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**PRAVILA PONAŠANJA U TURIZMU
I NJIHOV UTJECAJ NA ODRŽIVI TURIZAM****CODES OF CONDUCT IN TOURISM AND
THEIR IMPACT ON SUSTAINABLE TOURISM**

SAŽETAK: Turizam je velik i složen sustav koji, ukoliko želi dugoročno biti uspješan, treba u svom planiranju i razvoju implementirati osnovne postulate održivosti. U kreiranju takvoga razvoja značajnu ulogu ima javni sektor, no i dobrovoljne inicijative, posebno kada se radi o kreiranju određenih mjera usmjerenih prema ponašanjima turista te povećanju svijesti o učincima njihova neadekvatnog i neodgovornog ponašanja. U radu se daje prikaz najvažnijih dobrovoljnih inicijativa i pravila ponašanja u turizmu te se analizira njihov utjecaj na ponašanje sudionika u turističkim kretanjima. U fokusu su globalne i lokalne dobrovoljne inicijative usmjerene na ponašanje u turizmu ili tkz. Codes of Conduct. Na globalnoj i lokalnoj razini postoji značajan broj ovakvih pravila, no ona nisu unificirana i često su vrlo teško dostupna. Njihova implementacija nije jednostavna te bi upravo u tom segmentu odgovorni marketing trebao imati važnu ulogu u kojem fokus ne bi bio na pukom privlačenju turista u destinaciju već i njihovoj senzibilizaciji s destinacijom te minimiziranjem negativnih efekata razvoja turizma.

KLJUČNE RIJEČI: održivi razvoj, održivi turizam, održivi marketing, pravila ponašanja u turizmu

SUMMARY: Tourism is a large and complex system which, in order to achieve a long term success, needs to implement the sustainability principles in the process of its planning and development. A significant role in creating such a development belongs to the public sector. However, as for the creation of certain measures for improvement of the behaviour of tourists and of increasing their awareness of effects that could occur in case of their inadequate and irresponsible behaviour, voluntary initiatives tend to have an even greater importance. This paper gives an overview of the most important voluntary initiatives and codes of conduct in tourism and discusses their impact on the behaviour of all participants in tourism. The focus is on the global and local voluntary initiatives concerned with the behaviour of tourists, the so-called Codes of Conduct. A significant number of these codes exist at the global and local level, but they are not unified and are often very difficult to trace. The implementation of codes of conduct is often rather difficult, which is why the application of responsible marketing becomes almost necessary. The focus of responsible marketing should not be the pure attraction of tourists to the destination, but also their sensitization to the destination, as well as minimizing the negative effects of tourism development.

KEYWORDS: sustainable development, sustainable tourism, sustainable marketing, codes of conduct in tourism

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1. UVOD

Turizam je jedna od najpropulzivnijih svjetskih "industrija", ali i glavni pokretač rasta BDP-a u velikom broju zemalja (Reige i Perry, 2000), koje u njemu vide, posebice one nerazvijene ili slabije razvijene, vrlo izglednu priliku za ekonomski napredak te se u planiranju gospodarskog razvoja često oslanjaju, ali ponekad i snažno ovise o turizmu (Butler 1992; Thorsell i Sigaty 2001; Fyall i Garrod 2005). U nacionalnim i globalnim okvirima turizam se razvija i odvija u izrazito konkurentnom okruženju (Reige i Perry 2000) i objedinjuje velik broj subjekata (privatnih i državnih) koji na turističkom tržištu nude širok spektar proizvoda i usluga namijenjenih različitim segmentima turista. U tom kontekstu turizam treba promatrati kao velik i složen sustav, a ne kao jednostavan proces razmjene roba i usluga između ponuđača i turista. Turizam, koji želi biti održiv i uspješan na dugi rok mora u svom planiranju i razvoju uvažavati osnovne postulate održivog razvoja i odgovornog turizma, pri čemu vrlo često može doći do konflikta između ekonomske i društvene perspektive razvoja turizma (npr. povećanje broja turista, noćenja, prihoda, kapaciteta, zaposlenosti, uključenosti lokalnog stanovništva) i razvoja turizma iz perspektive okoliša (npr. zaštita prirodnih, kulturnih, povijesnih i dr. resursa).

O brojnosti turista koji posjećuju određene prostore ovisit će i intenzitet negativnih učinaka na okoliš koji se manifestiraju u smanjenju kvalitete zraka, vode, povećanju buke, promjeni izgleda krajolika, povećanju urbanizacije, oštećenju flore i faune, i sl. (Inskeep, 1991). Tome treba dodati i potencijalne negativne utjecaje na domicilno stanovništvo u turističkim destinacijama, kao što su stvaranje gužvi koje otežavaju ili onemogućavaju lokalnom stanovništvu pristup atrakcijama, prevelika komercijalizacija i modifikacija lokalnih običaja i tradi-

1. INTRODUCTION

Tourism is one of the most propulsive global industries, but also the main driver of GDP growth in most countries (Reig and Perry, 2000). This especially holds true for undeveloped or less developed countries, which regard tourism as a very promising opportunity for economic growth. This is why these countries when planning their economic development often rely on, and sometimes even heavily depend, on tourism (Butler, 1992; Thorsell and Sigaty 2001; Fyall and Garrod 2005). Tourism is a highly competitive industry at national and global level (Reig and Perry 2000), which incorporates a large number of subjects (private and public) that offer a wide range of products and services for different segments of tourists. In other words, it is not a simple process of exchanging goods and services between providers and tourists, but rather a big and complex system and should be perceived as such. Long-term success and viability in tourism is achieved through application of the principles of sustainability and responsible tourism in the process of planning and development. This however, can very often lead to a conflict between economic and social perspective (e.g. increasing the number of tourists, overnight stays, revenues, accommodation capacities, employment, involvement of local population) and environmental perspective of tourism development (e.g. protection of natural, cultural, historical and other resources).

The intensity of negative effects on the environment, which are manifested in the reduction of air and water quality, in the increase of noise, in changed landscape, in increasing urbanization, in damaging flora and fauna, etc., depends on the number of tourists visiting certain areas (Inskeep, 1991). Also, some other potentially negative impacts on local residents in tourism destinations should be added to this list of negative effects, such as creation of traffic jams

cije, degradacija lokalnog kulturnog nasljeđa i dr. (WTO, 1998).

U planiranju i razvoju turizma potrebno je jasno utvrditi sve učinke turizma, minimizirati one negativne i optimizirati koristi koje on donosi za destinaciju. U tome moraju aktivno sudjelovati sve strane involvirane u turistička kretanja – investitori, lokalna vlast, ali i turisti. U tom dijelu vrlo veliku ulogu ima marketing koji je s vremenom dobio širu ulogu od samog privlačenja turista u destinaciju. Njegova primarna zadaća više nije samo privlačenje turista nego i slanje odgovarajućih poruka potencijalnim turistima koje će ih senzibilizirati s destinacijom koju posjećuju i na taj način onemogućiti ili minimalizirati negativne efekte razvoja turizma (Marušić, Prebežac; 2004, str. 357), što vrlo često rezultira razvijanjem određenih pravila ponašanja za turoperatore, hotele, ali i turiste.

U radu se daje prikaz najvažnijih dobrovoljnih inicijativa i pravila ponašanja u turizmu, analizira njihov utjecaja na ponašanje sudionika u turističkim kretanjima na međunarodnom i domaćem turističkom tržištu, te istražuje međusobna povezanost inicijativa i pravila ponašanja i održivog turističkog razvoja.

2. KONCEPT ODRŽIVOG TURIZMA

Turizam se kao dinamična pojava manifestira u prostoru koji je zbog svojih biotropnih i antropogenih svojstava dovoljno atraktivan da privuče pažnju potencijalnih turista, što posebno ističe važnost očuvanja prostora s ciljem održivog razvoja. Tome u prilog ide i činjenica kako lokalno stanovništvo postaje sve svjesnije problema neodrživog turizma, dok turisti zahtijevaju sve više standarde kada je u pitanju okoliš (WTO, 2002). Pod održivim razvojem u turizmu podrazumijeva se sposobnost turističke destinacije da ostane u ravnoteži s okruženjem, odnosno sposobnost da ostane konkurentan

that hinder or prevent the access of local population to tourist attractions, excessive commercialization and modification of local customs and traditions, the degradation of local cultural heritage, etc. (WTO, 1998).

When planning tourism development it is necessary to clearly identify all possible effects of tourism, to minimize the negative ones and to optimize the benefits that it brings to a particular destination. All parties involved in tourism must be actively engaged in the planning of tourism development - investors, local authorities, as well as tourists. Marketing plays a very important role in this process, and has gained over time a much wider significance than that of just attracting tourists to a destination. Its primary task is not only to attract tourists, but also to send an appropriate message to potential tourists that will sensitize them to the destination they are visiting and thus prevent or minimize the negative effects of tourism development (Marušić, Prebežac, 2004, p. 357). These tasks usually result in creation of rules of conduct for tour operators, hotels and tourists.

This paper gives an overview of the most important voluntary initiatives and codes of conduct in tourism; it analyses their impact on behaviour of participants in tourist movements in international and domestic tourism market, and explores the relationships between initiatives, codes of conduct and sustainable tourism development.

