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## ULOGA CESTOVNOG PROMETA U TURIZMU HRVATSKE

### THE ROLE OF ROAD TRANSPORT IN CROATIAN TOURISM

**SAŽETAK:** Povezanost prometa i turizma u suvremenom gospodarstvu zahtijeva detaljnija istraživanja. Promet i turizam, kao međusobno povezani fenomeni, ovise jedan o drugome, utječu jedan na drugoga, a gospodarskom strategijom Republike Hrvatske određeni su kao jedni od nositelja gospodarskog razvitka zemlje. Pozitivni i negativni efekti kojima promet utječe na razvoj turizma s vremenom postaju sve izraženiji, te ih je potrebno međusobno usklađivati na osnovama održivog razvitka, čuvajući čovjekov okoliš, na čemu se temelji turizam u Hrvatskoj. Dosadašnja prometna politika neravnomjernog razvoja prometnog sustava, po kojoj se cestovni promet brzo razvijao posebice kroz izgradnju objekata prometne infrastrukture, dok su druge prometne grane stagnirale, ne može osigurati kvalitetnu logističku potporu turizmu u budućnosti.

Zbog toga se ovim radom daje daljnji doprinos istraživanju povezanosti prometa i turizma. U radu se navode najvažnije uloge koje promet ima u turizmu, analizira se odnos pojedinih prometnih grana i turizma, valorizira se povoljan geografski položaj Republike Hrvatske kroz osvrt na mrežu europskih prometnih koridora, te se kroz

**ABSTRACT:** The relationship between transport and tourism in a modern economy requires further research. Transport and tourism, as mutually interrelated phenomena, depend on one another, and the economic strategy of the Republic of Croatia places them among principal factors in the country's economic development. The positive and negative effects of transport on tourism development are becoming more obvious and the two need to be harmonised on the basis of sustainable development, by preserving the human environment, which is the basis of Croatian tourism. The former transport policy of unequal development of the transport system, as a result of which road transport developed rapidly, in particular through the construction of transport infrastructure facilities, while other branches of transport stagnated, cannot ensure high-quality logistical support to tourism in the future.

This paper provides a further contribution to research on the relationship between transport and tourism. The paper summarises the most important roles played by transport in tourism, analyses the relationship between individual modes of transport and tourism, evaluates the favourable geographic position of the Republic of Croatia through an

statističke podatke analizira percepcija turista koji dolaze u Hrvatsku vezana za ulogu i kvalitetu prometa u njihovim turističkim aktivnostima. Zaključno se daje kratak osvrt na tendencije razvoja prometa u budućnost, kroz analizu definiranih strateških pravaca razvoja prometnog sustava u funkciji hrvatskog turizma.

**KLJUČNE RIJEČI:** promet i turizam, održivi razvitak, prometna infrastruktura, kvaliteta prometa

## UVOD

Promet i turizam, kao strateške gospodarske grane Republike Hrvatske, imaju obilježja složenih, dinamičkih i međusobno povezanih sustava. Kroz oba sustava prožima se fenomen mobilnosti, koji predstavlja i opisuje potrebu suvremenog čovjeka za kretanjem. Mobilnost se realizira kroz promjenu mjesta boravka na kraći ili dulji vremenski period, dakle kroz putovanje, koje je sastavni dio svake turističke aktivnosti. U funkciji turizma podjednako važnu ulogu ima i individualni i javni prijevoz, prijevoz robe i putnika, prometna infrastruktura, a posebice međuovisnost različitih prometnih grana unutar prometnog sustava. Prometne grane sudjeluju u “prijevoznom lancu”, koji je karakterističan za robni promet, ali dobiva sve veću važnost i u putničkom prometu (npr. putovanje zrakoplovom u kombinaciji s autobusnim transferom od zračne luke do hotela).

Osim pozitivnih, promet ima i negativne učinke na turizam, od kojih se posebno ističe zagađenje čovjekove okoline. Cestovna prometna grana, kao nositelj prometnih aktivnosti u Hrvatskoj, ima najveću ulogu i u hrvatskom turizmu, naročito nakon ubrzane izgradnje modernih autocesta prema jadranskim odredištima, ali je ujedno i najveći zagađivač, kako ispušnim plinovima, bukom, tako i drugim oblicima onečišćenja.

overview of the network of European corridors, and, on the basis of statistical data, analyses the perception of tourists visiting Croatia with regard to the role and quality of transport in their tourism activities. In conclusion, a brief overview of future trends in transport is provided through an analysis of the defined strategic lines of transport development as a function of Croatian tourism.

**KEY WORDS:** transport and tourism, sustainable development, transport infrastructure, transport quality

## INTRODUCTION

Transport and tourism, as strategic economic branches in the Republic of Croatia, are complex, dynamic and interrelated systems. The mobility phenomenon, which represents and describes modern man’s need for movement, permeates both systems. Mobility is realised through a change in the place of stay for a shorter or longer period of time, that is, through travel which is a constituent part of every tourism activity. Personal and public transport, the transport of goods and passengers, the transport infrastructure, and particularly the interdependence of different modes of transport within the transport system, all play an equally important role in the function of tourism. Different modes of transport form part of the “transport chain” which is characteristic of goods transport but has been gaining more and more importance in passenger transport as well (e.g. air travel in combination with bus transfers from airport to hotel).

