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INTERDEPENDENCE OF TOURISM AND TRAFFIC IN CROATIA

ABSTRACT

Economic characteristics of tourism as stimulating factor of economic development of individual countries are reflected in the expansion of economic relations with foreign countries, in stimulating regional development, in opening of new workplaces, in additional marketing of products on the domestic market, in evaluation of cultural and historical resources, etc.

The interrelation between the traffic system and tourism results from the complexity of characteristics and functions of these two economic activities. Although traffic system regularly appears as the factor of improving or limiting the development of tourism, their relation needs to be considered in fact in their mutual interaction.

Defining of the Croatian traffic policy regarding tourism requirements, can be considered according to certain traffic branches but also according to specific requirements the tourist demand has on the traffic system. However, tourist demand needs to be understood as a part of the overall demand on the traffic system so that it can and has to be satisfied by the traffic supply formed according to the overall traffic demand.

KEY WORDS

traffic, tourism, traffic system, Croatia, traffic policy

1. INTRODUCTION

Tourism is a modern social and economic phenomenon which is marked by temporary migrations of the participants. Even the word tourism itself, which originates from the French word *tour* and denotes a walk, excursion, drive, travel, part of travel, indicates the main characteristics of this first-class social and economic phenomenon of the present day.

Lately, tourism has literally become a social phenomenon; it is an imperative of the modern way of living and one of the measurements of the social and economic welfare of a country or a region. Thus, the tourism today has grown into a mass phenomenon, involving wide population and transforming itself more and more into a complex economic activity.

Economic characteristics and the significance of tourism as a stimulating factor of the economic development of certain countries are reflected in the following:

1. Tourism is a significant factor in the spreading of economic relations with foreign countries influencing thus the increase of domestic social product and improvement of the balance of payments and foreign exchange balance of a country.
2. Tourism affects the regional development and economic opening of certain regions.
3. Tourism affects faster opening of new workplaces in catering i.e. tertiary activities.
4. Tourism provides additional marketing of agricultural, craft and some other industrial products on the domestic market.
5. Tourism allows valorisation of the economic, and cultural and historic assets of a country and their presentation to the wider international public.

As may be seen, tourism appears in the underdeveloped regions as a factor of development created first of all in the sphere of demand, by transferring the purchasing power from one place to another, influencing the market enlargement. This market has special requirements met by the supply which appears as the result of several phenomena and activities: natural conditions of a region (climate, coast, relief, landscape), cultural monuments, infrastructure (traffic, communal, power-supply), catering, cultural, entertainment, etc. Organisation of traffic and trade allows the whole potential of a country, especially the agricultural and industrial one, to come to the fore in the tourist region.

According to the structure of participants, tourism is divided into domestic and international (i.e. foreign) tourism, according to the participants' movements with regard to the observed country - into emissive and receptive tourism, according to purpose, i.e. characteristic - holiday tourism, health tourism, recreational, congress, nautical and weekend tourism,

and finally, according to organisation - individual and organised package tourism, etc.

The age of modern tourism started basically with mass involvement of the population in tourist travelling. This is the time following World War I and especially World War II, and that is the time of technical progress which provided the employees with more leisure time, time of development of transport means and mass media, and particularly of increase of income and purchasing power of the population.

Since tourism has been always and permanently related to the natural physical features which are non-transferrable, there is a complementary relation of functions between the traffic system, whose function is reflected in overcoming spatial differences, and tourism.

