

UVODNIK

EDITORIAL

Ozbiljan znanstveni časopis – a takav jest *Acta turistica nova* – mora logikom stvari imati ozbiljan uvodnički uradak. Ipak, ovoga puta učinio sam izuzetak. Ne želim reći da je namjera bila napisati šaljivi tekst, ali sam sadržaj o kojem piše ima naznake neozbiljnog. Drugim riječima, teško možemo nazvati ozbiljnim povod zbog kojeg je nastao ovaj uvodnik, mada bi ono što se zbivalo u Zagrebu 2. i 3. prosinca 2010. trebalo biti ozbiljan događaj. I prije nego što nastavim, moram se donekle ograditi od sadržaja ovog uvodničkog teksta. Naime, nisam osobno prisustvovao događaju o kojem pišem, nego me inspirirao sadržaj članka koji je objavio časopis *Lider* u broju 271 od 10. prosinca 2010.

Članak u *Lideru* prenosi vijest i komentar susreta g. Chekitana S. Deve, profesora na američkoj Cornell School of Hotel Administration, i hrvatskih turističkih gospodarstvenika. Tom je prigodom uvaženi američki profesor prenosio svoja iskustva o turističkom razvoju, koja su trebala pomoći hrvatskom turističkom razvoju, na mikro i makro razini. Ne želim reći (ni pomisliti) da ga nije trebalo pozivati u Hrvatsku, ni da je prof. Chekitan neozbiljna osoba, ni da njegova iskustva nisu dragocjena, ni da mnoga od njih ne bi mogla biti korisna za hrvatske turističke djelatnike. Namjera mi je reći da je profesor bio pogrešno obaviješten o zemlji u koju odlazi, o njezinom turističkom iskustvu, pa onda i o spoznajama o turizmu koje danas već ima i svaki turistički početnik u Hrvatskoj. Tako se dogodilo,

A serious academic journal such as *Acta Turistica Nova* must have a serious editorial. However, I am making an exception this time. I am not saying that this text will be a humorous one, but its subject smacks of the unserious. In fact, the event which prompted this editorial took place from 2 to 3 December 2010 in Zagreb and should have been a serious event. Before I proceed, I need to add a kind of reservation, since I was not present at the event, but read an article on it in *Lider*, No. 271, of 10 December 2010.

The article in *Lider* reports and comments on a meeting that Mr Chekitan S. Dev, Professor at the Cornell School of Hotel Administration, had with Croatian professionals working in the field of tourism. The distinguished American professor talked about his experience in tourism development that could assist Croatia, both at the macro and micro level. I do not intend to say, nor do I even think, that Professor Dev should not have been invited to Croatia, or that he is not a serious person, or that his experience is not valuable, or that much of this experience cannot help human resources in Croatian tourism. My intention is to say that Professor Dev was wrongly informed about the country he was visiting, about its tourism experience and the knowledge on tourism that every beginner in Croatian tourism today already possesses. For these reasons, the messages Professor Dev gave his audience, as stated in *Lider*, were at least not serious and were also humiliating. I shall confine myself to three examples to support my judgment.

prema napisima u *Lideru*, da su poruke upućene slušateljstvu bile u najmanju ruku neozbiljne, pa i omalovažavajuće. Ovo svoje mišljenje potkrijepit ću samo s tri primjera.

Zbog čega ovakav sadržaj Uvodnika u ovom broju *Acte turisticae nove*? Prije svega da održimo osnovnu zadaću časopisa, da analiziramo i komentiramo situaciju u hrvatskom i svjetskom turizmu. Doduše, ta namjera treba se prije svega ogledati u člancima koji se objavljuju u časopisu, ali nema razloga da se i u Uvodniku, barem povremeno, ne nađu naročito karakteristični ili paradoksalni događaji ili mišljenja. Ovo je svakako takav primjer, jer on sadrži više od jednog paradoksa. Ako su organizatori ovog skupa zaista mislili da je nužno pozvati kremu hrvatskih turističkih gospodarstvenika kako bi im uvaženi profesor govorio o osnovama turizma i turističkog poslovanja, onda razlog tome može biti taj da organizatori vrlo malo ili ništa o tome ne znaju, ili imaju minorno mišljenje o hrvatskim turističkim gospodarstvenicima, pa su smatrali da je takvo obraćanje profesora hrvatskom slušateljstvu zaista nužno i korisno. Ne znam tko je financirao profesorov dolazak i boravak u Hrvatskoj, ali ma tko to bio, uzaludno je potrošio svoj (ili možda tuđi) novac. Šteta je to veća kad smo svjesni da je profesor, kada je već došao i boravio u Hrvatskoj, to vrijeme mogao iskoristiti da prenese ona svoja iskustva koja bi stvarno oplemenila znanje hrvatskih turističkih gospodarstvenika i korisno poslužila u njihovu daljnjem radu. Za mene je posebna šteta nastala iz same činjenice da je profesor dobio posve pogrešnu sliku o hrvatskom turizmu i znanju hrvatskih turističkih gospodarstvenika, sliku koju će vjerojatno prenositi u svojim budućim susretima drugima u svijetu. Ako je bilo na naš trošak, onda treba reći to za naš vlastiti novac!

