behaviour of the 1:9 scale model of the Old Bridge in Mostar (2021) | Coupled Systems Mechanics | Mechanics | Quantitative | In the study, the reaction of stone arch ashlar structures bolstered with steel clamps and steel dowels to the seismic vibration is examined. |
| Shake Table Testing of Two Historical Masonry Structures for Estimation of Their Seismic Stability (2021) | International Journal of Architectural Heritage | Architecture, Construction & Building Technology | Quantitative | In the study, it is highlighted that reliable estimation of seismic stability of structures built like Mostar Bridge active regions is an objective that requires complex investigation and different types of activities. |
| Influence of planes of anisotropy on physical and mechanical properties of freshwater limestone (Mudstone) (2021) | Construction and Building Materials | Construction & Building Technology | Quantitative | The study compared the tenelija and mudstone used in the Mostar Bridge construction and evaluated the features of the stones. |
| A Bridge Too Far? Attacks against Cultural Property used as Military Objectives as War Crimes: Case and the Mostar Bridge (2020) | International Criminal Law Review | Law | Qualitative | The destruction and renovation process of Mostar Bridge is evaluated in terms of war crimes and law perspective. |
| Appraisal of Heritage Buildings in the Post-War Period in Bosnia (2020) | 5th World Multidisciplinary Civil Engineering-Architecture-Urban Planning Symposium (Wmcaus) | Architecture | Qualitative | The process of destruction, reconstruction, symbols, restoration, and protection is examined in the study with some cases like Mostar Bridge. |
| The Evaluation of the Surrogate Safety Measures Along a Pedestrian Confined Ramp of an Old Bridge (2020) | European Transport-Trasporti Europei | Transportation | Qualitative | The study intends to appraise the consequence and reaction of pedestrian mobility on Mostar Bridge in terms of safety, to overcome negative outcomes that could result in a bad infrastructural level of service. |
| Improving Accessibility to Intangible Cultural Heritage Preservation Using Virtual Reality (2020) | Acm Journal on Computing and Cultural Heritage | Humanities, Multidisciplinary | Qualitative | The application used in the study purpose to present, introduce, and protect the bridge diving rituals at this site. The study investigates videos presented through virtual reality further contributing to user participation in the application of protecting intangible cultural heritage with diving river. |
| The Remains of the Bridges (2019) | 3rd World Multidisciplinary Civil Engineering, Architecture, Urban Planning Symposium | Architecture, Engineering | Qualitative | The study underlines the significance of bridges in development of a city with some examples one of them being Mostar Bridge. |
| Physical and Mechanical Specificities of "Tenelija" Stone (2019) | Archives for Technical Sciences | Engineering, Geological | Quantitative | The features of Tenelija stone used in the construction of Mostar Bridge are explained and examined in the study. |