2. CORRELATION BETWEEN TRAFFIC SYSTEM AND TOURISM

The correlation between traffic system and tourism results from the complexity of features and functions of both of these economic activities. Here, the traffic system regularly occurs as the factor of developing or limiting the development of tourism, which is not contrary to the fact that the traffic system and certain traffic branches in certain regions develop depending on the needs and requirements of tourism. The relations between traffic and tourism should be actually considered in their interaction. Of course, the basic and primary precondition of tourism development includes natural, climatic, cultural, historical and other factors of a country, i.e. of a region. The next precondition is the openness of traffic in the region, i.e. its traffic accessibility. This means that in the first phase of tourist offer development in a certain region, adequate traffic infrastructure needs to be built and the functioning of the traffic system needs to be organised in a satisfactory way. Usually, in modern conditions this means construction of the road traffic infrastructure which according to its traffic and technical characteristics, density and accompanying facilities, can fully satisfy the requirements of modern motorised tourists, regardless of whether they use passenger cars or whether the tourist travelling has been organised by tourist and travel agencies transporting groups of tourists by buses. However, the road infrastructure is not the only precondition for the development of modern tourism. Modern tourism is marked by mass tourist migrations and long distance travelling. Therefore, traffic system requirements involve transport of a large number of tourists, and fast travelling over large distances. The first requirement, with certain preconditions can be satisfied by modern railway, and the other by air transport. Thus, those tourist

regions that expect wide demand of their tourist services, when speaking of the traffic system, have to be linked with the emissive regions by high-quality network of railway lines that can organise fast and comfortable railway transport, and have to be "covered" by a good network of airports that allow organisation of all forms of air transport, especially line and charter flights, as well as transport of tourists by their personal aircraft. The development of tourism in certain regions, linked by insufficient surface traffic infrastructure, and the development of nautical tourism depend first of all on the good connections of these regions by air traffic.

The relation between a traffic system and tourism does not end with passenger transport.

Tourist offer includes also hotel, catering, commercial and many other activities that impose high requirements on the traffic system regarding efficient transport of various food, agricultural, industrial, commercial and other products.

As part of cargo transport for the needs of tourism, the focus is on everyday transport of great amounts of food products, both from other regions that supply the tourist regions with such products, and also within the tourist regions themselves. These are mainly highly perishable products which require especially fast transport by refrigerator vehicles. In satisfying these requirements, road transport dominates with its great advantages, but the possibilities provided by the railway and air transport are not to be neglected.

Postal and telecommunication system plays an especially significant role in tourism and in supplementing the tourist offer. It would be wrong to think that modern tourists, fleeing from urban life, flee also from communication with the places and countries they come from. In the modern and fast lane of life and work, modern tourists try to spend their leisure time, intended for tourist ventures, in a maximally rational manner, setting therefore not only high requirements on the organisation of transport, but also on the organisation of postal and telecommunication system. Tourist regions, therefore, have great demand for all kinds of postal and telecommunication services. Apart from the volume of requirement, this demand is marked by substantial seasonal and daily peak loads.

3. DEFINING OF THE CROATIAN TRAFFIC POLICY WITH REGARD TO TOURIST REQUIREMENTS

Choice and determining of the objectives of traffic policy form the most complex procedure in formulating the traffic policy. Defining of strategic orientation in traffic system development and the development of single traffic branches, indicated as objectives of con-

crete traffic policy, present an economic and political issue of the highest ranking. In defining the traffic policy objectives, first of all, the basic assumptions need to be determined regarding the possible orientation and the development dynamics of single traffic branches such as:

- a) the level of technical, technological, organisational and economic development of single traffic branches and the whole traffic system and the evaluation of the development level;
- b) volume, structure and specific characteristics of the traffic demand which should be satisfied by adequate supply of capacities of single traffic branches and the traffic system as a whole;
- c) overall economic possibilities of a country regarding provision of the necessary financial means for efficient functioning of the traffic system, and particularly for new investments in the traffic infrastructure and transport means.

The defining of the Croatian traffic policy regarding future tourist demand should take into consideration the following initial principles:

3.1. Development of road infrastructure

In order to achieve the best effect and adequate social and economic development, the main criteria that should be applied in the construction of road infrastructure include:

- a) level and quality of satisfying the traffic demand;
- b) return rate of the invested capital generated by direct and indirect development effect.

In compliance with such an approach, actual plans regarding highway and fast road construction seem over-ambitious and financially unrealistic. This raises a question about the justification of constructing a highway network of such dimensions, with regard to the level of economic development of the country and the size of the current and expected traffic.

