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RELATIONS BETWEEN TRANSPORT AND TOURISM – CROATIA'S POSSIBILITIES

ABSTRACT

Relations between tourism and transport industries are important for the entire Croatian economy and are expected to grow in the future. The most important thing from the aspect of transport is definitely the infrastructure of all branches of transport (primarily road traffic), followed by the development of ship and ferry lines, both along the Adriatic coast and between the islands. The construction of transport access and infrastructure of our tourist destinations, as well as transport links between them, is crucial for the development of tourism. More than 70 per cent of foreign tourists and 70 per cent of tourist boats (up to 7 m) come to Croatia by roads. They all expect transport infrastructure on a European level, providing fast, safe and comfortable transport from their homes to tourist destinations. Therefore, our transport lines and their quality, road features, traffic capability and equipment are what the development of our tourism depends on, especially in central and southern Adriatic, considering the wider economic goals of Croatia and the growing interest of the European Union in our country, its economy and tourism.

KEY WORDS

transport, tourism, transport infrastructure, tourist destination

1. INTRODUCTION

Tourism is, surely, one of the essential areas where the importance of traffic for the economic development of a state is ascertained. Traffic as the bloodstream of the economy offers its essential function as the connection and transportation of people and goods aiming towards general welfare of the state. The evaluation and utilization of the Croatian tourist resources is one of the basic guidelines of the Croatian economic system for the next years. This, however, will not be possible to realize without the existence of a long-term traffic policy as well as all other social and economic factors of the Croatian tourist economy en-

vironment. This points toward the fact that the Croatian state will clearly have to declare itself regarding the establishing of a building and maintenance strategy for the traffic infrastructure as a basic supposition for the evaluation and realization of the Croatian strategic guidelines in tourism.

For each country, finding itself on the way to organize a new system regarding its integration with the global tourist movements, this fact is made difficult from several points of view. The basic problems spring up from the neglect of the working, human and intellectual potentials under the conditions when the tourists keep extending their demands, expecting a tourist leisure of more quality, with more experienced values. Croatia was born in the war, arose from a system which broke down. It has now a historic opportunity for an independent development of a new tourist future. The improvement of quality and the efficiency of the tourist offer is a project of mutual interest for many a subject and many an organization. Within this new approach there should be no suppressing, no degradation, no destroying of personal values. The process of "internationalization" in the tourist economy is inevitable and it must, in the first place, be in the function of the domestic potential and competitive advantages as well as the strengthening of all forms of cooperation with the world as a whole. Croatia is trying, day after day, to find its business identity and has been approaching in many segments, the development of modern economy and society. In the field of tourism it has especially large development chances at its disposal, but the changes should be done cleverly and the future changes should be executed with great consideration in order to minimize the negative effects arising from such development. In such a way tourism could really assert itself as one of the main axis in the economic development of the country.

Analysing tourism through its functional connection with the traffic, one may observe that the seasonal traffic concentration is the highest during the summer months. The most part of tourist traffic is directed towards the Adriatic (the islands and the coastal part thereof) where the majority of accommodation capacities are located. During the first eleven months in the year 2000 Croatia was visited by 6,497,953 tourists or 40 per cent more than during the same period in the year 1999. Thus, we refer here to a significant increase in the demand for Croatia as the tourist destination¹.

Taking such growing tourist demand into consideration, we must state that the Republic of Croatia does not respond with adequate traffic infrastructure. The Republic of Croatia has, today, at its disposal 27,840 km of classified roads, thereof 21,997km with a modern surface (2,153km E-roads, 4,740km main roads and 7,588km of regional roads). The remaining roads are only of local significance. The Croatian Railways have at its disposal 2,276km of rails with 265 stations, 861 passenger cars and 440 locomotives. In the maritime traffic there are 74 passenger ships (with a volume of 83,735m³) and 170 cargo vessels. Croatia has eight airports of the highest category (4E) with runways longer than 1800m. There are eleven small airports for sports, tourist and industrial needs such as the Lošinj Airport of the 2C type with a runway of 900m.² (Although the mentioned traffic capacities are in the tourist season in the function of the Croatian tourism, they are still far from being satisfactory regarding the requirements of the domestic and foreign tourists.

The connection of traffic and tourism should be observed and analyzed very carefully and their mutual development harmonized, since the results of their intensive cooperation are to be considered as very important economic incentives. Recently there have been significant changes in the development of tourism and traffic in Croatia, which has been registered by a series of indicators, both in the road development area and in the number of tourists and tourist days. Recognising the European integral market including the role of the Croatian tourism and traffic, together with its reflection on the Croatian economy, it is evident that only with an intensive cooperation of traffic and tourism one may expect an increase in the tourist traffic and tourist consumption and, accordingly, an increased foreign currency and kuna effects on our balance of payments.

