



No. 1
VOLUME 1/2015

Acta Economica Et Turistica

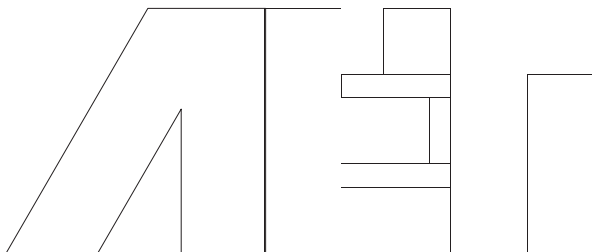
ACTA ECONOMICA ET TURISTICA (1) – No. 1 – pp. 1-112, Zagreb, October 2015

DE GRUYTER
OPEN

ISSN 1849-8469

SADRŽAJ / CONTENT

Uvodnik / Editorial		3
Janice McCormick Tamara Omrčen	Može li turizam oživjeti Hrvatsku ekonomiju? Can Tourism Revive the Croatian Economy?	5
Ivor Altaras Penda	Turistički sektor na Zagrebačkoj burzi (ZSE): koliko vrijedi hrvatski turizam? Tourism sector on the Zagreb Stock Exchange (ZSE): What is the Value of Croatian Tourism?	15
Stipe Buzar	Analiza globalnog etičkog kodeksa za turizam u kontekstu društveno odgovornog poslovanja An Analysis of the Global Code of Ethic for Tourism in the Context of Corporate Social Responsibility	41
Mladen Knežević	Socijalni turizam kao socijalna i ekonomska kategorija – nekoliko elemenata razvoja Social Tourism as a Social and Economic Category – Some Elements of Development	59
Victoria Knight David Simpson Walter Block	Socijalna država: Negativni učinci na društvo Welfare: The Negative Societal Effects	77
Bojan Morić Milovanović Tomislav Krišto Stjepan Srhoj	Metodološki prijedlog istraživanja za povećanje brzog povjerenja unutar virtualnih timova u početnoj fazi životnog ciklusa projekta: perspektiva projektnog menadžera Methodology Proposal for Increasing Swift Trust within Virtual Teams in the Inception Phase of a Project Life-cycle: Project Manager's Perspective	95
Uputstvo za autore / Guide for Authors		111



prof. dr. sc.
**Mladen
Knežević**

**SOCIJALNI TURIZAM KAO
SOCIJALNA I EKONOMSKA
KATEGORIJA – NEKOLIKO
ELEMENTARAZVOJA**

**SOCIAL TOURISM AS A
SOCIAL AND ECONOMIC
CATEGORY – SOME
ELEMENTS OF DEVELOPMENT**

SAŽETAK: Socijalni turizam je u nekim specifičnim oblicima stariji od turističke djelatnosti kakvu poznajemo u modernim razdobljima njezina razvitka. U suvremenom obliku je dijete modernog industrijskog društva. Mnogi elementi suvremenog turističkog razvitka značili su napredak upravo zbog snažno izražene socijalne komponente, a neki su se krajevi počeli turistički razvijati nakon što se u njima razvio “socijalni turizam”. Suvremeni turizam i suvremeni socijalni turizam u nekim se zemljama, posebno visoko razvijenim zemljama, skladno dopunjuju i pridonose ekonomijama tih zemalja. S druge strane, kao dominantno ekonomske djelatnosti, pomažu društveni i osobni razvitak pripradnika socijalnih slojeva čiji je materijalni status vrlo osjetljiv, a ponekad čak i ugrožavajuć.

KLJUČNE RIJEČI: socijalni turizam, inkluzija, teorija i praksa socijalnog rada

ABSTRACT: Social tourism is in some specific forms older than the tourist industry as we know it in the modern period of its development. In its modern form is a child of the modern industrial society. Many elements of the modern tourist development meant progress because of the strongly marked social component, and some areas have begun to develop markedly after a “social tourism” have been developed in them. The modern tourism and modern social tourism in some countries, particularly high-income countries harmoniously complement and contribute to the economies of their countries. On the other hand, as the dominant economic activity, help the social and personal development members of the social classes whose financial status is very sensitive, and sometimes even threatening.

KEY WORDS: social tourism, inclusion, social development

Sreća je alegorija, a nesreća je priča.