Apart from thus planned size of the main road network, it is just right to ask about the structure of this network. Current policy is focused more on the construction of new highways and semi-highways than on the reconstruction of the existing ones.

In the economically impoverished country, exactly the opposite should be true, that is, fairly higher investments into renewal and reconstruction of intersections and curves, construction of the third lane on grades for slow vehicles, and similar works. Thus, relatively small investments would significantly increase the throughput capacity of the road network. The exception from this principle can be seen, of course, in concession investments by foreign investors in the construction of highways.

Regarding priority traffic routes, i.e. traffic corridors, these certainly include, in the future, the routes

from Macelj and Goričan via Zagreb towards Rijeka and Pula, and towards Split and Dubrovnik, as well as better valorisation of the Adriatic longitudinal corridor from Rijeka to Dubrovnik.

3.2. Development of railway traffic

Knowing the situation and the concrete requirements, it is necessary to immediately start fundamental transformation of our railways. It is necessary to urgently improve the technical level of the railway line towards Rijeka and Split, and to stop the falling trend in using the cargo and passenger wagons. Every investment, either in technology or in organisation, has to result in better operation, higher cargo, commercial or technical speeds, and better service quality. The railways have been until now greatly increasing the number of employees, which should be reduced to realistic framework, and harmonised with the European indicators. This task needs to be tackled sensibly, taking into consideration and using all the possibilities offered by the Republic of Croatia (redistribution of personnel, requalification, and additional qualification, by giving non-recurring compensation to workers for their future and permanent solving of existential problems, and other measures).

The technological processes at railway stations and junctions need to be analysed and adjusted to concrete requirements, and the excess capacity should be suspended or, taking into consideration expert opinion, and considering long-term period, eliminated or re-designed for other purposes.

The justification of all industrial tracks owned by the railway or subjected to some other form of competence should be analysed, and they should be put into service of market relations. The exceptions that have special significance should be discussed individually and decisions should be made at the highest management and professional level.

With the increase in speed on our railway lines, other technical and technological issues of modernisation should be solved simultaneously, (installation of modern signalling and safety and telecommunication devices, introduction of information technology, advanced traction, etc.) in order to increase the throughput and transport capacity of our railway lines and thus to consequently integrate into the operation of the European railway network.

The marketing and commercial activities and advanced technologies have to start acting immediately, and soon give positive results. The tasks of the information systems have to be related to the European railway system and at the same time keep up with the situation in traffic, cargo flows, replacing the current accompanying documents, keeping up-to-date with tariff records, etc.¹

In the future development of railway traffic it is necessary to "keep pace" with the traffic development of Europe and to find the possibility of design and construction of railway lines on the Croatian territory, of the so-called Croatian "Y" and the Adriatic main railway.

In the Adriatic - Danube basin corridor, it is the railway line Rijeka-Zagreb-Koprivnica (Budapest), i.e. in the other variant Rijeka-Zagreb-Zabok-Krapina-Lepoglava-Varaždin-Čakovec-Kotoriba (Budapest, Vienna).

In the Adriatic corridor it is the line Trieste-Rijeka-Zadar-Šibenik-Split-Dubrovnik.

Big traffic junctions, such as Rijeka, then Zagreb, with the substantial traffic triangle of the central Croatia, Zagreb-Sisak-Karlovac, as well as other traffic centres both along the Adriatic coast and in the Pannonian Croatia need to be solved as soon as possible.

Croatia has also the task to study and define the high-speed lines, in order to link its economy to the European. Analysing and evaluating the traffic component of Croatia, there is a need (and priority) to construct high-speed line in the Adriatic - Danube basin corridor. The Adriatic railway runs through the other corridor^{2, 3}

High-speed railway lines in these corridors would be categorised as international if they were treated, from the European point of view, as components of its high-speed line network. The precondition lies in the efficiency of investments which would result from the interest of the European Union, and maybe also from single UN institutions.