No, nije to prvi ni jedini promašaj hrvatskih organizatora dolazaka stranih eksperata, ovaj put u turizmu i na samom završetku relativno uspješne turističke godine. Na početku valja konstatirati da je želja za potrebom (bolje i svestranije) edukacije

First of all, though, why is this topic in the editorial of this issue of *Acta Turistica Nova*? Primarily, because we seek to fulfil the main task of our journal, which is to analyse and comment on Croatian and global tourism. This should mainly be done through articles published in the journal, but there is no reason why comments on particularly characteristic or paradoxical events and views should not appear in the editorial, at least from time to time. Professor Dev's talk is a good example, since it contains more than one paradox. If the organisers of the event really believed they should invite the top brass of Croatian tourism to hear the distinguished professor speak about the basics of tourism and the tourism business, one of the reasons can be that the organisers know nothing about the topic or know very little. The other reason could be that they have a very low opinion of Croatian tourism executives and considered that this kind of address would be really necessary and useful for the Croatian audience. I do not know who financed the visit of Professor Dev to Croatia, but whoever did so spent his, or somebody else's, money in vain. The damage is even greater since we are well aware that Professor Dev, once in Croatia, could have talked about his relevant experience that would have expanded and refined the knowledge of Croatian business people and have been useful for their work. Furthermore, Professor Dev must have had a completely false picture of Croatian tourism and of the knowledge possessed by Croatian business people who work in tourism, a picture he will probably disseminate in his contacts around the world. If Croatia paid for this visit, it also paid for this distorted picture of us.

This is not the first and the only failure of Croatian organisers who bring foreign experts to the country, this time in the field of tourism and at the very end of a relatively successful tourism year. I would like to stress that the need to further educate human resources in tourism and provide them with all-round knowledge is a necessary step to better and more successful tourism development. All actions towards achieving this

budućih i sadašnjih hrvatskih turističkih djelatnika nužan korak prema boljem i uspješnijem hrvatskom turističkom razvoju. Prema tome, sve akcije koje idu u pravcu bolje edukacije treba samo pozdraviti. No, u tome treba imati i mjere i dostojanstva. U Zagrebu, u okviru proslave 90 godina života i rada Ekonomskog fakulteta Sveučilišta u Zagrebu, Katedra za turizam organizirala je savjetovanje na temu “Kakav turizam zaista želimo i možemo razvijati u Republici Hrvatskoj”. Naime, na tom je Fakultetu počelo obrazovanje turističkih kadrova u Hrvatskoj još davne 1962. godine, što je bio i ostao svojevrsni raritet u cijeloj Europi. Na inicijativu akademika Miije Mirkovića Fakultet je, dakle, pred gotovo pola stoljeća organizirao prvi poslijediplomski studij pod nazivom *Ekonomika turizma*, kasnije i redoviti sveučilišni studij istog naziva, na kojima su se od tada do danas obrazovale stotine studenata, mnogi su magistrirali i doktorirali s turističkim temama. Nema sumnje da je upravo takvo usmjerenje Fakulteta bilo poticaj i drugim, najprije državnim, a onda i privatnim visokoškolskim institucijama u zemlji da organiziraju slične oblike školovanja turističkih kadrova. Napominjem to da bih se upitao znade li to Ministarstvo turizma i njegov čelni čovjek? Ako već ne zna ministar, nevjerojatno, pa i neozbiljno, bilo bi i samo pomisliti da to ne znaju oni pojedinci u Ministarstvu koji su i sami završili studij turizma na zagrebačkom Ekonomskom fakultetu ili na nekom od drugih visokoškolskih institucija u zemlji.