2. CONNECTIVITY - POTENTIAL FOR TOURISM AND TRANSPORT

When speaking of the connection of tourist potentials one may regard this problem from two different

aspects: one is the aspect of mutual connection regarding tourist destinations and the other is the connection of the entire region with the international surroundings. This paper will focus more on the latter aspect, as it represents a part of the overall Croatian economic and political activities when speaking of integration into the economic and political associations of the developed countries. Of course, one should not neglect, at the same time, the problems and activities relating to the interconnection of the tourist destinations, this being a pre-condition for the improvement of the tourist offer.

The traffic connections of the tourist destinations with the international surroundings could be, in principle, phrased as a traffic connection of the Adriatic with the Central Europe, although one should very seriously consider the remaining potential tourist locations (continental part of Croatia). In the geotrafic aspect on the area of Adriatic - Central Europe, three essential spatial units may be distinguished: the Adriatic coast, the countries and regions of Central Europe without their own maritime space and the immediate Adriatic hinterland as the transit region.³

The Adriatic coast belongs to the Adriatic Sea as part of the Mediterranean Sea (4.6% of its surface) deeply recessed into the European mainland towards the North. The length of the Adriatic Sea is 870km with an approximate width of 159.3 km. Among the most valuable elements of the Adriatic Sea is surely the extraordinary relief indentedness of its coast - with an coefficient of indentation of 11.⁴ Numerous bays, gulfs, peninsulas and islands offer, with relatively favourable sea depth, natural predispositions for an extraordinary approach to the most favourable world traffic medium - the sea. Croatia has at its disposal the most part of the Adriatic coast. In the Croatian part of the Adriatic we have today eight active ports, where, apart from Rijeka, one should point out Ploče and Split. All these ports, however, boast only a small amount of traffic and turnover and mean very little in the European traffic system of today.

The natural traffic hinterland of the Adriatic, Central Europe, South-East Europe, was once and, actually still is, economically and politically speaking, a very complex space. The established traffic connection "by the nature of things" during the last two or three centuries from the Austrian or the Austria-Hungarian countries towards the Adriatic were soon disrupted by large geo-political and territorial changes after the First World War and almost annulled by further political and economic changes after the Second World War. Owing to this fact, the last almost half a century saw dual traffic systems developed on the European territory. One part thereof was formed by Western Europe while the other one began to grow in Eastern Europe. The connections of the traffic sys-

tems between the West and the East of Europe were disrupted or appeared only sporadically, in the form of some single temporary phenomena. Within such surroundings the Adriatic coast as a naturally predestined port area for Central Europe, specially for the countries along the Danube could not have used up all their actual possibilities for the integration into the West-European traffic flows.

Today, however, with the disintegration of the Eastern Block and the inaugurated policy of a united Western European market, the situation, rocked in its foundation, changed drastically and, luckily for us, for the better. In the traffic sense there arose a clear necessity for the construction of a mutual, unique European traffic system. This has already been made visible by the change of the geo-political and traffic relations as well as the reorientation of the traffic network and redirection regarding the flow of goods. One should, however, not expect quick and spectacular results as the East European countries in transition are, economically speaking, rather lagging behind Europe of the West. According to the World Bank data, most of these countries belong to the lower middle development level, with a national income of USD676 to 2695 in the year 1993.⁵ Regarding future connections of the Croatian Adriatic coast with Central Europe, the important ones are the projects of integral European traffic system: TEM and TER. In accordance with the supplemented network of trans-European roads (TEM) from the year 1992, four road communications include our territorial spaces: Ljubljana - Zagreb - Beograd, Goričan - Zagreb - Rijeka, Zagreb - Split and Subotica - Osijek - Sarajevo - Ploče. Regarding the TER project of the trans-European railways, only the railway lines Ljubljana - Zagreb - Beograd, Koprivnica - Zagreb - Rijeka and Zagreb - Split have been foreseen. The TER-project aims to realize a better and safer railway and combined transport between the Middle-European and East-European countries as well as between the countries of the Baltic and the South-European countries.

However the integration of the Adriatic coast and Croatian continental part of the country into the traffic flows must not depend only on the planning and realization of various traffic projects at the international level. In order to have a chance to participate in these projects at all, we must do a lot ourselves regarding the improvement of our traffic connections towards Europe. This includes a very complex and well considered approach in a number of segments - from traffic infrastructure, through more advanced technical and technological solutions regarding the traffic development, all the way to the pricing policy and the coordination of the legal traffic rules with the European criteria as regulation of the traffic flows. In its effort to achieve a stronger and quicker integration of Croatia

into the Central European, European and world traffic flows, one should, in accordance with some evaluations, depend on a greater support in the foreign finance sources. Unless we open ourselves more strongly towards the integration flows in the economy and transport of Europe and to the investment of capital not only in our businesses but into the ownership over the real estate as well, we shall remain for a long period far behind the accelerated changes in Europe. Croatia has certain predispositions for the organization of such an approach: favourable geographic location, natural transport routes from the sea deep into the European continent, transport tradition, technical and technological know-how in traffic and a more or less constructed traffic infrastructure. Adequate network of roads is an important factor of the economy development and the valorisation of the tourist potentials on all Croatian localities.

