

## PREDGOVOR

Drugi broj znanstveno-stručnog časopisa "Tourism and hospitality management" izlazi u akademskoj godini kada Hotelijerski fakultet Opatija, jedina visokoškolska institucija ove vrste u Hrvatskoj, radno obilježava svoju tridesetpetu obljetnicu kontinuiranog djelovanja na osposobljavanju kadrova za visokostručne i upravljačke poslove u hotelijersko-turističkom gospodarstvu. Među srednjoškolskom populacijom prisutan je veliki interes za upis na ovu visokoškolsku instituciju, na kojoj trenutno studira oko 1800 studenata.

Do sada je na dodiplomskim studijima Hotelijerskog fakulteta promovirano 4305 diplomanada od čega 2379 na studijima sa dvogodišnjim i 1926 na studijima s četvorogodinjim trajanjem. Istraživanja ukazuju da se diplomandi pretežito zapošljavaju u struci, gdje se dokazuju kao vrijedni, sposobni i uspješni visokostručni djelatnici i menedžeri. U tijeku je treća generacija polaznika poslijediplomskog znanstvenog studija "Management u suvremenom hotelijerstvu", na kojem je do danas akademski stupanj magistra ekonomskih znanosti steklo 18 magistranada, a 10 doktoranda steklo je akademski stupanj doktora ekonomskih znanosti. U pripremi je i novi interdisciplinarni međufakultetski znanstveni poslijediplomski i doktorski studij "Upravljanje kvalitetom u hotelijerstvu i turizmu Hrvatske" (Total Quality Tourism & Hospitality Management).

Nastavni plan i program Hotelijerskog fakulteta Opatija sastavljen je po uzoru na programe slijedećih visokokolskih sveučilišnih institucija u svijetu:

**USA:** Florida International University, School of Hospitality Management Florida, USA; University of Central Florida, Hospitality Management Program Florida, USA; Florida International University Miami, Florida, USA; Cornell University, The Hotel School Hospitality Management Ithaca, New York, USA; University of Nevada, Las Vegas, College of Hotel Administration, Nevada, USA; Washington State University, Hotel and Restaurant Administration Washington, USA; Rochester Institute of Technology, School of Food, Hotel and Travel Management, Rochester, USA

**CANADA:** The University of Calgary, Tourism and Hospitality Management, Faculty of Management, Canada

**GREAT BRITAIN:** University of Surrey, Department of Management Studies, Tourism and Hotel Industries, England; University of Buckingham, International Hotel and Tourism Management, England; University of Bournemouth, Department of Services Industries, England; University of Central England, Business School, England; University of Central England Birmingham, Faculty of Hospitality Management, England; Manchester Metropolitan University, Hotel Catering and Tourism Management, England; University of Wales, Cardiff Institute, Faculty of Business, Leisure and Food, Cardiff, Wales

**AUSTRIA:** Wirtschaftsuniversität Wien, Institute für Tourismus und Freizeitwirtschaft, Austria; Universität Innsbruck, Universitätslehrgang für Tourismus, Institut für Tourismus und Dienstleistungswirtschaft, Innsbruck, Austria, Fachhochschule - Studiengang für Tourismus und Management, Wien; International Institut of Tourism and Management Krems

**HUNGARY:** College of Commerce and Hospitality, Budapest

**ITALY:** Università degli studi di Venezia, Università degli studi di Bologna, Rimini; Scuola alberghiera superiore per manager d'Hotel, Merano

**THE NETHERLANDS:** Christelijke Hogeschool Noord-Nederland, Leeuwarden

**GERMANY:** Fachhochschule München, Studiengang Tourismus; Fachhochschule Heilbrunn, Studiengang Tourismus; Fachhochschule Wilhelmshaven, Studiengang Tourismus; International School of Management, Dortmund

**FRANCE:** University of Angers - Department of Tourism and Hotel Management, Angers, University of Savoie - Department of Hospitality Management and Marketing Chambery

**SPAIN:** University of the Balearic Islands School of Tourism, Palme de Malorca

**SWITZERLAND:** Institut für Tourismus und Verkehrswirtschaft an der Hochschule St. Gallen, Forschungsuniversität für Freizeit und Tourismus, Universität Bern; Ecole Hoteliere de Lausanne