In addition to its positive effects, transport also has negative effects on tourism, in particular in respect of environmental pollution. Road traffic, as the principal factor in transport activities in Croatia, plays the most important role in Croatian tourism as well, in particular after the accelerated construction of modern motorways towards Adriatic destinations, but it is at the same time the

O svim navedenim aspektima međuovisnosti prometa i turizma u Hrvatskoj, s posebnim naglaskom na ulogu cestovnog prometa, bit će riječi u ovom radu.

## ULOGA PROMETA U TURIZMU

Sinergijskim djelovanjem svih prometnih grana u robnom i putničkom prijevozu, promet obavlja sljedeće uloge u funkciji turizma:

- a) osigurava dostupnost turističke destinacije pomoću objekata prometne infrastrukture;
- b) osigurava “kvalitetno putovanje” – turist mora putovanje doživjeti kao udobno, brzo, sigurno i cjenovno prihvatljivo (ekonomično);
- c) pretvara putovanje u “turistički doživljaj” – putovanje u turističke svrhe (npr. na godišnji odmor) turistu mora “ostati u sjećanju” kao nešto zanimljivo i još nedoživljeno, kao nešto “nezaboravno”, nešto što je dio turističke ponude;
- d) osigurava mobilnost turista u samoj turističkoj destinaciji – prošlo je vrijeme pasivnog odmora za turiste suvremenog vremena, koji putuju, istražuju, upoznaju i žele doživjeti nešto novo;
- e) osigurava kvalitetnu opskrbu turističke destinacije – turist u svom odredištu, a i za vrijeme samog putovanja do njega, troši i kupuje, što pretpostavlja nužnost pravodobne, količinski dostatne i efikasne opskrbe zasnovane na suvremenim logističkim principima (*just-in-time, door-to-door* i drugi);
- f) realizira posebne oblike prometnih usluga kao “turističku atrakciju” u turističkim odredištima – turistički vlak i brodić na Plitvičkim jezerima, izleti drvenim brodicama u primorskim mjestima ili prijevoz žičarom na Bjelolasici, sastavni su dio turističke ponude Hrvatske i svojevrsna turistička atrakcija koja turističkom odredištu daje prepoznatljivost i dodatnu dimenziju kvalitete.

greatest polluter both in terms of exhaust gases and other forms of pollution.

This paper will focus on all the above-mentioned aspects of the interdependence of transport and tourism in Croatia, with special emphasis on the role of road transport.

## THE ROLE OF TRANSPORT IN TOURISM

Through the synergy of all transport branches in the transport of goods and passengers, transport plays the following roles in tourism:

- a) ensures access to the tourism destination by means of transport infrastructure facilities;
- b) ensures “quality travel” – travelling must be experienced by a tourist as comfortable, fast, safe and affordable (cost-effective);
- c) turns travel into a “tourism experience” – travel for tourism purposes (e.g. on vacation) must be “remembered” by a tourist as something interesting and something new, as something “unforgettable”, as part of the tourism offer;
- d) ensures the mobility of tourists in the tourism destination itself – passive vacations are a thing of the past for modern tourists who travel, explore, discover and want to experience something new;
- e) ensures a good quality supply for the tourism destination – a tourist at a destination, and while travelling towards the destination, spends money and buys, which presupposes the need for timely, high-quality, and efficient supply based on contemporary principles of logistics (*just-in-time, door-to-door, and so on*);
- f) provides special forms of transport services as part of the “tourist attraction” in destinations. For example, a tourist train or boat on Plitvice Lakes, excursions by wooden boat in coastal towns, or transportation by ski lifts at the Bjelolasica resort form a constituent part of the Croatian tourism offer and a sort of tourist attraction, creating an identity and added value for a tourism destination.

## PROMETNE GRANE I TURIZAM U HRVATSKOJ

Odnos prometnih grana i turizma u Hrvatskoj može se analizirati kroz nekoliko aspekata:

- a) razdiobu turističkih putovanja po prometnim granama i unutar prometnih grana;
- b) trendove u razdiobi turističkih putovanja;
- c) valorizaciju geografskog položaja Republike Hrvatske kroz objekte prometne infrastrukture u funkciji razvoja turizma;
- d) probleme u odnosu prometa i turizma.

O najznačajnijima će biti riječi u nastavku rada.

### Razdioba i trendovi razdiobe turističkih putovanja po prometnim granama i unutar cestovne prometne grane

Razdioba turističkih putovanja, odnosno odabir prometne grane, ovisi o mnogo različitih faktora, od kojih se ističu:

- a) razina raspoloživih informacija o prometnoj dostupnosti turističkog odredišta;
- b) mogućnost odabira između više prometnih alternativa;
- c) izbor destinacije;
- d) trajanje putovanja;
- e) način organizacije putovanja.

S obzirom da se, prema dostupnim statističkim podacima, iz emitivnih europskih tržišta u Hrvatsku putuje uglavnom zbog "glavnog godišnjeg odmora" koji vremenski traje dulje i u pravilu se realizira tijekom sezone godišnjih odmora, što razini prometne potražnje daje izuzetno sezonski karakter i izaziva njen skokovit porast tijekom ljetnih mjeseci, sukladno tome distribuirana su turistička putovanja u Hrvatsku, po prometnim granama (Tablica 1 i 2).

## MODES OF TRANSPORT AND TOURISM IN CROATIA

The relationship between transport modes and tourism in Croatia can be analysed under several aspects:

- a) the distribution of tourist travel by mode of transport and within a mode of transport;
- b) trends in the distribution of tourist travel;
- c) evaluation of the geographic position of the Republic of Croatia through transport infrastructure facilities in the function of tourism development;
- d) problems in the relationship between transport and tourism.

