

Mario Banožić
City of Vinkovci
Bana Jelačića 1,
32100 Vinkovci, Croatia
mario.banozic@gmail.com
Phone: +38598792869

Marijana Sumpor
The Institute of Economics Zagreb
Trg Johna Kennedyja 7,
10000 Zagreb, Croatia
msumpor@eizg.hr
Phone: +385915074975

UDK: 338.48(497.5)
Preliminary communication

Received: November 7, 2014
Accepted for publishing: December 19, 2014

Gabrijela Žalac
Vukovar-Srijem County
A. Akšamovića 31,
32100 Vinkovci, Croatia
gabrijela.zalac@vk.t-com.hr
Phone: +385989716679

MAPPING OF TOURISM POTENTIAL: THE PRECONDITIONS FOR THE DEVELOPMENT OF TOURISM IN CONTINENTAL CROATIA

ABSTRACT

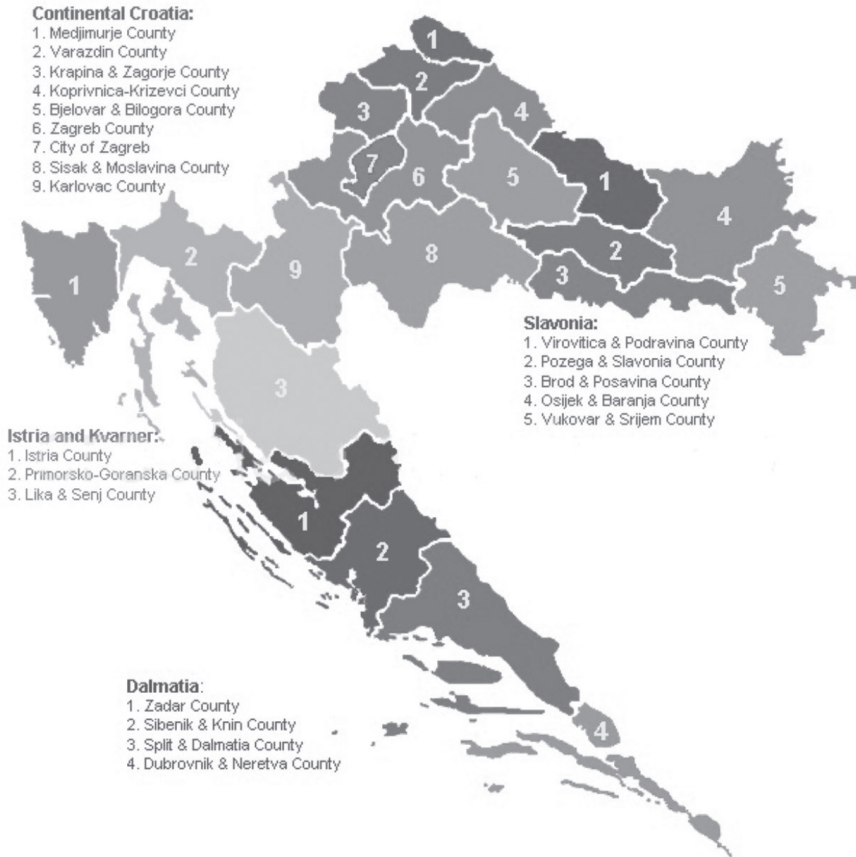
Many Croatian scientists indicate that there are significant opportunities in tourism that can beneficially influence the overall socio-economic development of Croatia. It is recognised that Croatia has to follow more closely the contemporary tourism trends, in which much greater attention is given to ecology, the cultural identity of the destination, active vacations, service quality and selective forms of tourism development. There is also agreement that the clean sea, the coast, and the abundance of natural and cultural beauty are the advantages of Croatia's tourism supply in the maritime part of the country. However, there are some discussions that the Continental part of Croatia is also abundant in natural beauty, cultural wealth, and gastronomy, and that it has many other underutilised tourism potentials. Different viewpoints on tourism in Croatia are based on statistical indicators, such as the level of development of tourist regions expressed through investments in infrastructure, the number of employed and the direct benefit of tourism to the economy. Despite the fact that the Continental part of Croatia abounds in tourism potential, what is offered is recognised only locally. This problem has negative impacts at the strategic level, as project planning and financing need to have a regional dimension. Some authors (Kušen, 1999; Koščak, 1998; Krippendorf, 1986; Müller, 1994; Stabler, 1996; Travis et al., 1994) have developed a cadastre of tourism potential, which has never been implemented. Therefore, this paper aims to map the tourism potentials of Continental Croatia by using the triple helix model, based on which regional tourism can be developed and future project funding ensured.

Keywords: Continental Croatia, tourism development, tourism potential, triple helix model

1. Introduction

Tourism is an important mechanism of economic development and an important generator of new working posts in many countries. Therefore, tourism has always been interesting to the governments of developing countries in their efforts to increase the economic benefit from tourism development. Tourism is also one of the most important economic branches of the Republic of Croatia, given that tourism has a 15–20% share of the national product and a share of about 12% in overall employment. Tourism, in brief, is one of the leading sectors of the Croatian economy. With almost 60 million overnight stays in 2013 and revenue of EUR 7 billion, Croatia has been recognised in the overall tourist market as an important destination whose developing potential has not been used to its maximum. Many scientists and experts (Meler and Ružić, 1999; Pirjevec and Kesar, 2002; the Institute for Tourism Zagreb, 2010) agree that the clean sea, the coast, its natural wealth and cultural heritage are advantages on which the tourist tradition of the coastal part of the country is based. However, some discussions support the thesis that there are parts of Croatia, like the Continental part, that also abound in natural beauty, cultural wealth, gastronomy and other underused tourism potentials, which represent additional competitive advantages of Croatian tourism. Different views on tourism in the Republic of Croatia come mostly from statistical indicators, the level of development in tourist regions represented by investment in infrastructure, the number of employees and the direct benefit to the economy, and a focus only on local attributes. A comparative analysis of these indicators according to administrative units in the Republic of Croatia, such as employment, investments, the structure of boarding capacities and overnight stays leads to the conclusion that the counties on the coast add greater benefit to the economy and to the competitiveness of the national economy on the tourism market. The stated area includes seven Croatian counties on the coast, as shown in Figure 1: Istria, Lika-Senj, Primorje-Gorski Kotar, Split-Dalmatia, Dubrovnik-Neretva, Šibenik-Knin and Zadar County. They comprise an area of 24,651 km², which makes up 28.12% of the total area of the Republic of Croatia, amounting to 1,413,328 inhabitants, and, according to the available statistics, in terms of arrivals and overnight stays of domestic and foreign tourists, they make