**SLOVAK REPUBLIC:** Ekonomická Univerzita v Bratislave, Obhodna Fakulta, Slubieb a cestovno ruchu, Slovak Republik; Ekonomická Fakulteta, Univerzita Mateja Bela, Banská Bystrica, Slovak Republik

Uspješna suradnja uspostavljena je s institucijama u Austriji, Švicarskoj, Slovačkoj i Engleskoj posebno sa Wirtschaftsuniversität Wien - Institut für Tourismus und Feizeitwirtschaft Wien.

Značajni su rezultati postignuti na publiciranju istraživanja nastavnika i suradnika Hotelijerskog fakulteta. Tiskan je veliki broj knjiga, udžbenika i priručnika, koji postaju ispitna literatura za studente i putokaz praksi. Rezultati rada na projektima i druga istraživanja u području hotelijerstva i turizma nastoje se što šire prezentirati na znanstvenim i stručnim skupovima, u časopisima i drugim publikacijama.

Tako je i ovaj broj časopisa tematski vezan za međunarodni znanstveno-stručni skup "Hrvatska u europskom turizmu" sa kojeg se prezentiraju oni radovi koji su dobili prolaznu međunarodnu recenziju. Časopis "Tourism and Hospitality Management" ponovno se izdaje u suradnji s WIFI (Wirtschaftsförderungsinstitut) Wien i uz potporu Wirtschaftsuniversität Wien - Institut für Tourismus und Feizeitwirtschaft Wien. Treba posebno naglasiti da su sekundarno referiranje ovog časopisa prihvatili časopisi (sekundarne publikacije):

- SOCIOLOGICAL ABSTRACTS, SAN DIEGO, U.S.A i
- JOURNAL OF ECONOMIC LITERATURE PITTSBURGH, PENNSYLVANIA, U.S.A

Sadržaj časopisa prezentiran je na Internetu pod oznakom

[HTTP://HOTEL.HIKA.HR](http://HOTEL.HIKA.HR)

U koncipiranju znanstveno-stručnog časopisa "Tourism and hospitality management" korištena su dostignuća znanosti i prakse ugrađena u vodeće svjetske časopise ove vrste kao što su: International Journal of Hospitality Management, Cornell Hotel & Restaurant Administration Quarterly, Hospitality Research Journal, Journal of Travel Research, Annals of Tourism Research, School Food Service Research Review, Journal of Travel and Tourism Marketing, Hospitality and Tourism Educator, Journal of Leisure Research, FIU Hospitality Review, Journal of College and University Food Service, Journal of Food Service Systems, Journal of Hospitality & Leisure Marketing, Journal of Restaurant & Food Products Marketing, Journal of Food Products Marketing, Revue de Tourisme, Tourism Management, International Tourism Report, Lodging, Restaurant Business, Restaurant Hospitality, Neue Gastronomische Zeitschrift, NEO Restauration, Hotel & Tourism Florida International University, Florida, School of Hospitality Review.

Ovom edicijom Hotelijerski fakultet Opatija želi dati svoj doprinos u popularizaciji znanstvenoistraživačkog i stručnog rada u ovom nedovoljno obrađenom području, a u cilju pružanja potpore hotelijersko-turističkom gospodarstvu i uključivanju Republike Hrvatske u informacijske tjkove svjetske hotelske industrije.

*Dekan Hotelijerskog fakulteta  
Dr.sc. Milena Peršić, izvanredni profesor*

## FOREWORD

This second issue of the scientific and technical publication: **Tourism and Hospitality Management (T&HM)** marks the 35th anniversary of the Faculty of Hotel Management Opatija, the single academic institution of its kind in Croatia. It marks too the Faculty's devoted role in producing highly qualified professionals and managers for the hotel and tourism industry. Middle school students express an eager interest as potential undergraduates of the faculty which presently has a student population of over 1,800 students.

To date 4,305 students have graduated from the Faculty of Hotel Management: 2,379 have completed a two year study diploma, and 1,926 a four year study degree program. Follow up research has confirmed that graduates are mostly employed in their area of specialisation and show themselves to be diligent, capable and successful experts and managers.