Haruki Murakami
(interpretacija Tolstoja)

UVOD

Turizam je danas jedna od globalno najekspanzivnijih društvenih i privrednih djelatnosti, s iznimno dinamičnim porastom udjela unutar nacionalnog BDP-a, pa je takav slučaj i u Hrvatskoj. Prema podacima Ministarstva turizma, RH udio turizma u ukupnom BDP-u naše zemlje iznosio je u 2011. godini 14,7%, da bi se u godini 2012. popeo na čak 15,4% (Ministarstvo turizma RH, 2012), što nije uspjelo ni jednoj drugoj privrednoj grani. U turističkoj djelatnosti zaposlen je velik dio stanovništva, a od turizma se očekivalo ublažavanje problema nezaposlenosti i on je jedan dio tog tereta doista i podnio. U toj se ulozi vidi ne samo ekonomska, nego i jasna opća društvena funkcija turističke djelatnosti. Zbog toga je jako disonantno zvučala davna izjava jednog ministra hrvatske vlade da “turizam nije socijala”.

TURIZAM KAO POVEZANOST NEKIH ASPEKATA SOCIJALNE POLITIKE I TURIZMA

Teoretičar turizma Jafar Jafari ovako definira socijalni turizam: “To je turizam za radnike, obitelji i udruženja, usmjeren ka osobnom razvoju, povezan odmorom i u cilju unapređenja društvene povezanosti, na neprofitnoj osnovi, a u javnom interesu (Jafari, 2000 :542). Definicija socijalnog turizma koju nudi Jafari ne odnosi se nikako na “socijalu” u pejorativnom značenju te riječi, nego obilježava tu vrstu turizma kao djelatnost usmjerenu ka unapređivanju društvene povezanosti.

Neki izvori kažu da se socijalni turizam počeo razvijati godine 1936, kada je Međunarodna organizacija rada (ILO¹) donijela svoju konvenciju broj 52, u kojoj se zahtijeva plaćeni odmor za svaku zaposlenu osobu, nakon jedne godine rada

Happiness is an allegory, and unhappiness is the story.

Haruki Murakami
(interpretation of Tolstoy)

INTRODUCTION

Tourism is today one of the world’s most expansive social and economic activities, with an extremely dynamic growth in the share in the national GDP, and is the case in Croatia. According to the Ministry of Tourism, tourism share in the total GDP of the country was in the year 2011, 14.7% to the year 2012 rose to 15.4% (Ministry of Tourism, 2012) that did not work either another branch of the economy. The tourism industry employed a large part of the population, and tourism is expected to ease the unemployment problem and tourism is actually done that to a large extent. In this role it could not be seen not only as an economic, but also a clear general social functions of tourism activities. Therefore, it is very dissonant sounded ancient statement of a minister from the Croatian government that “tourism is not social affairs”.

TOURISM AS AN ASSOCIATION OF SOME ASPECTS OF SOCIAL POLICY AND TOURISM

Tourism theorist Jafar Jafari defines social tourism as: “This is tourism for workers, families and associations, aimed at personal development, linked to the rest and to promote social cohesion, on non-profit basis and in the public interest (Jafari, 2000: 542). The definition of social tourism offered by Jafari does not refer not to the “social” in the pejorative sense of the word, but characterizes this type of tourism as an activity aimed at improving social cohesion.

Some sources say that social tourism began to develop in 1936 when the International Labor Organization (ILO) adopted its Convention No. 52, which required a paid holiday for every employed person, after one year of work (ILO, 1936). This

(ILO, 1936). Ovaj zahtjev za plaćenim odmorom ponovljen je u Općoj Deklaraciji o Ljudskim Pravima iz 1948. godine.

Prveznakove “pravog” socijalnog turizma nalazimo u Engleskoj 1894. godine, kada je organiziran prvi ljetni kamp za mlade radnike industrijskih središta pokrajine Lancashire. Osnovni motiv bio je pružiti mogućnost djeci, rudarima i tvorničkim radnicima da provedu tjedan ili dva u zdravoj okolini (Jafari, 2000: 280). No, čini se da su neki elementi socijalnog turizma postojali i prije ovih ljetnih kampova.

Socijalni i masovni turizam pojavili su se u drugoj polovici 19. stoljeća kao novi oblici društvenog života. Čak i da se nisu istodobno pojavili, cilj im je u osnovi isti, a to je uspostavljanje boljih i kvalitetnijih komunikacija među ljudima, kako ističe većina izvora koji se bave pokušajima definiranja turizma kao značajne društvene djelatnosti.