up about 94.1% of the overall tourist turnover. According to available statistical data, it can be concluded that the total number of employees in hotels and restaurants in coastal counties amounts to 58,800, which is 70.5% of the total number of those employed in the same industry at the national level. They recorded 94.1% of the overall tourist turnover in the Republic of Croatia, i.e. each employee served approximately 920 domestic and foreign tourists of the coastal counties. Despite such a high number of overnight stays and revenues made in tourism, the share of coastal counties in the overall GDP of the Republic of Croatia makes up just 30.6% (the Croatian Bureau of Statistics, 2013). The area of Continental Croatia includes 13 Croatian counties, as shown in Figure 1 and comprises: Bjelovar-Bilogora, Brod-Posavina, Karlovac, Koprivnica-Križevci, Krapina-Zagorje, Međimurje, Osijek-Baranja, Požega-Slavonia, Sisak-Moslavina, Varaždin, Virovitica-Podravina, Vukovar-Srijem and Zagreb County, and the City of Zagreb. The stated area has a surface area of 56,594 km², which makes up 71.88% of the total area of the Republic of Croatia, amounting to 2,871,561 inhabitants and, according to the latest available statistics, in terms of arrivals and overnight stays of domestic and foreign tourists, this constitutes about 5.6% of the overall tourist turnover. In 2012, the capital city of Zagreb benefited from 577,867 arrivals, i.e. 1,015,232 overnight stays, which represents 35.4% of the total tourist turnover in the Continental counties. Presenting the potential of the City of Zagreb as the capital city with a population of 792,875, and its own development and traffic issues, would require a separate research paper in itself. According to available statistical data, only 12,700 employees worked in the hotel and restaurant industry in Continental Croatia in 2012, which makes up only 15.2% of the total number of employees in this industry at the national level. They recorded 5.9% of the total tourism turnover of the Republic of Croatia, i.e. each employee served nearly 90 domestic and foreign tourists in the Continental counties. Such a low number of overnight stays from tourism creates a relatively low share for the Continental counties in the overall GDP of the Republic of Croatia, amounting to just 10.1% (the Croatian Bureau of Statistics, 2013).

Figure 1 Coastal and Continental counties of the Republic of Croatia

Source: Authors

In addition, the economic crisis has led to a significant fall in the GDP in Continental counties, although according to the number of overnight stays and the employed it can be concluded that the hotel and restaurant industry has not recorded significant changes. The official statistics do not explain the number of those employed in tourism who come from Continental counties during the summer season and are part of the total number of those employed in tourism in the coastal counties. This also makes it difficult to analyse the benefit for the overall economy.

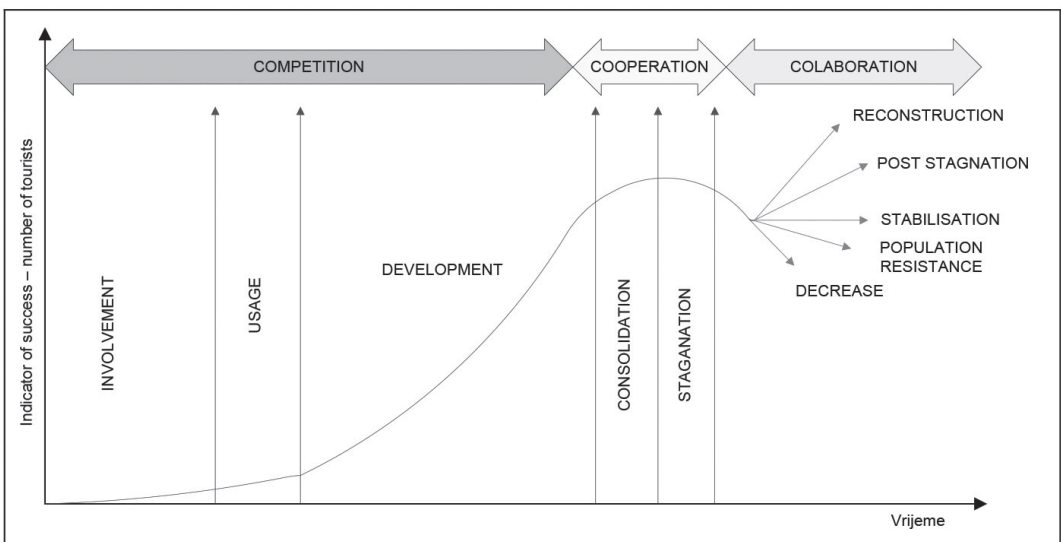
2. Theoretical framework: Opportunities for the development of selective forms of tourism in Continental Croatia

Studying individual phases of the evaluation of tourist destinations (Gilbert, 1939; Christaller, 1963; Plog, 1972; Doxey, 1975; Nornha, 1977; Stansfield, 1978; Butler, 1980; Cooper and Jackson, 1989; Debage et al., 1990) which were successfully complemented by other authors (Tinsley and Lynch, 2001; Novelli, Smith and Spencer, 2006; Bhat and Milne, 2008), it was established that a tourist destination is a network of relations in which mutually connected tourist subjects are a key component of the tourism system and undergo an evolution through three

phases (Watkins and Bell, 2002): competitiveness, cooperation and collaboration, as shown in Figure 2.

