

MSc
Ivan Fistrić**PROPUŠTA LI OTOK KRK
PRILIKU?****IS THE ISLAND OF KRK
MISSING THE BOAT?**

SAŽETAK: Na otoku Krku je 2005. godine pušten u rad ekološki zasnovan cjeloviti sustav za gospodarenje otpadom, prvi i jedini takav sustav u Hrvatskoj. To je veliki ulog u održivi razvoj otoka Krka, jer se s globalnim problemom otpada posebno teško nose turističke destinacije i otoci. Međutim, pitanje kojim se ovaj rad bavi je propušta li otok Krk priliku iskoristiti svoje dostignuće u promociji turizma. U literaturi su zabilježeni trendovi sve veće ekološke osvještenosti i izbirljivosti turista, što ukazuje da postoji tržište koje bi moglo pozitivno reagirati na organiziraniju promociju otoka Krka kao destinacije koja brine o okolišu. Slogan “Eko otok Krk – najčistiji dio Hrvatske” odlično odgovara na izazov da se “smeće” predstavi kao nešto atraktivno. Međutim, u anketi rađenoj na otoku Krku, ispitanici (N=81) su pokazali vrlo slabu upoznatost sa sloganom i ekološkim karakterom otoka Krka. S obzirom da polovica turista otoka Krka dolazi iz zemalja s razvijenom kulturom odgovornog zbrinjavanja otpada, mogli bi upravo ekološki sustav za gospodarenje otpadom prepoznati kao dodanu vrijednost. Zaključak rada je da se propušta prilika, jer postoji dobra praksa, dobar slogan, te učinkovit ali neiskorišten promotivni kanal – internet.

ABSTRACT: In 2005 an ecologically based waste management system was introduced on the island of Krk, the first and the only system of that kind in Croatia. That is a big contribution to the sustainable development of the island of Krk, since tourism destinations and islands are especially sensitive to the global waste issue. However, this paper deals with the question is the island of Krk missing an opportunity to use this achievement in promotion of tourism. Trends of growing tourist environmental awareness and more rigid selection of destinations are mentioned in the literature, which implies there is a market that could react positively to a organised promotion of the island of Krk as a destination that cares about the environment. The slogan “Eco island Krk – the cleanest part of Croatia” responds well to the challenge of making “garbage” sound attractive. However, the respondents (N=81) of the survey made on the island of Krk showed weak familiarity with the slogan and with the environmental character of the island of Krk. Considering that half of the tourists on the island of Krk come from countries with developed cultures of responsible waste management, they might recognize the ecological waste management system as an added

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KLJUČNE RIJEČI: održivi razvoj, održivi turizam, gospodarenje otpadom, promocija, marketing

UVOD

U počecima turizma njegov je utjecaj na okoliš bio vrlo rijetko kritiziran, jer je u ranim šezdesetim godinama dvadesetog stoljeća turizam bio gospodarski sektor relativno ograničenog značaja i polja djelovanja. Međutim, u posljednjih pedeset godina turizam doživljava rapidan rast i postaje globalna industrija, a njegov utjecaj na okoliš, te na ekonomske, sociološke i kulturološke sfere društva, postaje predmet mnogih rasprava (Nagle, 1999). Tako se danas utjecaj turizma na okoliš izjednačio s drugim velikim industrijama. Urbanizacija, problemi sa otpadom, onečišćenje voda i tla, gubitak bioraznolikosti i klimatske promjene negativne su posljedice turističke djelatnosti i neke su od najvećih prijetnji turističkim destinacijama. Onečišćeni okoliš naravno negativno utječe na doživljaj turista, pa destinacije s takvim zagađenim okolišem mogu izgubiti svoju privlačnost i pretrpjeti ozbiljnu gospodarsku štetu (McCool i sur., 2001).

Da bi se spriječila degradacija okoliša, a time i negativne financijske posljedice, kao rješenje se često nameće primjenjivanje principa održivog razvoja u turizmu. Mnogo je autora ponudilo svoje mišljenje na tu temu, a Cater (1995)

value. The conclusion of the paper is that the island of Krk is missing the boat, since there is a good feature, a good slogan and an efficient but unused promotional channel – the internet.

The paper is based on a postgraduate dissertation *Is the island of Krk missing the boat? The case of the island with the best waste management system in Croatia, but do the tourists care or know about it?*, written and submitted in 2010 as a part of the course *Business Strategy and the Environment* at Birkbeck College, University of London.

KEY WORDS: sustainable development, sustainable tourism, waste management, promotion, marketing

INTRODUCTION

Tourism initially received little criticism for its environmental impact as it was an economic sector of relatively limited scope and magnitude in the early 1960's. Due to its rapid growth in the last 50 years, tourism has evolved into a global industry and its economic, socio-cultural and environmental impacts became a big issue (Nagle, 1999). Today's tourism does not differ from other industries, it equally stresses the environment. Urbanisation, waste issues, land and water pollution, loss of biodiversity and climate change are tourism's negative effects and some of the major threats to tourism destinations. Degraded natural environments clearly negatively affect tourist experiences, so destinations with visibly polluted and damaged natural environments could lose their attractiveness and suffer from severe economic repercussions (McCool et al, 2001).

Integration of principles of sustainable development in tourism is an often suggested solution for environment degradation and its negative financial impacts. Many authors have an opinion on the subject, and Cater (1995) suggests that tourism is in danger of becoming a self-destructive process unless the environment is somehow protected.

smatra da je turizam u opasnosti da postane autodestruktivan ukoliko se okoliš nekako ne zaštititi. Međutim, on naglašava da u turizmu postoji toliko velik broj interesnih strana da će potpuno održivi turizam vjerojatno ostati samo neostvareni ideal. Turizam je specifičan po tome što onečišćuje i ugrožava osjetljive lokacije u prirodi koje ujedno čine osnovu turističkog proizvoda bez koje on ne može postojati u ovom obliku. Upravo zbog tog paradoksa upitno je do koje mjere su principi održivog razvoja primjenjivi u turizmu (Holden, 2000). Lesley France (u Pacione, 1999) smatra da održivi razvoj u turizmu nije tretiran kao prioritet, već se pojavljuje tek kao oblik “političke korektnosti” ili kao korisni marketinški instrument. Objasnjava da turizam zbog svoje prirode nikada neće biti u potpunosti održiv, ali da se može smanjiti njegov utjecaj na okoliš za dobrobit lokalnog stanovništva i na zadovoljstvo turista. Williams i Ponsford (2009) tvrde se principi održivog razvoja polako primjenjuju u turizmu, ali upozoravaju da je brzina kojom se te promjene događaju prespora u odnosu na ozbiljnost suvremenih prijetnji okolišu. Smatraju da sve tri glavne interesne strane u turizmu: potrošači, poduzetnici i državne institucije, imaju odgovornost pokazati inicijativu. Briassoulis (2002) tvrdi da bi državne institucije trebale biti glavni pokretač održivog turizma s obzirom da su prirodni resursi zajednički, tzv. common pool resursi. On smatra da državne institucije imaju određenu odgovornost odrediti pravila privatnom sektoru i nadgledati kako se koriste prirodni resursi. Forsythe (1997) se slaže da se državne institucije nebi smijele čekati da tržište proizvede potrebu za održivim turizmom, ali upozorava da je teško regulirati održivost turizma s obzirom da turizam nije jedna djelatnost već više njih. Forsythe smatra da se odgovorno poslovanje i zaštita okoliša isplati, jer se na taj način mogu preduhitriti budući zakoni, te steći kompetitivne prednosti.

Međutim, Wight (1993) upozorava na moguće stvaranje površnih trendova i neetičkog korištenja

However, he points out that due to a large number of stakeholders in tourism, sustainable tourism is more likely to remain an ideal. Tourism is specific because it pressures and degrades fragile natural locations which are fundamental to the tourism product, without which tourism cannot exist in this form. Because of this paradox, the extent up to which sustainable principles can be implemented in tourism is questionable (Holden, 2000). Lesley France (in Pacione, 1999) argues that implementation of sustainable practices in tourism is not considered as a priority, but merely as a model of “political correctness” or a useful marketing tool. France explains that because of its nature tourism may never fully achieve sustainability. However, he argues that tourism can direct its development toward a state of lower environmental impact that would benefit the local people and provide a higher degree of satisfaction for the tourists. Williams and Ponsford (2009) argue that the concepts and principles of sustainable development are slowly being implemented in tourism, but they warn that the pace of change is too slow considering the severity of contemporary environmental threats. They assign the responsibility for action to three major stakeholders in tourism: consumers, businesses and governments. Briassoulis (2002) argues that the governments should have a leading role in pushing for a more sustainable tourism and since natural resources are essentially “common pool” in nature. Governments at all levels have a certain responsibility to set the rules for the private sector entrepreneurs and control the way they and their stakeholders are maintaining the natural resources they use. Forsythe (1997) agrees that governments shouldn’t wait for the market to create the demand for a sustainable tourism, but warns it is difficult to achieve effective environmental regulation in tourism because it is not one industry but many. He also argues that environmental responsibility makes good business sense, since that way potential restrictive legislation can be anticipated, but it also provides marketing tools that can add value to the product or improve image.

prefiksa “eko”. Mnogi autori upozoravaju da je tržišna niša ekološki osvještenih turista mala i da oni svojom potražnjom tek trebaju značajnije pokazati svoje afinitete (Sharpley, 2002; 2006; Swarbrooke i Horner, 1999). Različita su mišljenja o razini svijesti turista i njihovim stavovima o održivom turizmu, a neki smatraju da postoji trend rasta ekološke osviještenosti koji bi mogao uzrokovati veću izbrljivost turista pri odabiru turističkih proizvoda i destinacija (Hunter i Green, 1995). Međutim, Mueller (2004) tvrdi da su shvaćanja turista površna i ograničena samo na vizualnu degradaciju okoliša, te da stoga zagađeni okoliš čini najveću štetu turizmu samo kada je vidljiv turistima. Buckley (2009) smatra da turiste treba informirati. Predlaže da se održivost turizma može poboljšati korištenjem marketinških alata, posebice novijim i jeftinim kanalima poput interneta. On tvrdi da se promocijom, edukacijom i pružanjem kvalitetnih i istinitih informacija može utjecati na masovno tržište, pogotovo ako se turistima održivi turizam predstavi kao jamstvo kvalitete.