2. THE CONCEPT OF SUSTAINABLE TOURISM

Tourism, as a dynamic phenomenon, manifests itself in a surrounding that is, due to its biotropic and anthropogenic features, attractive enough to draw the attention of potential tourists. This, of course, emphasizes the importance of the preservation of areas for sustainable development. Also, local population is becoming more aware of the problems connected with unsustainable tour-

na tržištu usprkos pojavi novih i manje posjećenih destinacija te da privuče podjednako posjetitelje koji se vraćaju i one koji dolaze prvi puta (Marušić, Prebežac, 2004:397). Za ovaj oblik turizma često se koristi i izraz "odgovorni turizam" koji podrazumijeva turizam koji maksimizira pozitivne učinke za lokalnu zajednicu, minimizira negativne socijalne i prirodne učinke te pomaže lokalnom stanovništvu sačuvati svoju kulturu i okoliš (CREST, 2010).

Usporedno s prihvaćanjem pojma održivog turizma i odgovornog turizma, u turizmu se pojavio pojam "eko-turizam" koji podrazumijeva putovanja u prirodna područja pri čemu se štiti priroda i brine o blagostanju lokalnog stanovništva (TIES, 1990), ali podrazumijeva i boravak turista u područjima s određenim stupnjem zaštite (npr. nacionalni parkovi) (Vukonić, Čavlek, 2001:84). Na važnost ekoturizma, kao alternative masovnom i konvencionalnom turizmu, ukazuje istraživanje koje je proveo TIES (*The International Ecotourism Society*). Prema ovom izvoru, u Europi je 20-30% turista svjesno potreba i vrijednosti odgovornog turizma, a 65% njemačkih turista očekuje očuvan okoliš u destinaciji koju posjećuje (TIES, 2006:3).

Zaštita okoliša dobila je svoje globalne okvire 1972. godine (Konferencija UN-a u Stockholmu) i 1992. (Konferencija o zaštiti okoliša, Rio de Janeiro), gdje se ističe da je zaštita okoliša globalno pitanje, no da u procesima zaštite treba aktivno sudjelovati i lokalna zajednica obzirom da je svaki prostor specifičan. Ipak, temeljni je dokument o planovima akcije zaštite okoliša za 21. stoljeće AGENDA 21 (*Global program of Action on Sustainable Development*). U njega su uvršteni principi Brundtlandove komisije da se proces produkcije sredstava i gospodarski razvoj trebaju zadržati u okvirima koji osiguravaju poboljšanje kvalitete života, ali istovremeno vodeći računa da se pri tome ne ugroze buduće generacije (OECD, 1987). Agenda 21 naglašava kako

ism, and tourists require increasingly higher standards when it comes to the environment issues (WTO, 2002). Sustainable development of tourism represents the ability of tourist destinations to remain in equilibrium with the environment, i.e. the ability of a destination to remain competitive in the market despite the emergence of new and less visited destinations, and to attract equally the returning visitors and those who visit a particular destination for the first time (Marušić, Prebežac, 2004, pp. 397). The term responsible tourism is often used as a synonym for sustainable tourism, implying tourism that maximizes the positive effects for the local community, minimizes negative social and natural effects, and helps local people in preserving their culture and environment (CREST, 2010).

Along with accepting the concept of sustainable and responsible tourism, the concept of *eco-tourism* has emerged. It refers to the travel to nature areas while protecting nature and caring about the welfare of local people (TIES, 1990), and includes the stay of tourists in areas with a certain degree of protection (e.g. national parks) (Vukonić, Čavlek, 2001:84). A study conducted by TIES (*The International Ecotourism Society*) indicates the importance of ecotourism as an alternative to conventional and mass tourism. According to this source, 20-30% of tourists in Europe are aware of the need and value of responsible tourism, and 65% of German tourists expect preserved environment in the destination they visit (TIES, 2006:3).

Environmental protection received its global frameworks in the years 1972 when the UN Conference in Stockholm was held, and 1992 when the Conference on the Protection of Environment in Rio de Janeiro was organised. The conclusions of the conferences stated that environmental protection is a global issue, but the local community has to actively participate in this process due to specific characteristics of different areas. However, a fundamental document about the environmental action

se ujedinjavanjem razvojnih interesa i interesa zaštite životne sredine te njihovim poštivanjem može poboljšati životni standard ljudi, ostvariti veći prinosi, ali istovremeno i ostvariti i veća zaštita ekosustava te na taj način osigurati budućnost čovječanstvu (UN, 1992).

Dok je dio turističkog sustava smatrao da AGENDA 21 i koncept održivog razvoja predstavljaju svojevrsno ograničenje razvoja turizma (WTO, 2002a), UNWTO je prihvatio ideju i aktivno se uključio u zaštitu okoliša brojnim izjavama, deklaracijama, programima i akcijama (Škorić, 2010:155-161). Prioriteti razvoja definirani su u *Agendi 21 za turizam i industriju putovanja* (eng. *Agenda 21 for Tourism & Travel Industry*), i to: procjena kapaciteta postojećeg regulatornog, ekonomskog i dobrovoljnog okvira kako bi se postigao održivi razvoj; procjena implikacija aktivnosti organizacija na ekonomsko, socijalno, društveno i ekološko okruženje; stručno usavršavanje, edukacija i podizanje razine svjesnosti javnosti; planiranje za održivi razvoj; olakšavanje razmjene informacija, vještina i tehnologija o održivom turizmu između razvijenih i zemalja u razvoju; omogućiti sudjelovanje svih sektora društva; dizajniranje turističkih proizvoda koji su u svojoj srži održivi; mjerenje napretka u postizanju održivosti te kreiranje partnerstava za održivi razvoj (WTO, 1996).

Na temelju ideja prezentiranih u Agendi razvijen je i jedan od temeljnih dokumenata kojim se promovira održivi turizam, "Globalni etički kod u turizmu - za odgovorni turizam" (WTO, 2001). Iako se u dokumentu ne spominje uloga turista, upravo na temelju njega su razvijene brojne dobrovoljne inicijative i dokumenti koji pokušavaju usmjeriti ponašanje svih sudionika (onih na strani ponude, ali i potražnje) u razvoju turizma prema održivom.

plans for the 21st century is Agenda 21 (*Global Programme of Action on Sustainable Development*). This document is based on the principles of the Brundtland Commission, which state that the process of production and economic development should be achieved within the framework that ensures the improvement of life quality and, at the same time, takes into account the welfare of future generations (OECD, 1987). Agenda 21 stresses that unification and respecting both the developmental and environmental protection interests can improve the living standards of people, achieve higher yields and, at the same time, achieve greater protection of ecosystems thus ensuring the future of humanity (UN, 1992).

While one part of tourism industry felt that Agenda 21 and the concept of sustainable development represent a kind of a constraint for tourism development (WTO, 2002a), UNWTO has accepted this idea and is actively involved in environmental protection through a number of statements, declarations, programmes and actions (see more in Škorić, 2010:155-161). Development priorities are defined in *Agenda 21 for Tourism & Travel Industry* as: assessment of the capacity of the existing regulatory, economic and voluntary framework to bring about sustainable tourism; assessment of economic, social, cultural and environmental implications of the organisation's operations; training, education and raising public awareness; planning for sustainable tourism development; facilitating exchange of information, skills and technology relating to sustainable tourism between developed and developing countries; providing for the participation of all sectors of society; designing tourist products that are sustainable at their core; measuring progress in achieving sustainable development; and, creating partnerships for sustainable tourism development (WTO, 1996).

Based on the ideas presented in the Agenda, a *Global Code of Ethics for Tourism - For Responsible Tourism* (WTO,

3. ODRŽIVI MARKETING U TURIZMU

U turizmu se marketing često poistovjećuje s promocijom ili oglašavanjem te mu se zamjera da utječe na promjene ponašanja turista na način da promovira materijalističko i konzumerističko društvo u kojem se status stiče brojem i vrstom destinacija i/ili turističkih aktivnosti koje su turisti posjetili ili poduzeli (Batra, 2006). Ovakvo klasično shvaćanje marketinga Kotler (1994) je redefinirao i proširio dodajući mu dimenziju održivosti na način da pri postizanju željenog zadovoljstva potrošača poduzeća moraju voditi računa i o općoj dobrobiti potrošača, ali i društva u cjelini.

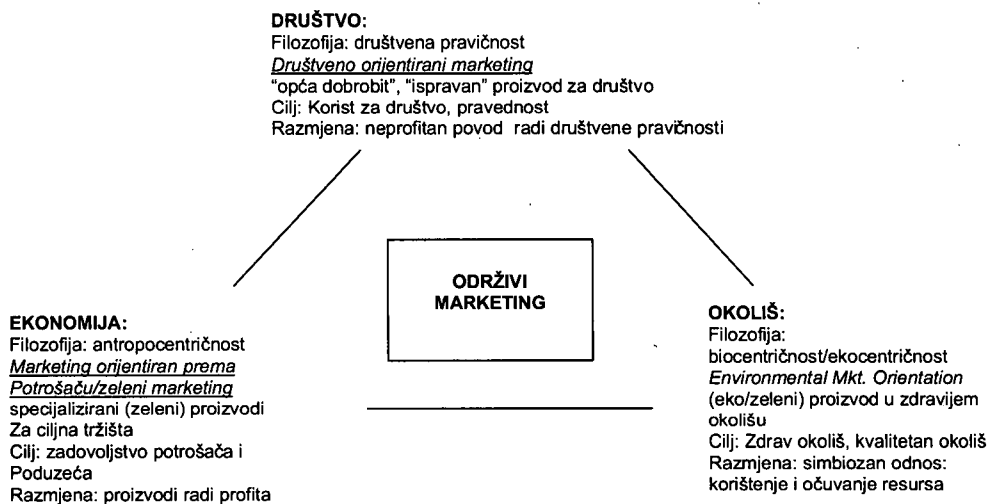
Uništavanje izvornih prirodnih resursa, autentičnih ambijenata, problemi u raspodjeli prihoda od turizma, snažan ekonomski pritisak na brz i nekontroliran razvoj destinacije, samo su neke od etičkih dilema s kojima se danas susreću donosioci u planiranju i razvoju turističkih destinacija. Važnu ulogu u rješavanju ovog paradoksa ima marketing, ali ne marketing zasnovan na tradicionalnoj koncepciji (klasičnoj ekonomskoj paradigmi), nego marketing utemeljen na filozofiji održivosti (Marušić, Prebežac, 2004). Tako utemeljen koncept marketinga treba u maksimiziranju profita voditi računa o društvu, potrošačima i okolišu. Tri osnovne dimenzije održivog marketinga prikazane su na Slici 1.