Based on the proposed model, it can be concluded that the destination changes over time according to its marketing and development plans as well as its established operating system and tourism potentials. In addition, the destination also changes after the initial stages, when there is a strong competition among tourism entities at the national level, as well as during the consolidation stage when the cooperation among the Croatian tourism entities increases. The Republic of Croatia has a well positioned image among Mediterranean countries, but despite the mild increase in the tourist turnover, as a destination it is currently in a stagnation phase.

Figure 2 Phases of relations in tourist destination linked to the model of destination life cycle



Source: Adapted according to Butler, R. (1980), *The Concept of Tourist Area Cycle of Evaluation: Implication for Management of Resources*, *Canadian Geographer*, Vol. 24, pp. 5-12 and Watkins, M. and Bell, B. (2002), *The Experience of Forming Business Relationship in Tourism*, *International Journal of Tourism Research*, Vol. 4, No. 1, pp. 15-28.

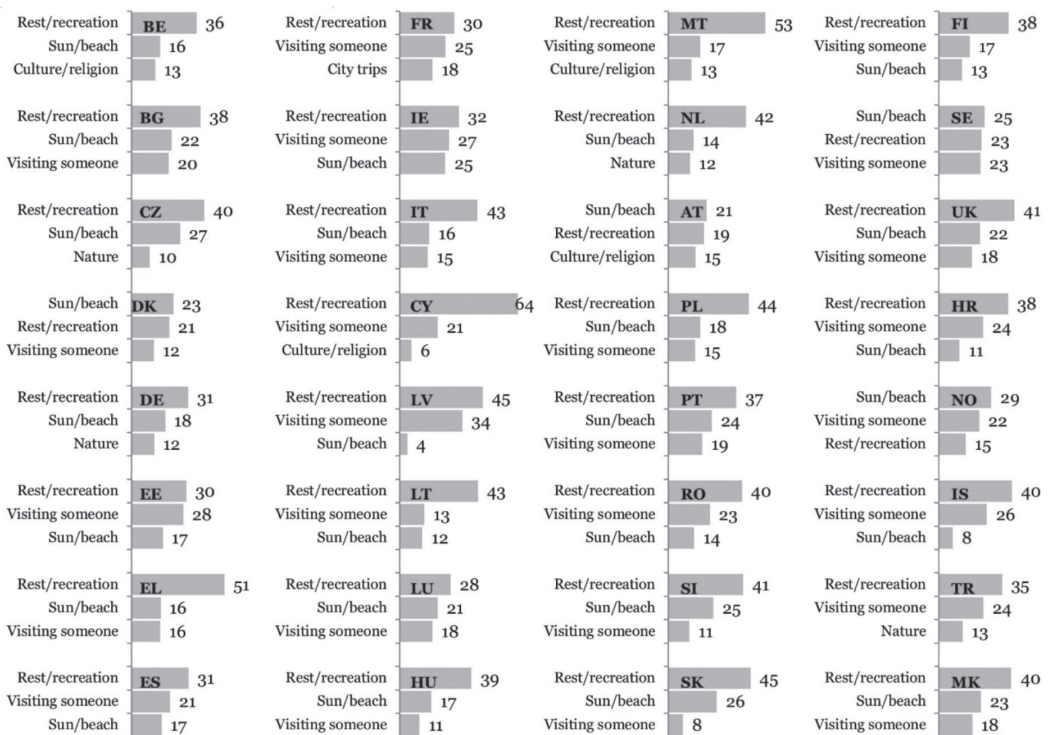
The tourism supply of the destination can strengthen its current image and improve its market position through cooperation among tourist subjects, a new marketing and development strategy and mutual efforts of the private and public sectors. In this respect, tourist subjects of the Republic of Croatia can use their unique tourism potentials to create a new tourism supply (tangible and intangible cultural heritage, natural beauty, rivers, lakes, etc.) which the Continental counties abound in.

A new step forward in taking the tourist destination out of the stagnation phase primarily means repositioning the tourism product of the Republic of Croatia in respect of competing tourist countries, where the choice of recognisable tourist products, apart from affecting the creation of the tourist identity, will also have an important effect on the development and business policy of the tourist subjects that take part in the creation of the tourism product. Subjects in more developed areas should

therefore be complementarily tied with Continental economic resources, in order to provide tourism products which are quantitatively and qualitatively harmonised with established tourist needs, primarily those of foreign consumers. Tourist destinations which are in a stagnation phase, like the Republic of Croatia, have to enrich their supply using their tourism potentials as additional attractions, which can be done in two ways (Butler and Pearce, 1995).

The first way leads to putting the authentic heritage (parks, forests, traditional heritage, monument heritage, architecture, rivers, lakes...) into the function of tourism. The second way is to create new, man-made attractions (theme and fun parks, memorial centres, fairs, manifestations, museums and other attractions) which, considering the tourism potential of Continental Croatia, opens up additional opportunities for the development of tourism with regard to selective tourist demand. The European Commission survey results in all European countries, shown in Figure 3, indicate that the sun and the sea are not the most important travel motives for the majority of European tourists.

Figure 3 Three major motives of travel for citizens of member states and accession countries



Source: Survey on the attitudes of Europeans towards tourism, (2011), Analytical Report-Wave 3, Flash Eurobarometer 328-The Gallup Organization, Available at: http://ec.europa.eu/public_opinion/flash/fl_328_en.pdf (Accessed on: August 20, 2014)

Introducing the concept of specific forms of tourism does not involve the simultaneous appearance of any new form of tourism but the implementation of a new concept of the development of the tourist destination oriented towards demand and its specific needs, which is based on sustainability and a systematic approach to market research.