Duboko ideološki bili su i razlozi razvijanja socijalnog turizma u zemljama socijalističke ideologije u Jugoslaviji.² Prvi elementi pojavljuju se praktički s konstituiranjem nove države nastale nakon II. svjetskog rata. Vlada nove države je već 1947. godine donijela Naredbu o pogodnostima članova Jedinstvenih sindikata Jugoslavije za vrijeme korištenja godišnjeg odmora (Duda, 2005 :109). Tom naredbom utvrđene su pogodnosti članova sindikata i njihovih obitelji, znači supružnika i maloljetne djece, pa su mogli putovati na odmor uz popust od 50% na vozne karte za državna prijevozna sredstva, te popust od 25% na cijenu pansiona ako su kod istog ugostiteljskog poduzeća ostali najmanje 5 dana, a bili su oslobođeni i boravišne pristojbe (Duda, 2005 :109). Ovako široko utemeljenje povlastica rezultat je težnje nositelja vlasti da sasvim jasno turističku djelatnost (barem onu široku, rekli bismo, masovnu) poveže s ideološkim temeljima sustava, “polazeći od načela da turizam pripada narodu, da je on i u socijalističkoj zemlji društvena, zdravstvena i kulturna pojava i potreba za sve slojeve naroda, pored toga što ima i svoj ekonomski značaj” (Duda, 2005 :109). Kako je

request for paid leave was repeated in the Universal Declaration of Human Rights of 1948.

The first signs of “real” social tourism is found in England in 1894, when there was organized the first summer camp for young workers from industrial centers of the province of Lancashire. The main motive was to provide an opportunity for children of miners and factory workers to spend a week or two in a healthy environment (Jafari, 2000: 280). But it seems that some elements of social tourism existed before these summer camps.

Social and mass tourism have emerged in the second half of the 19th century, as new forms of social life. Even if they did not show up at the same time, their goal is essentially the same – to establish better communication between people, as pointed out by most of the sources that are trying to define tourism as an important social activity.

Deeply ideological were reasons for developing social tourism in the countries of the socialist ideology in Yugoslavia.¹ The first elements appear virtually in the constitution of the new state created after World War II. The government of the new state was already in 1947 issued a warrant on the privileges of members of the Uniform Trade Unions of Yugoslavia while on annual leave (Duda, 2005: 109). This order established the benefits of union members and their families, it means a spouse and minor children, so they could travel on vacation at a price 50% of the ticket to the state of the conveyance, and a 25% discount on the price of accommodation if they are with the same hospitality company remained at least 5 days, and were exempt from the tourist tax (Duda, 2005: 109). This broad foundation of privilege is the result of the aspirations of those in power that clearly tourist activity (at least one wide, we would say, mass), is to be connected to the ideological foundations of the system, “based on the principle that tourism belongs to the people, as it was a socialist country. In such a (socialist) country tourism is social, health and cultural phenomenon

vidljivo iz ovog citata, ideološka potka socijalnog turizma povezivala se i s jasnom spoznajom ili sviješću o ekonomskoj ulozi turizma u privredi Jugoslavije tog vremena. Važnost te komponente socijalnog turizma dobro ilustrira činjenica da je do 1963. godine udio noćenja u radničkim, dječjim i omladinskim odmaralištima u ukupnoj masi noćenja domaćih gostiju porastao na 54% (Duda, 2005 :110). Vrlo je ilustrativno da je broj ležajeva u radničkim odmaralištima godine 1951. bio 6.122, i taj je broj do 1971. godine narastao na 78.832 (Duda, 2005 :120), a godine 1985. broj ležajeva iznosio je 103.458 (Ministarstvo turizma Republike Hrvatske, 2010 :7).

No, ovakav razvoj socijalnog turizma nije zaustavio komercijalni turizam. Tito je već 1962. godine upozorio da se na turizam ne smije više gledati kao na sporednu djelatnost, “već da valja sve učiniti kako bi se strani gosti vraćali nakon što prvi puta vide Jadransko more” (Duda, 2005 :140). U tom procesu socijalni turizam u Jugoslaviji nije bio samo kompenzacija za poteškoće nižeg položaja u društvenoj stratifikaciji, on je bio i razvojna šansa za turizam kao privrednu djelatnost, ali i “omekšavanje” i osuvremenjivanje socijalističke ideologije. Preko turizma, naime, u ideologiju vladajućeg sloja u Jugoslaviji ulaze jasni elementi zapadnog potrošačkog društva i njegove težnje za poboljšanjem osobnog položaja pojedinca upravo preko boljeg odmora.