2001) was developed as one of the fundamental documents promoting sustainable tourism. Although the document does not mention the role of tourists, it is due to this document that a number of voluntary initiatives and documents were later developed. These initiatives attempt to guide the behaviour of all participants (both supply and demand) in the development of tourism towards sustainability.

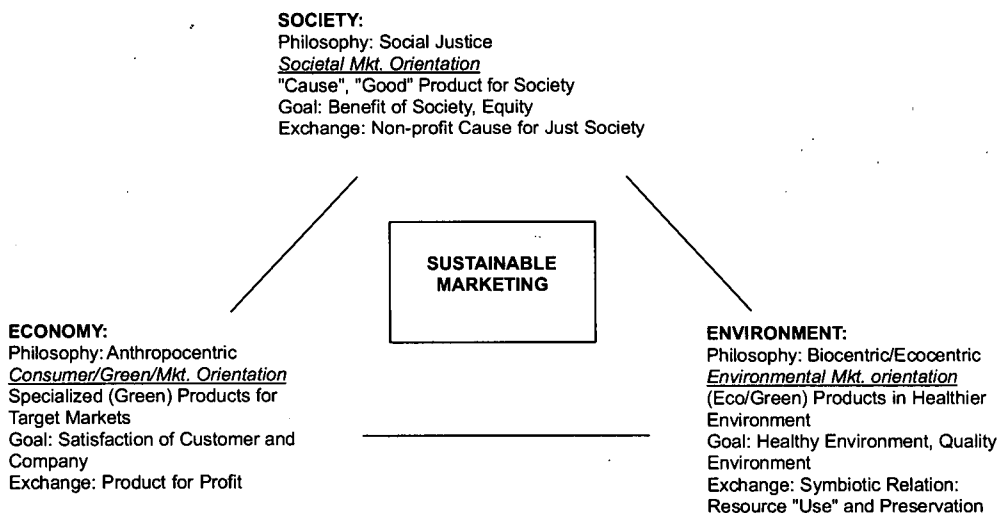
3. SUSTAINABLE MARKETING IN TOURISM

In tourism, marketing is often identified with the promotion or advertising, and represented for influencing behavioural changes of tourists by promoting a materialistic and consumerist society in which status is acquired by the number and type of destinations and/or tourism activities that tourists had visited or undertaken (Batra, 2006). Kotler (1994) has redefined this classical understanding of marketing and expanded it by adding a dimension of sustainability so that companies, while achieving a desired customer satisfaction, must take into account the general welfare of consumers and society as a whole.

Destruction of native natural resources and authentic ambience, problems in the distribution of tourism revenues, strong economic pressure on the rapid and uncontrolled development of the destinations, represent only some ethical dilemmas that decision-makers encounter when planning and developing tourism destinations. Marketing plays an important role in resolving this paradox, but it is marketing based on the philosophy of sustainability that is important and not marketing based on a traditional concept (classical economic paradigm) (Marušić, Prebežac, 2004). Sustainable marketing should take care of society, consumers and the environment while maximising the profits. Three dimensions of sustainable marketing are shown in Figure 1.

Slika 1: Model održivog marketinga

Izvor: Prilagođeno prema Jamrozy 2007:124

Figure 1: Model of Sustainable Marketing

Source: Adapted according to Jamrozy 2007: 124.

Predloženi model održivog marketinga objedinjuje tri dimenzije održivosti – ekonomsku održivost, društvenu pravičnost i zaštitu okoliša. Iako model ne zahtijeva potpunu ravnotežu komponenti na kojima se temelji, fokusiranje na samo jednu dimenziju modela (pa makar to bila društvena ili ekološka) predstavljalo bi značajno ograničavanje potencijala koje nudi marketing za potrebe upravljanja razvojem turističke destinacije. Upravo dobrovoljne inicijative, odnosno pravila ponašanja u turizmu, među brojnim instrumentima i tehnikama koje su na raspolaganju onima koji se bave planiranjem i razvojem, mogu poslužiti kao koristan alat u planiranju i implementaciji koncepta održivog marketinga i odgovornog turizma.

4. DOBROVOLJNE INICIJATIVE ODRŽIVOG TURIZMA

U kreiranju uvjeta za ostvarivanje održivosti u turizmu značajnu ulogu ima javni sektor, kako na nacionalnoj tako i na lokalnoj razini, donošenjem zakona i mjera. No, i dobrovoljne inicijative iz kojih rezultiraju određene mjere i aktivnosti često mogu biti najučinkovitije rješenje (WTTO & IHRA, 1999). Pod dobrovoljnim inicijativama se podrazumijeva "dobrovoljni razvoj i implementacija projekata ili oruđa kojima se stimuliraju dobavljači u turizmu da poboljšaju svoje aktivnosti prema okolišu i društvu iznad onih zakonski obveznih... Iniciraju ih i vode grupe individualnih turističkih poslovnih subjekata i organizacija. Uključuju samo-obvezujuće inicijative kao što su osnivanje mreža, kodeksa i pravila ponašanja koji članove i sudionike obvezuju na neke dobrovoljne korake prema održivom turizmu, zatim nagrade za inovacije, te eko-oznake za proizvode u skladu s okolišem i društvom u cjelini." (WTO, 2002a:15-16). Posebno je potrebno naglasiti kako ove inicijative, osim što doprinose održivosti turizma u destinacijama, kreiraju i nove ele-

The proposed model of sustainable marketing integrates three dimensions of sustainability: economic viability, social equity and environmental protection. Although the model does not require the complete balance of components on which it is based, focusing on only one dimension of the model (regardless of it being social or environmental) would represent a significant limitation of the potential that marketing has in managing development of tourism destinations. It is voluntary initiatives, namely the rules of conduct in tourism, among the many instruments and techniques that are available to those involved in planning and development, which can serve as a useful tool in planning and implementing the concepts of sustainable marketing and responsible tourism.

4. VOLUNTARY INITIATIVES FOR SUSTAINABLE TOURISM

Public sector has a significant role in creating the conditions for achieving sustainability in tourism through enactment of laws and measures at both national and local level. However, voluntary initiatives which result in specific measures and actions can often be the most effective solutions (WTTO & IHRA, 1999). The term *voluntary initiative* is understood as a "voluntary development and implementation of an ongoing project or tool to stimulate suppliers in tourism to improve their environmental and social performance above legal compliance ... They are initiated and led or supported by a group of individual tourism businesses or organisations. They include self-commitment initiatives, such as the foundation of networks, charters and codes of conduct committing their members and participants to voluntary steps towards more sustainable tourism, awards for the recognition of excellent innovation and Eco-labels for good environmental/social performance of tourism products." (WTO, 2002a:15-16). It is especially necessary to emphasize that these initiatives, apart from contributing to

mente i tržišne uvjete (WTO, 2002a), čime zapravo postaju važan i koristan instrument marketinške strategije održivog turizma. Naime, dobrovoljne se inicijative u procesu postizanja veće razine održivosti u turizmu fokusiraju na tri koraka: podizanje svjesnosti o problemima i spremnost za poboljšanje (putem primjerice, pravila ponašanja, dokumenata i ostalih samo-obvezujućih inicijativa), identificiranje i stimuliranje dobrih aktivnosti (primjerice, dodjelom nagrada), te multipliciranje dobrih aktivnosti i podizanje standarda (primjerice, eko-oznakama) (WTO, 2002a:17).

Imajući na umu dobrovoljnost ovih inicijativa, jedan od preduvjeta za njihovo kreiranje, provođenje te kontrolu, predstavlja formiranje partnerstava između svih sudionika u razvoju turizma. Glavna partnerstva bi se morala formirati između gospodarskih subjekata u turizmu, javnog sektora (radi osiguravanja konzistentnosti okvira) i dobrovoljnog sektora (radi korištenja stručnosti i dobre volje sektora) te javnosti (odnosno, turista i lokalnog stanovništva) (WTTO & IHRA, 1999).

Praksa u turizmu već je ponudila neke odgovore na pitanja održivog razvoja u obliku razvoja različitih dobrovoljnih inicijativa kao što su davanje nagrada za aktivnosti vezane uz zaštitu okoliša, kreiranje pravila ponašanja, izdavanje certifikata, ali i razvoj programa edukacije te eko-oznaka (WTTC, IFTO, IH&RA, ICCL, 2002). Prema istraživanju Fischera et.al. (2005), među najvažnije neobvezujuće standarde koji pružaju okvir za poslovanje poduzeća u turizmu spadaju *Globalni etički kodeks* (*Global Code of Ethics for Tourism*) Svjetske turističke organizacije, *Međunarodni standardi u ekoturizmu* (*International Ecotourism Standards*), *Green Globe 21* (ima licencu za distribuciju i upravljanje Međunarodnim standardima u ekoturizmu), *Plava zastava*, te *Principi koalicije za ekonomije koje se ponašaju odgovorno prema okolišu* (*Coalition for Environmentally Responsible Economies Principles*).

sustainability of tourism destinations, create new elements and market conditions (see WTO, 2002a) which makes them an important and useful instrument of marketing strategy for sustainable tourism. Specifically, in the process of achieving higher levels of sustainability in tourism, voluntary initiatives focus on three steps: raising the awareness of problems and willingness to improve (for example, through codes of conduct, documents and other self-commitment initiatives), identifying and stimulating good activities (e.g. awarding prizes), the multiplication of good practices and raising standards (for example, eco-labels) (WTO, 2002a:17).