The Croatian traffic network does not fulfil, more or less, at the time being, in an adequate way, with its technical and exploitation characteristics, the demands of the contemporary conditions, while the accumulated negative effects of long-term neglect regarding the valorisation of the Croatian Adriatic orientation must be eliminated as soon as possible, if we are to acquire the preconditions for the integration with the European system of the economy and traffic flows. The main factors of the traffic infrastructure modernization - at least a part of it, that is, road traffic network - are the synthesis of costs (transportation and other costs) which arise as the function of the current condition of traffic routes and are reflected in the shortening of the transportation distance, improvement of the driving elements of the traffic roads, their exploitation condition, existence of the supporting facilities on the entire section length, adequate information system etc.

When a vehicle is in motion various moments appear on the road section which directly influence the increase or decrease of the exploitation costs. They appear above all as the result of the improvement and adjustment to the technical traffic road situation and the improved conditions of the road vehicles' motion, which may result in a significant saving of fuel, tyres, depreciation costs, vehicle maintenance, etc. Apart from these effects others arise too, such as the improvement of the traffic service quality - shortening of the travelling and passenger transportation time, preservation of the eco-system and similar. This is especially emphasised in all the dominant forms and types of tourist movements: stationary, recreation, motor-sport tourism, continental tourism, Adriatic tourism, nautical tourism, medical tourism, health resort tourism, hunting, rural tourism and ecotourism.

The savings in time represent an essential component when choosing a tourist destination, taking into

consideration the fact that they influence significantly the variable costs covered fully by the motorized tourist. These variable costs are related to the increase or the decrease of fuel consumption, the travelling distance in arrival and departure, contingent costs of staying overnight and in case of bus transport, the increase or decrease of personnel's daily allowances, decreased vehicle turnover which, on the other hand, causes increase in prices and directs potential tourists to localities where these negative cost elements are minimized. Bringing the negative elements to the level where the tourists, during their travelling and stay at certain destinations either do not feel or with lesser intensity, is the task of every traffic subsystem and one of the preconditions for the realization of better foreign currency effects of tourism.

3. IMPACT OF TRAFFIC DEVELOPMENT ON TOURISM

Without an advanced traffic system there can be no modern tourism. Europe takes the most important place in the world tourist movements, with almost 60% of the total international arrivals in the year 1999.⁶ Geotrafic and geotourist location of Croatia is almost ideal when compared to the European tourist flows, owing to the nearness of the biggest emission markets. The development of the traffic system is extremely important for a continuous and stable development of tourism. Arm in arm with the traffic system development, Croatia will develop its tourism quality as well. Striking examples, which speak in favour thereof, are some European tourist countries, like, for instance, Austria and Switzerland who developed their traffic system (internal and international road, rail and air connections) specially harmonized with the development of tourism.

The closeness of the Croatian Adriatic area to the potentially most promising area in Central European territory, with a part of Ukraine, Hungary, Slovakia, the Czech Republic, South Germany, Austria and Slovenia, urgently requires adjustment of the road traffic for a marked tourist function.

In the recent history tourism has become a social phenomenon in the real sense of the word; it is a sort of an imperative of the contemporary way of living and even one of the measures of a socio-economic improvement of individual countries or regions. Thus, tourism of today has grown into a mass phenomenon, engaging all layers of society, transforming itself more and more into a complex economic activity. The economic characteristics and the importance of tourism as a motivating factor regarding the economic development of a country may reflect itself as follows:⁷

- Tourism is an important factor for the extension of the economic cross-border relations, influencing thus the enlargement of the domestic social product as well as the improvement of the balance of payments of the domestic and foreign currency in the country.
- Tourism influences the regional development and the economic opening of some areas.
- Tourism influences the opening of new workplaces in the catering or tertiary activities.
- Tourism enables additional placement of agricultural, handicraft and some industrial products on the domestic market.
- Tourism enables the valorisation of the economic and cultural and historical heritage of a country and the presentation thereof to wider public.

As one may well see, tourism appears in the underdeveloped areas as a factor of development, arising above all in the sphere of the demand, transferring the purchase power from one place to another, influencing thus the enlargement of the market. This is a market with special demands against the offer arising as the result of several phenomena and activities: natural conditions of the region (climate, sea coast, relief, landscape), cultural monuments, infrastructure (traffic, utility and energy), catering, culture and entertainment, etc. The organization of traffic and trade enables, in the tourist area, the expression of the offer as a whole, especially the agricultural and industrial potential of the country.