Jedna od prepreka implementaciji održivih principa u turizmu je i nejasna definicija održivog razvoja, koja se u akademskim krugovima tumači na mnogo načina (Williams i Ponsford, 2009; Cater, 1995). No bez obzira na akademske rasprave i nejasne definicije, ostaje činjenica da turisti dodatno opterećuju sustave za zbrinjavanje otpada u turističkim destinacijama tijekom turističke sezone. Da turizam crpi mnogo različitih resursa i stvara mnogo otpada, McKercher (1993) je nazvao jednom od “fundamentalnih istina” o turizmu. Neke studije pokazale su da turisti na odmoru troše više resursa, energenata i vode, te stvaraju više otpada nego li što to čine kod kuće (Tabatchnaia-Tamirisa i sur., 1997; Kelly i Williams, 2005).

Iako se problem otpada u zapadnim civilizacijama dugo nije dovoljno ozbiljno shvaćao, “smeće” je česti uzročnik onečišćenja i degradacije zdravlja u svijetu. El-Haggar (2007) objašnjava da je pravilno i odgovorno gospodarenje otpadom

However, Wight (1993) warns of unethical usage of the “eco” label and creation of shallow trends. Many authors warn that the environmentally conscious tourists are still a small market niche and that they are yet to materialise their environmental demands in a meaningful way (Sharpley, 2002; 2006; Swarbrooke and Horner, 1999). Opinions on the level of tourist environmental consciousness are different, but some argue that there is a trend of increased environmental awareness that could cause tourists to be more discerning in their choice of products and destinations (Hunter and Green, 1995). However, Mueller (2004) suggests that tourists’ understandings are mostly limited within the visual degradation of tourism destinations, so in his view the biggest harm to tourism are degraded environments that are visible to tourists. Buckley (2009) argues it is vital to inform tourists. He suggests that the sustainability of tourism can be improved with using newer marketing tools, especially new and cost effective technologies like the internet. He claims that promotion, education and truthful information can influence the mass market, especially if sustainable tourism is presented as quality assurance.

The definition of sustainable development has been interpreted in many ways in the academia, which is also one of obstacles to the implementation of sustainability principles in tourism (Williams and Ponsford, 2009; Cater, 1995). Regardless of academic disputes, it remains a fact that tourists increase the pressure on the waste management systems of the host communities during the tourist season. As McKercher (1993) points out, one of the “fundamental truths” about tourism is that it consumes a variety of resources and generates waste. Several studies have shown that tourists consume more resources in tourism destinations than at home. They consume greater amounts of energy, water, materials and generate more waste than they would at home (Tabatchnaia-Tamirisa et al, 1997; McKercher, 1993; Kelly and Williams 2005).

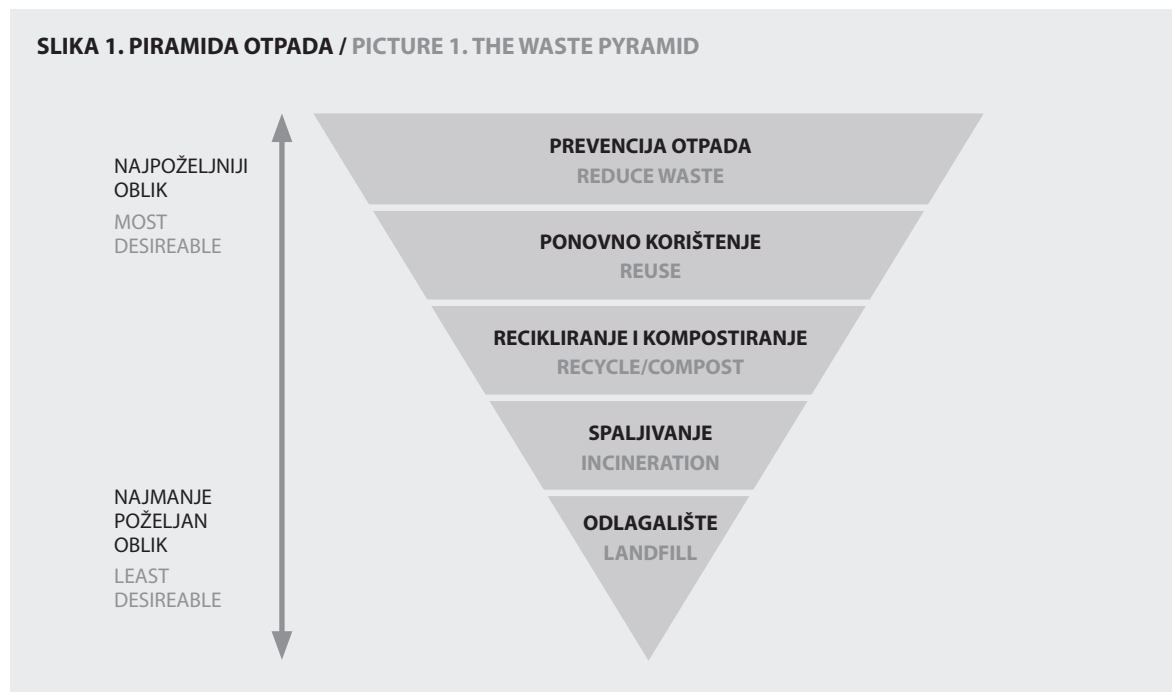
kompleksan problem u cijelom svijetu. Ono može biti vrlo skupo, ali neodgovorno zbrinjavanje otpada ima vrlo štetne posljedice za život i okoliš, te može dovesti do iscrpljenja prirodnih resursa. Međunarodne institucije prepoznale su gospodarenje otpadom kao veliki izazov, te su upozorile na nedostatak primjerene regulacije i kontrole (Strong i Hemphill, 2006). Ujedinjeni narodi kreirali su Agendu 21, akcijski plan za primjenu principa održivog razvoja koji je prihvatilo je više od 178 vlada različitih zemalja na konferenciji UN-a o okolišu i razvoju (UNCED) održanoj 1992. u Rio de Janeirou. U Agendi 21 gospodarenje otpadom spominje se kao jedan od ključnih čimbenika održivog razvoja: "...Skupština je potvrdila da su ekološki ispravni sustavi za gospodarenje otpadom od velikog značaja po pitanju održavanja kvalitete okoliša, a pogotovo po pitanju ostvarenja ekološki ispravnog i održivog razvoja u svim zemljama". Osim što je utvrđena općenita važnost pravilnog postupanja s otpadom, u UN-u su se osvrnuli i na ulogu zbrinjavanja otpada u turizmu. Odjel UN-a za gospodarsku i socijalnu politiku (UN DESA) identificirao je gospodarenje otpadom ključnim i za održivost turizma.

Recikliranje i kompostiranje otpada su u direktivi Europske Unije o gospodarenju otpadom opisane kao najučinkovitije i za okoliš najpoželjnije metode zbrinjavanja otpada (Europska komisija, 2010). Međutim, procesi recikliranja i kompostiranja su vrlo otežani ili čak nemogući ako otpad nije razvrstan prema vrsti materijala poput stakla, plastike ili papira. Otpad koji nije razvrstan je mješavina materijala koju samo najsofisticiraniji i iznimno skupi sustavi mogu reciklirati. Zato veliku ulogu imaju ljudi koji bi trebali svoj komunalni otpad razvrstavati na mjestu na kojem ono nastaje, u svojim kućanstvima (Kandari i Chandra, 2004). Praksa je da se u zajednicama koje imaju ekološke sustave za recikliranje stanovnike što kvalitetnije informira i educira, a istraživanja su pokazala da se time pozitivno utječe na stavove i motive ljudi

"Garbage" has been taken for granted in western societies for a long time, but it is a common source of pollution and damage to health in world nations. El-Haggar (2007) explains that proper waste handling and management is posing a complex problem for the entire world. On the one hand, it can be highly costly, and on the other hand, improper handling of waste can have harmful effects on life and habitat and at the same time lead to depletion of natural resources. International institutions recognized waste management as one of the key aspects of the built environment which needs to be controlled and regulated (Strong and Hemphill, 2006). The United Nations designed an action plan for sustainable development called Agenda 21, adopted by more than 178 Governments at the United Nations Conference on Environment and Development (UNCED) held in Rio de Janeiro in 1992. Agenda 21 describes the waste issue as a core element of sustainability: "...the Assembly affirmed that environmentally sound management of wastes was among the environmental issues of major concern in maintaining the quality of the Earth's environment and especially in achieving environmentally sound and sustainable development in all countries". Besides addressing the waste issue in a general sense, the United Nations Department of Economic and Social Affairs (UN DESA) also identified it as a vital for the sustainability of tourism.