Bearing in mind the voluntary aspect of the initiatives, one of the prerequisites for their creation, execution and control is the formation of partnerships between all stakeholders in tourism development. Main partnerships should be formed between tourist industry and public sector (to ensure consistency of the frame), tourism industry and voluntary sector (to use the expertise and goodwill of the sector) and tourist industry and the public (i.e. tourists and locals) (see WTTO & IHRA, 1999).

Tourism practice has already offered some answers concerning the issues of sustainable development in the form of development of various voluntary initiatives such as giving awards for activities related to environmental protection, creating codes of conduct, issuing certificates and developing training programmes and eco-labels (see WTTC, IFTO, IH&RA, ICCL, 2002). According to the research by Fischer et al. (2005), among the most important non-binding standards that provide a framework for business enterprises in tourism, are the *Global Code of Ethics for Tourism from World Tourism Organization*, *International Ecotourism Standards*, *Green Globe 21* (licensed for distribution and management of International standards in eco-tourism), *Blue Flag* and *Coalition for Environmentally Responsible Economies Principles*.

Nadalje, iako većina poduzeća u turizmu ima sustave upravljanja okolišem (*Environmental Management Systems*), pokazalo se da je naročito teško potaknuti mala i srednja poduzeća na sudjelovanje u aktivnostima postizanja održivog razvoja (WTTC, IFTO, IH&RA, ICCL, 2002). Tako je i istraživanje Horobina i Longa (1996) pokazalo kako mnogi vlasnici malih turističkih tvrtki priznaju značaj održivog turističkog razvoja, ali u implementaciji ovakvog razvoja ne identificiraju svoju ulogu kao centralnu. Iskustva pak iz španjolskih hotela pokazuju da, iako svi priznaju utjecaj turističkih aktivnosti na okoliš, društvo i ekonomiju, skloni su prenošenju odgovornosti na druge subjekte kao što su vlasti, potrošači ili posrednici (Ayuso, 2006). Unatoč navedenom, izvještaji UNWTO-a (2002) navode kako se kod gospodarskih subjekata u turizmu, naročito u hotelima primjećuje postepena, ali rastuća i široka primjena tehnika upravljanja okolišem te povećana upotreba i popularnost dobrovoljnih pristupa kao što su sustavi certifikacije, eko-oznake, nagrade i pravila ponašanja. Brojne inicijative za razvoj održivog turizma potekle su i od turoperatora. Posebno su značajnu ulogu imali u kreiranju pravila ponašanja za turoperatore i turiste na Antarktiku (Spletstoeser, 2000). Još 1990. godine kreirane su smjernice, odnosno Pravila ponašanja. Godinu dana kasnije sedam je turoperatora formiralo IAATO (eng. *International Association of Antarctica Tour Operators*) te formalno usvojilo dotadašnje preporuke o ponašanju za turoperatore i turiste. Kreirane su brošure na šest jezika koje su se distribuirale turoperatorima i putnicima. Važnost ove organizacije ogleda se i u činjenici kako njezini predstavnici sudjeluju i na sastancima Antarktičkog sporazuma (*Antarctic Treaty*). Na temelju spomenutih pravila ponašanja 1994. godine na sastanku u Kyotou članice sporazuma kreirale su i Preporuku ATCM XVIII-1 *Smjernice za posjetitelje i turoperatore*, no one još nisu usvojene (ATS, 2010). U okviru UNWTO-a 2002. godine osnovano

Furthermore, even though majority of enterprises in tourism apply *Environmental Management Systems*, it has been shown that it is particularly difficult to encourage small and medium enterprises to participate in activities concerned with achieving sustainable development (WTTC, IFTO, IH & RA, ICCL, 2002). Thus, the research by Horobin and Long (1996) also showed that many owners of small tourism enterprises recognize the importance of sustainable tourism development, but in the implementation of this development they do not identify their role as being a central one. However, the experience of Spanish hotels has shown that although they all acknowledge the impact of tourist activities on the environment, society and economy, they tend to transfer responsibility to other subjects such as governments, consumers and intermediaries (Ayuso, 2006). Despite the previously mentioned, statements from UNWTO (2002) report that in tourism enterprises, particularly hotels, a gradual but growing and widespread use of environmental management techniques and an increased use and popularity of voluntary approaches such as certification systems, eco-labels, awards and rules of behaviour can be observed. A number of initiatives for sustainable tourism development also came from tour operators. They had an especially important role in creating the codes of conduct for tour operators and tourists on Antarctica (see more in Spletstoeser, 2000). Back in the year 1990 the guidelines were created, named *Code of Conduct*, and a year later seven tour operators formed IAATO (*International Association of Antarctica Tour Operators*) and formally adopted the recommendations for the behaviour of tour operators and tourists. Brochures were published in six languages and distributed to travellers and travel agents. The importance of this organization is reflected in the fact that their representatives participate in the meetings of the Antarctic Treaty. Based on these rules of conduct, in 1994 at the meeting in Kyoto,

je udruženje "Inicijativa Turoperatora – za održivi razvoj turizma" (TOI, 2010) koje podupire poslovanje koje minimizira negativne ekonomske, prirodne i socijalne učinke te razvoj odgovornog turizma i implementaciju mnogih pravila ponašanja.

Upravo u razvoju sve više svijesti o očuvanju okoliša, dio gospodarskih subjekata u turizmu vidi mogućnost još bržeg razvoja i sve većeg privlačenja turista uz istovremeno očuvanje turističkih resursa. Iako je riječ o hvale vrijednim inicijativama koje zaista predstavljaju iskorak u poslovanju ovih turističkih subjekata, one same za sebe nisu dovoljne. Naime, postizanje održivosti podrazumijeva promjenu ponašanja ne samo u poslovanju hotela i turoperatora. Sve njihove aktivnosti neće dati rezultata i postići željene ciljeve ukoliko se i korisnici njihovih usluga, ne počnu ponašati na isti način ili ne budu zahtijevali takav odnos prema razvoju. Upravo zbog toga turisti i njihovo ponašanje na turističkom putovanju predstavljaju izuzetnu važnu kariku u procesu postizanja održivosti u turizmu.

5. PRAVILA PONAŠANJA U TURIZMU

U novije vrijeme motivaciju i ponašanje turista pri izboru turističke destinacije sve više karakterizira selektivniji izbor destinacije, pridavanje veće pažnje doživljaju i kvaliteti, tradiciji, kulturi i interakciji s lokalnim stanovništvom te veća osjetljivost turista na očuvanost okoliša destinacije (WTO, 2002). Stoga, istraživanje pravila ponašanja u turizmu postaje vrlo aktualan istraživački problem.

5.1. Istraživanje ponašanja turista

U procesu donošenja odluke o izboru turističke destinacije suvremeni turisti su vrlo zainteresirani za dobivanje detaljnijih informacija o tome kako se ponašati u desti-

ATCM Recommendation XVIII-1 *Guidelines for Visitors and Tour Operators* were created by the members of agreement, but have not yet been adopted (ATS, 2010). In 2002 an association "Tour operators' initiative - for sustainable tourism development" (TOI, 2010) was established as a part of UNWTO. Initiative supports businesses that minimize the negative economic, natural and social impacts, the development of responsible tourism and the implementation of many rules of conduct.

It is in developing a higher environmental awareness in particular that a part of the tourism industry sees possibilities for faster development and attraction of a growing number of tourists, while preserving the resources at the same time. Although these are praise-worthy initiatives that truly represent a step forward in business, they themselves are not sufficient. Specifically, the achievement of sustainability implies a change in behaviour not only in business of hotels and tour operators. All their actions will not provide results and achieve desired goals if their service users, the tourists, do not start to behave in the same way or if they do not require such an attitude towards development. That is why tourists and their behaviour during their travel are a very important link in the process of achieving sustainability in tourism.

5. CODES OF CONDUCT IN TOURISM

In recent years, the motivation and behaviour of tourists while choosing a tourism destination is characterized by a selective choice of a destination, assigning greater attention to the experience and quality, tradition, culture and interaction with locals, and an increased sensitivity to environmental preservation of the destinations (WTO, 2002). Therefore, researching the codes of conduct in tourism is becoming a very topical research problem.

naciji, ali i kakva je ponuda destinacije kada je u pitanju politika očuvanja okoliša. Tako primjerice, prema istraživanju ECOTRANS-a, 20% Nijemaca bi pozdravilo jasno isticanje informacija o ponudi koja je u skladu s okolišem u katalogima aranžmana turoperatora ili općim informacijama o smještaju i destinaciji. Prije nego uplate odabrano putovanje 50% Britanaca želi saznati nešto više o lokalnim društvenim pitanjima i okolišu destinacije, a za njih 75% važno je da turoperator uključuje u svoje kataloge aranžmana informacije o tim pitanjima. Prema istom istraživanju 82% Nizozemaca smatra da je integriranje informacija o okolišu u kataloge aranžmana dobra ideja, dok bi njih 73% koristilo ove informacije pri odabiru konkretnog smještaja u destinaciji (ECOTRANS, 2010). Istraživanje Goodwina (2005) ukazuje na to da je 59% britanskih turista spremno platiti više za putovanje ako novac ide za veće plaće i bolje radne uvjete zaposlenih u turizmu u destinaciji, očuvanje okoliša i smanjenje negativnih učinaka u lokalnom okruženju kao posljedice turističkih aktivnosti.

