

# The Tourism Potential of the Cultural and Historical Heritage of the Pavlović Land: A Proposal for a Cultural Route for the Promotion and Preservation of Heritage

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## Introduction

- The cultural and historical heritage of the medieval Pavlović noble family represents a latent potential for tourism development.
- Multifaceted importance—tourism development, but also the promotion, protection, and preservation of cultural heritage.
- The Pavlović family domain, a medieval feudal land in today's Bosnia and Herzegovina, stretched from the Bosna and Krivaja rivers in the north to the Drina and Lim rivers in the south.

## Method

- Application of geospatial technologies in the implementation of direct and indirect methods of researching a cultural-historical site

### Direct methods

- Field surveys – site visits
- GPS mapping
- Inventory
- Condition assessment
- Photography

### Indirect methods

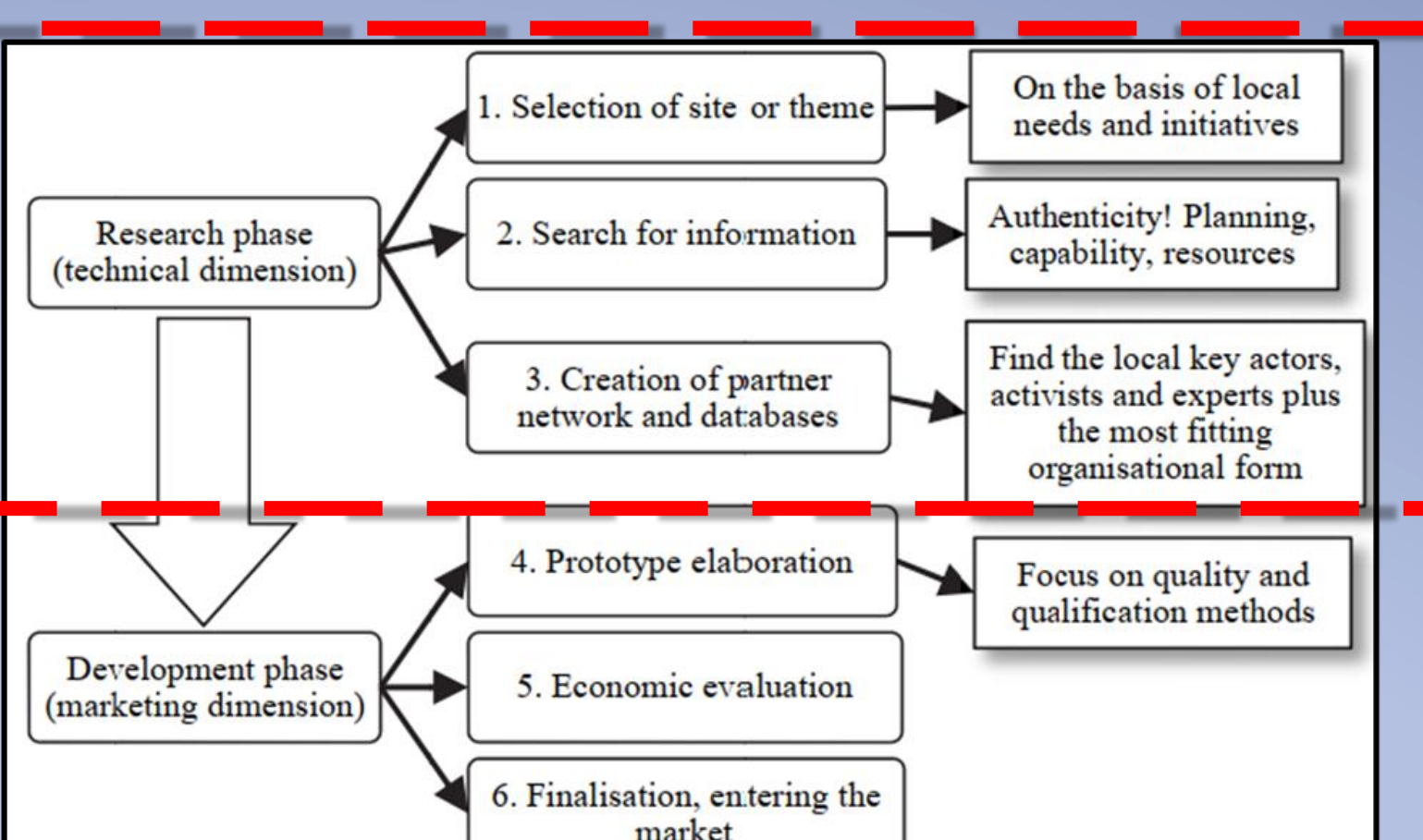
- Theoretical analysis & synthesis
- GIS data integration
- Cartographic visualization
- Route mapping