The most important aspects will be dealt with below.

### Distribution and Trends in the Distribution of Tourist Travel by Mode of Transport and by Road Transport

The distribution of tourist travel, that is, the selection of a transport mode, depends on a variety of factors, of which the most important are:

- a) the level of available information on the transport accessibility of a tourism destination;
- b) the opportunity to choose between several transport alternatives;
- c) the choice of destination;
- d) the duration of travel;
- e) how the travel is organised.

Since, according to available statistical data, people travel to Croatia from emissive European markets mostly on "vacation", which is usually of a longer duration and takes place during the holiday season, transport demand in Croatia shows an exceptionally seasonal character which results in a sharp increase during the summer months. The distribution of tourist travel to Croatia according to mode of transport follows this trend (Table 1 and 2).

**TABLICA 1. RAZDIJOBA SVIH PUTOVANJA PO PROMETNIM GRANAMA NA TEMELJU REALIZIRANOG GRANIČNOG PROMETA PUTNIKA ZA 2009. GODINU**

**TABLE 1. DISTRIBUTION OF ALL TRAVEL ACCORDING TO MODE OF TRANSPORT ON THE BASIS OF BORDER TRAFFIC OF PASSENGERS IN 2009**

PROMETNA GRANA / MODE OF TRANSPORT	BROJ PUTNIKA / NUMBER OF PASSENGERS	%
Cestovni promet / Road	66,014.000	94,17
Željeznički promet / Railway	751.000	1,07
Promet na unutarnjim plovnim putovima / Inland waterways	17.000	0,02
Pomorski promet / Maritime transport	1,364.000	1,95
Zračni promet / Air	1,955.000	2,79
<b>Ukupno / Total</b>	<b>70,101.000</b>	<b>100,00</b>

Izvor: izradio autor prema podacima DZS-a /

Source: prepared by author on the basis of data from the Central Bureau of Statistics (CBS)

**TABLICA 2. RAZDIJOBA PUTOVANJA RADI ODLASKA NA ODMOR DOMAĆIH I STRANIH TURISTA U HRVATSKOJ OD 2001. DO 2007. GODINE**

**TABLE 2. DISTRIBUTION OF VACATION TRAVEL OF DOMESTIC AND FOREIGN TOURISTS IN CROATIA 2001 - 2007**

PROMETNA GRANA / MODE OF TRANSPORT	2001. (%)	2004. (%)	2007. (%)
Cestovni promet / Road	94,9	92,6	90,4
Zračni promet / Air	3,8	5,5	8,6
Željeznički promet / Railway	0,4	0,4	0,3
Vodni promet / Water transport	0,9	1,5	0,7

Izvor: izradio autor prema podacima iz istraživanja TOMAS 1987 – 2007, Institut za turizam Zagreb, dostupno na [www.iztg.hr](http://www.iztg.hr) /  
 Source: prepared by the author according to data from the TOMAS survey 1987 – 2007, Institute for Tourism, Zagreb, available at [www.iztg.hr](http://www.iztg.hr)

Iz prezentiranih podataka može se zaključiti sljedeće:

a) cestovni promet je dominantna i udjelom stabilna prometna grana unutar hrvatskog prometnog sustava;

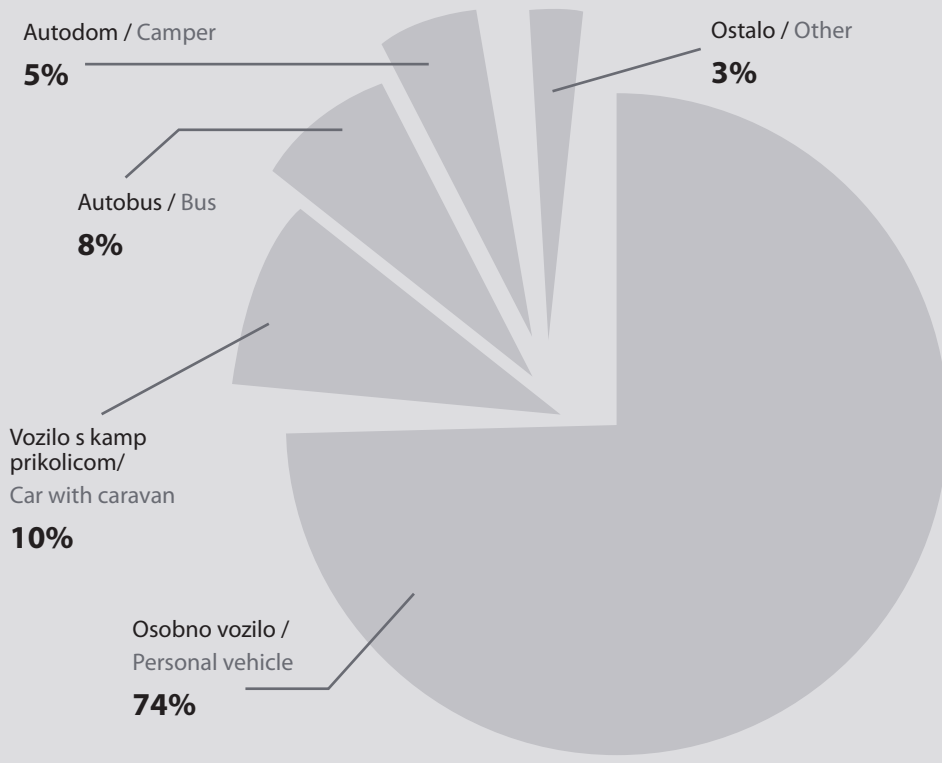
The following may be concluded from the presented data:

a) road transport is the dominant transport mode within the Croatian transport system with a stable share;