Presently, a third generation of postgraduate students are completing a MSc program: **Modern Hotel Management**. So far 18 students have been awarded a masters degree and 10 students have continued their studies to gain a PhD.

Under way is a new interdisciplinary, interfaculty postgraduate program: **Total Quality Tourism and Hospitality Management**.

The program of study at the Faculty of Hotel Management Opatija is based on a number of reputed universities, schools and institutions from around the world - in particular:

**USA:** Florida International University, School of Hospitality Management Florida, USA; University of Central Florida, Hospitality Management Program Florida, USA; Florida International University Miami, Florida, USA; Cornell University, The Hotel School Hospitality Management Ithaca, New York, USA; University of Nevada, Las Vegas, College of Hotel Administration, Nevada, USA; Washington State University, Hotel and Restaurant Administration Washington, USA; Rochester Institute of Technology, School of Food, Hotel and Travel Management, Rochester, USA

**CANADA:** The University of Calgary, Tourism and Hospitality Management, Faculty of Management, Canada

**GREAT BRITAIN:** University of Surrey, Department of Management Studies, Tourism and Hotel Industries, England; University of Buckingham, International Hotel and Tourism Management, England; University of Bournemouth, Department of Services Industries, England; University of Central England, Business School, England; University of Central England Birmingham, Faculty of Hospitality Management, England; Manchester Metropolitan University, Hotel Catering and Tourism Management, England; University of Wales, Cardiff Institute, Faculty of Business, Leisure and Food, Cardiff, Wales

**AUSTRIA:** Wirtschaftsuniversität Wien, Institute für Tourismus und Freizeitwirtschaft, Austria; Universität Innsbruck, Universitatlehgang fur Tourismus, Institut fur Tourismus und Dienstleistungswirtschaft, Innsbruck, Austria, Fachhochschule - Studiengang fur Tourismus und Management, Wien; International Institut of Tourism and Management Krems

**HUNGARY:** College of Commerce and Hospitality, Budapest

**ITALY:** Universita degli studi di Venezia, Universita degli studi di Bologna, Rimini; Scuola alberghiera superiore per manager d'Hotel, Merano

**THE NETHERLANDS:** Christelijke Hogeschool Noord-Nederland, Leeuwarden

**GERMANY:** Fachhochschule Munchen, Studiengang Tourismus; Fachhochschule Heilbrunn, Studiengang Tourismus; Fachhochschule Wilhelmshaven, Studiengang Tourismus; International School of Management, Dortmund

**FRANCE:** University of Angers - Department of Tourism and Hotel Management, Angers; University of Savoie - Department of Hospitality Management and Marketing Chambery

**SPAIN:** University of the Balearic Islands School of Tourism, Palma de Mallorca

**SWITZERLAND:** Institut für Tourismus und Verkehrswirtschaft an der Hochschule St. Gallen, Forschungsuniversität für Freizeit und Tourismus, Universität Bern; Ecole Hoteliere de Lausanne

**SLOVAK REPUBLIC:** Ekonomicka Univerzita v Bratislave, Obhodna Fakulta, Slubieb a cestovno ruchu, Slovak Republik; Ekonomicka Fakulteta, Univerzita Mateja Bela, Banská Bystrica, Slovak Republik

The Faculty of Hotel Management maintains a successful cooperation with institutions in Austria, Switzerland, Slovak Republic and England, and especially with the Wirtschaftsuniversität Wien, Institute für Tourismus und Freizeitwirtschaft, Vienna, Austria.

Impressive results have been achieved in the publication of research carried out at the Faculty of Hotel Management Opatija. A large number of books, textbooks and scripts have been published and are used today as examination literature for students as well as on-job reference literature. The Faculty encourages a broad presentation of results from projects and other related research in the areas of Tourism and Hotel and Catering at scientific and technical symposiums and in scientific and other publications.

This issue of T&HM is thematically connected to a recent international scientific and technical congress: **Croatia in European Tourism**, and includes articles which were presented at this congress and which have been internationally reviewed. Once again T&HM is issued in cooperation with Wirtschaftsprüfungsinstitut (WIFI), Vienna, and with the support of Wirtschaftsuniversität Wien, Institute für Tourismus und Freizeitwirtschaft, Vienna, Austria.