The era of modern tourism begins, basically, with mass integration of the population in the tourist travels. This is the time after the First and, especially, after the Second World War, a time when technical progress insures more free time for the working classes, the development of transportation means and mass media and, above all, increase in actual income, that is, increase in the population purchase power. Since tourism is always and permanently connected to the natural and anthropogenic characteristics of the area, and since they are non-transferable, there is a complementary connection between traffic system, whose function is now reflected precisely in overcoming the spatial difference, and tourism.

Here, the traffic system regularly appears as the factor of improvement, or limitation, regarding the tourism development, which does not collide with the fact that the traffic system and some single traffic branches in certain areas develop exclusively as the function of the tourist needs and requirements. The relations of traffic and tourism should be actually observed within their mutual interaction. The basic and primary precondition for the development of tourism is, of course, the climate as well as the cultural, historical and other factors of a country, that is, its accessibility regarding traffic. This means that, in the first phase

of developing a tourist offer of a certain area, an adequate traffic system should be built. Most often we speak, considering the current conditions, of the construction of a traffic infrastructure which, in accordance with its traffic and technical characteristics, the density and supporting facilities, may fully satisfy the demands of the modern motorized tourists, regardless of the fact whether they arrive by their own vehicles or by organized tours in buses. The road infrastructure, however, is not the only precondition for the contemporary tourism development. The contemporary tourism is characterized by mass tourist migrations and long-distance journeys. Therefore, high demands are imposed on the traffic system as they are expected to transport a large number of tourists as well as to cover large space distances. Taking certain preconditions into consideration, the first demand may be satisfied by the contemporary railway and the second by air traffic.

The relation between the traffic system and tourism does not exhaust itself, however, only in passenger transport. The tourist offer comprises hotels, catering, trading, handicraft and many other activities imposing high demands on the traffic system regarding efficient transport of various food, agricultural, industrial, trading and other products. Within the cargo transport for the needs of tourism one should stress the daily transport of large quantities of food products from the more distant parts in order to supply the tourist regions. Here we speak mostly of perishable products where fast transport is a must. When speaking of satisfying these needs great advantages of road transport are never stressed enough, and, to a somewhat lesser extent, the railway and the air traffic.

The post and telecommunication system is a specially important precondition for tourism and the completion of the tourist offer. It would be wrong to believe that the modern tourist, in running away from the life in the cities, is also running away from communication with their home places and countries. In the modern quick way of life and work, the modern tourist is trying to use free time at his disposal in a most rational way. Thus, the requirements in this respect are not only on the traffic and transportation but on the organisation of postal and telecommunication system as well. The tourist regions are therefore, marked by high demand for all types of such services. In order to be able to meet such demands, the post and telecommunication service must have at their disposal suitable capacities where the main transfer capacities are of special importance.

The traffic system of the Republic of Croatia should be developed in such a way that it is synchronized with some single branches and is, as a whole, directed to a higher organization phase. The dynamics and the structure of the traffic development should be

coordinated with the economic needs, taking especially in consideration the development of tourism.

When determining the traffic systems within the new concept of space organization of the area as well as the development of the Republic of Croatia itself, it is necessary to take some existing problems, demands and obligations, as well as the possible new solutions and priorities in realization, into consideration. Thus one should consider the traffic system of Croatia in its spatial and functional integrity, and in interdependence with the tendency for rational usage of space, upgrading, at the same time, the existing traffic structures. The traffic should be looked upon as a possible gradual realization of this solution, within a long-term time horizon of the traffic objects planning and construction, in order to contribute in an optimal way towards the economic, and above all, tourist development of the country⁸.

4. TRANSPORT SYSTEM AND TOURISM PER TRANSPORT BRANCHES

When evaluating the total traffic situation in the Republic of Croatia it is necessary to analyze, separately, road, rail, maritime and air traffic as well as the situation in the telecommunication systems.

Road traffic

The economic and tourist development of the Republic of Croatia will not be possible without the continuation of road traffic development. We point out here the great significance of road traffic in the Republic of Croatia, owing to its geotrafic position but also owing to the fact that the roads represent the most convenient way of connecting the markets with tourist offer to the most important emission tourist markets, that is, the markets of tourist demand. The Republic of Croatia is directing the construction of rational network of modern highways and high-speed roads on the following traffic routes and corridors:

- on the north-south direction, that is, the connection of the Central-European Danube region with the Croatian Coastal Region;
- the Zagorje highway, connecting Slovenia and Austria as well as the Varaždin-Medimurje road towards Hungary;
- the construction of a highway towards the south-west through Gorski Kotar;
- the evaluation of the Lika-area (connection of the North and South of Croatia via Bosiljevo and Western Lika);
- highway on the main longitudinal Sava region route and corridor as well as the fast travelling road on the route of Podravina region;

- the construction of the Adriatic highway should be coordinated with the traffic intensity as well as with the development of individual areas.