- b) prometne grane manje karakteristične za putnički promet (npr. promet na unutarnjim plovnim putovima) tek su u “povojima” i nemaju veći značaj za turizam;
- c) raste važnost zračnog prometa, zbog sve većeg udjela *charter* i linijskog zračnog prijevoza, koji obavljaju niskotarifne zrakoplovne kompanije;
- d) prometne grane u hrvatskom prometnom sustavu razvijene su neravnomjerno, bez kvalitetno

- b) the less usual passenger transport modes (e.g. inland waterways) are just emerging and are not significant for tourism;
- c) the importance of air transport is growing due to an increasing share of charter and regular air transport conducted by low-budget airlines;
- d) transport modes in the Croatian transport system are unevenly developed, without a high-quality defined and implemented transport

**GRAFIKON 1. RAZDIOBA TURISTIČKIH PUTOVANJA UNUTAR CESTOVNE PROMETNE GRANE**  
**GRAPH 1. DISTRIBUTION OF TOURIST TRAVEL WITHIN ROAD TRANSPORT**



Izvor: izradio autor prema podacima iz istraživanja TOMAS 1987 – 2007, Institut za turizam Zagreb, dostupno na [www.iztztg.hr](http://www.iztztg.hr) /  
 Source: prepared by the author according to data from the TOMAS survey 1987 – 2007, Institute for Tourism, Zagreb, available at [www.iztztg.hr](http://www.iztztg.hr)

definirane i realizirane prometne politike (Strategija razvitka prometa RH iz 1999. godine je “konzumirana”, a na novoj strategiji se još ne radi).

Zaključuje se da cestovni promet u Hrvatskoj (prvenstveno individualni) funkcionira i kao okosnica prometa u funkciji turizma, sa svim svojim specifičnostima s tim u vezi (velik broj kampera, relativno mali udio javnog autobusnog prijevoza, porast broja motociklista, itd.).

### **Valorizacija geografskog položaja RH kroz objekte prometne infrastrukture u funkciji razvoja turizma**

Ubrzani razvoj cestovnog prometa “potpomogla” je i politika intenzivnog ulaganja u cestovnu prometnu infrastrukturu u zadnjih nekoliko godina. Stoga i valorizaciju povoljnog geografskog položaja Hrvatske prvenstveno treba promatrati kroz izgrađene i planirane objekte cestovne prometne infrastrukture, čiji je veći dio Konferencija ministara prometa Europe (CEMT) formalizirala i uvrstila u mrežu europskih prometnih koridora (TEN – Transeuropean Transport Network). Godine 1994, Hrvatska je uključena u transeuropsku prometnu mrežu kopnenim koridorom V (njegovim ograncima Vb i Vc) i riječnim dunavskim koridorom (VII. koridor), a 1997. godine i kopnenim koridorom X (Karta 1).

Iz perspektive utjecaja prometa na razvoj turizma, treba naglasiti važnost navedenih prometnih koridora. Vb koridor koji prolazi pravcem Budimpešta – Goričan – Varaždin – Zagreb – Rijeka ima vrlo velik značaj u povezivanju emitivnih turističkih tržišta tzv. Nove Europe (Mađarska, Slovačka, Češka, Poljska) s turističkim, prvenstveno primorskim, odredištima u Hrvatskoj. Slična je situacija i s najprometnijim, X. koridorom, koji povezuje zemlje Zapadne Europe s glavnim gradom, Zagrebom, i proteže se dalje do hrvatsko-srpske granice. Koridoru Vc tek predstoji potpuna turistička valorizacija, prije svega kroz njegov “dalmatinski dio” (pravac Budimpešta – Sarajevo – Ploče).

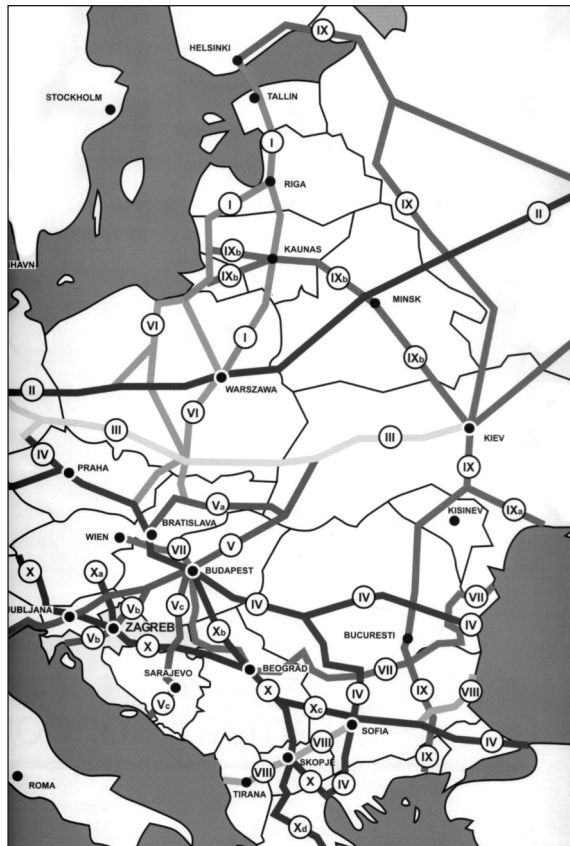
policy (the 1999 Transport Development Strategy of the Republic of Croatia has already been “consummated”, and the drafting of a new strategy has still not begun).