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|--|--|--|--------------|---|
| The Importance of Assessing the Level of Service in Confined Infrastructures: Some Considerations of the Old Ottoman Pedestrian Bridge of Mostar (2019) | Applied Sciences-Basel | Chemistry, Multidisciplinary | Quantitative | The research purpose is to compare and correlate scenarios under critical events and conditions such as terrorism or similar events to define preventively possible actions and highlight pedestrian behavior on a bridge with ramps. |
| Military Necessity, Proportionality and Dual-Use Objects at the ICTY: A Close Reading of the Pric et al. Proceedings on the Destruction of the Old Bridge of Mostar (2018) | Journal of Conflict and Security Law | Law | Qualitative | The study focuses on searching and discovering the elements of the crime of destruction of the Bridge. Findings, the basis of legal issues at trial and appeal are also evaluated in the search. |
| Urbicide and the destruction of "bridge-ness" in Mostar (2017) | Political Afterlife of Sites of Monumental Destruction: Reconstructing Affect in Mostar and New York | Architecture, Cultural Studies | Qualitative | In the study, the destruction and history of Mostar Bridge are told with some famous and historical travelers' and writers' opinions and explanations. |
| Afterlife Anchoring affect/reconstructing "bridge-ness" in Mostar (2017) | Political Afterlife of Sites of Monumental Destruction: Reconstructing Affect in Mostar and New York | Architecture, Cultural Studies | Qualitative | In the study, the symbols of monuments like bridges in Mostar and New York were evaluated with destruction and reconstruction courses. |
| The bridge on the Neretva: Stari Most as a stage of memory in post-conflict Mostar, Bosnia-Herzegovina (2016) | Cooperation and Conflict | International Relations, Political Science | Qualitative | As a bridge that divides the Mostar the symbol of reconciliation and tourism potential of the Mostar Bridge is emphasized in the study. |
| A Tale of Three Bridges: Agency and Agonism in Peace Building (2016) | Third World Quarterly | Development Studies | Qualitative | In the study three social and material spaces of the city one of them being Mostar Bridge are evaluated in order to ensure the peace and serenity in the zone. |
| Geotechnical Characteristics of the Terrain and Calculation of Bearing Capacity for Bridge No. 3 of Motorway Zenica - Sarajevo - Mostar - Bjaca, Section Interchange Pocitelj – Zvirivici (2015) | Archives for Technical Sciences | Engineering, Geological | Quantitative | In the study calculation of bearing capacity and settlement underneath shallow foundation footings of three bridges are compared with different features of bridges. |
| A New Layer in a World Heritage Site: The Post-War Reconstruction of Mostar's Historic Core (2015) | Megaron | Architecture | Qualitative | The paper pays attention to the historic main structure of Mostar in general and Old Bridge and evaluates the situation from the perspective of the local population implications for cities that may have issues similar to Mostar. |
| Static and Dynamic Analysis of the Old Stone Bridge in Mostar (2013) | Gradevinar | Engineering | Quantitative | As a result of the study, it is confirmed that numerical bridge simulation models used in the analysis are reliable. Attention is drawn to the need for urgent repair of arch damage. |
| Old Bridge of Mostar and Increasing Respect for Cultural Property in Armed Conflict (2012) | Old Bridge of Mostar and Increasing Respect for Cultural Property in Armed Conflict | Law | Qualitative | Cultural property, armed conflict, and protecting cultural property by international law are examined from the perspective of the destruction and construction of Old Bridge Mostar perspective. Motivates and effects of construction are also evaluated issues. |
| The Bridge in Semiotics (2012) | Cultura-International Journal of Philosophy of Culture and Axiology | Philosophy | Qualitative | In the study the semiotic significance of bridges is emphasized and explained with such examples as Mostar, Brooklyn, and Kwai. |
| Mostar City Icons - an Insider's View Karadžozbeg Mosque and Old bridge Complex (2011) | Technics Technologies Education Management-Ttem | Engineering | Qualitative | Two different structures of Mostar Bridge are examined in the study based on materials, historical perspective, architecture, and documentation level. |
| Waste management and problems of groundwater pollution in karst environments in the context of a post-conflict scenario: The case of Mostar (Bosnia Herzegovina) (2009) | Habitat International | Development and Environmental Studies | Quantitative | As a result of this study Mostar Bridge zone is sensitive to the groundwater. The mining area Vihovic which was interrupted because of the war has become an uncontrolled dumpside. As a result, the pollution of the water of Neretva and the diseases of the local population could be increased. |