Komercijalna turistička mreža vrlo brzo je brojem smještajnih kapaciteta prerasla socijalno-turističku mrežu, a snažno je porastao broj domaćih gostiju u komercijalnoj mreži (Duda, 2005 :146). Taj se proces nastavljao povećanim intenzitetom i kasnije. Godine 1985. broj ležajeva u komercijalnom turizmu Hrvatske iznosio je 706,934, gotovo sedam puta više nego što je bio broj smještajnih jedinica u svim oblicima socijalnog turizma.

Socijalni turizam i komercijalni turizam bili su u međusobno skladnom odnosu sve do raspada Jugoslavije i do radikalne promjene društveno-političkog sustava, kada je socijalna

and the need for all layers of the people, in addition to the fact that it is having its own economic significance” (Duda, 2005: 109). As is evident from this quote, ideological underlying concept of social tourism was associated with a clear knowledge or awareness of the economic role of tourism in the economy of Yugoslavia of the time. The importance of this component of social tourism is well illustrated by the fact that until 1963, the share of overnight stays in the workers', children's and youth recreation centers in the total volume of domestic guest nights increased to 54% (Duda, 2005: 110). It is illustrative that the number of beds in the working-class resorts in 1951 was 6,122, and the number was up to the year 1971 increased to 78,832 (Duda, 2005: 120), and the number of beds in 1985 amounted to 103,458 (Croatian Ministry of Tourism, 2010: 7).

But this development of social tourism did not stopped the commercial forms of tourism. Tito had already warned in 1962 that tourism should no longer be seen as a secondary activity, “but that all should be done to foreign guests coming back after the first time they see the Adriatic Sea” (Duda, 2005: 140). In that process, social tourism in Yugoslavia was not only compensation for the difficulties of lower position in the social stratification, it was also a chance for development of tourism as an economic activity but also “soften” and modernization of socialist ideology. Through tourism, in fact, enter into the ideology of the upper echelons in Yugoslavia clear elements of Western consumer society and its aspirations to improve the personal situation of the individual just over a better holiday.

Commercial tourism network rapidly over numbered accommodation of social travel network facilities, and strongly increased the number of domestic tourists in the commercial network (Duda, 2005: 146). This process is continued and increased intensity later. In 1985 the number of beds in the commercial Croatian tourism amounted to 706.934, almost seven times more than was the number of units in all forms of social tourism. Social tourism and commercial tourism were

smještajno-turistička mreža radikalno devastirana. Godine 1995. ukupan broj smještajnih jedinica komercijalnog turizma, što zbog ratnih razaranja, što zbog smještaja prognanika i izbjeglica, što zbog privatizacijskih modela, pao je na 508.428 (Ministarstvo turizma Republike Hrvatske, 2010 :7), ali je socijalni turizam doživio upravo katastrofalan pad. Te je godine broj smještajnih jedinica pao na 10.317 ležajeva, što je deset puta manje nego 1985. godine.

Socijalnu ulogu “socijalnog turizma” ne vide samo socijalistički teoretičari turizma, što bi se od njih očekivalo “po defaultu” njihove ideološke pripadnosti. Godine 1963. organizirana je Međunarodna organizacija socijalnog turizma OITS³ (International Organization of Social Tourism). Organizacija je kao cilj svojeg djelovanja zapisala: “promicati pristup turizmu za sve, a osobito za siromašne skupine stanovništva” (OITS, 2010). Riječ je o međunarodnoj nevladinoj organizaciji koja želi unaprijediti pristup turizmu depriviranim socijalnim skupinama, a posebno pojedincima i obiteljima koji žive u stanju siromaštva. Organizacija je dragovoljna, u nju je učlanjeno 140 nacionalnih organizacija čiji su ciljevi identični, iz 35 zemalja svijeta, među kojima je zastupljeno najviše organizacija iz Francuske, Italije, Kanade, Belgije, Ujedinjenog Kraljevstva, ali i SAD-a. Osim centralne organizacije, postoji i posebna, pridružena organizacija za obje Amerike. U vodstvu organizacije su predstavnici najrazvijenijih europskih država, Italije, Belgije i Francuske (OITS, 2010). Kako je vidljivo, svijet tradicionalnog kapitalizma prepoznao je ovu potrebu i vrlo se aktivno organizirao na njezinoj realizaciji.