It may be concluded that road transport in Croatia (especially personal transport) also functions as the backbone of transport in the field of tourism with all its peculiarities (a large number of campers, a relatively small share of public bus transport, an increase in the number of motorcyclists, etc.).

### **Evaluation of the Geographic Position of the Republic of Croatia through Transport Infrastructure Facilities in the Function of Tourism Development**

The increased development of road transport has also been “supported” by the policy of intense investments in the road transport infrastructure in the past few years. Therefore, the evaluation of the favourable geographic position of Croatia should be observed primarily through the constructed and planned road transport infrastructure facilities, of which the majority were formalised and included in the Trans-European Networks (TEN) by the European Conference of Ministers of Transport (CEMT). In 1994, Croatia became part of the Trans-European Network with the land corridor V (its branches Vb ad Vc) and the River Danube corridor (corridor VII), and in 1997 with the land corridor X (Map 1).

The importance of the above-mentioned transport corridors must be emphasised from the perspective of the influence of transport on tourism development. Corridor Vb Budapest – Goričan – Varaždin – Zagreb – Rijeka is very important in connecting the emissive tourism markets of what is referred to as “New Europe” (Hungary, Slovakia, Czech, Poland) with tourism, primarily coastal, destinations in Croatia. The situation with the busiest Corridor V is similar. This corridor connects the countries of Western

**KARTA 1. MREŽA EUROPSKIH  
 PROMETNIH KORIDORA**
**MAP 1. NETWORK OF EUROPEAN  
 TRANSPORT CORRIDORS**


Izvor: *Atlas transporta i logistike*, Kamion & Bus, ožujak 2010, str. 10 / Source: *Atlas of Transport and Logistics*, Lorry & Bus, March 2010, p. 10

Međunarodni TEN prometni koridori poslužili su kao osnova za formiranje mreže hrvatskih autocesta i državnih cesta, ali i za razvrstavanje i kategorizaciju županijskih i lokalnih cesta u Hrvatskoj (Karta 2 i 3).

Analizirajući stanje cestovne prometne infrastrukture u Hrvatskoj, potrebno je naglasiti nekoliko vrlo zanimljivih činjenica:

Europe with the capital Zagreb and continues to the Croatian-Serbian border. Corridor Vc still awaits full tourism evaluation, in the first place through its “Dalmatian part” (direction Budapest – Sarajevo – Ploče).

The international TEN transport corridors served as a basis for the creation of the network of Croatian motorways and national roads, but also for the classification and categorisation of county and local roads in Croatia (Map 2 and 3).

There are several very interesting facts that need to be emphasised in an analysis of the situation of the Croatian road transport infrastructure:

a) Croatia has 23 km of motorways per 100,000 inhabitants and the EU 15 have 14 km of motorways per 100,000 inhabitants, which has a positive influence on the development of Croatian tourism from the transport perspective;

b) only 35% of classified public roads have an asphalt quality which, by accepted international standards, may be assessed as “good” or higher, which has a negative impact on the development of Croatian tourism;

c) the so-called “surplus of transport infrastructure strategy” was applied in the construction of the road transport infrastructure since its current capacity exceeds by several times the actual and expected transport demand;

d) as much as 75% of total investments were made in the Zagreb-Split motorway, which is not part of any of the TEN transport corridors but is of great importance for Croatian tourism since it connects the Croatian south with Corridors V and X via Bosiljevo and Zagreb.