3. Methodology: Mapping the tourism potential of continental Croatia

The essence of tourism activity, as can be seen from many definitions of tourism, is the commercialising of own tourist resources, which can be found in Figure 4. Tourist resources are primarily accommodation, destination, tourist travel, etc., but from a new point of view, besides the elements named,

there are also other important ones that lead to the final goal, which is a visit to a destination with an attractive product.

Figure 4 Four groups of mostly accepted definitions of tourism

<p>NOMINALISATION DEFINITION OF TOURISM The authors take a definition from the activity title. Most frequently it is in German and Swiss literature.</p>	<p>"Tourism is when a person travels and stays out of his/her usual residence and uses tourist activity there."</p> <p>"Tourism is moving in space out of usual residence with the goal of meeting new things, people and their lives during temporary stay in another place."</p> <p>"Tourism means travelling for fun, vacation, health, enjoying in nature, out of curiosity in order to see new places and people, for sports."</p>	<p>UNIVERSAL DEFINITION OF TOURISM The authors try to include in definitions other functions of tourism, health, cultural and political, etc.</p>	<p>"Tourism is a group of relations and features which arose during travelling and staying in a place, if this place does not understand permanent residence and is not tied to making profit."</p>
<p>ECONOMY DEFINITION OF TOURISM The authors explain the essence of the term tourism. Most frequently it is in American and British literature.</p>	<p>"Tourism can be defined as a part of a national economy which cares for tourists who visit localities outside of their residence."</p> <p>"Tourist (therefore consequently tourism) is a person who travels to a foreign country for any purpose apart from making profit and residence, and who there spends money he has made somewhere else."</p> <p>"It can be said that tourism is a new need caused and enabled by general increase of a standard of living."</p>	<p>STATISTICAL DEFINITION OF TOURISM The authors try to include the term of tourism as a feature which spreads throughout economic and social life.</p>	<p>"All long-term efforts to define a tourist, in order to enable statistic scope of tourist turnover (that is a number of tourist and their overnight stays) and their consumption."</p>

Source: Dobre, R. (2005). *Basics of Tourism*. Šibenik: Visoka škola za turistički menadžment Šibenik, p. 23.

The efforts of tourism experts should be directed towards the development of selective tourism products, which at the moment represent only what has been described by law and definitions as inherited cultural heritage that contains our history. This might be attractive to us as it comprises an unused natural landscape, almost empty religious objects, a rural area, etc. Foreign literature points precisely to this type of narrow representation of tourist content which is mostly developed without much imagination and scientific research. This means that one should first develop a sense of imagination, play with characters, events and processes; play with the outcomes of the historical heritage, i.e. this should not be based on a theory of exclusive history, beautiful buildings or rich collections, endless scenery and appealing gastronomy. This aspect of the concept of creating an attraction can be found in literature under the title *UNIQUE (Uncommon, Novelty, Inspiring, Quality, Understanding, Emotions)*, and at the same time stands for important elements of an attractive tourist product (Schouten, 1995). In mapping, it is very important to pay attention to how the future tourism product could be developed. For example, this is important when tourists encounter local customs, culture, and historical facts, such as memorial tourism or cultural tourism. Since they

are selective forms where a tourist becomes a witness and promoter of what he sees and experiences in a tourist destination, it is very important to keep the data authentic and accurate. Otherwise, during the development of the tourism product, tourists could come to their own interpretation or gain wrong impressions.

3.1 Classification of existing tourist resources

In professional and scientific literature, tourist attractions do not receive the close attention which, as basic tourist resources, they deserve. In tourism, the elements that are used in the creation of a tourism product are considered as resources. Two broad types of resources are usually distinguished in literature. Those for which the necessary regulation does not exist (the sun, the wind) are limited resources. Limited resources comprise (Dietvorst and Ashworth, 1995): *physical resources* (soil, water, vegetation, energy); *work force*; *capital goods* (resources that are completely changed by human effort); *socio-cultural resources* (historical heritage, some patterns of social life, customs, tradition, arranged landscape, art, and others).

Generally, all tourist attractions are tourist resources, but not all tourist resources have to be tourist attractions. The non-selective use of the term *tourist resource* instead of *tourist attraction* is funda-

mentally correct, but it does not contribute to a systematic approach to tourist attractions because it considers that they are potential tourist attractions, which does not always have to be true, whereas the title *tourist attraction* (Dietvorst and Ashworth, 1995) is used only for real tourist attractions.

There are no generally accepted agreements or attitudes in international literature on how to classify natural resources and the types of goods and services that come from them. The terms used depending on the resources are mainly natural assets, natural capital, landscape surroundings, resource base, and generally all agree that such resources can be possible and real for tourism.

Therefore, it is necessary to give special attention to the classification of the tourist resources of Continental Croatia, as shown in Figure 5.

Figure 5 Appendix to functional structuring of the tourist resource base

BASIC TOURIST RESOURCES (Tourist attraction basis)	
1. Potential tourist attractions of the destination 2. Real tourist attractions of the destination	
OTHER DIRECT TOURIST RESOURCES	NON-DIRECT TOURIST RESOURCES
1. Tourist-catering objects 2. Tourist devices 3. Tourist staff 4. Tourist zones (zones of commercial tourism) 5. Tourist places 6. Tourist destinations 7. Tourist agencies 8. Tourist organisations (tourist boards etc.) 9. Tourist information and promotional material 10. System of tourist information 11. Tourist education of the local population 12. Tourist attractions of neighbouring destinations	1. Preserved environment 2. Geo-traffic location 3. Traffic connections 4. Municipal infrastructure 5. Quality of spatial organisation 6. Arrangement of buildings, external devices and green surfaces 7. Peace establishment and political stability 8. Other resources

Source: Kušen, E. (2002). *Tourist attraction basis*. Zagreb: Institut za turizam, p. 17.