According to the EU's Waste Framework Directive (European Commission, 2010), recycling and composting is the environmentally most preferred option for waste treatment. However, the processes of recycling and composting is somewhat difficult or even impossible if the waste hasn't been sorted according to the types of material like glass, plastic or paper. Unsorted waste is a mixture of materials which can be recycled only by the most sophisticated and very expensive systems. Therefore, by sorting their municipal waste on the spot where it is created, in households, people

SLIKA 1. PIRAMIDA OTPADA / PICTURE 1. THE WASTE PYRAMID



Izvor: napravio autor koristeći MS Paint / Source: created by the author using MS Paint

spram razvrstavanja i recikliranja otpada (Ebreo i Vining, 2000).

Poznata piramida otpada prikazana na Slici 1 jasno pokazuje da su odlaganje otpada na odlagalištima i spaljivanje najmanje poželjne metode zbrinjavanja otpada.

Međutim, statistike za 2007. godinu pokazuju da je u zemljama EU27 42% otpada bilo odloženo na odlagalištima, 20% spaljeno, 22% reciklirano i 17% kompostirano (Eurostat, 2009). Takvi rezultati ukazuju da je pravilno i poželjno gospodarenje otpadom još uvijek veliki izazov čak i za razvijene države Zapadnog svijeta.

play a big role in the whole process (Kandari and Chandra, 2004). In communities with ecological recycling systems residents are being well informed and educated, whereas research showed that has a positive effect on peoples' attitudes and motives for sorting and recycling waste (Ebreo and Vining, 2000).

The well known waste pyramid in Picture 1 clearly illustrates land filling and incineration as the least desirable methods for waste management.

However, the statistics for 2007 in the countries of EU27 show that 42% of waste was land filled, 20% incinerated, 22% recycled and 17% composted (Eurostat, 2009). These results indicate that sound and advisable waste disposal is still a big challenge even in the developed countries of the Western world.

PROSTORNI OKVIR ISTRAŽIVANJA

Područje ovog istraživanja je otok Krk, vodeća destinacija Kvarnera. Osim po atraktivnom prirodnom i kulturnom nasljeđu, Kvarner je poznat i po ugodnoj blagotvornoj klimi koja je privlačila turiste iz velikih srednjeeuropskih gradova još u kasnom devetnaestom stoljeću. Prve posjete turista potaknule su izgradnju toplica i objekata za smještaj, čime je započeo razvoj i procvat lokalnog turizma. Blizina kopnu i krčki most čine otok Krk pristupačnim turistima kontinentalne Hrvatske i turistima s velikih srednjeeuropskih tržišta. S obzirom na dugu tradiciju turizma, ne čudi što je Kvarner 2008. godine bio druga najposjećenija županija u Hrvatskoj s 20 postotnim udjelom u ukupnom zbroju noćenja (Institut za turizam, 2009).

Turiste danas, osim kulturno-povijesnih sadržaja i klime, na otok Krk privlači razvedena obala i prirodne pješčane i šljunčane plaže, od kojih 14 ima plavu zastavu. Zahvaljujući uspješnoj povijesti maslinarstva, vinarstva i kulinarstva, otok Krk smatra se pionirima među jadranskim destinacijama po pitanju ugrađivanja autohtonih poljoprivrednih proizvoda u svoju turističku ponudu. Međutim, danas su i kulturni i gastro turizam nedovoljno razvijeni s obzirom na svoj potencijal. Zbog zadovoljavajuće količine i kvalitete plaža, na otoku Krku je najrazvijeniji osnovni "sunce i more" oblik turizma (Institut za turizam, 2008).

SUSTAV ZA GOSPODARENJE OTPADOM NA OTOKU KRKU

Komunalni otpad definiran je kao otpad koji zbrinjavaju općine, a koji stvaraju kućanstva, poslovni sektor i neki dijelovi industrije. Stručnjaci se slažu da količine komunalnog otpada u svijetu vrtoglavo rastu, te tako dodatno pogoršavaju ranije spomenuti globalni problem gospodarenja otpadom (Williams, 2005; Seager, 1990).

STUDY AREA

The study site of this research is the island of Krk, the leading destination of Croatia's Kvarner County. Besides its natural and historical legacy, Kvarner is recognized for its mild and beneficial climate which attracted first visitors from the surrounding big central European cities in the late 19th century. The island's proximity and bridge connection to land make it easily accessible from both the continental part of Croatia and big central European markets. The first tourist visits inspired the building of wellness spas and tourist accommodation facilities and from then on tourism started to blossom. Considering such a long tradition in tourism, it is no wonder that Kvarner was the second most visited county in Croatia with a 20 per cent proportion in total overnight stays in 2008 (Croatian Tourism Institute, 2009).

Today, the island of Krk attracts visitors with a well indented coast with natural sandy and pebble beaches including 14 "blue flag" beaches, and with numerous cultural monuments dating from the Roman period. Thanks to its well-known olive growing, wine producing and culinary tradition, the island of Krk is considered a pioneer amongst destinations in the Adriatic Sea when it comes to implementation of autochthonous agricultural products in tourism. However, both cultural and gastro tourism are underdeveloped considering their potential. The most developed form of tourism on Krk is the basic "Sun and sea" tourism, due to adequate quantity and quality of beaches (Croatian Tourism Institute, 2008).

WASTE MANAGEMENT SYSTEM ON THE ISLAND OF KRK

Municipal solid waste (MSW) is defined as waste collected by or on behalf of municipalities, from domestic, commercial and some industrial sources. Experts agree with the fact that municipal and household wastes are rapidly growing worldwide

Nakon dvije godine priprema na otoku Krku je u 2005. godini pušten u rad ekološki zasnovan sustav za gospodarenje otpadom. Zahvaljujući ekološkoj osviještenosti stanovnika i lokalnih vlasti, otok Krk postao je prva destinacija u Hrvatskoj s cjelovitim ekološki zasnovanim sustavom za zbrinjavanje otpada. Takav sustav omogućava najučinkovitije i za okoliš najbolje metode recikliranja i kompostiranja, te tretiranje svih tipova otpada. To je još uvijek prvi i jedini takav sustav za zbrinjavanje otpada u Hrvatskoj (S. Uršić, 2010, osobna komunikacija, 23. kolovoz).

Sedam općina otoka Krka osnivalo je tvrtku Ponikve d.o.o. koja upravlja sustavom za zbrinjavanje otpada, te vodoopskrbom i otpadnim vodama (Ponikve d.o.o.). Postavljeno je 7000 spremnika na 1400 mjesta na otoku. Postoji pet različitih spremnika: za biootpad, za papir, za staklo, za PET ambalažu i za ostali otpad. Također postoji i po jedno posebno sabirno mjesto u svakoj od sedam općina na kojima građani mogu odložiti otpad poput starog namještaja, elektronski otpad, automobile, gume ili opasne otpade. Oko 19,500 tona komunalnog otpada sakupi se svake godine, a od toga 12,000 tona otpada na četiri ljetna mjeseca.

Učinkovitost sustava ovisi o količini odnosno postotku otpadaka koji je pravilno razvrstan i kao takav prikupljen. Na otoku Krku se u 2009. godini odvojeno prikupilo 30% otpada, što je bilo povećanje od 12% u odnosu na početnu 2006. godinu (Ponikve d.o.o.). Zanimljivo je da je u službenoj strategiji gospodarenja otpadom RH postavljen cilj da se na razini cijele Hrvatske do 2015. godine odvojeno prikuplja 23% otpada (Vlada Republike Hrvatske, 2007). Taj skromni cilj su na otoku Krku ostvarili u istoj godini kada je strategija RH objavljena, to znači već u drugoj godini rada sustava s 24% odvojeno prikupljenog otpada.

Poduzeće Ponikve d.o.o. imalo je ključnu ulogu u početnoj fazi implementacije sustava, te je ujedno i kreator slogana i logotipa "Eko otok

and are therefore aggravating the fore mentioned global waste issue (Williams, 2005; Seager, 1990).

In 2005, after two years of preparation, an integrated municipal solid waste management system started operating on the island of Krk. As a result of environmental awareness of its local authorities and residents, the island of Krk became the first destination in Croatia with an ecological MSW management system. That type of system allows the most environmentally preferred type of waste treatment - recycling and composting, and also allows management of all types of wastes. It is still the first and only waste management system of that kind in Croatia (S. Uršić, 2010, pers. comm., 23 Aug).

Founded by the seven local councils on the island of Krk, Ponikve Ltd is a company authorized to maintain and run the waste management system, the water supply system and to deal with wastewater issues (Ponikve Ltd). They installed 7000 bins in 1400 places throughout the island. There are five bins available for municipal waste – for biodegradable waste, paper, PET, glass and other waste. There are also seven special collecting points, one per district, where people can leave large waste like old furniture, electronic waste, cars, tyres, or dangerous waste. About 19500 tonnes of municipal waste is collected annually, from which about 12000 tonnes are collected during the four summer months.

The efficiency of the system depends on the amount or the percentage of waste that has been properly sorted and collected as such. In 2009 the proportion of collected sorted waste was 30 per cent, which is a 12 per cent increase in comparison to 2006 which was the first year (Ponikve Ltd). It is an interesting fact that the Croatian National Strategy of Waste Management aims to achieve a 23% recycle rate on the national level by the year 2015 (Government of the Republic Croatia, 2007), while the island of Krk achieved that target in the system's second operating year with a recycle rate of 24%, and this was in 2007, the same year the national plan was made.

SLIKA 2. LOGOTIP SLOGANA / PICTURE 2. LOGO OF THE SLOGAN



Izvor: <http://www.krk.hr> / Source: <http://www.krk.hr>

Krk – najčistiji dio Hrvatske”, prikazanog na Slici 2 (S. Uršić, 2010, osobna komunikacija, 23. kolovoz). Ovaj slogan vidljiv je vidjeti samo na internetskim stranicama poduzeća Ponikve d.o.o. i Turističke zajednice otoka Krka, te na kamionima za sakupljanje otpada. Međutim, slogan i njegova poruka nisu vidljivi na nekim drugim važnim mjestima poput službenih stranica gradova ili hotela na otoku Krku, kao ni na službenoj internetskoj stranici Kvarnera.

