

UVODNIK

EDITORIAL

Poštovani čitatelji,

Ovo je pomalo neobičan uvodnik, s malo humora, malo sarkazma i ponešto optimizma.

U trenucima naše neopisive radosti zbog uspjeha hrvatskog turizma 2011. godine, u trenucima neskrivenog ponosa ali i optimizma za godine koje su pred nama (ima li uopće netko takav turizam kao što ga ima Hrvatska?), u trenucima kada pljušte rekordi svih vrsta, malo je onih koji se mogu otresti visokog stupnja entuzijazma, kakav danas trese turističku Hrvatsku. Svi se jednostavno natječu u izjavama. Znaju li uopće o čemu govore ili ne, imaju li pojma o turizmu ili ne, to zapravo i nije važno. Biti u trendu danas znači dati neku “važnu” izjavu o ovogodišnjem turizmu. No, poučeni nekim prijašnjim iskustvima – a bilo ih je – u dohledno vrijeme morali bismo očekivati novi val, ali suprotnih emocija. U prošlosti smo nerijetko nakon hvalospjeva upadali u rezignaciju već i na sam spomen suprotnih kretanja od rekordnih, a logično je da rekordi u jednom trenutku razvoja moraju prestati ili se barem privremeno zaustaviti.

Moram reći da su se prevarili oni koji su sada očekivali elaboraciju teza o tome koliko su naši uspjesi stvarni ili kada valja očekivati suprotni val od novoočekivanih rekordnih brojki. To ću ostaviti za neku drugu priliku, pa čak i drugim autorima, koji bi s tim u svezi mogli imati vrlo zanimljive opservacije. U ovom uvodniku samo ću pokušati spustiti tenzije barem za jednu stepenicu niže, pokušat ću skrenuti pažnju da je došao

Dear reader,

This is a somewhat unusual introduction, with a touch of humour, a tinge of sarcasm and a hint of optimism.

In moments of our unspeakable joy at the accomplishments of Croatian tourism 2011, in moments of evident pride but also optimism for the years ahead (can anyone else revel in such tourism as Croatia's?), in moments of overflowing record achievements at every turn, only a few can shake off the high level of enthusiasm rattling in Croatia today. Everyone is simply competing in public statements, whether they know what they are talking about or not, whether they have any clue about tourism or not, it does not really matter. Being in trend today means making an “important” statement on this year's tourism. However, drawing on some previous experiences - and there have been a few - we might expect a new wave of opposite emotions. In the past, our eulogies were often followed by a fall into resignation even at the very mention of downward trends, and it is logical that the upsurge of records should discontinue or at least pause momentarily.

I have to say that those who have now expected to hear an elaborated thesis on the scope of substantiality of our success and on the time when to expect a wave of opposite trends to new record highs, will be disappointed. I would like to leave that for another opportunity or to other authors who might have interesting observations

trenutak da se svladamo i nastojimo trezveno analizirati turističku sezonu 2011, jer napokon, jednom ćemo to morati učiniti. Ne da bismo si nešto predbacili ili opovrgnuli naše neskriveno zadovoljstvo svime što je hrvatski turizam postigao u 2011. godini, nego jednostavno zbog one nadolazeće, 2012. godine i zbog očekivanja koja ćemo imati, ali i zbog mogućih razočaranja koja nas ne bi smjela iznenaditi. Naravno, i zbog toga da se dobro pripremimo za nadolazeću novu turističku godinu, da ispravimo moguće greške i ponudimo, pogotovo stranim turistima, još više radosti i užitaka nego što je to bilo ove godine, ali i još veće prilode hrvatskom turizmu, kada se već ove godine nismo previše bavili njegovim ovogodišnjim prihodima. Rashode neću ni spominjati, da već u uvodniku, koji po logici stvari mora biti stimulativan, ne krenem u nekom suprotnom i sumornijem pravcu.

Želim vam da s pažnjom, uostalom kao i do sada, pročitate stranice ovog broja *Acte turistiche nove*, koja donosi pregršt stručnih informacija za različite ukuse i različite interese.

S poštovanjem,

Prof. dr. sc. Boris Vukonić
Glavni i odgovorni urednik

on the topic. At the moment, I would like to try and lower the excitement for at least one level by directing attention to the fact that now is the time to compose ourselves and try to soberly analyse the 2011 tourist season, because we will have to do so at one point or the other. The reason for this is not to criticize ourselves or subdue our apparent satisfaction with all the accomplishments of Croatian tourism in 2011, but really to put our attention to the upcoming 2012, to expectations we may have, but also the possible disappointments that should not surprise us. Certainly, the reason is also to be well prepared for the upcoming new tourist season, to correct possible mistakes and to offer more joy and pleasure, especially to foreign tourists, than there have been this year, ensuring higher income to Croatian tourism, since we have not really dealt with this year's income. I will refrain from mentioning expenses in order to hold myself from following an opposite and a more sombre path in this introduction, which should be motivating by nature.

I would like you to read with care, as always, the pages of this issue of *Acta Turistica Nova*, which offers amplitude of specialized information for various preferences and various interests.

Yours sincerely,

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Editor-in-chief