As the tourist attraction is a basic foundation of every tourist development, first it has to be properly identified, recorded, systemised, evaluated and shown at the level of the tourist destination, which

is impossible without a clear classification of tourist attractions.

Kušen (1999) has made a great contribution to the classification of tourist attractions, and Koščak (1998), Krippendorf (1986), Müller (1994), Stabler (1996), Travis et al. (1994) have made theirs in systematising and segmenting tourist attractions.

Most empirical research does not even bother with the question of defining the tourist destination, but simply deals with the locality where the tourist consumption happens or where it could happen. In this sense, these localities are analysed and measured with respect to the level of attractiveness, guest satisfaction, successful management of guest flows and destination management. The most frequent subject of such and similar research concerns the possibilities of the destination that could serve to take a good position on the market. What is required is its sufficient attractive power and suitable facilities for receiving guests and for their stay.

A detailed division of tourist attractions can be seen in Kušen's doctoral dissertation, as an integral part of the concept of the functional classification of tourist attractions (Kušen, 1999). The original functional system of tourist attractions contains the following classification of tourist attractions:

Table 1 Example of a blueprint of cadastre paper of tourism potential of Continental Croatia

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Number	Cipher	Type	Attraction title	Short functional description	Location	Category	Seasons	Residing-excursion features	Acceptance capacities	Broader attraction system	Tourist accessibility	Level of tourist usage	Dates of entry and amendments	Approximate value
A001	KPT-A-001-VSZ	Medieval castle	Castle complex	Castle complex in Nuštar together with park architecture, court chapel and accompanying economic objects	Nuštar	Medieval castle from the 18th c.	No	Baroque architecture, arboretum	No	Manifestations, folklore groups, old Šokac houses, old trades and crafts	Big	No		100,000,000.00

Source: Made by authors according to Kušen, E. (2003), "Functional classification of tourist attractions", *The Journal Tourism, Institute for Tourism, Zagreb, No. 4, p. 401.*

(1) geological features of the area, (2) climate, (3) water, (4) flora, (5) fauna, (6) protected natural heritage, (7) protected cultural-historical heritage, (8) life and work culture, (9) famous people and historical events, (10) manifestations, (11) cultural and religious institutions, (12) natural health resort, (13) sport-recreational buildings and grounds, (14) tourist paths, routes and roads, (15) attractions for the sake of attracting tourists, (16) tourist para-attractions that are divided into four groups:

- the traditional division, i.e. according to their emergence into natural factors that arose under the influence of natural actors (attractions from 1 to 6), and social factors that arose under the influence of human development (from 7 to 16);
- according to the level of originality to the original attraction (from 1 to 9) and altered attraction (from 10 to 16);
- according to tourist usage mostly for leisure (from 1 to 15) and non-leisure tourist attractions (16);
- according to the appearance of tangible (from 1 to 8 and from 11 to 16) and intangible tourist attractions (from 8 to 10).

It is important to emphasise that the author gives more subtypes in the form of an organogram, under protected cultural-historical heritage and their division into movable and immovable monuments, and there is an explanation that relates to each of the groups. Therefore, Kušen states that movable monuments include items and collections, i.e. paintings, sculptures, furniture, sacral furniture and treasures, the products of arts and crafts, ethnographic material and library material. Immovable monuments as a type comprise archaeological sites, monument units, memorial areas and buildings, single sacral buildings, single profane buildings and monuments of garden architecture. The author also mentions other subtypes in an organogram, like waters, whose group includes water in its bio-chemical composition (for instance medicinal water, mineral water, thermal-mineral water) which have great importance for the development of tourism in Continental Croatia.

3.2 Keeping records of tourist resources

When it comes to electronic record keeping through online databases, the system of keeping records of tourist resources has unlimited possibilities. Such a way of managing tourist attractions is in theory called a cadastre of tourist attractions. So, the tourist cadastre is a documentation system of keeping written data on all tourist attractions, those that al-

ready function in tourism as well as potential ones in a certain area, as shown in Table 1. Depending on the possibilities of online database management that Kušen emphasises, it is possible to expand it with additional written data, pictures, video content, geographical maps, GPS data, etc.

In the author's opinion, the functional classification of tourist attractions ensure the internal conditions for the operation of the system of record keeping of tourist attractions, but also the efficient data application of tourist attractions for the purpose of planning in tourism and for the purpose of their protection from destruction and irrational use (Kušen, 2003).

Therefore, the functional classification of tourist attractions cannot be for its own sake. It should serve in practice as a basic tool for the creation and keeping of records of tourist attractions, for their development and for its protective role in marketing planning. Furthermore, such an approach from the point of view of Continental Croatia sets a sound foundation for planning, and for the preparation and implementation of regional and international projects, especially if the projects are being prepared for financing by international sources.

Accordingly, the cadastre of tourist resources of Continental Croatia would comprise many papers of tourist resources, so that each would belong to the real or potential tourist resource and which would belong to a certain category of the basic functional classification of tourist attractions.

4. Results: Potential model of application of the theoretical concept in practice

Regarding the so-far elaborated concept of recognition of the tourist product, a potential model of application of the theoretical concept in practice is given for the purposes of this paper.