The international European highway Hungary-Osijek-Šamac-(Bosnia and Hercegovina)-Ploče is as well of great interest for Croatia and the activation and completion of the Posavina section will enable more dynamic connections of the Eastern and Central Europe with the Adriatic and the Mediterranean. Taking the fact into consideration that regarding the construction of some road routes, some alternative directions are being considered, one should make sure to use the section which will satisfy the criteria set for the traffic and economic development of the country, in the best possible way.

Railway traffic

The development of railway traffic, with all its technological characteristics, is in the first place based on the mass transport of goods, while the passenger transport is of a lesser importance. The economic, that is, the tourist stipulation in the Republic of Croatia points towards a selective approach in two levels: the connection with the European railway network and the consolidation of the remaining railway network in the country. When speaking of the traffic needs in Croatia, the railway takes rather an important place, especially now that we speak of the goods and passenger transport on mid- and large distances (up to 400km and over 400km). The reaffirmation of the Croatian railway system requires a significantly better connection to the international railway network by constructing new high-speed (in the rule double-track) railway lines, in the first place on the longitudinal and the transversal European and national transit traffic routes:

- the Adriatic orientation of Croatia includes the fact of insuring the suitable traffic corridors in railway traffic leading from Europe towards the Croatian Adriatic ports as well as the corridors which, along the Adriatic traffic route connect all the major Croatian ports and larger city and development centres;
- the longitudinal traffic corridor of Posavina (the Sava basin) as well as Podravina (the Drava basin), take over the main railway lines of the European significance. The Posavina corridor should be meant for the European needs of high speeds as well as the connection of Europe with the Near East.

At the moment, the optimal effects in railway traffic have been achieved by the improvement of the "bottle-necks" on some lines, so that maximal transportation work may be realized (for instance the Rijeka and Lika lines section). The enlargement of railway traffic without essentially affecting new space, may and should be

achieved by a capital overhaul of railway lines, correction of curves, prolongation of tracks in the railway stations, continuation of some single-tracks electrification or by the change of the traction system, by the construction of modern and safe signal devices and telecommunications as well as by essential reconstruction and upgrading of the integral traffic plant and the purchase of new high-quality rail vehicles.

Naval traffic

Taking the highly indented coast and its length into consideration, the revitalization of the naval traffic in Croatia is a must, both for the needs of our economy, and for the economy of the neighbouring countries. Further development of ports and maritime connections must be based on the needs of the state with full consideration of the connections with other countries. Some ports should be developed exclusively as passenger ports, specially connected to the development of tourism. Within the development of the maritime traffic, with full consideration regarding future tourist needs, it would be necessary to determine and regulate in a legal way, the management of the ports, the way and the circumstances of the ports' integration into the total economic flows of the Republic of Croatia, optimize the plan of the ports, the way of their utilization and the economic participation of the state therein. The ports must satisfy their intentions and specializations. Taking the isolation of some islands and the Adriatic areas into consideration, in order to activate their tourist and economic potentials - one should insure, all along the coast, a denser network of faster, larger, more comfortable and more frequent international and domestic ferry-boats as the connection between the Croatian and Italian ports, but of other Mediterranean ports as well, as well as a connection between the coastal parts and some individual islands. Taking the Croatian naval orientation into consideration, naval traffic must be present in a more significant way in all the general economic criteria, especially those connected to the tourist needs of the country. Thus, the following would be necessary:

- re-evaluation of the extreme geo-traffic advantage of the Adriatic traffic route, providing the opportunity to include the Croatian region into the main traffic flows, improving thus the Croatian coast and the ferry-boat navigation;
- to improve, in the technical, technological and organizational way the Croatian ports and connect them better to the north/the coastal region and the continent; to promote the use of the Croatian ports as very well-positioned for the realization of various economic activities, especially those connected to the tourist needs and to attract in such a way as many traffic flows and tourists from Central Europe as possible;

- to insure the purchase of new vessels, to modernize the existing fleet and to enable the line fleet for a more satisfactory fulfilment of the transport needs, especially regarding Croatian economy and tourism;
- to improve the legal regulations so that the ports could obtain, as soon as possible and as adequate as possible, the necessary fresh capital needed for the economy and the tourist activity, in order to interest small investment systems for the entrance into this economy branch.