Dio autora koji se bavi konceptom socijalnog turizma ukazuje na to da u procesu razumijevanja i analiziranja tog koncepta treba polaziti od ideje da odmor predstavlja jedno od osnovnih prava u procesu socijalnog uključivanja (Minnaert, Maitland, Miller, 2006). Taj koncept nema u svojoj osnovi ideju o samaritanskom pristupanju problemima osoba koje imaju neku vrstu socijalnih teškoća, već je utemeljen na pokušaju razvijanja

in mutual harmonious relationship until to the breakup of Yugoslavia and the radical changes in social and political system, when social accommodation and social tourist networks were radically devastated. In 1995 the total number of units of commercial tourism because of war, which due to accommodation of displaced persons and refugees, and due to the criminal privatization models, dropped to 508,428 (Croatian Ministry of Tourism, 2010: 7), but the social tourism experienced nothing but the catastrophic decline, and the number of units fell to 10,317 beds, which is ten times less than a year in 1985.

Social role of “social tourism” is not only seen by the socialist theoreticians of tourism, that would be expected from them “by default” of their ideological affiliation. In 1963, it was organized the International Organization of social tourism OITS² (International Organization of Social Tourism). The organization has as a goal of its activity wrote: “promote access to tourism for all, particularly for the poor population groups” (OITS, 2010). It is an international non-governmental organization that aims to improve access to tourism for deprived social groups, especially individuals and families living in poverty. The organization is voluntary; it is in 140 affiliated national organizations whose objectives are identical, from 35 countries, most of which represented organizations from France, Italy, Canada, Belgium, the United Kingdom, and the United States. In addition to the central organization, there is a separate, affiliated organization of the Americas. The leadership of the organization is representatives of the most developed European countries, Italy, Belgium and France (OITS, 2010). As can be seen, the world of traditional capitalism has recognized this need and is very actively organized in its implementation.

Part of the authors who deals with the concept of social tourism, indicating that the process of understanding, analyzing this concept should be based on the idea that holiday is one of the fundamental rights in the social inclusion (Minnaert, Maitland, Miller, 2006). This concept

društva u kojemu postoji svijest o nekom “pravu” na odmor (Minnaert, Maitland, Miller, 2006 :8). Ova tvrdnja potcrtava čuđenje nad time što postmodernistički autori na području socijalnog rada nisu prepoznali koncept socijalnog turizma, jer on upravo svojim naglašavanjem prava socijalno depriviranih osoba na odmor ulazi u postmodernistički diskurs.

Vlada Ujedinjenog Kraljevstva organizirala je poseban Odjel za međunarodni razvoj (Department for International Development, ili skraćeno DFID), koji je 1999. godine počeo upotrebljavati termin *pro-poor tourism*, naglašavajući potrebu istraživanja potencijala turističke djelatnosti za ublažavanje problema siromaštva (Chook, S., Macbeth, J., 2007). Neki autori, kako bi izbjegli problem stigmatizacije, upotrebljavaju termin koji se službeno upotrebljava u Svjetskoj turističkoj organizaciji, tj. *Sustainable Tourism for Eliminating Poverty* (Održivi turizam za eliminaciju siromaštva). Projekt je pokrenut 2002. godine na Svjetskom summitu o održivom razvoju održanom u organizaciju Ujedinjenih naroda. Sudionici susreta su upravo u turističkoj djelatnosti vidjeli mogućnost za otklanjanje siromaštva u nekim državama koje su potencijalno značajne sa stajališta recepcije turista, a imaju vrlo ozbiljnu razinu siromaštva među stanovništvom. Ovo je isto tako oblik turističke djelatnosti kojega možemo uvrstiti u koncept socijalnog turizma, u receptivnom obliku turističke djelatnosti. Osim definiranja socijalnog turizma u kojima je naglasak na njegovu “socijalnost”, na pomoć socijalnim skupinama koje čine pripadnici donjih socijalnih slojeva, ima dosta teoretičara koji polaze prije svega od ekonomske uloge te vrste turizma, a “socijalna” je na neki način “nusprodukt” ove ekonomske uloge.