Iz dana u dan povećava se udio turista koji prije putovanja žele biti upoznati s utjecajima turizma na destinaciju i sve je veći broj onih koji su svjesni negativnih posljedica vlastitih turističkih aktivnosti u destinaciji (Williams i Ponsford, 2009). No, unatoč pozitivnim i ohrabrujućim trendovima, razina odgovornog ponašanja turista prema okolišu nije zadovoljavajuća. Postoji nedostatak kvalitetnih informacija o tome do koje mjere su turisti upoznati s negativnim utjecajima koji su rezultat njihovog boravka u destinaciji te pridržavaju li se na adekvatan način mjera zaštite okoliša tijekom putovanja (Miller, 2010). Naime, potražnja za turističkim uslugama uvjetovana je različitim čimbenicima, kako objektivnim (npr. dohodak, slobodno vrijeme), tako i subjektivnim (moda, oponašanje, prestiž). Kako većinu turista generiraju tržišta visoko razvijenih zemalja, logično je da je i njihovo ponašanje determinirano okruženjem iz ko-

5.1. Investigation of tourists' behaviour

In the process of deciding on the choice of tourism destinations modern tourists are very interested in finding detailed information on how to behave in a destination, but also what is offered in it when it comes to environmental protection policy. For example, according to research by ECOTRANS, 20% of Germans would welcome a clear emphasis of information about the offer that is in harmony with the environment in the catalogues of tour operators or in the general information about accommodation and destination. Before payment for a selected travel is made, 50% of the British want to find out more about local social issues and environment in a destination, and for 75% of them it is important that tour operators include information about these issues in their catalogues. According to the same survey, 82% of the Dutch population consider the integration of environmental information in the catalogues a good idea, while 73% of them would use this information when choosing a specific accommodation in a destination (ECOTRANS, 2010). Research by Goodwin (2005) indicates that 59% of British tourists are willing to pay more for a trip if money is spent for a better pay and working conditions of tourism employees in a destination, for preservation of the environment and for the reduction of negative effects on the local environment as a result of tourism activities.

The number of tourists who wish to become familiar with the impacts of tourism in a destination rises on daily basis, and there is also an increasing number of those who are aware of negative consequences of their own tourism activities in a destination (Williams and Ponsford, 2009). However, despite positive and encouraging trends, the level of responsible behaviour of tourists towards the environment is not satisfactory. There is a lack of information about the extent to which tourists are familiar with the negative im-

jeg dolaze, što vrlo često može biti u suprotnosti s lokalnim običajima destinacije koju posjećuju (Cole, 2006). Pomanjkanje informacija o tim inter-kulturološkim različitostima ili ekološkim standardima i inicijativama u turizmu može voditi u neadekvatno, ponekad nesvjesno, ponašanje turista u destinaciji (UNCSD NGO, 1999). Podatak da samo 3 do 19% njemačkih, odnosno 6% nizozemskih turista, poznaje eko-oznake u turizmu, izuzimajući Plavu zastavu s kojom je upoznato njih 27% (ECOTRANS, 2010), ukazuje na potrebu provođenja konkretnih akcija i inicijativa koje će podići razinu informiranosti i educiranosti turista.

5.2. Elementi pravila ponašanja turista

Potreba kreiranja određenih mjera, usmjerenih prema turistima i povećanju svijesti o učincima koje njihovo neadekvatno i neodgovorno ponašanje može imati na destinaciju u kojoj provode svoj odmor, postaje jedan od prioriteta u planiranju održivog i odgovornog turizma, jer ukoliko sami turisti nisu svjesni potrebe ili pro-aktivno ne traže veću zastupljenost održivih proizvoda i usluga u ukupnoj turističkoj ponudi, onda to neće biti niti dugoročni interes same industrije (WTTO & IHRA, 1999).

Na ponašanje turista može se utjecati borbom protiv neodrživih oblika turizma (sankcioniranje neprihvatljivog ponašanja i destimuliranje neprikladnog ponašanja), ali i promocijom odgovornih i održivih oblika ponašanja (promoviranje pozitivnih iskustava i poticanje odgovornog ponašanja). Za to su na raspolaganju različiti instrumenti: zakonske mjere – pravila, propisi, kazne; tržišni instrumenti – porezi; financijske potpore pozitivnim iskustvima; pravila ponašanja; te informiranje, edukacija i istraživanje (UNCSD NGO, 1999).

U fokusu ovog rada su globalne i lokalne dobrovoljne inicijative usmjerene na ponašanje u turizmu (pravila ponašanja ili

pacts resulting from their own stay in a destination, and whether they adequately comply with environmental protection measures during their travel (Miller, 2010).

Specifically, demand for tourist services is conditioned by various factors, both objective (e.g. income, leisure time) and subjective (fashion, imitation, prestige). Since most tourists arrive from highly developed countries, it is logical that their behaviour is determined by the environment that they come from, which can very often be in conflict with local customs of the destinations they are visiting (Cole, 2006). Lack of information on this intercultural diversity or environmental standards and initiatives in tourism can lead to inadequate behaviour, sometimes unconsciously, of tourists in a destination (UNCSD NGO, 1999). The fact that only 3 to 19% of German and 6% of Dutch tourists recognize the eco-label for tourism, with the exception of the Blue flag, with which 27% (Ecotrans, 2010) are familiar, points to the need for implementation of specific actions and initiatives that will raise the level of awareness and education of tourists.

5.2. Elements of the codes of conducts

The need to create specific measures aimed at tourists and increasing awareness about the effects their inappropriate and irresponsible behaviour may have on the destination in which they spend their holidays becomes one of the priorities in the planning of sustainable and responsible tourism. This is mostly due to a fact that if the tourists themselves are not aware of the need to change their behaviour, or they are not proactively seeking greater share of sustainable products and services in the total offer, it will neither be a long-term interest of the industry itself (WTTO & IHRA, 1999).

The behaviour of tourists can be influenced by struggling against unsustainable forms of tourism (punishing unacceptable

tzv. *Codes of Conduct*) koje nisu usmjerene samo prema turistima, što je moguće vidjeti i iz tablice 1.

behaviour and discouraging inappropriate behaviour), but also by promoting responsible and sustainable ways of behaviour (promoting good practice and encouraging responsible behaviour). Various instruments are available in order to achieve this, e.g.: legislative measures (rules, regulations, penalties; market instruments), taxes; financial aid for positive experiences; codes of conduct; and information, education and research (UNCSD NGO, 1999).

The focus of this paper is on the global and local voluntary initiatives concerned with behaviour in tourism (or the so-called Codes of Conduct) that are directed not only towards tourists which can be seen from Table 1.

Tablica 1: Ključni elementi pravila ponašanja u turizmu

Vrsta pravila	Autori inicijative	Namjena inicijative	Poruka inicijative
Pravila ponašanja za turiste	Najčešće nevladine organizacije i pojedinci, ali i vladina tijela, kao Ministarstvo okoliša.	Domaćim i međunarodnim turistima, naročito onim koji posjećuju zemlje u razvoju.	Minimiziranje negativnih ekoloških i socio-kulturnih učinaka pri posjetu destinaciji. Maksimiziranje ekonomskih koristi lokalnoj zajednici. Omogućavanje više jednakosti u odnosu između posjetitelja i domaćina. Promoviranje odgovornih i održivih oblika turizma.
Pravila ponašanja za industriju	Najčešće međunarodna tijela kao što su UNWTO i IATA; vladine organizacije, rjeđe nevladina tijela i pojedinci; iznimno i turistička poduzeća (primjerice hotelske grupacije).	Turizmu općenito, ali i pojedinim sektorima, primjerice hotelijerstvu.	Primjereno stručno usavršavanje/edukacija za zaposlenike u industriji. Odgovoran marketing. Razvoj svijesti o učincima turizma na okoliš i socio-kulturno okruženje. Promoviranje odgovornih i održivih oblika turizma. Promoviranje recikliranja.
Pravila ponašanja za stanovništvo	Najčešće nevladine organizacije i pojedinci; neke lokalne zajednice te razvijene i zemlje u razvoju; manji broj vlada.	Uglavnom lokalnim zajednicama naročito u zemljama u razvoju.	Informacije i savjeti o turistima koji posjećuju destinaciju. Minimiziranje ekoloških i socio-kulturnih posljedica turizma. Maksimiziranje ekonomskih koristi lokalnoj zajednici. Omogućavanje više jednakosti u odnosu između posjetitelja i domaćina. Zastupati ponudu oblika turizma koji omogućavaju više demokracije i sudjelovanja u razvoju.

Izvor: prema Mason i Mowforth (1995), citirano u Mason, 2008:230

Table 1: Key elements of the code of conduct in tourism

Type of codes	Authorship	Audience	Message
Visitor codes	Predominantly NGOs and concerned individuals, but also some government bodies such as Ministry of the Environment	Domestic visitors and international visitors, especially overseas visitors to developing countries.	Minimize environmental and socio-cultural damage to area visited. Maximize economic benefit to host community. Encourage more equality in relationships between visitors and hosts. Promote more responsible and sustainable forms of tourism.
Industry codes	Predominantly co-ordinating bodies such as WTO and IATA; also governments and to a lesser extent NGOs and concerned individuals; and exceptionally tourism companies (e.g. Chateau Whistler Hotel Group).	Tourism industry in general, and some codes for specific sectors such as the hotel industry.	Appropriate training/education for staff. Honest marketing of product. Develop awareness of environmental and socio-cultural impact of tourism. Promote more responsible and sustainable forms of tourism. Promote recycling.
Host codes	Predominantly NGOs and concerned individuals; some host communities in both developed and developing countries; and a small number of host governments.	Mainly host communities, especially in developing countries.	Information and advice about visitors. Minimize environmental and socio cultural damage. Maximize economic benefits to host community. Encourage more equality in relationship between host and visitors. Advocate more democratic and participatory forms of tourism development.