CILJ ISTRAŽIVANJA

Slogan “Otok Krk – najčistiji dio Hrvatske” jedan je od razloga zašto je započeto ovo istraživanje. Njegova suptilna poruka u prvi plan ne stavlja otpad, već ističe kvalitetu i čistoću okoliša koja ima čvrsto uporište u činjenici da je otok Krk jedino mjesto u Hrvatskoj s ekološkim sustavom za gospodarenje otpadom. U kojoj mjeri su turisti upoznati s ovim sloganom, te percipiraju li uopće otok Krk kao destinaciju koja brine o okolišu, pitanja su na koje ovaj rad traži odgovore.

Međutim, slogan je marketinški instrument. Glavno pitanje je isplati li se taj instrument primjeniti i u njega ulagati. Neupitno je da ekološki sustav za gospodarenje otpadom smanjuje pritisak na prirodni okoliš i osnažuje održivost zajednice. No cilj ovog rada je saznati da li on stvara i dodanu vrijednost za

The Ponikve Ltd company had a key role in the initial implementation of the system, and is the creator of the “Eco Island Krk - The cleanest part of Croatia” slogan and logo shown in Picture 2 (S. Uršić, 2010, pers. comm., 23 Aug). The slogan is visible only on the newly designed website of the company, on the website of The Island of Krk Tourist Board, and on waste collecting trucks. The logo is however not presented in other important places such as the official websites of cities or hotels on the island of Krk, or the official website of the Kvarner County.

RESEARCH AIM

The slogan “Eco island Krk – the cleanest part of Croatia” is one of the reasons this research was started. Its subtle message doesn't put a spot line on waste, but highlights the quality and cleanliness of the environment which has a strong anchorage in the fact that the island of Krk is the only place in Croatia with an ecological waste management system. To what extent are the tourists familiar with this slogan and do they even perceive the island of Krk as a destination that cares about the environment, are some of the questions this paper seeks to answer.

However, the slogan is a marketing instrument. Whether it would be profitable to apply this instrument and invest in it is the main question of this paper. It is unquestionable that the ecological

otok Krk kao turističku destinaciju. Da bi dobili odgovore na ova pitanja, osim pregleda literature bilo je potrebno napraviti i terensko istraživanje na otoku Krku i anketirati turiste. Oni su ti koji određuju što je dodana vrijednost, te je stoga bilo potrebno utvrditi njihove stavove i zapažanja.

METODOLOGIJA

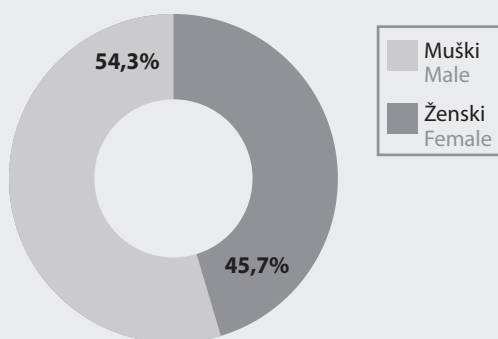
Terensko istraživanje obuhvaćalo je anketiranje turista (N=81) u razdoblju između 5. i 10. srpnja 2010. godine u gradovima Krku i Baškoj. Ispitanici su samostalno ispunjavali upitnike koji su se sastojali od jedne stranice pitanja o njihovim demografskim osobinama i jedne stranice sa 27 tvrdnji koje su imale Likertove skale od 5 stupnjeva slaganja. Cilj sakupljanja podataka bio je dobiti uvid u stavove, emocije, ponašanje i znanje ispitanika vezano uz turizam, okoliš i otok Krk. U sljedećim grafikonima prikazane su neke strukture ispitanika.

waste management system relieves pressure on the natural environment and strengthens local sustainability. The aim of this paper, however, is to learn does it also add value to the island of Krk as a tourism destination. In order to answer the main question of this paper, in addition to the literature review it was necessary to conduct a field research on the island of Krk and gather data directly from the tourists. They are the ones who determine what counts as added value, so it was necessary to examine their attitudes and annotations.

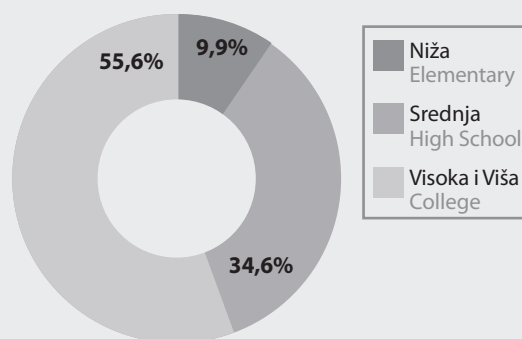
METHODOLOGY

Fieldwork consisted of conducting a tourist survey (N=81) on the island of Krk, in cities Krk and Baska during the period 5-10 July 2010. The data was gathered using self-assessment questionnaires which had questions designed to determine demographical characteristics of the respondents on the first sheet, and 27 statements designed as five level Likert items on the second sheet. The aim of data gathering was to examine respondents' attitudes, emotions, behaviour and knowledge regarding tourism, the environment and the island of Krk. The following charts illustrate some structures of the respondents.

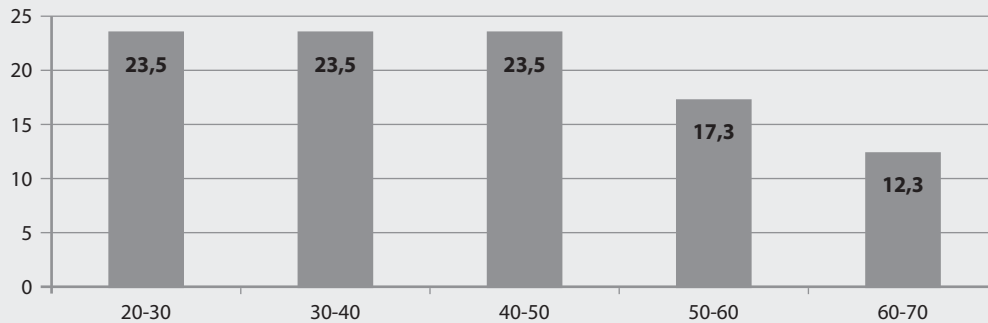
GRAFIKON 1. STRUKTURA PREMA SPOLU
GRAPH 1. RESPONDENT SEX STRUCTURE



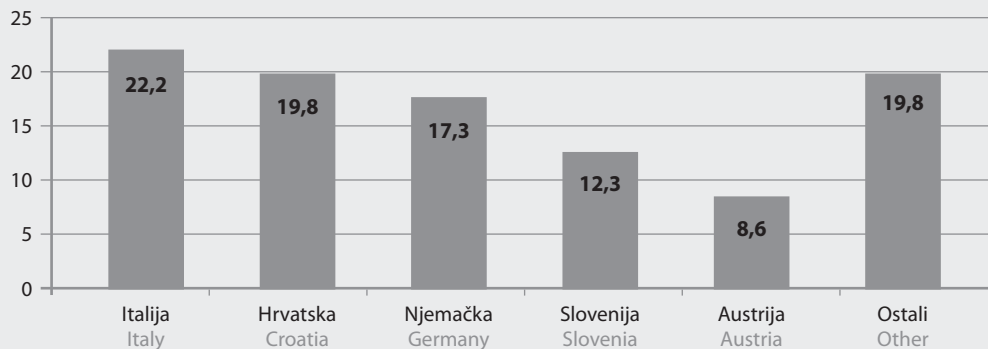
GRAFIKON 2. STRUKTURA PREMA STRUČNOJ SPREMI
GRAPH 2. RESPONDENT EDUCATION STRUCTURE



GRAFIKON 3. DOBNA STRUKTURA / GRAPH 3. AGE STRUCTURE



**GRAFIKON 4. STRUKTURA NACIONALNOSTI (ukupno 14 različitih nacionalnosti)
GRAPH 4. NATIONALITY STRUCTURE (total of 14 different nationalities)**



REZULTATI I RASPRAVA

U ovom poglavlju prikazani su rezultati ankete i testirane su postavljene hipoteze.

U Tablici 1 prikazani su stavovi, želje i navike ispitanika vezane uz odmor, turističke destinacije i gospodarenje otpadom. Zanimljivo je da se više od polovice ispitanika složilo da preferiraju destinacije koje imaju reciklažne sustave za zbrinjavanje otpada koji zahtjevaju razvrstavanje otpada. Čak 71% ispitanika se složilo da bi htjeli razvrstavati svoj

RESULTS AND DISCUSSIONS

In this chapter the results of the survey and tests of set up hypotheses are shown.

Table 1 shows the attitudes, aspirations and habits of respondents regarding holidays, tourism destinations and waste management. It is interesting that 71% of the respondents agreed they would like to sort their waste and recycle on holidays, and 61% wants to think about things like waste disposal and recycling on holidays,

otpad na odmoru, a njih 61% želi razmišljati o stvarima poput zbrinjavanja otpada na odmoru, ali ih samo 35% obraća pažnju na sustav za zbrinjavanje otpada kada biraju destinaciju za odmor.

but only 35% of them care about the waste management system of a destination when they are choosing one.