It should be especially mentioned that the following secondary publications have accepted T&HM as a secondary reference:

- SOCIOLOGICAL ABSTRACTS, SAN DIEGO, USA
- JOURNAL OF ECONOMIC LITERATURE PITTSBURGH, PENNSYLVANIA, USA

The publication of T&HM is available on Internet:

[HTTP://HOTEL.HIKA.HR](http://HOTEL.HIKA.HR)

The scientific technical publication T&HM has been constructed on the basis of gained scientific and practical achievements of other similar world leading publications such as: International Journal of Hospitality Management, Cornell Hotel & Restaurant Administration Quarterly, Hospitality Research Journal, Journal of Travel Research, Annals of Tourism Research, School Food Service Research Review, Journal of Travel and Tourism Marketing, Hospitality and Tourism Educator, Journal of Leisure Research, FIU Hospitality Review, Journal of College and University Food Service, Journal of Food Service Systems, Journal of Hospitality & Leisure Marketing, Journal of Restaurant & Food Products Marketing, Journal of Food Products Marketing, Revue de Tourisme, Tourism Management, International Tourism Report, Lodging, Restaurant Business, Restaurant Hospitality, Neue Gastronomische Zeitschrift, NĚO Restauration, Hotel & Tourism Florida International University, Florida, School of Hospitality Review.

This issue of T&HM represents the Faculty of Hotel Management Opatija's contribution to the popularisation of scientific research and technical developments in this often too little discussed area, as well as open support to the Hotel and Tourism Industry, and an effort to include the Republic of Croatia as a participant in the flow of information within the world hotel industry.

*Dean of the Faculty  
Prof. Milena Peršić, Ph.D*

## THE INTRODUCTORY REMARK OF THE CHIEF EDITOR

In the second half of the twentieth century tourism has become an economic activity increasingly important for world economic trends. It is estimated that in 1994 income from international tourism reached some 320 billion dollars, equivalent to 8% of world trade. In 1950 this income was just 2.1 billion dollars, roughly 1% of world trade. While income from international tourism has grown by over a factor of 150 during the past 45 years, the number of tourists has increased from 25 million to more than 500 million (foreign tourists). Diligent statisticians have calculated that for every 1,000 inhabitants on this planet, which we call Earth, in 1950 only ten travelled abroad, whilst in 1993 the number reached 94 - almost every tenth inhabitant of our planet now travels abroad as a tourist.

What motivates mankind, especially the richer nations, to travel abroad in such masses? Is it the need for pleasure? Is it the need to change ones habit? The need to escape from every day routine? Recent research includes too the awareness that travelling abroad is also a valuable personal investment.

In a like way to all other similar investment in education, so too does travel give benefits which are not prone to loss through currency inflation, but rather constantly part of a process of revaluation and increasing values. Impressions and experiences gained through travel abroad are not eroded by rust, nor attacked by moths. Within us remains a lasting experience of travels through unknown lands, cultures and civilisations - new horizons and landscapes are presented to us; we are intoxicated by foreign sounds, scents and tastes; we meet new people and their cultures... All of this remains imbedded in our memory, to imbue us through out the rest of our lives - to make us happier, better and richer. And if to all this we add the aspects of health, recreational and cultural tourism, it is not surprising why tourism has expanded so much.

For over thirty years now the Faculty of Hotel Management Opatija has been educating young people who have very successfully become a part of this new economic activity, which is becoming a representative symbol for global world economic investment. The Faculty of Hotel Management Opatijas alumni have throughout all these years been up there in the front line of battle endeavouring to create an awareness in Croatia that tourism is an economic activity for which Croatia posses exceptional comparative advantages towards which its economic potentials should be directed with the aim of achieving good economic benefits for its people. Croatias tourist capacity formed over the past thirty years is, is to a major extent, a result of such endeavour by the employees of the Faculty of Hotel Management and reflects their hundreds of articles, studies, and books, built into Croatias tourism.