Source: According to Mason and Mowforth (1995), cited in Mason, 2008:230

Odgovarajuća pravila ponašanja moguće je razviti za sve sudionike u turizmu, a osnovna im je svrha pružanje informacija o tome što činiti, odnosno ne činiti na određenom području. Tako kreirana pravila namijenjena su pružanju različitih informacija turistima (o okolišu, kulturi, povijesti, lokalnim specifičnostima), ali istovremeno daju i jasne upute i savjete kako se ponašati u destinaciji, čime uz informativni karakter dobivaju i dimenziju reguliranja ponašanja i educiranja turista (Mason, 2008).

Appropriate codes of conduct can be developed for all participants in tourism, as their main purpose is to provide information on what to do and what not to do in a particular area. The basic aim of the rules created in this way is to provide various information to tourists (about the environment, culture, history, local specifics), but at the same time they offer clear instructions and tips on how to behave in the destination. This means that they have an informative character, and regulate behaviour and education of the tourists (Mason, 2008).

5.3. Globalne inicijative koje se bave ponašanjem turista

Problematikom ponašanja turista u destinaciji bave se i važne međunarodne organizacije – UNWTO, UNICEF i dr. UNWTO je na temelju već spomenutog Globalnog etičkog kodeksa kreirao i "praktičan vodič" pod nazivom *Odgovorni turisti i putnici* (*The responsible tourist and traveller*), u kojem se definira uloga turista u podržavanju odgovornog i održivog turizma kreiranog od strane različitih subjekata (vlada, poslovnih subjekata, lokalnih zajednica). Predlaže se da turisti trebaju podržati postojeće inicijative uvažavanjem sljedećih savjeta (UNWTO, 2005): Otvorite um za ostale kulture i tradicije; Poštujte ljudska prava; Pomognite u očuvanju prirodnog okoliša; Poštujte kulturne znamenitosti; Kupujte lokalne proizvode i pomognite lokalnu ekonomiju; Informirajte se o zdravstvenoj situaciji u destinaciji; Naučite što je moguće više o destinaciji (običaji, norme i tradicija); Upoznajte se sa zakonima destinacije.

Među globalnim inicijativama usmjerenim prema svim segmentima turizma, pa tako i turistima, značajno mjesto zauzima i inicijativa UNICEF-a i UNWTO-a ECPAT (*End Child Pornography and Trafficking of Children for Sexual Purposes*) kojom je kreiran kodeks nazvan *Code of Conduct for the protection of children from sexual exploitation in travel and tourism*. Ovim se dokumentom svi turistički subjekti obvezuju na implementaciju sljedećih kriterija: kreiranje etičkih mjera koje se tiču komercijalnog seksualnog iskorištavanja djece, educiranje osoblja u zemlji porijekla turista i turističkom odredištu, uvođenje posebne klauzule u ugovore s dobavljačima koja ističe zajedničko protivljenje komercijalnom seksualnom iskorištavanju djece, prosljeđivanje relevantnih informacija putnicima (katalozi, brošure, filmovi u zrakoplovima, Internet stranice, itd.), prosljeđivanje informacija lokanim "ključnim osobama" u des-

5.3. Global initiatives dealing with the behaviour of tourists

The subject of behaviour of tourist in the destinations is also covered by the relevant international organizations - UNWTO, UNICEF, etc. UNWTO has created, on the basis of the previously mentioned Global Code of Ethics, a "practical guide" called *The Responsible Tourist and Traveller*. The guide defines the role of tourists in supporting the responsible and sustainable tourism created by different actors (governments, businesses, local communities). It is suggested that tourists should support the existing initiatives respecting the following tips (UNWTO, 2005): open your mind to other cultures and traditions, respect human rights, help in the preservation of natural environment, respect the cultural heritage, buy local products and help the local economy, find out about the health situation in the destination, learn as much as possible about the destination (customs, norms and traditions), familiarize yourself with the laws of the destination.

Among the global initiatives aimed at all segments of tourism, including tourists, an important place belongs to the initiative of UNICEF and the UNWTO ECPAT (*End Child Pornography and Trafficking of Children for Sexual Purposes*), which helped create the *Code of Conduct for The Protection of Children from Sexual Exploitation in Travel and Tourism*. This document commits all tourism businesses to implement the following criteria: the creation of ethical measures regarding commercial sexual exploitation of children, training of personnel in the country of origin of tourists and tourist destination, the introduction of specific clauses in contracts with suppliers which emphasize the common opposition to the commercial sexual exploitation of children, providing relevant information to travellers (through catalogues, brochures, films on airplanes, websites, etc.), as well as to the local "key persons" in

tinaciji te redovito izvještavanje o učinkom (godišnje) (THECODE, 2010).

I neke druge organizacije, kao primjerice Međunarodni institut za mir kroz turizam (*International Institute for Peace Through Tourism*), Organizacija za odgovorna putovanja (*Responsible Travel*), Međunarodna organizacija za održiva putovanja (*Sustainable Travel International*), Međunarodni centar za odgovorni turizam (*International Centre for Responsible Tourism*) itd., imaju razvijena i svoja pravila ponašanja.

5.4. Lokalne inicijative koje se bave ponašanjem turista

Pored značajnih globalnih inicijativa, postoji i niz lokalnih inicijativa i pravila koja se bave ponašanjem turista. Prema istraživanju UNEP/IE (Mock i O'Neil, 1996) ove je inicijative moguće podijeliti na opća pravila ponašanja, pravila ponašanja za specijalizirane aktivnosti te pravila ponašanja za pojedine lokacije. *Opća pravila ponašanja* uključuju savjete turistima za planiranje putovanja, ali i za potencijalne situacije s kojima se turisti mogu susresti u destinaciji. Gotovo sve destinacije imaju neki oblik općih pravila ponašanja koja sadrže uobičajene informacije (kako doći do destinacije, koji su dokumenti potrebni (viza, putovnica ili sl.), koja je valuta destinacije i tečaj, jezik, i sl.) i u pravilu se te informacije nalaze na Internet stranicama turističke zajednice destinacije. Zanimljiva je inicijativa lokalnih vlasti u Ajmeru, Indija, koja prezentira što se smije, a što ne smije raditi u indijskoj pokrajini Rajahstan. U brošuri, koja se dijeli turistima u hotelima i restoranima, turistima se daju neke od specifičnosti lokalne kulture. Tako se turistima daju sljedeći savjeti (Singh, 2005): muškarci ne bi trebali dirati žene u javnosti; muškarci se druže s muškarcima, a žene sa ženama; parovi vjenčani u Aziji se ne grle, drže za ruke ili ljube u javnosti; neprimjereno je da žena razgovara na ulici s neznancima; uživanje alkohola ili

the destination, and regular reporting on completed work (annually) (THECODE, 2010).

Some other organizations, such as International Institute for Peace through Tourism, Responsible travel, Sustainable Travel International, International Centre for Responsible Tourism, etc. have also developed their own codes of conduct.

5.4. Local initiatives that deal with the behaviour of tourists

In addition to the significant global initiatives there are number of local initiatives and policies that deal with the behaviour of tourists. According to the research by UNEP/IE (Mock and O'Neil, 1996), these initiatives can be divided into general codes of conduct, codes of conduct for specialized activities and codes of conduct for individual locations. *General codes of conduct* include advice on travel planning, but also on potential situations tourist can encounter in a destination. Almost all destinations have some form of general rules of conduct that contain the usual information (how to arrive to a destination, which documents are needed – visas, passports, etc., what is the currency and exchange rate, language, etc.), and can usually be found on Internet sites of the destinations' tourist board. There is an interesting initiative of local authorities in Ajmer, India, which presents what is and what is not allowed in the Indian province of Rajahstan. In the brochure, which is given to the tourists in hotels and restaurants, some of the specifics of local culture are presented. Thus, tourists are given the following advice (Singh, 2005): men should not touch women in public, men socialize with men and women with women; married couples in Asia do not hug, hold hands or kiss in public; it is inappropriate for a woman to be seen talking to strangers on the street; alcohol consumption or smoking in public is interpreted as a sign

pušenje u javnosti interpretira se kao znak moralne slabosti i nije prihvatljivo, i dr. Navedeni savjeti temelje se na tzv. deontološkom pristupu (Malloy i Fennell, 1998) koji ne nudi objašnjenje zašto se treba ponašati na određeni način nego smatra da se pojedinac mora tako ponašati jer je to njegova dužnost. Savjeti ne predstavljaju pravila ponašanja, nego imaju informativnu i edukativnu zadaću. Neke su pak zemlje (primjerice Palestina, Australija), ali i pojedine turističke regije kao što su Mediteran (Borelli, Minestrini i Guarrera, 1999) i Arktika (WWF, 1997) razvile pravila ponašanja koja imaju drugačije temelje. U pravilima ponašanja za Palestinu (PIRT, 2009), uz savjete koji se daju turistima, a koji su najčešće također utemeljeni na deontološkom pristupu, ponuđena su i objašnjenja zašto je potrebno ponašati se na određeni način.

Britanska vlada na stranicama Ministarstva vanjskih poslova nudi savjete za putovanja u veliki broj zemalja u svijetu. Savjeti se odnose na pitanja lokalnog zakonodavstva i običaja, zdravstvene zaštite, sigurnosti te prirodnih uvjeta (FCO, 2010). Isto tako, pojedine zemlje ili pak područja na svojim Internet stranicama nude različita pravila ponašanja (primjerice, Dominikanska republika, Maroko, Južni Pacifik, itd.).