Air traffic

The existing airport network satisfies the requirements of the Republic of Croatia in full, both the economic and the tourist ones. The foreseen airport network will cover, almost in full, the territory and the population needs in the gravitation zones. The main airports in Croatia have already been built, so that there is no need for a new construction thereof. For the time being the priority lies on the improvement of the equipment as well as the quality of the service rendered by the existent airports (by installing of new equipment for better and safer use of every existing airport as well as regarding aircraft and passengers handling, that is, to build separate cargo terminals where such need arises). Owing to the foreseen improvement of the economic circumstances and, especially, because of the growth in the tourist air transport, the Republic of Croatia may find itself in the need of new aircraft to service the existing airports. In one part this may be solved by the increase of the capacities of the Croatian flag carrier Croatia Airlines regarding special transport, by founding new charter airlines or by a more intensive use of the existing European charter airlines. Apart from the already constructed airports on the islands of Brač and Lošinj, the actual strategy of the Republic of Croatia traffic development foresees the construction of some small (tertiary) airports on some larger islands: the islands of Hvar, Korčula, Vis, Mljet, Lastovo, Rab, Pag, Dugi otok as well as in the vicinity of Imotski, Karlovac and Slavonski Brod. Considering the present level of infrastructural development in Croatia as well as the requirements of tourism and its development trends, together with all the other economic needs in the country, the planned construction has no realistic basis. Here, this first of all refers to the economic, without forgetting the social, justifiability of airport construction. On the contrary, one should plan the connection of the existing airports with the remaining traffic types, especially with the islands and the coast as well as with the remaining road transport in other parts of the country.

Telecommunication system

The telecommunication system (the system of connections) is rapidly developing and its role is increasing

so that the construction and organization thereof on the Croatian territory should be continued. Especially, denser, safer, modern and more diverse system of telecommunication connections (networks) both in Croatia and towards other countries should be established, which requires a civilisation way of life, economy and in particular tourism, but also due to additional needs in the urban and development centres and tourist regions. In order to establish an even better connection with the world, one should increase the telecommunication network towards Western Europe (connected through Hungary and the Adriatic Sea/a part of the system has already been built/) and to build an earth satellite station (TT and RTV connections). The existing telecommunication system on the state level should be maintained at the best level possible (by the application of new communication technologies in the existing networks) and by supplementing it in places where it has not been upgraded yet. The existing network for the RTV should be supplemented in the areas of screening as well as in the liberated areas (the coverage of the territory by a signal is more than 80%). This primarily relates to the significantly enlarged and sensitive areas of the borders as well as the whole of the island belt and some mountain regions.

5. TRANSPORT DEVELOPMENT IN SERVICE OF CROATIAN TOURISM AS A FACTOR IN THE INTEGRATION INTO THE EUROPEAN UNION

The tourist economy of Croatia has at its disposal today a fairly large suprastructure which will have to be further modernized. Besides, it will be of utmost importance to insure better organizational and managerial know-how as the key precondition of the more dynamic tourist business activity. Only based on this it will be possible to influence a faster recovery and development of the total Croatian economy. The infrastructure problems need to be solved further, the protection of the environment and the landscape should be insured and implemented, specific solutions in every tourist investment applied, managing carefully the tourist resources and thus creating preconditions for a successful development of tourism. A much wider recognition of tourism is thus necessary in profiling the economy development of Croatia where, with small quantitative but significant qualitative shifts in this part of the Croatian economy, one may insure significant economy effects. The base for such an assertion is, on the one hand, the hitherto exceptionally significant economy effects of tourism, and, on the other, the fact that not many a country in the "heart" of Europe may boast such a quality tourist potentials as Croatia.

The strategic resource of the Croatian tourism is, of course, a fairly rich and ecologically speaking, highly valuable area, whose value will only grow. The coast, the islands, the areas of special protection regime, the rural areas and the thermal springs are the base of the future stationary tourism of Croatia. The settlements and the cities, especially the city of Zagreb, should be included more adequately into the tourist activities, the so-called "urban tourism", while the global geo-traffic position of Croatia should be evaluated in a long-term way, through a more intensive development of the transit and excursion tourism. The strategic advantage of Croatia compared to its competition lies in the richness of its tourist resources and attractions. Within this context it is necessary to stress even more the importance of integrating the ecology, cultural and traffic policy into the global tourist policy of Croatia.

The tourist capacities and their development cannot be thought of unless there is traffic accessibility. The development of tourism should be planned in connection with the possibilities and other capacities of the economy, since everything must be synchronized and coordinated. Thus, among other things, it would be necessary:⁹

- to organize an alternative form of the tourist offer by developing rural tourism all over the Croatian territory;
- to recognise the offer of the medical and health resort tourism, especially in the areas known for their spas;
- to enrich the tourism of the cities on the main traffic routes, offering high-quality programs and contents, as a form of transit tourism;
- to carry out a high-quality reconstruction of the whole coastal area as soon as possible, as well as of the attractive destinations of the continental part, and physical planning should be implemented to determine the boundaries of the tourist activities;
- to influence the development of the infrastructure in Croatia, especially in regard to the modernization of roads, railway lines, naval traffic and telecommunication connections, which is impossible to carry out without close cooperation with the tourism and full recognition of the tourist traffic and tourist offer.