TABLICA 1 / TABLE 1

	NE SLAŽEM SE / DISAGREE	NITI SE SLAŽEM NITI SE NE SLAŽEM / NEITHER AGREE NOR DISAGREE	SLAŽEM SE / AGREE
P3 Kada sam na odmoru želim razmišljati o stvarima poput zbrinjavanja otpada i recikliranja Q3 When I am on vacation I want to think about things like waste disposal and recycling	22,2%	16%	61,7%
P4 Kada biram destinaciju za odmor stalo mi je do toga kakav ima sustav za gospodarenje otpadom Q4 When choosing my holiday destination I care about what sort of waste disposal system it has	35,8%	28,4%	35,8%
P8 Htio bih razdvajati svoj otpad da se može reciklirati i kada sam na odmoru Q8 I would like to sort and recycle my waste when I am on holiday	12,3%	16,0%	71,6%
P10 Destinacije koje mi omogućavaju da razvrstavam svoj otpad da se on može reciklirati privlačnije su mi od destinacija koje mi to ne omogućavaju Q10 Holiday destinations that give me an opportunity to sort my waste and recycle are more attractive than the ones that don't	16%	48,1%	51,8%
P16 Kada tražim destinaciju za odmor, volim vidjeti da ima sustav za recikliranje otpada koji zahtjeva razvrstavanje otpada Q16 When I am looking for a holiday destination, I like to see that it has a waste sorting and recycling system	14,8%	34,6%	50,6%
P27 Samo destinacije s dobro razvijenim sustavima za gospodarenje otpadom bi trebale imati dozvolu za rad Q27 Only holiday destinations with well-developed waste disposal and recycle systems should be permitted to work	8,6%	27,2%	64,2%

TABLICA 2. T-TEST ZA ZAVISNE UZORKE – RAZLIKE U ODNOSU PREMA RAZVRSTAVANJU OTPADA KOD KUĆE I NA ODMORU

TABLE 2. T-TEST FOR DEPENDENT SAMPLES – DIFFERENCES IN RELATIONSHIP TOWARD WASTE SORTING AT HOME AND ON HOLIDAY

VARIJABLE / VARIABLES	M	SD	t	p
Odnos prema razvrstavanju otpada kod kuće Relationship toward waste sorting at home	4,43	,735	8,311	,000
Odnos prema razvrstavanju otpada na odmoru Relationship toward waste sorting on holiday	3,74	,969		

Hipoteza 1: Turisti ulažu jednak trud u razdvajanje otpada na odmoru kao što to rade kod kuće.

Hipoteza je testirana T-testom sa dvije zavisne varijable (Tablica 2). Jedna zavisna varijabla je prosječni rezultat iz čestica upitnika koje se odnose na stavove i emocije prema razvrstavanju otpada općenito (P2, P5 i P22). Druga zavisna varijabla je prosječni rezultat iz čestica koje predstavljaju stavove i emocije prema razvrstavanju otpada na odmoru (P8, P10 i P16).

Test je pokazao da postoji razlika u odnosu prema razvrstavanju otpada kod kuće i razvrstavanju otpada na odmoru ($t=8,311$; $p<,001$). Rezultati testa ukazuju na to da ispitanici posvećuju više pažnje razvrstavanju otpada kod kuće ($M=4,43$) nego na odmoru ($M=3,74$). Hipoteza 1 je dakle neistinita.

Dosadašnji rezultati ukazuju da iako neki turisti žele razdvajati svoj otpad kako bi se on reciklirao, očito je da nemaju naviku provjeriti da li destinacije koje biraju za svoj odmor imaju prikladne sustave za zbrinjavanje otpada. Sharpley (2002) tvrdi da turisti nisu u potpunosti svjesni svojeg utjecaja na okoliš i da svoj odmor doživljavaju kao bijeg iz svakodnevnice u kojem pribjegavaju još većoj potrošnji dobara. Teza da turiste ne zanima “smeće” kada traže destinaciju za svoj odmor zvuči sasvim racionalno, kao i teza da je od “smeća” teško napraviti nešto atraktivno i vrijedno promocije.

Hypothesis 1: Tourists put equal effort into sorting their waste on holidays as they do at home.

Hypothesis was tested with a T-test with two dependent variables (Table 2). One dependent variable represents the average result from the questionnaire particles that represent attitudes and emotions toward waste sorting in general (Q2, Q5 and Q22). The other dependent variable represents the average result from the particles that represent attitudes and emotions toward waste sorting on holiday (Q8, Q10 and Q16).

The T-test results indicate that there is a difference between the relationship toward waste sorting at home and waste sorting on holiday ($t=8,311$; $p<,001$). Furthermore, the results show that the participants give more attention to waste sorting at their homes ($M=4,43$), than on holiday ($M=3,74$). Hypothesis 1 is therefore false.

The data implies that some tourists want to sort their waste so it can be recycled, but it is obvious that they don't have the habit of checking if a destination has an appropriate waste management system when they are choosing one for their holiday. Sharpley (2002) argues that tourists see holidays as an escape from their everyday life where they indulge in even more consumptive behaviour, and that most of the tourists are not even aware of the impact their

Međutim, Forsythe (1997) smatra da primjenu održivih načela i tehnologija treba predstavljati kao pitanje kvalitete, a ne zaštite okoliša. Ideja slogana “Eko otok Krk – najčistiji dio Hrvatske” komunicira upravo takvu poruku. Nadalje, Buckley (2009) tvrdi da raste popularnost “zelenih” proizvoda i usluga, te vidi promociju kao ključni instrument za popularizaciju održivih turističkih destinacija. Middleton i Hawkins smatraju da će povećana ponuda održivih tehnologija u turističkim proizvodima rezultirati povećanjem ekološke svijesti u turista. Slično govore i istraživanja koja su pokazala da edukacijski programi i dostupnost ekološkog sustava za zbrinjavanje otpada utječu na motivaciju ljudi da razvrstavaju otpad. Predlaže se da se unatoč jazu između ponašanja turista kod kuće i na odmoru, odgovarajućim marketinškim instrumentima može pristupiti određenom dijelu tržišta, te ga čak i stimulirati.

Hipoteza 2: Turisti kojima je recikliranje dostupno kod kuće više se trude razvrstavati otpad.

Hipoteza 3: Turisti koje smeta neodgovorno zbrinjavanje otpada ulažu više truda u razvrstavanje otpada.

Hipoteze su testirane s dvije regresijske analize. U prvoj analizi je nezavisna varijabla mogućnost razvrstavanja otpada u domovima ispitanika, a zavisna varijabla trud ispitanika da razvrstavaju otpad.

Rezultati iz Tablice 3 ukazuju da postoji korelacija između dostupnosti razvrstavanja otpada i truda ispitanika da razvrstavaju otpad ($p < .001$). Regresijski model objašnjava oko 30% varijance, pa se može zaključiti da ispitanici koji kod kuće imaju dostupno recikliranje, tj. razvrstavanje otpada, ulažu više truda u razvrstavanje otpada. Dakle, Hipoteza 2 je istinita.

U drugoj analizi (Tablica 4) testirao se odnos između stavova i emocija prema razvrstavanju otpada i truda uloženog u razvrstavanje otpada. Dakle, nezavisna varijabla bili su stavovi i emocije prema razvrstavanju otpada, a zavisna trud koji ispitanici ulažu u razvrstavanje.

consumption has on destinations. The argument that tourists are not interested “garbage” when they are looking for a holiday destination sounds rational, as well as the argument that it is difficult to make “garbage” look attractive and worth promoting. However, Forsythe (1997) suggests that the adoption of practices of sustainable tourism should be presented as “quality”, rather than “environmental”. The idea of the slogan “Eco island Krk – the cleanest part of Croatia” communicates exactly that kind of message. Furthermore, Buckley (2009) thinks that the popularity of environmentally friendly products and services is on the rise, and describes promotion as a vital element in creating more sustainable forms of tourism. Middleton and Hawkins suggest that with increased offer of more sustainable technologies in destinations will raise tourist awareness of environmental issues. This opinion is supported by research which showed that educational programs and the availability of an ecological waste management system impact people’s motivation to sort their waste. Therefore it is suggested that regardless of the gap between tourist behaviour at home and on holiday, with appropriate marketing and promotion a market segment could be approached and stimulated.

Hypothesis 2: Tourists who have recycling systems and waste sorting available at their homes put more effort in waste sorting.

Hypothesis 3: Tourists who are bothered by irresponsible waste disposal put more effort in sorting waste.

Two regression analyses have been made. In the first regression analysis the availability of waste sorting at participants’ home is defined as the independent (predictor) variable, and the effort of participants as the dependent (criterion) variable.