Howard L. Hughes, profesor na uglednom Department of Hotel, Catering and Tourism Management, koji djeluje na veleučilištu u Manchesteru, ističe kako socijalni turizam ima vrlo važnu ulogu u ekonomskom razvoju svake zemlje. Pojašnjava da su niske nadnice

has basically the idea of Samaritan approach to issues of people who have some kind of social difficulties, it was established in an attempt to develop a society in which there is awareness of a “right” to rest (Minnaert, Maitland, Miller, 2006: 8). This statement emphasizes the surprise that postmodernist authors in the field of social work did never recognize the concept of social tourism. The concept is its emphasis on the rights of socially deprived people for vacation gets in the postmodern discourse.

The Government of the United Kingdom organized a special Department for International Development (Department for International Development, or DFID), which in 1999 began to use the term *pro-poor tourism*, emphasizing the need to study the potential of tourism activities to alleviate problems of poverty (Chook, S, Macbeth, J, 2007). Some authors in order to avoid the problem of stigmatization are using a term that is officially used in the World Tourism Organization, namely Sustainable Tourism for Eliminating Poverty (Sustainable Tourism for Elimination of Poverty). The project was launched in 2002 at the World Summit on Sustainable Development held in the organization of the United Nations. The participants are just the tourism industry saw the possibility for the elimination of poverty in some countries which are potentially important from the point of reception of tourists, and have very serious levels of poverty among the population. This is also a form of tourism activities that can be included in the concept of social tourism, in the form of receptive tourism activities. In addition to the definition of social tourism in which the emphasis on the “social aspect” to help social groups made up of members of the lower social classes, there are many scholars who emphasize the primarily economic role of this kind of tourism, and the “social” is in some ways a byproduct of the economic role.

Howard L. Hughes, a professor at the prestigious Department of Hotel, Catering and Tourism Management, which operates the Manchester Polytechnic, pointed out that social tourism has a

izvan utjecaja turističke industrije, ali da država ima mogućnost utjecati na to kroz raspodjelu prihoda u nacionalnim ekonomijama, što utječe na ekonomski prosperitet države (Hughes, 1991 :193). Neki od najznačajnijih suvremenih autora na području turističke djelatnosti ističu činjenicu da je turizam specifičan oblik privredne djelatnosti. On djeluje istovremeno i kao zamašnjak ekonomskog razvitka i kao društvena snaga, a u tom je kontekstu i uloga socijalnog turizma ekonomska uloga. Naglašava se i specifičnost turističke djelatnosti. U konvencionalnoj uslužnoj djelatnosti uslugu se dovodi kupcu, u turističkoj djelatnosti kupca se dovodi proizvođaču usluge, što uspostavlja nešto drukčiju narav ove uslužne djelatnosti. Tako je u naravi svake turističke usluge (pa onda i socijalne, op. M.K.) prodaja robe (usluga) turistima po logici stjecanja profita, odnosno iskorištavanja mogućnosti da se u nekom društvenom odnosu stekne profit (Higgins-Desboilles, 2006 :1024). Kako je vidljivo, autorica vidi koncept socijalnog turizma unutar ekonomskog procesa u kojemu se privredni subjekti natječu za stjecanje profita na tržištu usluga. I članak koji je ovdje citiran upravo je usmjeren na to da se naglasi jasna privredna uloga socijalnog turizma.

Danski teoretičar Nilsson ističe da je u razvoju seoskog turizma najbitniju ulogu odigrao socijalni turizam, prije svega zbog činjenice da je to jeftin oblik turističke djelatnosti (Nilsson, 2002 :10). Kao “nuspojavu” te turističke djelatnosti, Nilsson ističe da je seoski turizam takav oblik turizma koji usmjerava ljude na uspostavljanje međusobnih prijateljstava (Nilsson, 2002 :10).