For the functioning of the tourism and traffic understood in this way, as well as the foreseen modern traffic activity and their functional connection, adequate personnel is required, highly professional one of various profiles who will be able to carry the current tasks and meet the requirements, as well as carry out the future development of the traffic and tourism. It is a known fact that the European Mediterranean area is the most important tourist receptive region in the world. No less significant are the Mediterranean

countries of the African and the Asian continent, who participate therein, especially Egypt and Tunisia. For Croatia, however, special significance lies in the fact that Croatia is one of the 18 countries which make up the tourist region of the Mediterranean. Croatia has in comparison to these countries, without doubt, a number of advantages regarding the tourist development. The whole Croatian territory is nothing but an area of natural and anthropogenic resources with high attraction grade which may be evaluated in a better way than this had previously been the case. One of the comparative advantages of Croatia is her very favourable geographic position, where several components have special significance:

- its location on the main communication ways of the tourist movements connecting the West, the East and Central Europe with the Mediterranean and the South-East of Europe;
- the closeness and direct contact with the economically developed regions and countries with an emission of tourists of world significance;
- a favourable position and closeness to the tourist attractions of the neighbouring countries and thus the possibility to be used for transit.

The geographic position of a country in relation to tourism is of high value for the importance of its tourist activity, since such a position is the significant comparative advantage which may, economically speaking, be very well evaluated. Considering the fact that the position of Croatia can be looked upon as a transit one with many contacts and polyvalent, various tourist motives connect and attract various types of tourist movements. The international and national traffic routes are at the same time tourist routes as well, the most frequent ones being West Istria (northern Italy, Trieste or Ljubljana, the Postojna door, West Istria), the Rijeka or Kvarner tourist route (West European and Central European countries, Ljubljana, Rijeka or Zagreb, the Delnice door, Jelenje, Rijeka) and, for the time being, somewhat less frequent corridors of Zadar and Šibenik, Split and Dubrovnik. Special advantage of the Croatian tourist position is the deep recess of the Adriatic into the European continent, making thus the Croatian part of the Mediterranean "nearer" to the countries of the Central and Western Europe, as well as those of the Danube and East European regions.

The actual data shown in Tables 1 and 2 present the survey of the Croatian tourism situation as well as the significance of the traffic for its development:

The data presented in Table 1 clearly show the sudden increase of tourists and tourist days in all categories. The fall of the foreign tourists number in the year 1999 can be, in the first place, attributed to the NATO interventions in Kosovo. Already in the next year there was an increase of the foreign tourists number

Table 1 - Number of tourists and tourist days in Croatia for the time period 1996 till 2000

Year	Foreign tourists	Croatian tourists	Total	Foreign t.days	Domestic t. days	Total
1996 (I-IX)	2,487,897	1,040,705	3,528,602	16,093,954	4,430,099	20,524,053
1997	3,834,186	1,371,512	5,205,698	24,696,926	5,617,221	30,314,147
1998	4,111,536	1,337,940	5,449,476	26,001,936	5,285,563	31,287,499
1999	3,443,232	1,307,331	4,750,563	21,348,897	5,214,948	26,563,845
2000	5,337,649	1,282,035	6,619,684	33,307,408	5,098,522	38,405,930

Source: Croatian Almanac, HINA, Zagreb 1998, pp. 75-79: INFORMATION, State Institute for Statistics of the Republic of Croatia, Zagreb, 1999, Nr. 4.2/11; INFORMATION, State Institute for Statistics of the Republic of Croatia, Zagreb, 2001, Nr. 4.2/11;

Table 2 - Arrival and tourist days in Croatia in accordance with the country of origin