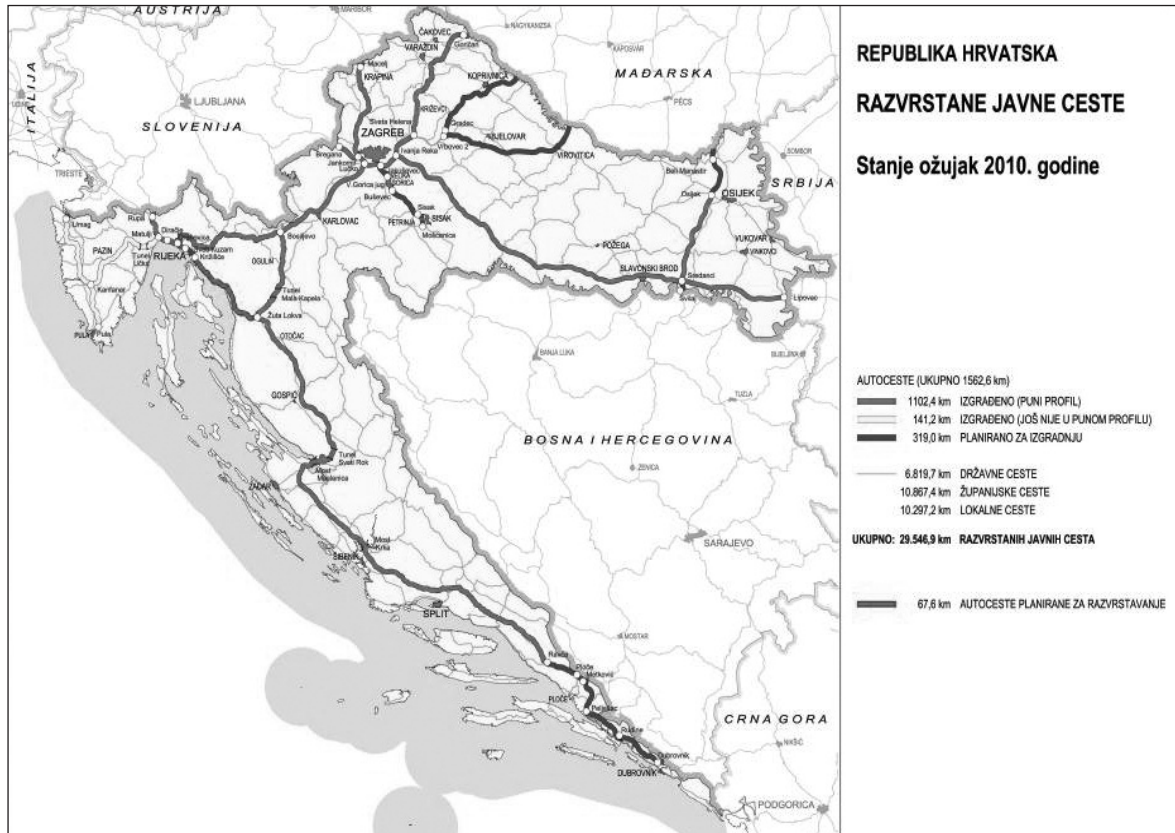
### Negative Aspects of the Influence of Road Transport on Tourism

However, when tourists leave the motorway during their journey and use other roads to travel to their destination, the negative aspects of the influence of road transport on tourism come to the surface. These are, primarily:



**KARTA 2. MREŽA AUTOCESTA U REPUBLICI HRVATSKOJ**  
**MAP 2. NETWORK OF MOTORWAYS IN THE REPUBLIC OF CROATIA**



**KARTA 3. MREŽA RAZVRSTANIH JAVNIH CESTA U REPUBLICI HRVATSKOJ**  
**MAP 3. NETWORK OF CLASSIFIED PUBLIC ROADS IN THE REPUBLIC OF CROATIA**


Izvor: Ministarstvo mora, prometa i infrastrukture, dostupno na [www.mmpi.hr](http://www.mmpi.hr) /  
 Source: Ministry of the Sea, Transport and Infrastructure, available at [www.mmpi.hr](http://www.mmpi.hr)

a) Hrvatska ima 23 km autocesta/100.000 stanovnika, a zemlje EU – 15 imaju 14 km autocesta/100.000 stanovnika, što pozitivno utječe na razvoj hrvatskog turizma gledano s prometnog aspekta;

b) samo 35% razvrstanih državnih cesta ima kvalitetu asfaltnog sloja koja se, prema prihvaćenim međunarodnim standardima, može ocijeniti ocjenom “dobar” i višom, što na razvoj hrvatskog turizma utječe negativno;

a) poor traffic organisation in the majority of tourism destinations (traffic congestion, traffic gridlock when current tourists leave and new tourists arrive, poor traffic signalisation, obstructed supplies);

b) problems with gauging public transport capacity due to disproportionate transport demand during the year (problem of the seasonal character of Croatian tourism as already indicated in this paper);

c) u izgradnji cestovne prometne infrastrukture primijenjena je tzv. “strategija viška prometne infrastrukture”, s obzirom na to da njezin sadašnji kapacitet višestruko nadilazi realnu i prognoziranu prometnu potražnju;

d) čak 75% ukupnih ulaganja investirano je u autocestu Zagreb – Split, koja nije dio nijednog TEN prometnog koridora, ali je od izuzetnog značaja za hrvatski turizam, jer spaja jug Hrvatske s koridorima V i X, preko Bosiljeva i Zagreba.

### Negativni aspekti utjecaja cestovnog prometa na turizam

Međutim, kada turisti za vrijeme putovanja “siđu” s autoceste, dok putuju drugim cestama i kad stignu do svog turističkog odredišta, dolaze do izražaja svi negativni aspekti utjecaja cestovnog prometa na turizam. Prije svega, to su:

a) loša organizacija prometa u većini turističkih središta (prometne gužve, prometni kolaps za vrijeme smjene turista, loša signalizacija, otežana opskrba);

b) problemi u dimenzioniranju javnih prijevoznih kapaciteta zbog izrazite neravnomjernosti prometne potražnje tijekom godine (problem sezonalnosti hrvatskog turizma, što je u radu već i prije naglašeno);

c) cestovni promet je nesigurniji od drugih prijevoznih oblika, a nesigurnost se povećava time što je prometna infrastruktura lošija;

d) buka cestovnog prometa je veliki “zagađivač” čovjekove okoline, kao i ispušni plinovi iz cestovnih motornih vozila;

e) cestovni promet, a posebno objekti cestovne prometne infrastrukture, vizualno “nagrđuju” prostor, što negativno utječe na turizam;

f) objekti cestovne prometne infrastrukture uzurpiraju priobalni pojas (primjer Jadranske magistrale);

g) zračne luke velikih gradova loše su cestovno povezane s užim gradskim pojansom;

h) “povijesne” specifičnosti prometne infrastrukture, posebice u primorskim mjestima

c) road transport is less safe than other modes of transport, and insecurity is increased as a result of a poor transport infrastructure;

d) the noise of road traffic is a big “polluter” of the human environment, as are exhaust gases from motor vehicles;

e) road transport, especially the road transport infrastructure, visually “deface” the environment, which has a negative impact on tourism;

f) the road transport infrastructure fills the coastal belt (the example of the Adriatic Highway (Jadranska magistrala);

g) airports in big cities are poorly connected by road with the narrow city area;

h) the “historical” peculiarities of the transport infrastructure, in particular in coastal towns (e.g. narrow streets, poorly worked-out parking facilities, the locations of local markets, museums and similar key tourist facilities), significantly hinder traffic flow.