The results from the Table 3 indicate there is a correlation between the availability of waste separating and the participants’ effort to sort their waste ($p < .001$). The regression model

TABLICA 3. REGRESIJSKA ANALIZA – ODNOS IZMEĐU DOSTUPNOSTI RAZVRSTAVANJA OTPADA I TRUDA ISPITANIKA DA RAZVRSTAVAJU OTPAD

TABLE 3. REGRESSION ANALYSIS – RELATIONSHIP BETWEEN AVAILABILITY OF WASTE SORTING AND THE EFFORT OF PARTICIPANTS TO SORT THEIR WASTE

	R	R ²	F	p
Sažetak modela regresijske analize Summary of the regression analysis model	,540	,291	16,014	,000
NEZAVISNE VARIJABLE / INDEPENDENT VARIABLES	B	β	t	p
P1 mogućnost razvrstavanja otpada kod kuće Q1 option to sort waste at home	,261	,292	2,633	,010
P9 dostupnost razvrstavanja otpada kod kuće Q9 availability of waste sorting where I live	,312	,328	2,962	,004

TABLICA 4. REGRESIJSKA ANALIZA – ODNOS IZMEĐU STAVOVA I EMOCIJA PREMA RAZVRSTAVANJU OTPADA I TRUDA KOJI ISPITANICI ULAŽU U RAZVRSTAVANJE OTPADA

TABLE 4. REGRESSION ANALYSIS – RELATIONSHIP BETWEEN ATTITUDES AND EMOTIONS TOWARD WASTE SORTING AND THE EFFORT OF PARTICIPANTS TO SORT THEIR WASTE

	R	R ²	F	p
Sažetak modela regresijske analize Summary of the regression analysis model	,557	,310	11,542	,000
NEZAVISNE VARIJABLE / INDEPENDENT VARIABLES	B	β	t	p
P2 da li je recikliranje bitno Q2 does recycling matter	,310	,301	2,974	,004
P5 da li je važno razvrstavati i reciklirati otpad Q5 is it important to sort waste and recycle	,348	,311	2,905	,005
P22 da li me neodgovorno zbrinjavanje otpada ljuti Q22 does irresponsible waste disposal make me angry	,143	,124	1,219	,227

Rezultati regresijske analize pokazali su da je ovaj model također značajan te da objašnjava oko 30% varijance. Međutim, pokazalo se da stavovi ispitanika prema razvrstavanju otpada utječu na njihov trud da razvrstavaju otpad, ali ne i njihove

explains about 30% of the variance, so it can be concluded that participants that have the option and ability to sort their waste for recycling are also putting more effort in waste sorting. Therefore, Hypothesis 2 is true.

emocije, jer iako ih neodgovorno zbrinjavanje otpada ljuti to ne utječe na njihov trud ($p>,059$). Hipoteza 3 nije istinita.

Rezultati Hipoteze 2 potvrđuju teoriju Middletona i Hawkinsa (1998) da veća dostupnost reciklažnog sustava pozitivno utječe na stavove i motivaciju za razvrstavanje otpada. Nadalje, testiranje Hipoteze 3 dodatno je potvrdilo da emocije ispitanika ne utječu na njihov trud, već da je ključna navika odnosno dostupnost reciklažnog sustava. Upravo zato Briassoulis (2002) smatra da bi državne institucije trebale preuzeti inicijativu u procesu uvođenja održivih načela i tehnologija.

No za otok Krk i njegov turizam ovi rezultati su bitni uzme li se u obzir struktura njihovih turista po nacionalnosti. U 2008. godini 53% turista koji su posjetili otok Krk bili su iz Njemačke, Slovenije i Austrije. To su zemlje sa najvećim postotkom recikliranog i kompostiranog otpada u grupaciji EU 27 (Eurostat, 2009). Postotak recikliranog otpada u 2008. godini je bio: 70% u Austriji, 65% u Njemačkoj, te 31% u Sloveniji (Eurostat, 2009). Dakle polovica turista otoka Krka dolazi iz zemalja razvijene kulture odgovornog gospodarenja otpadom, odnosno razvrstavanja otpada. Otok Krk je destinacija koja tim turistima pruža mogućnost da nastave odgovorno zbrinjavati svoj otpad, te se u ovom radu tvrdi da je to temelj za ostvarivanje kompetitivne prednosti koja se uspješno može iskomicirati sloganom "Eko otok Krk – najčistiji dio Hrvatske".

Internet i slogan

Tablica 5 pokazuje da se preko polovice ispitanika koristi internetom kao izvorom informacija pri odabiru turističkih destinacija.

Rezultat koji pokazuje da se 55% ispitanika jasno izjasnilo da koriste internet kao izvor informacija o potencijalnim destinacijama ide u prilog Buckleyevom (2009) argumentu da su internet i e-marketing danas ključni elementi promocije.

In the second analysis (Table 4) relationship between attitudes and emotions toward waste sorting and the effort to sort waste was also estimated. Therefore a regression analysis was made, with attitudes and emotions defined as independent variables, while effort was defined as a dependent variable.

The results of regression analysis show this model is also significant and it explains about 30% of the variance. However, while participants' attitudes toward waste sorting and recycling is related to their effort to sort waste, the fact that irresponsible waste disposal bothers them is not related with their effort ($p>,059$). Therefore, Hypothesis 3 is false.

The results of the Hypothesis 2 test support Middleton's and Hawkins' (1998) theory that increased accessibility to recycling opportunities positively affects people's attitudes and motives for recycling. Furthermore, Hypothesis 3 test results showed that emotions and attitudes toward waste sorting and recycling are not related to participants' effort to sort waste. Therefore, the effort to sort waste and recycle is influenced by habit and not by emotions toward the environment. This is why Briassoulis (2002) argues that governments should have a pivotal role in implementation of sustainable practices.

These results are however important for the island of Krk because of the tourist nationality structure. In the year 2008, 53% of tourists that visited the island of Krk were from Germany, Slovenia and Austria. These countries are the leading nations in EU 27 regarding the proportion of recycled and composted waste. The proportion of recycled and composted waste in 2008 was: 70% in Austria, 65% in Germany, while Slovenia recycled 31% of its waste (Eurostat 2008). Therefore, half of the tourists visiting the island of Krk come from countries with developed cultures of responsible waste management. The island of Krk is a destination which provides these tourists with an opportunity to continue disposing their waste in an environmentally responsible way, which is a foundation for gaining a competitive advantage that

Tablica 6 pokazuje da ispitanici uglavnom nisu upoznati sa ekološkim sloganima otoka Krka.

U radu je već objašnjeno da su ulaganja u promociju slogana “Eko otok Krk – najčistiji dio Hrvatske” bila skromna, stoga su podaci o slaboj informiranosti turista o sloganu bili očekivani. Međutim, zanimljivo je da je 21% ispitanika čulo za ekološki slogan, ali je samo 7% i 14% njih čulo da je Krk “Eko-otok” ili “Najčistiji dio Hrvatske”. Ukoliko ne postoje

can be successfully communicated via the slogan “Eco island Krk – the cleanest part of Croatia”.

The internet and the slogan

Table 5 shows that over half of the tourists use the internet as a source of information on their potential holiday destinations.

The result shows that 55% respondents strongly agreed they use the internet as a source of information on their potential holiday destinations,

TABLICA 5 / TABLE 5

ELEMENTI / ITEMS	NE SLAŽEM SE / DISAGREE	NITI SE SLAŽEM NITI SE NE SLAŽEM / NEITHER AGREE NOR DISAGREE	SLAŽEM SE / AGREE
P13 Koristim internet kako bih pronašao informacije o svojim potencijalnim destinacijama za odmor Q13 I use the internet for finding information about my potential holiday destinations	21,0%	23,5%	55,5%

TABLICA 6 / TABLE 6

ELEMENTI / ITEMS	NE SLAŽEM SE / DISAGREE	NITI SE SLAŽEM NITI SE NE SLAŽEM / NEITHER AGREE NOR DISAGREE	SLAŽEM SE / AGREE
P21 Prije dolaska na otok čuo sam ekološke slogane otok Krka Q21 Before coming here I heard of environmental slogans about the island Krk	40,7%	32,1%	21,7%
P25 Čuo sam da se otok Krk naziva “Eko otok” prije dolaska Q25 I have heard that the island Krk is called an “Eco-Island” before coming here	53,1%	39,5%	7,4%
P26 Prije nego što sam došao na otok čuo sam da se naziva “Najčistiji dio Hrvatske” Q26 Before I came to the island Krk I heard it is called “The cleanest part of Croatia”	54,3%	30,9%	14,8%

neki drugi ekološki slogani za koje autor ne zna, ova razlika mogla bi se objasniti Peattieovom (2001) teorijom o fenomenu zvanom “social over reporting”. To je preuveličavanje ispitanika koji “napuhuju” svoje odgovore jer ne žele ispasti neinformirani. Pri izradi upitnika na ova pitanja su trebali biti ponuđeni samo “da” i “ne” odgovori, tada bi slika bila još jasnija. Neki ispitanici su se na ove tvrdnje neutralno izjasnili, ali su nakon ispunjavanja od autora zatražili više informacija o sloganima rekavši da nisu za njih čuli. Kada su upitani zašto su se neutralno izjasnili ako su sigurni da nisu čuli za slogane, njihov odgovor bio je da ekološke inicijative treba podržati te se stoga ne žele negativno izjasniti.

Hipoteza 4: Turisti koji koriste internet kao izvor informacija o potencijalnim destinacijama znaju za zeleni karakter otoka Krka.

Da bi testirali ovu hipotezu napravljena je analiza varijance (ANOVA). Ispitanici su podijeljeni u tri grupe: (1) ispitanici koji nisu koristili internet, (2) ispitanici koji su bili neodlučni, i (3) ispitanici koji su koristili internet. Grupe su određene kao nezavisne varijable, a čestice P18, P21, P23, P25 i P26 kao zavisne.

Rezultati iz Tablice 7 ukazuju da nema razlike između ispitanika s obzirom na njihovo korištenje interneta u vidu njihove upoznatosti sa zelenim karakterom otoka Krka ($p > .05$ za sve čestice). Drugim riječima, bez obzira na korištenje interneta svi ispitanici imaju jednaka saznanja o zelenom karakteru otoka Krka. Hipoteza 4 je dakle neistinita.

S obzirom da je slogan “Eko otok Krk – najčistiji dio Hrvatske” potencijalnim turistima vidljiv samo na internetu, Hipoteze 4 se testirala kako bi se istražilo da li su ispitanici koji se koriste internetom u većoj mjeri primjetili slogan prije svog dolaska na Krk. Rezultati su pokazali da ispitanici u oba slučaja jednako (ne)znaju za slogan, te se ovdje smatra da slogan nije dovoljno iskorišten i da postoji veliki potencijal za njegovu

so it therefore supports Buckley’s (2009) argument that the internet and e-marketing are key elements of promotion today.