	1997		1998		1999		2000	
	Arrivals	Overnight stays	Arrivals	Overnight stays	Arrivals	Overnight stays	Arrivals	Overnight stays
Total	3,834,186	24,696,926	4,111,536	26,001,936	3,443,232	21,348,897	5,337,649	33,307,408
Austria	447,437	2,836,888	456,899	2,871,271	374,276	2,377,516	511,896	3,158,151
B&H	106,587	502,574	131,595	651,346	157,027	763,041	181,693	889,876
the Czech Rep,	579,061	4,166,446	498,538	3,527,934	415,295	2,844,657	697,521	4,713,186
Italy	688,041	3,327,067	750,809	3,669,780	538,347	2,577,648	886,461	4,360,507
Hungary	126,688	759,289	137,670	805,238	141,413	813,403	238,774	1,403,295
the Netherlands	64,964	610,936	88,286	696,097	72,551	592,192	100,052	895,316
Germany	640,031	5,403,249	720,569	5,933,641	531,259	4,514,765	919,789	7,597,881
Poland	97,765	702,941	131,049	899,876	104,893	679,487	274,956	1,804,933
Slovakia	153,930	1,119,837	161,664	1,142,600	107,629	723,090	183,740	1,243,795
Slovenia	577,920	3,735,047	637,662	4,035,713	689,851	4,237,203	818,868	4,968,383
Great Britain	50,565	317,731	68,288	410,053	50,890	269,814	68,070	387,646
USA	47,717	127,475	41,054	110,973	36,060	97,333	50,340	142,147
Other non-European countries	15,307	44,946	17,286	52,681	13,093	42,971	18,736	64,591

Source: <http://www.dzs.hr/HrvIStat.Informacije/Stat.info.2000/Turiza.htm>

and it is to be expected that such a trend will develop further in the coming period. The decrease of the domestic tourists number may be attributed mostly to the fall of the standard in general and with the rise of the domestic standard and the revival of the Croatian economy, this falling trend will be interrupted as well.

In order for Croatia to keep the foreseen increase in the tourist number, many corrections on the supply market would be necessary, one of them surely being the traffic area as well as its infrastructure. Table 2 shows the number of arrivals and the tourist days in accordance with the land of origin for the 1997-2000 time period.

The above data show clearly that the largest number of tourists arrive from the emission areas with an extraordinarily highly developed traffic infrastructure, so that their expectations in Croatia, regarding infra-

structure, may be adequate. At the same time, the receptive tourist destinations of our competitors feature a very well developed traffic system. If we do not wish to have the traffic and its infrastructure become one of the main limiting factors of the future growth and development of the Croatian tourism, the analytical data given should be used when determining the priorities in the traffic infrastructure construction, that is, when selecting the construction of the most favourable traffic routes connecting us with the countries abroad. Aiming at improvement of the tourist as well as the traffic offer one should take into account the correct evaluation of the investment priorities both regarding the construction of the traffic infrastructure, and regarding the development of certain traffic modes, but one should not, at the same time, neglect the internal connections of individual Croatian regions with tourist destinations.

6. INSTEAD OF A CONCLUSION

Traffic and tourism must be observed, analysed and coordinated in all their alternatives, in a comparative way, since the results thereof represent a very important impulse for the development of the Croatian economy. Taking the above into consideration a necessity is imposed for better and more efficient connection between the traffic and the tourism in all areas, both in the domestic and in the international relations. In order to make the transport of passengers, and even cargo, as rational as possible and to decrease the transportation costs one should, in all analyses and traffic branches, take the total public transportation into account and consider the requirements of the Croatian tourist market. For further economic development, especially in regard to tourism and traffic, as well as their functional connection, among other things, highly professional personnel will be necessary so that they may render adequate tourist and traffic service. In this way the necessary preconditions will be met, regarding the traffic development in the function of providing incentives for tourism in the Republic of Croatia.

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SAŽETAK

MEĐUODNOS PROMETA I TURIZMA – HRVATSKE MOGUĆNOSTI

Povezanost između turističke i prometne djelatnosti odražava se na sveukupnu gospodarsku sliku zemlje i ima tendenciju rasta u budućnosti. S prometnog aspekta svakako je najvažnija infrastruktura svih prometnih grana (prioritetno cestovnog prometa), a potom razvoj brodskih i trajektnih veza, kako duž jadranske obale, tako i između otoka. Izgradnja prometne infrastrukture u samoj turističkoj destinaciji, a još više prometnica do turističkog odredišta, te međusobna prometna povezanost turističkih destinacija od ključne su važnosti za razvitak turizma. Više od 70% inozemnih turista dolazi u našu zemlju motornim vozilima, a i 70% plovila (do 7 m), koja dolaze na Jadran radi nautičkog turizma, dolaze cestom. Svi oni očekuju europsku razinu prometne infrastrukture; brz, siguran i kvalitetan prijevoz iz mjesta stalnog boravka do turističkog odredišta. Zato o stupnju razvijenosti, voznim karakteristikama, propusnoj moći, te opremljenosti naših prometnica ovisi razvitak destinacija, osobito srednjeg i južnog Jadrana. Sagledavajući šire gospodarske interese Republike Hrvatske ne smije se zane-

mariti niti Europska unija, koja je upravo danas sve više zainteresirana za Hrvatsku, njezino gospodarstvo i turizam.

KLJUČNE RIJEČI

promet, turizam, prometna infrastruktura, turistička destinacija

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