Generally speaking, the projects of high-speed lines in Croatia would find their efficiency in an international and national environment. From the international point of view, this would be because of the design of the European network of high-speed lines, increase in competitiveness of railway, and, after constructing the Vukovar-Šamac canal, in order to connect the maritime with the river navigation system in south-eastern part of Europe, as provided by the north-western combination Rotterdam-Rhine-Main-Danube. The national significance would result from the realisation of a more natural linking of Croatia and the European space gravitating towards the mentioned corridors, substantial increase of railway traffic productivity in Croatia, and providing possibility for the integration of the Croatian economy with the European economy.

Adaptation to new tendencies in the development of the traffic system represents at the same time redefining of the railway role; especially under the new conditions, for approximate levelling of the status, the state need to take over the responsibility for maintenance and construction of the railway infrastructure. All this needs to be done in order to balance the condi-

tions of economy and efficiency of the traffic branches as preconditions for market operations. This means that the railway infrastructure needs to be treated just as road infrastructure.

3.3. Development of postal and telecommunication traffic

Postal activities need to be promoted in two main directions: expansion of the choice of services and modernisation of technology in performing the services.

The expansion of choice of services need to be realised by replacing the classical services by new ones, improving some existing services by information technology and introducing new services (electronic mail, various self-service automatons, automatic money counters-postmat etc.).

The future development of telecommunications should promote digitisation and integration and introduction of the optic cable technology at all network levels.

Particularly, on the model of the European Union, various measures should be used to promote the development of new telecommunication services (mobile telephony, videotext, etc.), and in international connections improvements should be realised fast in the development of undersea optic cable links and satellite transmission.

A new concept of network organisation plans a smaller number of hierarchical levels, thus simplifying the network functioning and improving the service quality. The higher the level of digitisation, the smaller the number of analogue/digital conversions, additionally affecting quality improvement.

3.4. Development of air traffic

Due to the changes realised in international, legal, political and economic relations in Europe and by gaining independence and sovereignty of the Republic of Croatia, the Croatian air traffic system has found itself in a new environment focusing on the extremely favourable geopolitical position of Croatia, influencing very positively on the functioning and development of the Croatian air traffic system.

As a metropolis, Zagreb has gained new significance for the passenger and cargo traffic flows, but the role of the Adriatic airports will be especially emphasised, mainly in the development of tourism. The structure of flights and their frequency will experience substantial changes. The relations between intercontinental and Euromediterranean traffic will change, the intraregional and the so-called border passenger traffic will experience major development, traffic demand on routes previously neglected will arise, etc.

All this will stipulate new requirements on the integral air traffic system, carriers, airports, air traffic control, technical equipment, technology of work, business organisation, and business policy of the economic subjects and the government and government bodies.

The Croatian air traffic system will be included in the intercontinental traffic. Here, the regions of northern and southern America and Australia are of special interest. Until now, Croatia was not adequately connected by direct flights with certain overseas centres with many Croatian citizens. It should be taken into consideration that intercontinental flights will be operated also by foreign airlines, but based on reciprocal rights, which means that a national carrier has to be both technically and technologically and financially and commercially, but also regarding personnel well equipped in order to enter the competition with the biggest world airlines.

Euromediterranean and scheduled and charter flights, will play the dominant role in the structure of passenger traffic transiting Croatian airports.

This region of intensive economic flows, world concentration of capital, banks, commerce, tourism, industry and culture represents the greatest chance and big challenges, but imposes also the highest requirements both to the carrier and to our airports and to our air traffic control. Under the conditions of liberalisation and deregulation of air traffic in Europe, under the conditions of oligopol character of airline operations, when every new carrier faces high barriers for entering the market, the competition will be merciless.

The basic assumption for optimal satisfaction of new traffic demand by adequate supply of traffic capacities in the Croatian air traffic, is the establishment of an optimal air traffic system structure by achieving balance between technology, organisation and economy of operation in all the three basic transport activities, the activities of receiving and delivery, and the activities of air traffic control and aircraft guidance.