One of the potential solutions of this problem is to replace the long advocated and implemented strategy of a transport infrastructure surplus with a strategy for the improvement of insufficient infrastructure capacity and the elimination of bottlenecks, and with a strategy for the balanced development of all transport modes within the transport system.

### EVALUATION OF THE CROATIAN TRANSPORT SYSTEM BY TOURISTS

The Croatian Institute for Tourism continuously carries out periodic surveys on the quality of tourism from the point of views of guests (domestic and foreign) and presents them in the form of TOMAS surveys. Part of the research concerns issues relating to the relationship between transport and tourism.

(npr. uske ulice, loše riješen promet u mirovanju, lokacije tržnica, muzeja i sličnih turistički važnih objekata) znatno otežavaju odvijanje prometa.

Jedno od mogućih rješenja ovih problema jest zamijeniti dugo zagovaranu i provedenu strategiju viška prometne infrastrukture strategijom popunjavanja nedostatnih infrastrukturnih kapaciteta i eliminiranja uskih grla te strategijom ravnomjernog razvitka svih prometnih grana unutar prometnog sustava.

## OCJENA PROMETNOG SUSTAVA HRVATSKE OD STRANE TURISTA

Institut za turizam Hrvatske kontinuirano provodi periodička istraživanja kvalitete turizma iz perspektive samih gostiju (domaćih i stranih) i formalizira ih kroz izvješća TOMAS. Dio istraživanja odnosi se i na problematiku odnosa prometa i turizma.

Najvažniji naglasci iz predmetnih istraživanja su:

- a) zabilježen je trend povećanja turističkih dolazaka u Hrvatsku zrakoplovom, kontinuirano u zadnjih par godina, čime se kvalitetnije povezuju južnija domaća turistička odredišta s europskim emitivnim tržištima;
- b) prometna dostupnost turističke destinacije, kao element kvalitete turističke ponude, ocjenjuje se "srednjim stupnjem zadovoljstva" (raspon ocjena od "vrlo visok" do "nizak"), što je relativno niska ocjena;
- c) istovremeno, kvaliteta javnog lokalnog prijevoza ocjenjuje se "niskim stupnjem zadovoljstva", dakle negativnom ocjenom;
- d) 63,4% ispitanih turista smatralo je pak prometnu dostupnost svakako jednim od važnijih faktora utjecaja na izbor turističke destinacije u koju će putovati;
- e) oko 2/3 turista se na putu do svojih turističkih odredišta zaustavi. Glavni razlozi zaustavljanja su WC (30%), uzimanje goriva (27%), te odmor od vožnje (15%);

The most important conclusions from the above-mentioned surveys are the following:

- a) an increasing number of tourists arriving by plane in Croatia in the last few years which provides a higher quality connection between southern domestic destinations and European emissive markets;
- b) the transport accessibility of the tourism destination as an element of a high-quality tourism offer is evaluated with a "medium degree of satisfaction" (on a scale from "very high" to "very low"), which is a relatively low grade;
- c) at the same time, the quality of local public transport is assessed with a "low degree of satisfaction", meaning that it received a negative grade;
- d) 63.4% of respondents regard transport accessibility as one of the most important factors when selecting a tourist destination;
- e) around 2/3 of tourists stop on their way to a tourism destination. The main reasons for stopping are restrooms (30%), fuel (27%), and having a break from driving (15%);
- f) tourists expressed satisfaction with the hospitality of staff in the provided facilities on motorways, with the number of petrol stations, the quality of catering facilities and their cleanliness, but did not express a high degree of satisfaction with anything;
- g) tourists are not satisfied with the clarity of traffic signalisation, the possibility of obtaining information on tourist attractions and their accessibility, the number of shops and rest areas and their organisation and equipment, and they expressed significant dissatisfaction with the number and cleanliness of restrooms.

All interested subjects working in the transport sector have to take into account the results of this survey when making further decisions on the regulation of the transport system in the function

f) turisti izražavaju zadovoljstvo ljubaznošću osoblja koje radi u pratećim objektima na autocestama, brojem benzinskih postaja, kvalitetom ponude ugostiteljskih objekata i njihovom urednošću, ali ničime nisu izrazito zadovoljni;

g) turisti su nezadovoljni razumljivošću prometne signalizacije, mogućnošću dobivanja informacija o usputnim turističkim atrakcijama i njihovom dostupnošću, brojem trgovina i odmorišta te njihovom uređenošću i opremljenošću, dok su izrazito nezadovoljni brojem i čistoćom sanitarnih čvorova.

Svi zainteresirani subjekti koji se bave prometom moraju uzeti u obzir rezultate ovih istraživanja prilikom donošenja daljnjih odluka temeljem kojih će se uređivati prometni sustav u funkciji razvoja turizma u budućnosti, a posebice nakon što Hrvatska uđe u Europsku uniju.