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|---|--|-------------------------------|--------------|---|
| Balkan Bridges: Re-Membering Mostar (1995-2000) (2009) | Theatre, Facilitation, and Nation Formation in The Balkans and Middle East | Area Studies, Theater | Qualitative | Three people cross physical and ideological borders, but also to examine their construction as an example in the study offers different points of view on social identity after the war in Bosnia and Herzegovina. |
| Deconstruction, Reconstruction and Design Responsibility (2008) | Architectural Theory Review | Architecture | Qualitative | In the study the capacity of the designers to help the physical and social rebuilding of cities destroyed by war and natural disasters with some examples like Mostar Bridge. |
| Dating of the old bridge in Mostar, Bosnia and Herzegovina (2007) | Radiocarbon | Geochemistry, Geophysics | Quantitative | From the wooden materials used in the construction of the bridge, the chronological change and development of the Bridge is explained. The working process, the materials used for the reconstruction, and the significance of Mostar Bridge are explained. |
| Stari Most: Rebuilding more than a historic bridge in Mostar (2004) | Museum International | Art | Qualitative | The history, destruction, rehabilitation, philosophy, and symbol of the reconstruction of Mostar Bridge are explained in the study. |
| Structural analysis for the reconstruction design of the old bridge of Mostar (2003) | Structural Studies, Repairs and Maintenance of Heritage Architecture | Architecture | Quantitative | With historical notices and information about topographic, geotechnical surveys, and material tests, the process of structural analysis for the reconstruction design of Mostar Bridge. |
| Remedial works on the foundation rock of the "Old Bridge" in Mostar (2001) | Rock Mechanics: A Challenge For Society | Geochemistry | Qualitative | The study explained the first two failed attempts of reconstruction after destruction, it is emphasized that the river eroditive and devastating feature for the foundation rock. The remedial improvements are necessary for the bridge. |
| Building bridges in Bosnia (Reconstructing the Ottoman stone bridge in Mostar) (2000) | History Today | History | Qualitative | The researcher reveals plans to reconstruct the Ottoman stone bridge in Mostar, Bosnia-Herzegovina. Cost of the European Commission Project with variety of the Old Bridge and the role of the bridge on the growth of Mostar. |
| Qudret-Kemerı Old-Bridge Of Mostar, Bosnia-Herzegovina - A Bridge Between Barbarity And Civilization (1995) | Slavonic and East European Review | Humanities, Multidisciplinary | Qualitative | In the study told the history of Mostar it is emphasized that those who destroyed the Old Bridge were not targeting the bridge alone, but were aiming to destroy its symbolic value and meaning. |

5. Findings

Studies searched with the title of Mostar Bridge are about architecture, art, semiotics, history, geochemistry, engineering, performing arts, development, environmental studies, law, philosophy, geology, international relations, political science, chemistry, transportation, humanities, building and construction technologies, in the fields of archeology and sustainability. In the literature review, it was seen that the building materials, construction technology, and history of the bridge were investigated. The research, which evaluated the collapse of the bridge in the context of war crime, emphasized the potential for dark tourism in the region. There are not enough studies evaluating the bridge in the context of its tourism potential. The Mostar bridge has been generally evaluated in the context of building technologies, that is, engineering, and historical perspective.