The first step in mapping tourist resources in some of the Continental counties should be founding a team for mapping tourist resources in a destination. The reason lies in the already accepted fact that tourism supply of great quality could be achieved if the following bodies are coordinated:

- tourist boards, local administration, the state administration office, cultural and scientific institutions;

- travel and tourist agencies;
- tourism suppliers (apartment, hotel and catering facility owners)

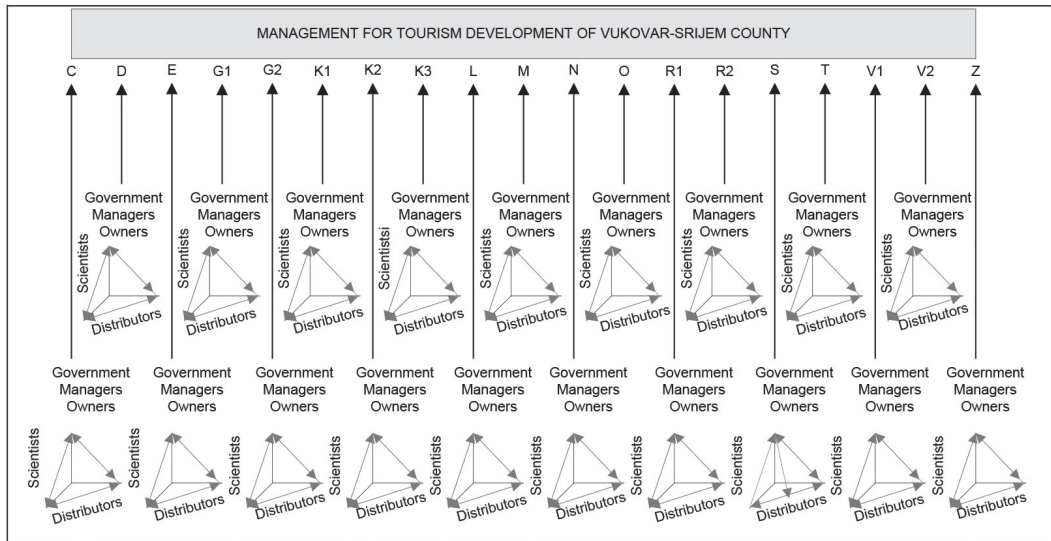
Through the collaboration of government institutions, the private sector and higher education under a triple helix model principle, it is possible to attain favourable business surroundings and, ultimately, gain a competitive advantage for the county's tourism.

In this way, a great number of experts would organise and work on theoretical and operative plans, thus ensuring better coordination, quality monitoring and evaluation. The team's first assignment would be to make an overview of the existing tourist resources of each county, which would then be entered into a central system. The observed team for the development of a particular selective form of tourism could be considered as one business unit for tourism at the level of the Continental county through its management and marketing teams, i.e. human potential responsible for mapping of tourist resources according to the model, as shown in Figure 6.

Teams for the mapping of a particular selective form of tourism in Continental Croatia are formed by the vertical merging of tourist subjects at county levels, so that there are as many teams as the county has tourism potentials:

- **team C** (alliances, associations, Hrvatske vode (Croatian Waters), Hrvatske šume (Croatian Forests), Hrvatske ceste (Croatian Roads), Županijske ceste (County Roads), administrative departments, tourist boards of counties and towns, tourist offices of municipalities responsible for mapping tourist resources of cycle tourism);
- **team D** (alliances, associations, administrative departments, tourist boards of counties and towns, tourist offices of municipalities, tourist travel agencies, tourist information centres, owners of castles, historical buildings, concessionaires responsible for mapping tourist resources of event tourism);
- **team E** (associations, competent ministries, administrative departments, institutions for the protection of natural wealth, tourist boards of counties and towns, tourist offices of municipalities, tourist information centres, tourist travel agencies, scientists, Hrvatske vode (Croatian

Figure 6 Management of mapping tourist resources at the county level



Source: Authors

Waters), Hrvatske šume (Croatian Forests), responsible for mapping tourist resources of eco-tourism);

- **team G1** (alliances, associations, administrative departments, tourist boards of counties and towns, tourist information centres, restaurant and hotel owners responsible for mapping tourist resources of gastro-tourism);
- **team G2** (associations, administrative departments, institutes for spatial planning, tourist boards of towns, tourist travel agencies, tourist information centres, owners of castles and historical buildings, scientists, concessionaires responsible for mapping tourist resources of city tourism);
- **team K1** (administrative departments, tourist boards of counties and towns, tourist offices of municipalities, tourist travel agencies, tourist information centres, scientists, hotel owners responsible for mapping tourist resources of congress tourism);
- **team K2** (associations, administrative departments, tourist boards of counties and towns, tourist offices of municipalities, tourist travel agencies, tourist information centres, scientists, museum, galleries, owners of castles and

historical buildings, concessionaires responsible for mapping tourist resources of cultural tourism);

- **team K3** (alliances, associations, administrative departments, tourist boards of counties and towns, tourist offices of municipalities, tourist travel agencies, tourist information centres, scientists, responsible for mapping tourist resources of equestrian tourism);
- **team L** (alliances, associations, administrative departments, tourist boards of counties and towns, tourist offices of municipalities, tourist travel agencies, Hrvatske šume (Croatian Forests), responsible for mapping tourist resources of hunting tourism);
- **team M** (alliances, associations, administrative departments, tourist boards of counties and towns, tourist offices of municipalities, tourist travel agencies, tourist information centres, scientists, museums, responsible for mapping tourist resources of memorial tourism);
- **team N** (administrative departments, tourist boards of counties and towns, tourist offices of municipalities, tourist travel agencies, tourist information centres, harbour administration, Hrvatske vode (Croatian Waters), responsible for

mapping tourist resources of nautical tourism);