Pritom dodatno treba uzeti u obzir nužnost razvoja prometnog sustava na postavkama održivog razvitka.

## **CESTOVNI PROMET, TURIZAM I ODRŽIVI RAZVITAK**

Strateški dokument Vlade Republike Hrvatske pod nazivom "Strategija održivog razvitka RH", objavljen 2009. godine, u glavi 7., "Povezivanje Hrvatske", definira osnovne postavke razvoja prometnog sustava u budućnosti, i to u funkciji ukupnog razvitka gospodarstva, funkciji socijalne kohezije pa i u funkciji razvitka društva općenito. Pritom se posebno težište stavlja na ekološku prihvatljivost prometnih grana, posebice uzevši u obzir orijentaciju Hrvatske prema "ekološki čistom" turizmu, kao strateškoj gospodarskoj grani.

U tekstu Strategije zaključuje se da je u Republici Hrvatskoj dostignuta visoka razvijenost mreže autocesta, dok mrežu državnih, županijskih i lokalnih cesta treba dalje razvijati. Duljinom željezničkih pruga Hrvatska također premašuje

of future tourism development, in particular after Croatia joins the European Union.

An additional factor that needs to be taken into account in the process is the need to develop a transport system based on the principles of sustainable development.

## **ROAD TRANSPORT, TOURISM AND SUSTAINABLE DEVELOPMENT**

A strategic document of the Government of the Republic of Croatia entitled "Strategy for the Sustainable Development of the Republic of Croatia" published in 2009, in Title 7 "Connecting Croatia", defines basic ideas for the future development of the transport system for overall economic development, for social cohesion and for the development of society in general. Special emphasis is placed on the environmental acceptability of different modes of transport, in particular considering Croatia's orientation towards "environmentally clean" tourism as a strategic economic branch.

It is concluded in the text of the strategy that the Republic of Croatia has achieved a high level of development in its motorway network but that the network of national, county and local roads require further development. The length of railways in Croatia also exceeds the European average but further overall development depends on modernisation, electrification and further construction. The inhabited islands and the mainland are insufficiently connected which does not ensure sustainable development.

The main objective of sustainable transport development is the achievement of adequate transport connections between all parts of the national territory, between the islands and the mainland, and the islands among each other, in order to create a transport system which satisfies all economic, social and other needs while at the same time exerting as little negative impact on

europski prosjek, međutim njihova je modernizacija, elektrifikacija i daljnja izgradnja uvjet svekolikog daljnjeg razvitka. Povezanost naseljenih otoka s kopnom i međusobno je nedostatna i ne osigurava održivi razvitak.

Glavni cilj održivog razvitka prometa usmjeren je dobrom povezivanju svih dijelova nacionalnog teritorija te otoka s kopnom i međusobno, kako bi prometni sustav bio dostatan za sve gospodarske, socijalne i druge potrebe, a da istodobno njegov neželjeni utjecaj na ekonomiju, društvo i okoliš bude minimalan.

Najznačajnije mjere za ostvarenje tog cilja su:

- a) poticati korištenje čistih goriva i tehnologija;
- b) prijeći na prometne grane koje učinkovito koriste energiju;
- c) preusmjeriti promet s ceste na ekološki prihvatljivije prometne podsustave;
- d) ograničavati pristup cestovnim vozilima (pješačke zone, ograničene zone za parkiranje);
- e) dalje razvijati mrežu županijskih i lokalnih cesta;
- f) promovirati hodanje i korištenje bicikla, posebice u urbanom okruženju.

## ZAKLJUČAK

Promet i turizam “ne idu” jedan bez drugoga, međusobno su čvrsto povezani i ovisni. Dobro organiziran i uređen promet, naročito na mikrorazini turističkog odredišta, dodatno je jamstvo njegove turističke atraktivnosti. Samo ravnomjerni razvoj svih prometnih grana u prometnom sustavu može omogućiti kvalitetnu i efikasnu logističku potporu turističkoj djelatnosti, kao strateškoj gospodarskoj grani u Hrvatskoj. Negativne ekološke i sve druge aspekte prometa (posebice cestovnog) treba kontinuirano smanjivati u funkciji čistijeg okoliša, koji može povećati konkurentnost turističkih destinacija i, među ostalim, osigurati daljnji razvoj turizma na postavkama održivog razvitka.

the economy, society and the environment as possible.

The most important measures for the achievement of this objective are the following:

- a) encouraging the use of purer fuel and technologies;
- b) moving towards energy-efficient modes of transport;
- c) redirecting transport from roads to ecologically more acceptable transport subsystems;
- d) restricting access to road vehicles (pedestrian zones, limited parking zones);
- e) further developing the network of county and local roads;
- f) promoting walking and using bicycles, in particular in urban areas.

## CONCLUSION

Transport and tourism “cannot” exist without each other; they are closely connected and interdependent. Well-organised and regulated transport, particularly at the micro level of a tourism destination, is a sufficient guarantee of its attractiveness to tourists. Only the balanced development of all forms of transport in the transport system can ensure high-quality and efficient logistical support to tourism as a strategic economic branch in Croatia. Negative aspects of transport (particularly road traffic) in relation to the environment and all other areas need to be continuously reduced to provide a clearer environment which may increase the competitiveness of tourism destinations and, among other things, ensure the further development of tourism on the basis of the principles of sustainable development.

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