The aim:  
to identify and evaluate the significance of the cultural and historical heritage of the Pavlović family and to propose a cultural route

Integration of local communities for cultural tourism development and promotion

Raising youth awareness of cultural and historical heritage

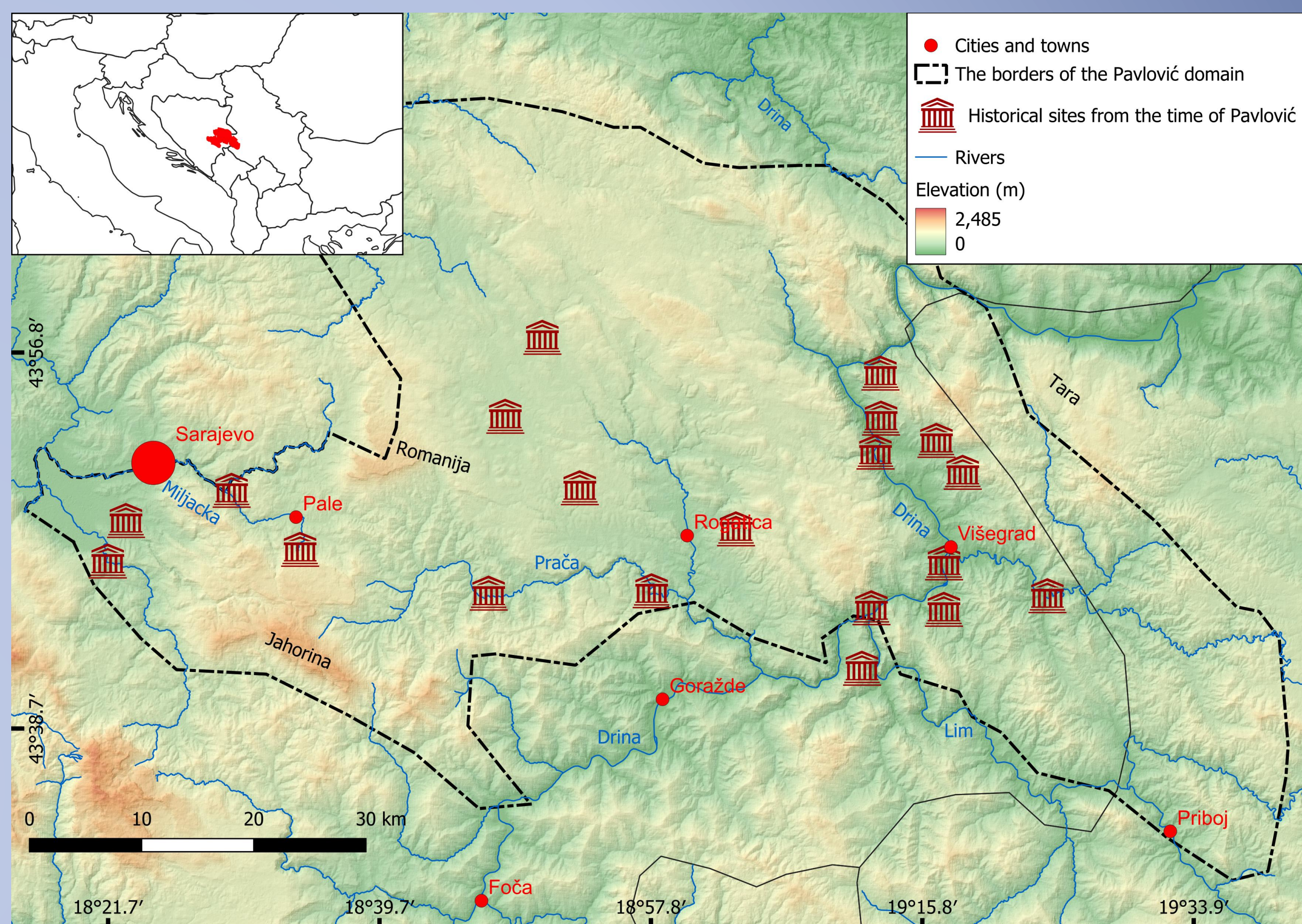
A Cultural Route is a journey through cultural and historical sites linked by common themes and contexts