Table 6 shows that tourists are generally unfamiliar with environmental slogans of the island of Krk.

It is already explained in the introduction that there was no significant investment in the slogan ‘Eco Island Krk – The Cleanest Part of Croatia’, so the small proportion of tourists that have heard of the slogan was expected. However, it is interesting that 21% of participants agreed they heard of environmental slogans about the island of Krk, but only 7% and 14% of them agreed they’ve heard of ‘Eco-island’ or ‘Cleanest Part of Croatia’ respectively. Unless there are some other environmental brands and slogans the author isn’t aware of, this inconsistency might be explained by Peatties’s (2001) theory of social over reporting, as participants do not want to be perceived as ignorant. The results would have probably been clearer, if a simple yes and no answer was offered in the questionnaire instead of a Likert scale. Some participants expressed themselves neutrally about the slogans, but they wanted to know more about them after finishing the questionnaire, saying they’ve never heard of them. When asked why they didn’t disagree with the statement if they’ve never heard the slogans, the most common response was that environmental initiatives should be supported so they didn’t want to express themselves negatively.

Hypothesis 4: Tourists who use the internet as a source of information about potential destinations know more about the environmental character of the island of Krk

In order to test this hypothesis a variance analysis (ANOVA) was made. Participants are categorized in three groups: (1) participants that didn’t use the internet, (2) participants that were indecisive, and (3) participants that used the internet. These groups were set up as independent variables, while particles Q18, Q21, Q23, Q25 and Q26 were set up as dependent variables.

TABLICA 7. ANOVA – RAZLIKE U UPOZNATOSTI S EKOLOŠKIM KARAKTEROM OTOKA KRKA S OBZIROM NA KORIŠTENJE INTERNETA PRIJE ODLASKA NA ODMOR

TABLE 7. ANOVA – DIFFERENCES IN FAMILIARITY WITH ECO CHARACTER OF ISLAND KRK IN RESPECT TO USING THE INTERNET BEFORE GOING TO HOLIDAY

ELEMENTI / ITEMS	NE KORISTIM INTERNET / DON'T USE THE INTERNET		NEODLUČAN / INDECISIVE		KORISTIM INTERNET / USE THE INTERNET		F	p
	M	SD	M	SD	M	SD		
P18 Upoznatost s ekološkim karakterom otoka Krka prije dolaska Q18 Familiarity with eco character before coming to Krk	2,37	1,49	3,11	1,24	2,72	1,65	1,415	,249
P21 Upoznatost s ekološkim sloganima otoka Krka prije dolaska Q21 Familiarity with eco slogans before coming to Krk	2,70	1,29	2,84	1,26	2,75	1,58	,059	,942
P23 Upoznatost s ekološkim karakterom otoka Krka Q23 Q18 Familiarity with eco character of island Krk	2,47	1,25	2,68	1,25	2,63	1,31	,201	,818
P25 Upoznatost sa sloganom "Eko otok Krk" prije dolaska Q25 Q18 Familiarity with the slogan "Eco-Island" before coming to Krk	2,30	1,21	2,11	1,05	2,13	1,10	,248	,781
P26 Upoznatost sa sloganom "Najčistiji dio Hrvatske" prije dolaska Q26 Familiarity with the slogan "Cleanest part of Croatia" before coming to Krk	2,40	1,33	2,79	1,36	2,00	1,07	2,476	,091

snažniju promociju putem interneta. Promociju putem interneta podržava Buckley (2009) koji piše o trendu prebacivanja sa tiskanih brošura na internet stranice.

Dodatni testovi

Iako ne odgovaraju direktno na glavna pitanja ovog rada, napravljena su dva dodatna testa koji

The results shown in Table 7 indicate there is no difference between participants and their usage of internet in respect to their familiarity with the eco character of island Krk ($p > ,05$ for all particles). Regardless of using the internet, participants have the same amount of information about the environmental character of the island of Krk. Therefore, Hypothesis 4 is false.

TABLICA 8. T-TEST ZA ZAVISNE UZORKE – RAZLIKE U DOJMOVIMA EKOLOŠKOG KARAKTERA OTOKA KRKA S OBZIROM DA LI SE RADI O PRVOM POSJETU OTOKU
TABLE 8. T-TEST FOR DEPENDENT SAMPLES – DIFFERENCES IN IMPRESSIONS OF KRK'S ECO CHARACTER IN RESPECT TO WHETHER IT IS A FIRST TIME VISIT OR NOT

ELEMENTI / ITEMS	PRVI PUTA NA OTOKU KRKU / FIRST TIME ON ISLAND KRK		NIJE PRVI PUTA NA OTOKU KRKU / NOT THE FIRST TIME ON ISLAND KRK		t	p
	M	SD	M	SD		
	P11 Primjećujem da otok Krk poduzima korake da zaštiti okoliš Q11 Noticing that island Krk is doing something to protect the environment	3,05	1,1272	3,51		
P14 Dojma sam da otok Krk ulaže trud da bi zaštitio okoliš Q14 Under the impression that island Krk is making efforts to protect the environment	3,92	,912	3,84	,814	,434	,665

TABLICA 9. T-TEST ZA ZAVISNE UZORKE – RAZLIKE U DOJMOVIMA EKOLOŠKOG KARAKTERA OTOKA KRKA S OBZIROM NA VRIJEME PRVOG POSJETA OTOKU
T-TEST FOR DEPENDENT SAMPLES – DIFFERENCES IN IMPRESSIONS OF KRK'S ECO CHARACTER IN RESPECT TO TIME OF FIRST VISIT

ELEMENTI / ITEMS	PRVA POSJETA UNUTAR 5 GODINA / FIRST VISIT WITHIN 5 YEARS		PRVA POSJETA PRIJE VIŠE OD 5 GODINA / FIRST VISIT OVER 5 YEARS AGO		t	p
	M	SD	M	SD		
	P11 Primjećujem da otok Krk poduzima mjere da zaštiti okoliš Q11 Noticing that island Krk is doing something to protect the environment	3,11	1,132	3,81		
P14 Dojma sam da otok Krk ulaže trud da bi zaštitio okoliš Q14 Under the impression that island Krk is making efforts to protect the environment	3,83	,786	3,81	,849	,103	,919

upotpunjuju ostale rezultate. Prvo je bilo potrebno razlučiti dojmove ispitanika kojima je u vrijeme anketiranja to bio prvi posjet otoku Krku od ispitanika koji tada nisu bili prvi puta na otoku Krku. Očekivalo se da će oni koji su već bili na otoku imati veće dojmove o ekološkom karakteru otoka Krka. Također, testiralo se postoji li razlika u dojmovima zelenog karaktera otoka Krka između ispitanika koji su otok Krk prvi puta posjetili unutar pet godina i ispitanika koji su prvi puta posjetili otok Krk prije više od pet godina. Zadano je razdoblje od pet godina jer je prije pet godina uveden ekološki sustav za gospodarenje otpadom na otoku Krku. Očekivalo se da će ispitanici koji su na otoku Krku bili i prije uvođenja sustava više primjetiti ekološki karakter i ulaganja otoka Krka.

Napravljena su dva T-testa za nezavisne uzorke. U prvom slučaju je nezavisna varijabla bila činjenica da li je ispitanik prvi puta na otoku Krku (Tablica 8). Zavisne varijable su čestice P11 i P14 koje ispituju dojmove turista o ekološkom karakteru otoka Krka.

Rezultati ukazuju da ne postoji razlika u dojmovima ekološkog karaktera otoka Krka između ispitanika koji su otok posjetili prvi puta i onih kojima to nije prva posjeta.

U Tablici 9 vidimo da ispitanici koji su prvi puta posjetili otok Krk prije više od pet godina u većoj mjeri primjećuju da se na otoku ulaže u zaštitu okoliša ($p < 0,050$) nego ispitanici koji su na otok prvi puta došli u posljednjih pet godina.

Rezultati sugeriraju da ispitanici koji su prvi puta na otoku bili prije uvođenja ekološkog sustava za gospodarenje otpadom sada taj sustav doživljavaju kao ulaganje u zaštitu okoliša.

ZAKLJUČAK

Za većinu hrvatskih otoka turizam je najvažniji gospodarski sektor. Otok Krk nije iznimka, te stoga ne čudi da je upravo turizam bio pokretač i inspiracija za ideju o cjelovitom ekološkom

Since the slogan “Eco island Krk – the cleanest part of Croatia” is visible only on the internet, hypothesis 4 was tested to examine if the respondents who use the internet noticed the slogan to a greater extent before coming to Krk. The result showed that both groups of respondents have the equal amount of knowledge, so it is argued here that the slogan is unused and that there is great potential for its stronger promotion via the internet. Buckley (2009) upholds the idea of internet promotion, writing about a trend in promotion, a shift from printed brochures to web sites.

Additional tests

Two additional tests, which were not considered as essential to the question aim, were conducted to support other findings. First, it was necessary to distinguish impressions of respondents who were first time visitors to the island of Krk at the time of this research, from the respondents who weren't. It was expected that the impressions of the island's environmental character would be greater for respondents who were not first time visitors. Moreover, the same test was made to determine if there is a difference in impressions between the participants that visited the island of Krk for the first time over five years ago and the participants who visited it within the five year period. The five year period is important since the ecological waste management system was introduced five years before the survey. It was expected that the respondents who visited the island before the introduction of the system would have greater impressions of the environmental efforts and character of the island of Krk.

