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### ABSTRACT

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

## BOOK OF ABSTRACTS

BiH has all conditions to become tourism oriented European country. It is found in heart of Europe, on intersection of important communication and transportation roads. It has all necessary natural and social resources, favorable climate, geographic and geomorphologic conditions, to have good developed tourism sector. In this research influence of neighbor countries on B&H and their tourism development will be analyzed. Also it will be shown what are the strengths, opportunities, weaknesses and threats of BiH in cooperation with countries from the region. As a conclusion of this research paper it will be proved that BiH can compete with all countries on Balkan region and Europe, but it must make good strategy and improve a lot of spheres of economy and tourism sector. All the resources and infrastructure is not important if there is not enough investments and desire for progress.