The possibility of influence by the market itself and the market rules of supply and demand on the establishment of optimal structure of the Croatian air traffic system will be limited. Therefore, the government will need to clearly define its policy in relation to all the parts of the air traffic system by defining the objectives, instruments and subjects. In realising the set goals, various forms of government assistance, i.e. subsidies will be inevitable, especially since the air traffic infrastructure has experienced severe war damage even in the field of air traffic control.

3.5. Development of sea traffic

The Croatian sea traffic, including merchant navy and seaports, forms a part of the world sea traffic, and

also of the Croatian traffic system. Harmonised operation of continental and sea part of the traffic system, at the level of harmonising technical capacities, traffic technology, economic relations, but also at the level of the relationship of the government towards them, is of decisive significance for the economy of the Republic of Croatia. These issues are in direct relationship with the so-called maritime or Adriatic orientation of Croatia.

The Adriatic orientation, on the other hand, as it is well known, has always been a synonym for transversal connections towards single Adriatic ports. Based on these facts, and such a relationship to the Adriatic orientation, there have always been recurring antagonisms between single Croatian ports. There have always been requirements that the traffic and economic policy should define the "main" Croatian port, the "main" transversal traffic corridor, and to define the specialisation of single ports for certain types of cargo based on the "agreement" between the ports, etc.

For the future sea traffic development these issues will be decisive. It is not enough to stress the need that the future development of merchant navy should insure its modernisation, introduction of Ro-Ro and other advanced technologies, construction of ships in the Croatian shipyards for national ship operators at least under the same conditions as for the foreign customers, introduction of advanced cargo handling technologies in our ports, their expansion and modernisation, introduction of information technology and automation of port operation, defining of the port infrastructure financing system, etc. Certainly, these are basic and vital questions regarding operation both for our ship operators and for our ports.

If, however, the government and the wide scientific, professional and political public does not take a stand towards the crucial question of this set of problems, i.e. towards the question of the Adriatic orientation, then no defining of an optimal organisation of the Croatian traffic system nor optimal connecting of the sea and continental parts of this system can be expected.

4. CONCLUSION

Due to the correlation between tourism and traffic in defining the traffic policy of Croatia, specific requirements of tourist demand need to be taken into consideration with relation to the traffic system, but at the same time one should start from the fact that tourist demand represents only one segment of the overall traffic demand which in turn, by the logic of things, has to be satisfied by overall traffic supply. In other words, the development of certain traffic branches provides preconditions for satisfying specific traffic demands required of the traffic system by tourism.

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SAŽETAK

MEĐUZAVISNOST TURIZMA I PROMETA U HRVATSKOJ

Ekonomске значајке туризма као потицајног чимbenika ekonomskog razvoja pojedinih zemalja ogledaju se u proširenju ekonomskih odnosa s inozemstvom, u poticanju regionalnog razvoja, u otvaranju novih radnih mjesta, u dodatnom plasmanu proizvoda na domaćem tržištu, u valoriziranju kulturno-povijesnih vrednota, itd.

Povezanost prometnog sustava i turizma proizlazi iz složenosti značajki i funkcija ovih dviju gospodarskih aktivnosti. Iako se prometni sustav redovito pojavljuje kao čimbenik unapređenja ili limitiranja razvoja turizma, njihov odnos valja zapravo promatrati u njihovoj međusobnoj interakciji.

Definiranje prometne politike Hrvatske u funkciji zahtjeva turizma može se promatrati prema pojedinim prometnim granama ali i prema specifičnim zahtjevima koje turistička potražnja postavlja pred prometni sustav. Međutim, turističku potražnju treba shvatiti kao dio ukupne potražnje prema prometnom sustavu tako da ona može i treba biti zadovoljena prometnom ponudom koja se formira prema ukupnoj prometnoj potražnji.

KLJUČNE RIJEČI

promet, turizam, prometni sustav, Hrvatska, prometna politika

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