Considering climate change and its effects all over the world, Mostar has become a region affected by this due to its natural structure. The decrease in the water level in the river as a result of increasing temperatures and decreasing rainfall will reduce both the abundance of resources and the water activities of tourists. This reveals the need for the tourism movement in Mostar, which is concentrated in the summer and where the seasonality problem is at the forefront, to be spread throughout the year. Mostar Bridge, in its current form, serves as a tourism activity where the density is seen in summer and therefore capacity problems arise at some points. Considering the construction process of the bridge, its importance for the history of the Ottoman and Yugoslavia, and its destruction and reconstruction during the war, it is seen that it has potential for different types of tourism in all seasons of the year. Mostar Bridge, which currently maintains its popularity in culture and summer tourism, is a destination with the potential for sadness tourism in the context of the historical process. There are studies in the literature that evaluate the destruction of the bridge as a war crime. The bridge was not only an ordinary structure used for transportation and trade for 427 years, but also a symbol of tolerance, peace, and cultural diversity for the different ethnic and religious groups living in the region. The collapse of Mostar meant the collapse of a multinational and cultural structure. The communities that lived together before the war began to live in separate parts of the city, divided into east and west by the Neretva River, after the war. While Croats lived in the west of the river, the Muslim population began to live in the east. While the existence of the bridge symbolized intercultural tolerance, its collapse symbolized the civil war that broke out between previously peaceful groups. Therefore, the bridge has touristic importance in terms of sociology in the context of Ottoman history, tolerance, diversity, and tolerance that it symbolized for 427 years, engineering and architecture in the reconstruction and construction phases, and historical, cultural, and natural beauties during the construction phase. The literature review has shown that research on the touristic value of the Mostar Bridge is limited. In addition, different types of tourism, such as diaspora tourism and dark tourism, which the bridge carries due to its history, and which will eliminate the seasonality problem by spreading throughout the year, have not been emphasized. In the area where Croatian, Serb, and Bosnian populations lived together before the war, Serbs completely migrated after the war; Bosniak and Croat communities began to live in separate areas, east and west of the river. The region has diaspora tourism potential for both the migrating Serb communities and the Bosnian and Croat populations whose places of residence have changed. On the other hand, the destruction of the bridge during the war was evaluated in the context of a war crime. According to official sources, 150 thousand people lost their lives in the Bosnian civil war. Mostar Bridge is one of the most important concrete resources reflecting the effects of the war in the geography where this massacre took place. With its collapse, the bridge has the potential for sadness tourism, both in the context of a war crime and as evidence reflecting the dark side of war. Climate change and the concentration of tourism in a single season create capacity problems and activity restrictions for the region. The results obtained from the literature review show that while the Mostar Bridge has not been evaluated within the scope of diaspora tourism, it has been examined only in the context of sadness tourism. For future studies, it is recommended to examine the bridge's potential for both sadness tourism and diaspora tourism. Conducting the literature review in a single language (English) and database (Web of Science) constitutes the limitations of the research.

6. Conclusion

Changing climate conditions, increasing temperatures, and decreasing rainfall have shortened the time it takes to perform certain activities in tourism destinations. This situation narrows the usage periods of tourism destinations or forces them to be compressed into a certain period. One of the biggest obstacles to sustainability in tourism is the problem of seasonality. While tourism destinations are bustling in certain months and seasons of the year, sometimes the opposite is true. For this reason, tourism needs to be spread throughout the year with alternative tourism types other than the traditional tourist.

The Mostar Bridge has great tourism potential due to its history, structure, and importance. However, the literature review shows that sufficient studies and research have not been conducted on this subject. It is of great importance for both the Ottoman and Balkan geography with its meaning and architectural and engineering features. The Mostar Bridge was destroyed during the Yugoslav War and was submerged in water along with the peace, tolerance, and rituals belonging to various cultures that it symbolized during the 427 years it stood. Today, the Mostar Bridge, which is only prominent with its natural and architectural features, has great historical importance because it connected different ethnic identities, transferred traditions and beliefs to future generations, and was a symbol of peace during its time standing. The lands where Bosniaks, Croats, and Serbs lived together before the war began to live in separate regions, just as tolerance, peace, and tranquility were lost when the bridge was destroyed. While Serbs mostly preferred to migrate, Bosnians started to live in the east of the Mostar region, which is divided into two by the Neretva River as a natural border, and Croats began to live in the west. The Mostar Bridge is important not only in terms of architecture but also as a concrete example of the sociological change that has taken place. While the bridge has the potential for diaspora tourism for the emigrating Serbian communities, it also has the potential for sadness tourism as the most concrete example of the losses incurred in the war.

In this respect, it is seen that the bridge has great tourism potential for both communities of different ethnic identities living in the Balkan geography and visitors from other regions. However, studies have revealed that the potential of the region to serve these different types of tourism has not yet been evaluated. As a result, the Mostar Bridge has both diaspora and melancholy tourism potential. Diaspora and melancholy tourism is a type of tourism that can be carried out in any period and under any conditions due to its structure and does not have a seasonality problem. This situation saves tourism from being confined to certain periods, thus tourism activities can be spread throughout the year. In the promotion and marketing activities to be carried out regarding the Mostar Bridge, the historical importance of the region and the sociological and structural changes experienced in the region during this process can be highlighted and the potential for diaspora and melancholy tourism can be highlighted.

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