

UVODNIK

Poštovani čitatelji,

Iako smo se nadali da će ekonomska kriza ove godine već biti iza nas, njezine posljedice još uvijek i te kako osjećamo. Stoga sam uvjeren da će vas osobito zaintrigirati uvodni govor profesora Soumitra Sharma pripremljen za 5. Međunarodnu konferenciju *An Enterprise Odyssey: From Crisis to Prosperity* koja je održana od 26. – 28. lipnja 2010. godine u Opatiji u organizaciji Ekonomskog fakulteta Sveučilišta u Zagrebu.

Profesor Sharma je u nadahnutom govoru podijelio sa sudionicima konferencije svoja filozofska promišljanja koja je provokativno i argumentirano sročio u tekst koji malo koga može ostaviti ravnodušnim. Sam je autor sudionicima konferencije preporučio da tekst u miru pročitaju kad im to najviše bude odgovaralo. Uvjeren sam da ćete se složiti sa mnom kako ovaj rad zaista zaslužuje daleko širu publiku i njezinu nepodijeljenu pažnju. Zato je taj tekst danas pred vama kako bi nas sve zajedno naveo na dublje promišljanje o učincima svjetske ekonomske krize, ali i krize ekonomske znanosti općenito, pa i u sferi turizma. Parafrazirajući profesora Sharmu moguće je zaključiti da izlaz iz krize uvijek postoji i on se nalazi u našoj neprestanoj borbi da ne postanemo apologeti *l'art pour l'artizma* u znanosti, nego da ustrajemo u naporima kako bismo objasnili ekonomske pojave u svjetlu svih dosadašnjih dostignuća u ekonomskoj znanosti. *Historia est magistra vitae!*

Kad se već osvrćem na povijest, s ponosom ističem da upravo ove godine Ekonomski fakultet Sveučilišta u Zagrebu proslavlja svoj 90. rođendan, što znači da je naš Fakultet najstarija i najveća visokoškolska institucija u području ekonomije i poslovne ekonomije u Republici Hrvatskoj, ali i u široj regiji. Upravo je s naprijed spomenutom konferencijom označen početak cijelog niza događanja kojima će Ekonomski fakultet - Zagreb do kraja ove godine obilježavati 90. obljetnicu svoga postojanja.

EDITORIAL

Dear readers,

Although we were hoping that the economic crisis would have been over by now, its consequences are still greatly felt. That is why I am convinced that you will be particularly intrigued by Professor Soumitra Sharma's key note speech at the 5th International Conference *An Enterprise Odyssey: From Crisis to Prosperity* which was held in Opatija from 26th to 28th June and hosted and organised by the Faculty of Economics and Business, University of Zagreb.

In his inspired speech Professor Sharma shared with the conference participants his philosophical deliberations having argued them provocatively in a text that will leave no one indifferent. The author himself recommended the conference participants to read the text in peace and at their own convenience. I am convinced that you will agree with me that this paper deserves indeed a much wider audience and its undivided attention. Thus, the text is now before you in order to make us all more aware of the impact of the world economic crisis as well as of the crisis within the economic science as well as in the field of tourism. Paraphrasing Professor Sharma, one could conclude that there is always a way out of the crisis – and it lies in our determination to persist in struggling to refrain from advocating any science for science sake, rather to strive towards finding new scientific ways of explaining the economic phenomena keeping in mind the achievements of all scholarly work done in the history of economic science so far. *Historia est magistra vitae!*

Speaking of history, I would like to proudly point out this year's special highlight for the Faculty of Economics of the University of Zagreb - the 90th anniversary of the Faculty of Economics, making it the oldest and the largest higher education institution in the area of economics and business economics in the Republic of Croatia and the region. It was the formerly mentioned international conference *An Enterprise Odyssey: From Crisis to Prosperity* that marked the commencement of a series of events that will celebrate this important