Pravila ponašanja za specijalizirane aktivnosti odnose se na specifične turističke aktivnosti kao što su planinarenje, biciklizam, rafting, i sl. Osnovna premisa ovakvih pravila jest "Uživaj, ali nemoj uništiti." Tako primjerice, ukoliko se turisti žele voziti biciklom po Mauriciusu, moraju poštivati razvijena pravila ponašanja za bicikliste (CYCLO, 2010). Ova se pravila uglavnom odnose na to kako se ponašati u vožnji i ne dotiču se pitanja održivosti. Ukoliko pak turisti žele sudjelovati u podvodnom fotografiranju na Maldivima velika je vjerojatnost da će dobiti brošuru u kojoj se promovira fotografiranje koje je u skladu s prirodom (*eco friendly photography*) (Amsler i Protect the Maldives, 2009). *Pravila ponašanja*

of moral weakness and is not acceptable, etc. These tips are based on the so-called deontological approach (Malloy and Fennell, 1998), which offers no explanation as to why they should behave in a certain way but considers that the individuals must act so because it is their duty. Tips are not codes of conduct, but have an informative and educative role. Some countries (Palestine, Australia), as well as individual tourism regions such as the Mediterranean (see Borelli, Minestrini and Guarrera, 1999) and Arctic (WWF, 1997), have developed a code of conduct which has different foundations. The rules of conduct for Palestine (PIRT, 2009), with pieces of advice that are given to tourists and that are usually based on a deontological approach, also offer explanations as to why it is necessary to behave in a certain way.

The British Government offers tips for travelling to a large number of countries on their Ministry of Foreign Affairs' website. Pieces of advice relate to the issues of local laws and customs, health, safety, and natural conditions (FCO, 2010). Also, some countries or even regions, offer different rules of behaviour on their Internet pages (e.g. Dominican Republic, Morocco, South Pacific, etc.).

Codes of conduct for specialized activities relate to specific tourist activities such as hiking, cycling, rafting, etc. The basic premise of these rules is "Enjoy, but do not destroy." For example, if tourists want to ride a bicycle in Mauritius they must respect developed rules of conduct for cyclists (CYCLO, 2010). These rules mainly relate to the rules of behaviour while cycling and do not relate to the issue of sustainability. If, however, tourists want to participate in underwater photography in the Maldives, it is very likely that they will get a booklet promoting eco-friendly photography (Amsler and Protect the Maldives, 2009). *Codes of conduct for individual locations* are common for national parks and protected

za pojedine lokacije uobičajena su za nacionalne parkove i zaštićena područja. Riječ je o vrlo čestim pravilima ponašanja i ima ih gotovo svaka takva turistička lokacija.

5.5. Ciljevi i implementacija pravila ponašanja

Neovisno o tome tko ih kreira ili kome su namijenjena, dobro razvijena pravila ponašanja imaju određene karakteristike. Pravila moraju biti jasna, lako razumljiva i sveobuhvatna tako da njihovo korištenje pomogne u rješavanju određenih situacija, ali istovremeno trebaju dati do znanja da se propisano ponašanje očekuje (Payne i Dimanche, 1996). Pravila ponašanja u turizmu u najvećoj se mjeri kreiraju kao odgovor na etičke dileme (Malloy i Fennell, 1998) te percipirane negativne posljedice turizma. Najčešće se želi generirati poželjnije i korisnije ponašanje između ključnih subjekata, odnosno minimizirati konflikte s ciljem reduciranja negativnih učinaka turizma (Fennell i Malloy, 2007, citirano u Mason, 2008). Pravila ponašanja turista imaju sljedeće ciljeve (prema UNEP-u 1995, citirano u Mason, 2008:225): katalizator su u dijalogu između vlada i ostalih tijela uključenih u turizam; kreiraju svijest vlada i industrije o potrebi upravljanja okolišem; jačaju svijest turista o potrebi prikladnog ponašanja; razvijaju svijest o potrebi zaštite okoliša kod domaćina (lokalnog stanovništva); potiču suradnju između vladinih agencija, lokalnih zajednica, industrije i nevladinih organizacija.

Iako se navedeni ciljevi primarno odnose na pitanja zaštite okoliša, ovo nije jedina tematika koju pravila ponašanja mogu regulirati. Istraživanje Malloya i Fennella (1998) pokazuje kako je 46,9% izjava korištenih u pravilima ponašanja lokalno orijentirano, nešto više (53,1%) šire orijentirano, a uglavnom se odnose na ekološke (36%), sociološke (27%) i ekonomske učinke turizma (9%). Zbog činjenice da su ovi propisi dob-

areas. These are common rules of conduct and can be found in almost every tourist location.

5.5. Goals and implementation of codes of conduct

Regardless of who created them or who their target group is, well-developed rules of conduct have certain characteristics. The rules must be clear, easily understandable and comprehensive, so that their use would help in addressing specific situations, but they should also make clear that set behaviour is expected (Payne and Dimanche, 1996). Rules of conduct in tourism are largely created as a response to ethical dilemmas and perceived negative consequences of tourism. In most cases there is a wish to generate more desirable and beneficial behaviour among key stakeholders, i.e. to minimize conflicts in order to reduce the negative impacts of tourism (Fennell and Malloy, 2007, cited in Mason, 2008). Codes of conduct for tourists have the following goals (according to UNEP in 1995, cited in Mason, 2008:225): to serve as a catalyst for dialogue between government and other bodies involved in tourism, to create an awareness in government and industry of the need for sound environmental management, to heighten awareness amongst tourists of the need for appropriate behaviour, to make host population aware of the need for environmental protection, to encourage co-operation between government agencies, host communities, industry and NGOs.

Although these objectives primarily relate to environmental issues, this is not the only topic that rules of conduct can regulate. Research of Malloy and Fennell (1998) shows that 46.9% of statements used in the rules of conduct are locally oriented, slightly more (53.1%) wider-oriented, and they mostly referred to environmental (36%), social (27%) and economic effects of tourism (9%). Due to the fact that these

rovoljne naravi, sam proces njihovog kreiranja i implementacije suočen je s različitim problemima (otežana valorizacija učinaka postignutih pravilima ponašanja, postojanje više različitih pravila ponašanja za isto područje, često su klasičan marketinški instrument a ne promotor održivog turizma, funkcioniraju na dobrovoljnoj osnovi, odnosno samoregulaciji (Mason, 2008). U konačnici, potrebno je naglasiti kako navedena pravila ponašanja i inicijative nisu jedine u turizmu. Unatoč velikom broju različitih organizacija i autora pravilnika, koji često nisu niti poznati, ponekad je ipak vrlo teško naći relevantne informacije o istima. Tako je primjerice, na Maldivima zakonom zabranjen i kažnjiv nudizam i kupanje u toplesu (čak i u hotelskim naseljima), a do ovih je informacija turistima poprilično teško doći, osim ukoliko ih na to ne upozore organizatori putovanja. Razvoj pravila ponašanja za sve destinacije koje posjećuje veći broj turista, a posebice za one s osjetljivim prirodnim, ali i sociološkim i kulturološkim sustavima, trebao bi biti obveza, a ne dragovoljna zadaća. Tako definirana pravila, odnosno informacije, trebale bi biti dostupne svih putnicima bilo od organizatora putovanja bilo putem Internet stranica ili pak brošura do kojih turisti, koji ne putuju organizirano, mogu lako doći.

5.6. Hrvatska iskustva

I Hrvatska je definirala da će se u svom daljnjem razvoju voditi principima održivosti. Tako je prema Strategiji održivog razvitka Republike Hrvatske (NN, 30/09) jedan od prvih dokumenata koje je donio Hrvatske sabor, a u kojem se spominje važnost održivog razvitka, *Deklaracija o zaštiti okoliša Republike Hrvatske* usvojena 1992. godine. Pored toga, Hrvatska je i podržala *Agendu 21* te preuzela obveze koje proizlaze iz Milenijske deklaracije i Milenijskih ciljeva razvoja iz 2000. godine. Strategija održivog razvitka Republike Hrvatske defi-

regulations are of voluntary nature, the very process of their creation and implementation is faced with various problems: difficult evaluation of the effects achieved by the rules of conduct; the existence of different rules of behaviour for the same area; they are often a classic marketing tool and not a promoter of sustainable tourism, and they are voluntary and a form of self-regulation (Mason, 2008). Finally, it is important to emphasize that the previously mentioned rules of conduct and the initiatives are not the only ones developed in tourism. Despite a large number of different organizations and regulation authors that are often unknown, it is sometimes very difficult to find relevant information about them. For example, nudism and topless bathing is prohibited by law and punishable at the Maldives (even in the hotel complex), but this information is quite difficult for tourists to find, unless they are warned about it by tour operators. Developing a code of conduct for all destinations visited by a large number of tourists, especially for those with sensitive nature, sociological and cultural systems should be a liability rather than a voluntary task. Rules and information defined in this way should be available to all travellers through tour operators and via Internet, or via brochures for individual travellers.