Two T-tests for independent samples were made. In the first case the independent variable is represented by the fact if the participant is visiting Krk for the first time or not (Table 8). Dependent variables are particles Q11 and Q14 which examine tourists' impressions of the environmental character of the island of Krk.

sustavu za gospodarenje otpadom. Međutim, kako je ovaj sustav jedinstveni primjer u cijeloj Hrvatskoj, ne može se reći da je bio dovoljan samo turistički motiv za ostvarenje ovog projekta. Dio zasluga mora se pripisati i ekološki osvještenim stanovnicima otoka Krka i lokalnoj vlasti. Gospodarenje otpadom veliki je izazov za sve gradove i općine, a pogotovo za turističke destinacije čije populacije rapidno rastu u vrijeme turističkih sezona kada dolaze turisti skloni povećanoj potrošnji i stvaranju više otpada. Treba dodati da su ti problemi posebno naglašeni kada se radi o otocima (Chen i sur., 2005).

Iako se uvođenjem ekološkog sustava uvelike pridonjelo održivom razvoju otoka Krka i ublažavanju negativnih utjecaja turizma, pitanje je koliko je to iskoristivo u promociji turizma. Jedna od najvećih bojazni u takozvanom “zelenom marketingu” jest dolazak pod povećalo javnosti, te izloženost optužbama za obmanu i preuveličavanje ekoloških svojstava proizvoda i usluga. Na otoku Krku situacija je obrnuta. Motivi za izgradnju ekološkog sustava za gospodarenje otpadom bili su praktične i tako reći iskrene prirode, dok se u promociju ovog, u Hrvatskoj jedinstvenog ostvarenja, uložilo vrlo malo. To pokazuje i neupoznatost ispitanika s dobro osmišljenim sloganom “Eko otok Krk – najčistiji dio Hrvatske”, te njihova slaba percepcija truda koji je uložen u zaštitu okoliša na otoku Krku. Istraživanje je pokazalo i da taj trud doista postoji, jer su ispitanici koji na otok Krk dolaze više od pet godina primjetili trud uložen u zaštitu okoliša. Pošto su na otoku boravili i prije uvođenja ekološkog sustava, pretpostavlja se da su iz vlastitog iskustva uočili pozitivne promjene.

Otok Krk je destinacija koja ima više aduta za privlačenje turista. Ima dobar geografski položaj i povezanost s kopnom, mediteransku klimu, atraktivno kulturno nasljeđe, gastronomski potencijal, a lijepo uređene plaže s “plavim zastavama”, ekološki sustav za gospodarenje otpadom i planovi za solarnu elektranu (V.

The results indicate there is no difference in impressions of the environmental character of the island of Krk between participants who visited the island of Krk for the first time and participants who visited it for the first time within five or more years.

The results shown in Table 9 indicate that the participants who came to the island of Krk more than five years ago are noticing that the island of Krk is doing something to protect the environment to a greater extent ($p < .050$) than the participants who visited it for the first time within five years.

Since the MSW management system was implemented in 2005, these results imply that tourists, who visited the island of Krk before 2005, recognize the introduction of an ecological management system as an effort to protect the environment.

CONCLUSION

Tourism is the most important economic sector for most islands of Croatia. Since the island of Krk is not an exception, the main motivation for the idea to implement an integrated ecological waste management system was inspired by tourism. However, it cannot be claimed that only a tourism inspired motive was sufficient for the realisation of this project, since the waste management system on the island of Krk is a unique success story in whole of Croatia. Some of the credit for this achievement must be given to the environmentally friendly residents of the island of Krk and to their local authorities. Waste management is a big contemporary challenge for all cities and municipalities, especially for tourism destinations whose population rapidly grows in time of tourist seasons as a result of arrivals of tourists prone to increased consumption and waste generation. Furthermore, all of these problems are even worse for islands (Chen et al. 2005).

The introduction of the ecological waste management system is a significant contribution

Piršić, 2010., osobna komunikacija 6. srpanj) ukazuju i na potencijal brendiranja otoka Krka kao “zelene” destinacije. Brendiranje destinacija složen je pojam koji je tema za sebe, ali se može reći da se radi o marketingu najviše razine, o sofisticiranom i cjelovitom obliku promocije i pozicioniranja destinacija. U hrvatskim uvjetima vjerojatno je trenutačno nerealno razmišljati o takvoj razini organizacije marketinških djelatnosti. Međutim, ovdje se sugerira da se ekološki sustav gospodarenja otpadom na otoku Krku može iskoristiti i jednostavnim i jeftinim promocijskim kanalom, internetom. Da bi se uvidjela ova prilika potrebno je malo proaktivnog razmišljanja, predviđanja i interpretiranja trendova među turistima, konkurencijom i u cjelokupnom okruženju, uključujući fizičko, društveno i kulturno okruženje. Potrebna je sposobnost “gledanja u naprijed”, inovativnost u razvoju proizvoda i usluga, te sposobnost određivanja dodane vrijednosti (Middleton i Hawkins, 1998). U literaturi se spominju trendovi sve veće osvještenosti i izbirljivosti turista, a i rezultati ovog istraživanja pokazali su da je turistima stalo do okoliša i odgovornog gospodarenja otpadom. Argument za iskoristivost ekološkog sustava u promociji je i činjenica da polovica turista otoka Krka dolazi iz zemalja sa snažnim kulturama odgovornog gospodarenja otpadom.

Da bi turizam krenuo u održivijem pravcu, inicijativu bi trebale pokazati sve interesne strane: turisti, privatni poduzetnici i javne institucije. No čini se da bi glavna pokretačka snaga ipak trebale biti državne institucije i lokalna samouprava. Na to ukazuje literatura, ali i rezultati ovog istraživanja koji su pokazali da na ponašanje ne utječu emocije i stavovi, već navika. Međutim, ne bi bilo pretjerano reći da su državne institucije spore, čak i prespore s obzirom na ozbiljnost mnogih problema koji ugrožavaju okoliš. To je ujedno i prilika za privatni sektor, koji uvođenjem održivih metoda anticipira spore zakonske promjene, dobiva priliku za

to the sustainable development of the island of Krk and to the mitigation of tourism’s negative effects, but the question is can this be used for promotion of tourism. Getting in the public spotlight and being exposed to fraud and exaggeration accusations is one of the biggest fears of the so called “green marketing”. The situation on the island of Krk however, is just the opposite. The motives for the ecological waste management system were of a practical and so to say honest nature, yet very little was invested in the promotion of this unique achievement in Croatia. This view is supported by the respondents’ unfamiliarity with the well conceived slogan “Eco island Krk – the cleanest part of Croatia” and their low perception of the effort invested in protection of the environment on the island of Krk. The research showed that this effort does exist, because the respondents who have been coming to the island of Krk for over five years noticed the effort invested in the protection of the environment. Since they have been coming to the island before the ecological system was introduced, it is assumed they personally experienced positive change.

The island of Krk is a destination with several tourist attracting assets. It has a good geographical position and land connection, Mediterranean climate, an attractive cultural heritage, gastronomic potential, while the well set up “blue flag” beaches, the ecological waste management system and plans for a solar power plant (V. Piršić, 2010, pers. comm. 6 Jul) indicate that there is potential for branding the island of Krk as a “green” destination. Destination branding is a complex concept, but it can be argued it is a sophisticated and holistic form of promotion and destination positioning. To think about such advanced organisation of marketing activities in Croatian conditions is unrealistic at the moment. However, it is suggested here that the ecological waste management system on the island of Krk can be benefited from through a simple and cost effective promotional channel, the internet. To realize this opportunity one needs to be proactive and outward looking to interpret trends

promociju, te preduhitruje trendove i masovnu pojavu održivih proizvoda i usluga. U literaturi se spominje moguće masovno pojavljivanje održivih destinacija i uspon kontoroverznog održivog turizma. Podosta se raspravlja da li je u potpunosti održiv turizam uopće moguć. No kako se većina slaže da je taj pojam načelno pozitivna ideja, možda bi jednostavno trebalo krenuti u tom smjeru, korak po korak. Možda je potpuna održivost doista neostvariv cilj, ali čak i sam put do njega može bitno utjecati na stanje okoliša, te na zdravlje i zadovoljstvo ljudi. Stanovnici otoka Krka napravili su jedan veliki korak i krenuli na taj put.

among customer segments, the competition and the overall environment, including the physical, cultural and social environment. The ability to look forward and be innovative in terms of product development and determining added value is also crucial (Middleton and Hawkins, 1998). Trends of high tourist awareness and more rigid selection of destinations are described in the literature, and the results of this research also indicate that tourists care about the environment and responsible waste management.

If tourism is to go down a more sustainable path, all stakeholders should take initiative: tourists, private businesses and public institutions. However, it seems that government institutions and local authorities should be the main driving force. That is suggested in the literature, and also by the research results which showed that emotions and attitudes don't influence behaviour, but habit does. But to say that government institutions are slow would not be exaggeration, considering the severity of environment threatening issues they are even too slow. This is actually an opportunity for the private sector to implement sustainable practices and thereby anticipate legislative restrictions, gain promotional advantage, and anticipate new trends and mass emergence of sustainable products and services. The appearance of sustainable destinations on a massive scale and the rise of the controversial sustainable tourism are suggested in the literature. Whether a completely sustainable tourism is possible or not has been the topic of many debates. However, considering that the majority agrees this concept is basically a positive idea, maybe the smart thing to do would be to simply start moving in that direction, step by step. A completely sustainable tourism really might be an impossible goal, but even the journey itself toward this goal can have a significant effect on the environment and on human health and satisfaction. The people of the island of Krk already made a giant step and started their journey.

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