- **team O** (alliances, associations, administrative departments, tourist boards of counties and towns, tourist offices of municipalities, tourist travel agencies, tourist information centres, Hrvatske vode (Croatian Waters), Hrvatske šume (Croatian Forests), responsible for mapping tourist resources of relaxation tourism);
- **team R1** (alliances, associations, administrative departments, tourist boards of counties and towns, tourist offices of municipalities, tourist travel agencies, tourist information centres, responsible for mapping tourist resources of recreational tourism);
- **team R2** (alliances, associations, administrative departments, tourist boards of counties and towns, tourist offices of municipalities, tourist travel agencies, tourist information centres, Hrvatske vode (Croatian Waters), responsible for mapping tourist resources of fishing tourism);
- **team S** (alliances, associations, administrative departments, tourist boards of counties and towns, tourist offices of municipalities, tourist travel agencies, tourist information centres, Hrvatske vode (Croatian Waters), Hrvatske šume (Croatian Forests), responsible for mapping tourist resources of rural tourism);
- **team T** (associations, Hrvatski autoklub (Croatian Auto Club), Županijska uprava za ceste (County Road Management), administrative departments, tourist boards of counties and towns, tourist office of municipalities, tourist travel agencies, tourist information centres, responsible for mapping tourist resources of transit tourism);
- **team V1** (alliances, associations, administrative departments, tourist boards of counties and towns, tourist offices of municipalities, tourist travel agencies, tourist information centres, museums, responsible for mapping tourist resources of wine tourism);
- **team V2** (associations, administrative departments, tourist boards of counties and towns, tourist offices of municipalities, tourist travel agencies, tourist information centres, parish priest's offices, responsible for mapping tourist resources of religious tourism);
- **team Z** (associations, administrative departments, tourist boards of counties and towns,

tourist offices of municipalities, tourist travel agencies, tourist information centres, healthcare institutions, responsible for mapping tourist resources of health tourism).

From the tourist resources mapped, it will be possible to help development agencies and departments within administrative bodies during the project preparation, both at the regional and international levels, which will be financed from structural funds, and help institutional support which has to search for solutions at the national level without changing laws, to obtain finance and provide technical help to put these resources into operation in the field of tourism. Furthermore, it is possible to help stakeholders in tourism for those tourist resources that satisfy the conditions of the tourist market best (traffic and tourist infrastructure, location, tourist accessibility, attractiveness), i.e. those that can immediately become part of the tourism supply through the creation of theme roads (itinerary), development manifestation, post-congress routes, on-line services, and mutual promotional appearances.

5. Conclusion

All tourist countries improve their tourism supply qualitatively and affirm selective forms of tourism with the goal of satisfying ever more demanding tourist needs.

We have seen that, in its development policy, Croatia has to move away from the model of mass tourism aimed at passive vacations. Thorough tourist development can no longer be based on the traditional "sun and sea" product because natural beauty is no longer the only motive for tourists to come. It is necessary to turn the natural resource base into a competitive advantage based on innovations through an innovative development policy and marketing strategy.

In this context, the conception of creating a new tourism supply could rely on the rich tourism potentials of the Continental part of Croatia, which accounts for just a small share of the overall tourist turnover of Croatia. Despite the fact that the problem of mapping tourist resources has been scientifically well elaborated, it has not lived up to its potential in practice. Hence, this paper offers a model that presents an operative and consultative level of

management which could solve this problem appropriately.

It is necessary to put into practice the question of mapping tourism potential as soon as possible in order to define a strategic approach to the development and management of the tourism supply of the Republic of Croatia in the best way possible. Moreover, it is necessary that such data access should be visible not only to administrative bodies that make their spatial and strategic plans and prepare projects, but also to all other private subjects in tourism within and outside the region. In this way, recognised tourist resources ready for presentation and commercialisation could be immediately put onto the market.

Furthermore, mapped tourist resources will greatly help not only the competent ministry in making decisions during strategic thinking and in forming the budget, but also other ministries and public companies in passing laws, regulations, statutes, providing subsidies, and devising taxing systems, etc.

The scientific sector should also not be left out. Despite numerous tourist resources, the problems of the Croatian Continental area have not been elaborated sufficiently from a scientific point of view. Such mapped tourism potentials available to everybody could therefore open great opportunities for necessary scientific elaboration.

REFERENCES

1. Bhat, S. S., Milne, S. (2008), "Networks effects on cooperation in destination website development", *Tourism Management*, Vol. 29, No. 6, pp. 1131-1140.
2. Butler, R. (1980), "The concept of tourist area cycle of evaluation", *Implication for management of resources Canadian Geographer*, Vol. 24, No. 1, pp. 5-12.
3. Christaler, W. (1963), "Some considerations of tourism location in Europe: the peripheral regions-underdeveloped countries-recreation areas", *Papers of the Regional Science Association*, Vol. 12, No. 1, pp. 95-105.
4. Cooper, C., Jackson, S. (1989), "Destination life cycle: The Isle of Man case study", *Annals of Tourism Research*, Vol. 16, No. 3, pp. 377-398.
5. Debbage, K. G. (1990), "Oligopoly and the Resort Cycle in the Bahamas", *Annals of Tourism Research*, Vol. 17, No. 4, pp. 513-527.
6. Dietvorst, A., Ashworth, G. J. (1995), "Tourism Spatial Transformations: An Introduction", in Dietvorst, A., Ashworth, G. J. (Eds.), *Tourism Spatial Transformations: Implications for Policy and Planning*, CAB International, Wallingford, Oxon, pp. 4-5.
7. Dobre, R. (2005). *Osnove turizma. Šibenik: Visoka škola za turistički menadžment Šibenik.*
8. Doxey, G. (1975) "A Causation Theory of Visitor Resident Irritants, Methodology and Research", *The Impact of Tourism: Sixth Annual Conference Proceedings*, Travel Research Association, San Diego, California, pp. 195-198.
9. Gilbert, E. W. (1999) "The growth of inland and seaside health resorts in England", *Scottish Geographical Magazine*, Vol. 55, No. 1, pp. 16-35.
10. Croatian Bureau of Statistics of the Republic of Croatia, Available at: http://www.dzs.hr/Hrv_Eng/ljetopis/2013/sljh2013.pdf (Accessed on: August 20, 2014)
11. Koščak, M. (1998), "Po poteh Dedinščine, Dolenske in Bele krajine", *Rast*, Vol. 1, pp. 66-72.
12. Krippendorf, J. (1986). *Putujuće čovječanstvo*. Zagreb: Zavod za istraživanje turizma, Sveučilišna naklada Liber.
13. Kušen, E. (2003), "Funkcionalna klasifikacija turističkih atrakcija", *Turizam*, Vol. 51, No. 4, pp. 399-414.
14. Kušen, E. (1999). *Metodologija prostorne valorizacije turističkih privlačnosti*. Doctoral thesis, Zagreb: Arhitektonski fakultet Sveučilišta u Zagrebu.
15. Kušen, E. (2010), "Sustav turističkih atrakcija", *Turizam*, Vol. 58, No. 4, pp. 443-458.
16. Meler, M., Ružić, D. (1999), "Marketing identity of tourist product of the Republic Croatia", *Tourism management*, Vol. 20, No. 5, pp. 635-644.
17. Müller, M. (1994), "The thorny path to sustainable tourism development", *Journal of Sustainable Tourism*, Vol. 2, No. 3, pp. 9-16.
18. Novelli, M., Schmitz, B. I., Spencer, T. (2006), "Networks, clusters and innovation in tourism: UK experience", *Tourism Management*, Vol. 27, No. 6, pp. 1141-1152.
19. Pirjevec, B., Kesar, O. (2002). *Počela turizma*, Zagreb: Mikrorad, Ekonomski fakultet Zagreb.
20. Plog, S. C. (1972), "Why destination areas rise and fall in popularity", paper presented at The Southern California Chapter of the Travel Research Bureau, October 10.
21. Schouten, F. (1995), "Improving visitor care in heritage attractions", *Tourism Management*, Vol. 16, No. 4, pp. 259-261.