Acta Turistica, časopis Katedre za turizam Ekonomskog fakulteta - Zagreb s najduljom tradicijom kontinuiranog izlaženja, svojoj je matičnoj instituciji već darovala jedan poklon - uvrštavanje *Acta Turistica* u još jednu bazu u kojoj se odsada naš časopis referira. Radi se o bazi ProQuest. Poseban poklon svome Fakultetu pripremaju i članovi Katedre za turizam koji će do 1. prosinca, kad je službeni Dan Ekonomskog fakulteta, izdati specijalno uređen broj časopisa *Acta Turistica* s radovima čiji će autori i/ili koautori biti svi članovi Katedre. Naravno, uz taj broj, *Acta Turistica* priprema i redoviti broj časopisa koji izlazi krajem prosinca ove godine u kojem će se, između ostalih, objaviti i najbolji radovi iz područja turizma koji su bili prezentirani na konferenciji *An Enterprise Odyssey: From Crisis to Prosperity*.

Bit će to najbolji način da *Acta Turistica* aktivno sudjeluje u obilježavanju 90. obljetnice svoje matične institucije i da istovremeno nastavi provoditi svoju misiju poticanja i širenja znanstvenih horizonata suprotstavljajući iskustva i spoznaje s različitih krajeva svijeta s onima iz vlastitih redova.

Već u ovom broju časopisa naići ćete na zanimljive radove koji se vežu uz područje ljudskih potencijala u hotelskim kućama u Andaluziji (Španjolska), planiranje i razvoj investicijskih projekata u hotelijerstvu u Hrvatskoj te rad koji analizira stanje i mogućnosti razvoja enofilskog turizma u kontinentalnom dijelu Hrvatske. Sigurna sam da ćete sva tri rada doživjeti u jednom novom svjetlu, nakon što ste pročitali rad profesora Sharma.

Na kraju sve vas vjerne čitatelje časopisa *Acta Turistica* pozivam da nam se pridružite u proslavi 90. obljetnice našeg Fakulteta, bilo osobnim dolaskom bilo slanjem vaših vrijednih priloga za objavljivanje u našem časopisu. I jedan i drugi čin doživjet ćemo kao osobit poklon Ekonomskom fakultetu Zagreb za njegov 90. rođendan!

Vaša,

Prof. dr. sc. Nevenka Čavlek
Glavna i odgovorna urednica

anniversary for the Faculty of Economics and Business of the University of Zagreb this year.

Acta Turistica, the journal of the Department of Tourism of Faculty of Economics in Zagreb, which has the longest tradition of continuous publication, has already presented its mother institution with a valuable gift – *Acta Turistica* has been included into the ProQuest data base. The members of the Department of Tourism are also preparing a special issue of *Acta Turistica* with the papers authored or co-authored by members of the Department of Tourism to be issued by 1st December, the official Day of the Faculty of Economics. Naturally, in addition to the special issue, *Acta Turistica* is planning a regular issue at the end of December 2010 which will feature the best papers relating to the field of tourism presented at the conference *An Enterprise Odyssey: From Crisis to Prosperity*.

This will be the best way for *Acta Turistica* to participate actively in the festivities surrounding the 90th anniversary of its mother institution and simultaneously to continue carrying out its mission to stimulate and widen the scientific horizons by confronting experiences and insights from the different parts of the world with those from its own ranks.

This issue also offers interesting papers on the human potentials in hotels in Andalusia (Spain), planning and developing investment projects in hotel management in Croatia, as well as the paper analysing the state and development opportunities for enofile tourism in the continental part of Croatia. I believe that all three papers will be seen in a different light after you have read Professor Sharma's paper.

Finally, I would like to invite all faithful readers of *Acta Turistica* to join us in the celebrations of 90th anniversary of the Faculty of Economics and Business of the University of Zagreb, either by personal attendance or by sending your valuable contributions for publication in our journal. Both will be perceived as a unique present to the Faculty of Economics and Business in Zagreb for its 90th birthday!

Yours,

Professor Nevenka Čavlek
Editor-In- Chief

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