In spite of all this the Faculty of Hotel Management Opatija has never had its own publication in which to publish articles written by its alumni. The first important break through was made in 1995 with the publication of the Fa-

cultys Year Book in which various scientific and technical articles were published. With this a tradition was started which has been upheld to date with the publication of the biannual publication: **Hotelska kuća**. In 1994 the academic council of the Faculty of Hotel Management Opatija decided to commence issue of its scientific publication on a regular basis. It was deemed important to enable Croatia and the world tourism public insight into scientific work carried out at the Faculty, and to this end it was decided to commence issue of a yearly publication: **Tourism and Hospitality Management**. The principal aim of the title was to emphasise that publication is open to international cooperation, especially for those experts who are connected with Middle and Southern European tourism. An editorial board consisting of two employees from the Faculty of Hotel Management and seven eminent tourism experts from Middle Europe was formed. The Boards work was exceptionally successful. Board members met in Opatija, defined their working goals and the publications aims, promising to give not only their personal support to this undertaking, but to motivate also their respectable institutions to participate in the publication of future Year Books and inclusion of articles. The Editorial Board decided that articles would be published in the language used by the author, taking care that a world language is used. All the articles should have a summary written in a world language (chosen by the author) as well as in the Croatian language.

All articles will be subject to review by two referees, as a rule from countries other than the author's. Remarks and suggestions from the blind review of the article will be forwarded to the author who will revise his article accordingly. Working with international referees presents, of course, especially at the beginning, difficulties. Reviews are received with delay, suggestions are often unwillingly accepted and incorporated in already written text.

Finally, I would like to express my gratitude to all who have given their full effort and devotion, in contributing to realise our publication **Tourism & Hospitality Management**

*Prof. Vladimir Stipetić, Ph.D*

## VORWORT

Das Wirtschaftsförderungsinstitut der Wirtschaftskammer Österreich freut sich, daß die gemeinsam mit der Fakultät für Hotelmanagement Opatija ins Leben gerufene Riehe für den Tourismus ein kraftiges Lebenszeichen von sich gibt. War bereits der erste Band hochinteressant, da er ein weites Spektrum an Forschungsaktivitäten zeigt, so wird auch dieser vorliegende zweite Band dem Anspruch nach hoher Wissenschaftlichkeit, die in die Praxis umgesetzt werden kann, gerecht.

Wir bedanken uns bei allen, die zum Erscheinen dieses Heftes beigetragen haben, insbesondere bei Frau Dekanin Univ.Prof.Dr. Persic für die gesamte Organisation.

Wie in der Vergangenheit werden wir gerne diese Broschüre unseren Partnern in In- und Ausland zur Verfügung stellen und hoffen, da sie wertvolle Anregungen für ihre Tätigkeit enthält. Damit wäre die Zielsetzung, diese Schriftenreihe als Plattform der wissenschaftlichen Diskussion zu nutzen, erreicht.

*Mag. Stefan Hlawacek, Institutsleiter  
Wirtschaftsförderungsinstitut*

## UVODNA RIJEČ

Hotelijski fakultet Opatija uspio je proširiti djelokrug svojih aktivnosti. Prije se polazilo od tipične perspektive managementa u hotelijejrstvu, a sada se, međutim on sagledava kroz svoje različitosti. Ovo izdanje časopisa obuhvaća široki spektar tema od poglavlja usredotočenih na hotelijejrstvo, pa sve do makroekonomskih, povijesnih, socioloških ili antropoloških radova.

Radovi objavljeni u ovom izdanju dokaz su interdisciplinarnog pristupa studiju u okviru obrazovno-istraživačkog programa Hotelijskog fakulteta Opatija. Čak i unutar poddisciplina poslovnog managementa spoznalo se, da čak i problemi poput marketinga ili upravljanja kadrovima, zahtijevaju pomoć modela i teorija s raznolikog područja ekonomskih i društvenih znanosti. Internacionalna nastavna i istraživačka orijentacija, u atraktivnoj domeni, kao što je turizam, sigurno će privući mnogo nadarenih potencijalnih studenata.

*Dr. sc. Josef A. Mazanec  
Institut für Tourismus und Freizeitwirtschaft  
Wirtschaftsuniversität Wien*