5.6. Croatian experience

Croatia has also stated that its further development will be led by the principles of sustainability. Thus, according to the Strategy of sustainable development of Croatia (NN, 30/09), *Environmental Declaration of Croatia* adopted in 1992, was one of the first documents issued by the Croatian Parliament, in which the importance of sustainable development is mentioned. In addition, Croatia also supported the conclusions of Agenda 21, and assumed the obligations arising from the Millennium declaration and Millennium development goals created in

nira temeljna načela i prioritete na ključnim područjima: stanovništvo, okoliš i prirodna dobra, održiva proizvodnja i potrošnja, socijalna i teritorijalna kohezija i pravda, energija, javno zdravstvo, povezivanje Republike Hrvatske te Jadransko more, priobalje i otoke. Turizam je sastavni dio područja koje se odnosi na održivu proizvodnju i potrošnju te Jadransko more, priobalje i otoke. U ostvarivanju ciljeva naglašava se nužnost sudjelovanja svih zainteresiranih, odnosno institucija i tijela državne uprave, lokalnih samouprava, poslovnih subjekata, ali i građana.

Polazeći od strateškog značaja turizma za ukupno hrvatsko gospodarstvo bilo bi za očekivati da i Hrvatska ima razvijena pravila ponašanja za turiste u svojim destinacijama. No, prema istraživanju autora ista postoje samo za zaštićena područja ili pak vrste. Tako primjerice postoje "Pravila ponašanja i aktivnosti u svrhu očuvanja i poboljšanja stanja populacije sredozemne medvedice (*Monachus monachus*) u hrvatskom dijelu Jadrana" koje je kreiralo Ministarstvo kulture (Ministarstvo kulture, 2010). Pored toga Hrvatska ima i Pravilnik o visini naknade štete prouzročene nedopuštenom radnjom na zaštićenim životinjskim vrstama kao zakonski reguliran dokument. No, praksa je ukazala i na potrebu za kreiranjem dodatnih pravila ponašanja. Tako primjerice, nevladina udruga Eko centar Caput Insulae – Beli upozorava na potrebu za postavljanjem ploča upozorenja s pravilima ponašanja kada je u pitanju otok Cres, odnosno zakonom zaštićeni bjeloglavi sup, budući da je 2009. godine zbog neprikladnog ponašanja posjetitelja smrtno stradalo 5 pripadnika ove vrste (Cupać Marković, 2009). Drugim riječima, unatoč postojanju zakonske mjere koja novčano kažnjava ovakvo ponašanje, praksa ukazuje na potrebu za kreiranjem dodatnih mjera koje bi na licu mjesta obavještavale posjetitelje o prikladnom i neprikladnom ponašanju.

the year 2000. Strategy for sustainable development in the Republic of Croatia defines basic principles and priorities in the following key areas: population, environment and natural resources, sustainable production and consumption, social and territorial cohesion and justice, energy, public health, connecting Croatia, the Adriatic Sea, coast and islands. Tourism is an integral part of the area related to sustainable production and consumption as well as the Adriatic Sea, coast and islands. In achieving the objectives, emphasis is on the necessity of participation of all interested parties: institutions and government bodies, local governments, businesses and citizens.

Having in mind the strategic importance of tourism for Croatian economy, it would be expected to see that Croatian destinations have developed codes of conduct for tourists, but according to the research conducted by the authors of this paper, the codes exist only for protected areas or species. For example, there are *Rules of Conduct and Activities Designed to Preserve and Improve the Population of Mediterranean Medvedica (Monachus Monachus) in the Croatian Part of Adriatic*, which was created by the Ministry of Culture (Ministry of Culture, 2010). In addition, Croatia has a *Regulation on Compensation for Damages Caused by Unlawful Actions on Protected Animal Species*, as a regulated legal document. However, the practice has pointed to the need to create additional codes of conduct. For example, an NGO Eco Centre Caput Insulae - Beli points to the need for setting up warning signs with the rules of conduct when it comes to the island of Cres and proprietary Griffon Vulture since 5 of them were killed in the year 2009 due to improper behaviour of visitors (see Cupać, Marković, 2009). In other words, despite the existence of legal measures to financially punish such behaviour, practice implies the need for creating additional measures to inform the visitors about the appropriate and inappropriate behaviour at the very site.

Ponašanje turista u nacionalnim parkovima Hrvatske regulirano je prije svega zakonom (Pravilnicima o unutarnjem redu) koje imaju svih osam nacionalnih parkova, dok četiri nacionalna parka (Plitvička jezera, Mljet, Sjeverni Velebit i Krka) imaju i posebno naglašena pravila ponašanja u parku. Tako je, primjerice, na Plitvičkim jezera zabranjeno oštećivanje drveća, branje i uništavanje biljaka, bacanje smeća, hodanje izvan označenih staza, glasno slušanje glazbe, uznemiravanje i hranjenje životinja, plivanje, loženje vatre, ribolov, kampiranje u zoni obilaska, vođenje pasa bez povodca te ulazak u vodu (Plitvička jezera, 2010), no nisu ponuđena objašnjenja zašto. Drugim riječima, baziraju se na deontološkom pristupu kreiranja izjava. Pravila ponašanja imaju razvijeni i neki parkovi prirode poput Biokova i Učke (u obliku zabrana, odnosno neprikladno se ponašanja sankcionira), dok Park prirode Velebit ima definirana pravila ponašanja za bicikliste. Potrebno je spomenuti i neke inicijative pojedinačnih subjekata kao što je Valamar tvrtka za upravljanje turističkim kapacitetima koja je za destinaciju Poreč Istra kreirala pravila ponašanja za bicikliste, dok su dubrovačke agencije 2008. godine kreirale pravila ponašanja za turiste koji dolaze s krstarenja na razgledavanje grada (Crnčević, Gustin Čuljak, 2008).

6. ZAKLJUČAK

Koncept održivosti, kao glavni razvojni cilj na globalnoj razini, potaknuo je razvoj i implementaciju brojnih dobrovoljnih mjera, aktivnosti i inicijativa, radi stvaranja uvjeta za ostvarenje održivosti u turizmu. Iniciranje i provođenje ovih mjera nije nimalo jednostavan zadatak i on zahtijeva angažman svih sudionika unutar turističkog sustava, ali vrlo često i onih koji nisu primarno dio turizma (primjerice, udruge za zaštitu okoliša). Njihova je temeljna svrha utjecaj na promjenu uobičajenog načina ponašanja svih su-

Behaviour of tourists in national parks of Croatia is regulated primarily by law (the *Regulations on Internal Order*) which are present in all of the eight national parks, while four national parks (Plitvice Lakes, Mljet, North Velebit and Krka) have created and especially emphasized codes of conduct in their parks. For example, the Plitvice Lakes prohibit damage to trees, harvesting and destruction of plants, littering, walking outside marked trails, listening to loud music, disturbing and feeding animals, swimming, making fire, fishing, camping in touring area, keeping dogs without a leash, and entry into the water (Plitvice Lakes, 2010), but offer no explanation as to why one has to behave in this manner. In other words, it is based on the deontological approach to making a statement. Codes of conduct are also developed in some nature parks such as Biokovo and Učka (in the form of prohibitions, as inappropriate behaviour is sanctioned), while Velebit Nature Park has defined rules of conduct for cyclists. It is necessary to mention some initiatives of individual subjects such as Valamar, a hospitality management company which has created a code of conduct for cyclists for the destination Poreč in Istria, while in 2008 the agencies in Dubrovnik created codes of conduct which refer to the behaviour during sightseeing for tourists from cruisers (Crnčević, Gustin Čuljak, 2008).

6. CONCLUSION

The concept of sustainability, as the main developmental objective at the global level, encouraged the development and implementation of a number of voluntary measures, actions and initiatives in order to create conditions for achieving sustainability in tourism. Initiation and implementation of these measures is not a simple task, and it requires the involvement of all stakeholders within tourism industry. Very often this means involvement of subjects who are not

bjekata u turizmu u smjeru ponašanja koje vodi k ostvarivanju održivosti. Ovo se naročito odnosi na promjenu ponašanja turista i to tijekom cijelog njihovog putovanja. Zapravo uvjeriti potrošače da je u njihovom interesu usvojiti i promovirati održivi pristup u svojim aktivnostima i odlukama o kupnji predstavlja svojevrsan izazov za turizam. U tom su smislu programi edukacije te razvoj i prihvaćanje pravila ponašanja predstavljaju vrlo učinkovit alat za postizanje ovog cilja jer utječu na povećanje svijesti turista o održivom razvoju, ali su istovremeno i nezamjenjivi instrumenti u planiranju i implementaciji koncepta održivog i odgovornog marketinga.

U Hrvatskoj postoje kreirana pravila ponašanja, ali isključivo ona koja su i zakonom definirana (za zaštićena područja kao što su nacionalni parkovi ili parkovi prirode), dok su ostala rezultat inicijativa pojedinačnih subjekata u turizmu. Kako sve ne bi ostalo samo na pojedinačnim inicijativama, donositelji odluka u hrvatskim turističkim destinacijama bi trebali postati svjesni mogućnosti i snage ovakvih pravila ponašanja u procesu upravljanja destinacijom.

primary subjects of tourism (e.g. environmental protection NGOs). Their primary purpose is to influence the change in behaviour of all subjects in tourism towards the behaviour that leads to sustainability. This particularly applies to the change of behaviour of tourists throughout their entire journey. In fact, to convince consumers that it is in their interest to adopt and promote a sustainable approach in their activities and decisions about consumption, presents a challenge for tourism. In this sense, education programmes and the development and adoption of codes of conduct are very effective tools in achieving this goal, because they increase the tourists' awareness of sustainable development. They are also an irreplaceable instrument in the planning and implementation of sustainable and responsible marketing.

The paper showed that these rules of conduct exist in Croatia as well, but mostly those defined by law (for protected areas such as national parks or nature parks). The remaining codes of conducts were the result of initiatives of individual subjects in tourism. In order not to rely only on individual initiatives, decision-makers in Croatian tourist destinations should become more aware of the potential and the influence these codes of conduct have in the process of destination management.

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