Initial Hypothetical Model for Thematic Route Developments (Nagy, 2012)

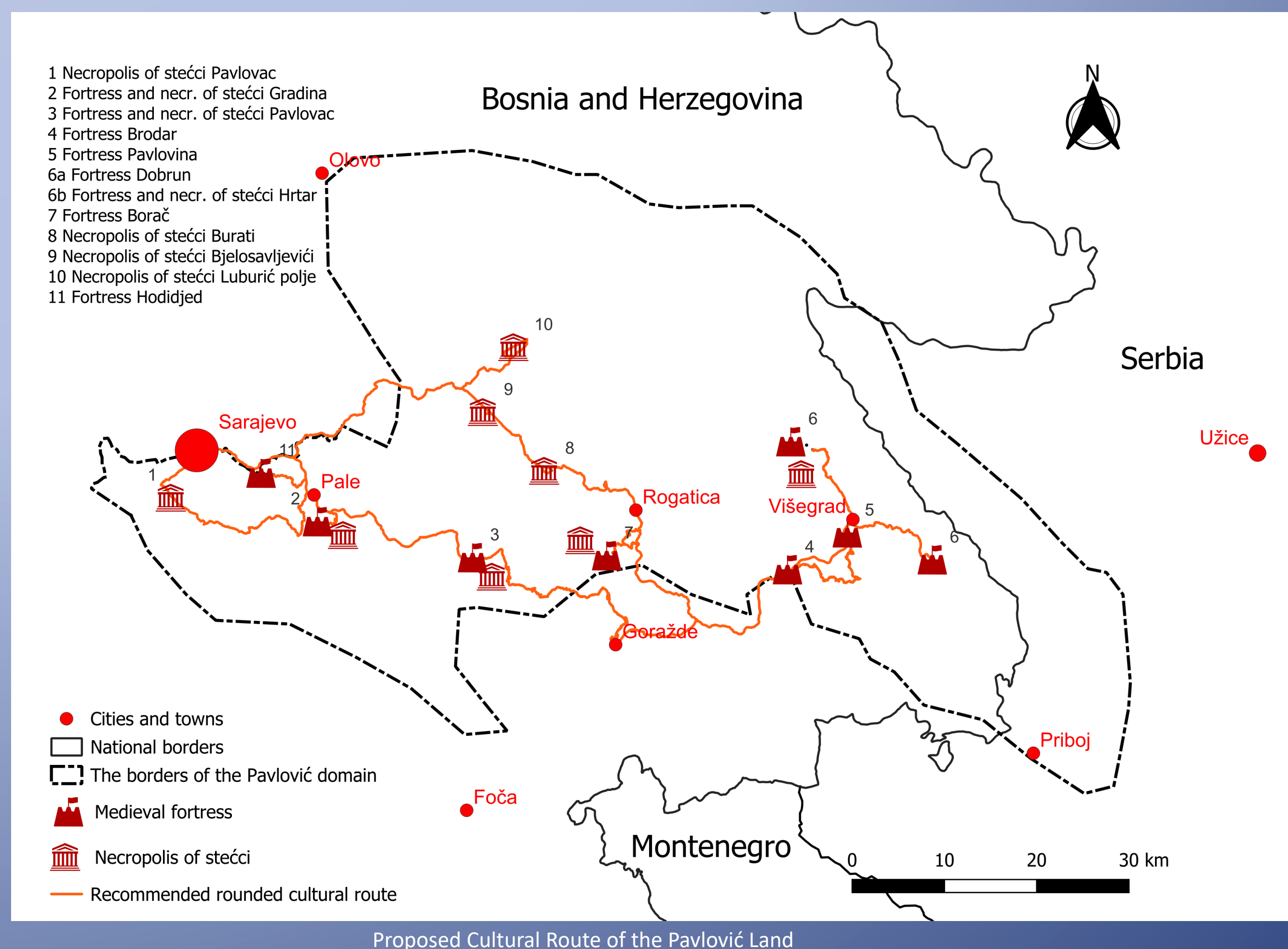
## Results

Fortress	Description of the site	
Borač	The central stronghold of defense and the seat of the noble Pavlović family was the fortress of Borač, located on a hardly accessible terrain above the left bank of the Prača River (municipality of Rogatica). The fortress, positioned at an altitude of 735 m, consisted of several parts that testify to different stages of construction. It is assumed that the fortress dates back to the 14th century. Today, the remains of the walls of the Great and Small Gradina, as well as a nearby necropolis of stećci, can still be seen.	
Pavlovac u Prači	The fortress was built on a high rock above the canyon of the Prača River, on its left bank. It was mentioned in 1423 under the name <i>Noui in Praza</i> . The ruins are still well preserved, with the southeastern defensive wall—up to 200 m long and 4 to 10 m high—being the most notable. A necropolis of stećci is located nearby, and archaeological research is currently being conducted at the site.	
Stari Grad-Hodidjed	The Old Town at the confluence of the Paljanska and Mokranjska Miljacka (Hodidjed) was built on a rocky ridge. Likely constructed before coming into the possession of Pavle Radenović, it was later expanded and reinforced. Due to its strategic position, it was an early target of Ottoman attacks. About 250 m above the confluence stands a tower on a rock, with the fortress below, accessible only from the north.	
Gradina	The Gradina at the source of the Paljanska Miljacka, south of Pale, consists of the impressive ruins of the Pavlović fortress at an altitude of 1048 m. Its task was to secure the passage of trade caravans between Vrhbosna and Pavlovac and to provide protection for the endangered population of the surrounding villages. In its immediate vicinity lies the Gradina necropolis of stećci.	
Pavlovina	The fortress was built above the right bank of the Drina River, near the confluence with the Rzav, on the hill today known as Pavlovina. Its construction was completed before 1427, the year of the earliest known mention of Višegrad. The primary function of the town was to secure the river crossing. Of the fortress, only Marko's Tower has been preserved.	
Hrtar	The remains of this fortress are situated on the right bank of the Drina River, downstream from Višegrad. Due to its strategic position, Hrtar played a significant role in the medieval history of the Podrinje region. At the foot of the fortress lies the Vlahovići-Hrtar necropolis of stećci, while nearby is Grebnice-Klasnik, one of the largest necropolises in Bosnia and Herzegovina with around 360 stećci.	