I baš u vrijeme održavanja ovog svečarskog stručnog skupa na Ekonomskom fakultetu u Zagrebu, Ministarstvo turizma jedan je od organizatora skupa na koji su pozvane eminentne sveučilišne kuće iz SAD-a kako bi se unaprijedilo znanje turističkih djelatnika u Hrvatskoj. Zaključak se sam nameće. Dovodimo američka i druga strana učilišta očito zbog toga jer ono što imamo na planu edukacije u zemlji ne smatramo dobrim, ili barem ne dovoljno dobrim. Ako je tome tako, onda su u najmanju ruku potrebna argumentirana obrazloženja. A ako su posrijedi neki drugi motivi, i tada su nužna objašnjenja. Već

objective are more than welcome, but there should be some measure and dignity in this.

Within the celebrations of the 90th anniversary of the Faculty of Economics and Business of Zagreb University, the Department for Tourism organised a conference in Zagreb under the subject “What kind of tourism do we really want and are able to develop in the Republic of Croatia”. As long ago as 1962, nearly fifty years ago, the then Faculty of Economics in Zagreb started to educate students in the field of tourism, which was and has remained a kind of rarity in the whole of Europe. On the initiative of Professor Miije Mirković, member of the Academy of Sciences and Arts of Croatia, the first postgraduate study in Economics of Tourism was established in that year. Later on, a full-time graduate study was established under the same name and so far several hundred graduates have completed it. Many have obtained a master’s and doctoral degree in tourism. This tourism major at the Faculty of Economics has inspired other state and later private higher educational establishments to organise similar courses of study for students who will work in tourism. I am highlighting this information to ask whether the Ministry of Education and its head know these facts. It would be incredible if the Minister was not aware of them and it would not be serious to suspect that the employees of the Ministry are not aware of them, even those who majored in Tourism at the Faculty of Economics and Business in Zagreb or at some other Croatian university or business school.

So, it was just at the time of this 90th anniversary of the Faculty of Economics in Zagreb that the Ministry of Tourism in Croatia co-organised the conference to which eminent members of American universities were invited. The idea was to extend the knowledge of human resources in Croatian tourism. The following conclusion arises: we are inviting members of American and other foreign universities since we obviously do not believe that our education is good enough for this purpose. If this is the belief, it at least needs to be supported with arguments. If other reasons

i površni poznavatelji hrvatske turističke povijesti reći će da je Hrvatska dosegla svoj turistički maksimum osamdesetih godina prošlog stoljeća, s vlastitim kadrovima, školovanim na vlastitim obrazovnim institucijama, pa je logično zapitati se kako je to uopće bilo moguće s loše obrazovanim kadrovima i još bez strane pomoći? Takav nadasve bahati i posve nerazumljivi odnos prema vlastitim visokoškolskim institucijama, i to od neposredno zainteresiranog Ministarstva, nešto je na što je teško dati razuman odgovor. Zato i nije bilo čudno da je ministar hrvatskog turizma pretpostavio skup američkih i inih stranih školskih institucija, pa bile one i najbolje na svijetu, proslavi 90. obljetnice Ekonomskog fakulteta u Zagrebu i 48. obljetnice studija turizma na istom fakultetu. To je pitanje vlastitog dostojanstva i nacionalnog ponosa, ako već ne i osnovne pristojnosti osoba na najvišim državnim dužnostima, kojima je – između ostalog – dužnost štiti i njegovati hrvatsko.

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exist, an explanation is called for. Those who are aware of the Croatian history of tourism, even superficially, will know that Croatia reached the peak of its tourism development in the 1980s with Croatian human resources educated at Croatian schools and universities. It is logical to ask how this was possible with poorly educated human resources and even without foreign help. Such arrogant and entirely incomprehensible treatment of our higher education, and coming from the relevant Ministry, cannot be easily explained. Therefore, it does not surprise us that our Minister chose to go to the conference in Zagreb which featured American and other schools, whether or not they are the best in the world, and did not attend the celebrations of the 90th anniversary of the Faculty of Economics and Business in Zagreb and the 48th anniversary of tourism studies at the Faculty. This is a question of dignity and national pride, if not a question of basic decency of the highest ranking state officials, whose job is, among other things, to protect and foster Croatian efforts.

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