22. Stabler, M. (1996), "Managing the leisure natural resource base: utter confusion or evolving consensus", paper presented at The 4th World Leisure and Recreation Association Congress, Cardiff, pp. 4-6.
23. Stansfield, C. (1978), "Atlantic city and resort cycle: background to the legalization of gambling", *Annals of Tourism Research*, Vol. 5, No. 2, pp. 238-251.
24. Survey on the attitudes of Europeans towards tourism, Analytical Report-Wave 3, Flash Eurobarometer 328, The Gallup Organization, 2011, Available at: http://ec.europa.eu/public_opinion/flash/fl_328_en.pdf (Accessed on: August 20, 2014)
25. Tinsley, R., Lynch, P. (2001), "Small Tourism Business Networks and Destination Development", *International Journal and Hospitality Management*, Vol. 20, No. 4, pp. 367-378.
26. TOMAS (2010), "Stavovi i potrošnja i potrošnja turista u Hrvatskoj", Institut za turizam Zagreb, Available at: <http://www.iztztg.hr/UserFiles/File/novosti/Tomas-Ljeto-2010-Prezentacija-HR-CRO-TOUR-23-03-2011.pdf> (Accessed on: August 20, 2014)
27. Travis, A. S. (1994), "Sustainable tourism concepts and innovations in coastal areas and coastal city tourism", In Klarić, Z. (Ed.), *Prema održivom razvitku turizma u Hrvatskoj*, Institut za turizam, Zagreb, pp. 33-52.
28. Watkins, M., Bell, B. (2002), "The Experience of Forming Business Relationship in Tourism", *International Journal of Tourism Research*, Vol. 4, No. 1, pp. 15-28.

Mario Banožić
Gabrijela Žalac
Marijana Sumpor

MAPIRANJE TURISTIČKOG POTENCIJALA: PREDUVJETI RAZVOJA TURIZMA U KONTINENTALNOJ HRVATSKOJ

SAŽETAK

Mnogi hrvatski znanstvenici ističu kako turizam nudi značajne prilike koje mogu pozitivno utjecati na ukupni društveno-ekonomski razvoj Hrvatske. Postalo je jasno da Hrvatska mora bolje pratiti suvremene turističke trendove u kojima se više pozornosti poklanja ekologiji, kulturnom identitetu destinacije, aktivnom odmoru, kvaliteti usluge i selektivnim oblicima razvoja turizma. Nije sporno da su čisto more, atraktivna obala i bogatstvo prirodnih i kulturnih zanimljivosti prednost hrvatske turističke ponude u priobalnom dijelu zemlje. Međutim, postoje mišljenja kako i kontinentalna Hrvatska obiluje prirodnim ljepotama, kulturnim bogatstvom i kulinarskom ponudom te da ima i brojne druge nedovoljno iskorištene turističke potencijale. Različita mišljenja o turizmu u Hrvatskoj temelje se na statističkim pokazateljima, kao što su razina razvijenosti turističkih regija izražena kroz ulaganja u infrastrukturu, broj zaposlenih i izravna korist od turizma za gospodarstvo. Usprkos činjenici da kontinentalna Hrvatska ima obilje turističkoga potencijala, ono što se nudi prepoznato je samo na lokalnoj razini. Ovaj problem se negativno odražava u strateškom smislu, budući da je za planiranje i financiranje projekata potrebna regionalna dimenzija. Neki su autori (Kušen, 1999; Koščak, 1998; Krippendorf, 1986; Müller, 1994; Stabler, 1996; Travis et al., 1994) osmislili katastar turističkoga potencijala koji nikad nije bio implementiran. Namjera je ovoga rada mapirati turističke potencijale kontinentalne Hrvatske upotrebom triple helix modela, na temelju kojega se može razvijati regionalni turizam i osigurati financiranje budućih projekata.

Ključne riječi: kontinentalna Hrvatska, razvoj turizma, turistički potencijal, triple helix model