Brodar	The ruins of this medieval town are located on a rocky hill above the left bank of the Drina River, opposite the confluence of the Lim and the Drina. Written sources mention the town in 1442, as being under the possession of the Pavlović family. The town had a commercial and artisanal suburb and secured the river crossing. Today, it is inaccessible.	
Grad Dobrun	An outpost on the eastern edge of the Pavlović family domain was located in Dobrun. The oldest part of the fortress in Dobrun consists of remains on the steep slope of Mount Orlovina, above the right bank of the Rzav River. It comprised a fortified complex with a court and, presumably, four watchtowers, the remains of which are still visible today.	



Take advantage of the proximity of Via Dinarica, with its hiking and trekking routes. Cultural and historical heritage sites of the researched area are already included on the official Via Dinarica website

In favor of forming the cultural route "Land of the Pavlović family" are the ongoing archaeological excavations at the Pavlovac site in Prača, led by the Homeland Museum of Goražde



## Necropolis of stećci under UNESCO protection



## An example of the dislocation and destruction of the necropolis – Pavlovac.

First relocated in the 1980s. The only immovable is a monumental stećak (estimated 32t), which is believed to be the tombstone of Duke Pavle Radinović.



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## Conclusions

- The research phase has been completed
- A proposed cultural route and a map of the Pavlović Domain have been developed
- It is now the responsibility of municipal authorities and tourist agencies to recognize their value and to implement the proposal
- The benefits for the local community are multiple

Economic	Socio-cultural	Environmental	Quality of services
<ul style="list-style-type: none"> <li>improving the standard of living</li> <li>creating new business opportunities</li> </ul>	<ul style="list-style-type: none"> <li>increasing awareness about the importance of cultural heritage</li> <li>stimulating cultural preservation and share values</li> </ul>	<ul style="list-style-type: none"> <li>raising awareness about environment protection</li> <li>using tourism profits for the environmental sustainability</li> </ul>	<ul style="list-style-type: none"> <li>accessibility of local communities to services and cultural events</li> <li>mobility in order to avoid congestion and pollution problems</li> </ul>