U mnogo širem kontekstu socijalni turizam spominje Europski ekonomski i socijalni odbor, koji je 2006. iznio mišljenje o ekonomskoj koristi socijalnog turizma, koja se sastoji u povećanim mogućnostima zapošljavanja, produljenju sezone i većoj održivosti zapošljavanja. Autorice Minnaert i Schapmans ovoj analizi Europskog ekonomskog i socijalnog odbora (European Economic and Social Committee, 2006 :12) dodaju da je ona

very important role in the economic development of each country. Hughes explains that the low wages outside the influence of the tourism industry, but that the state has the ability to affect the distribution of income in the national economies, which affects the economic prosperity of the country (Hughes, 1991: 193). Some of the most important contemporary authors in the field of tourism activities emphasize the fact that tourism is a specific form of economic activity. It acts both as a driving force of economic development and as a social force, and in this context the role of social tourism economic role. Numerous authors also emphasize the specificity of tourism activities. In the conventional service activity service is delivered to the customer. In the tourist industry the customer would be mainly lead to the manufacturer of the service. It establishes a somewhat different nature of these services. The nature of any tourist services (and thus social, op. MK) is the sale of goods (services) to the tourists by the logic of profit taking or exploiting opportunities to gain a profit in a social relation (Higgins-Desboilles, 2006, 1024). As can be seen, the author sees the concept of social tourism within the economic process in which economic entities competing for gaining profits in the market services. Thus, the article quoted here just focused on trying to emphasize the clear economic role of social tourism.

Danish theorist Nilsson, points out that in the process of development of rural tourism the most important role was played by social tourism, primarily because of the fact that this is a cheap form of tourism activities (Nilsson, 2002, 10). As a “side effect” of that type of tourist industry, Nilsson says that rural tourism is such a form of tourism that directs people to establish mutual friendships (Nilsson, 2002: 10).

In a much broader context, social tourism was mentioned by European Economic and Social Committee, which in its opinion from 2006 on the theme of social tourism weighs in on the economic benefits of social tourism, which consists in increased job opportunities, extending the

oblik socijalne intervencije u procesu doseganja jasno definiranih socijalnih ciljeva (Minnaert, Schapmans, 2009 :45). Uostalom, i projekt “Calypso”, koji je pokrenula Europska Unija, ima u svom temelju važne ekonomske rezultate. Kreatori “Calypsa”⁴ imali su na umu oživljavanje turističke djelatnosti izvan visoke sezone, te na taj način povećanje zaposlenosti u onim zemljama Europske unije koje budu radile na projektu (European Commission, 2010).

SOCIJALNI TURIZAM U ZEMLJAMA EU – DJELOMIČAN PRIKAZ

Unatoč snažnim neoliberalističkim tokovima u gospodarstvima EU i vrlo diskretnom odnosu prema socijalnom turizmu, barem u javnosti, u svim zemljama EU u većem ili manjem opsegu provode se mjere i aktivnosti socijalnog turizma. Svojom politikom zapošljavanja i osiguravanja minimalnih nadnica, europske zemlje dovele su do toga da je došlo do značajne promjene u strukturi korisnika socijalnog turizma. Dok je u ranijoj povijesti djelatnost socijalnog turizma bila prije svega usmjerena ka fizičkim radnicima, noviji tijekovi pokazuju usmjerenje prema nezaposlenima, samohranim roditeljima, mladim obiteljima ili ljudima s vrlo niskim primanjima. Osnovni razlog ovog trenda leži u činjenici da su fizički radnici osiguranjem socijalnih prava i prava iz rada iz kategorije korisnika socijalnog turizma prešli u kategoriju koja sudjeluje u aktivnostima komercijalnog turizma (Minnaert, Diekmann McCabe, 2012: 27). Iako je neko opće uvjerenje da turizam, odmor, rehabilitacija predstavljaju prije svega brigu “socijalnog” ili “neprivrednog” prostora, pa i prostora u kojemu bi trebala participirati državna struktura, u području suvremenog socijalnog turizma nalazimo i poslodavce (posebno neke velike poslodavce), ali i druge privatne organizacije, a ne isključivo humanitarne organizacije. Jasno je, naime, da je socijalni turizam s vremenom postao i vrlo značajan ekonomski čimbenik, nezanemariv

season and more sustainable employment. The authors Minnaert and Schapmans in their analysis of the European Economic and Social Committee (European Economic and Social Committee, 2006: 12) added to it a form of social intervention in the process of reaching clearly defined social objectives (Minnaert, Schapmans, 2009: 45). After all, the project of “Calypso”, launched by the European Union, has fundamentally important economic results. Developers of “Calypso”³ have had in mind the revival of tourism activities outside the high season, and thus increasing employment in those EU countries that are working on the project (European Commission, 2010).

SOCIAL TOURISM IN SOME EU COUNTRIES – PARTIAL VIEW

Despite strong neoliberal trends in the economies of the EU and a very discreet relationship with social tourism, at least in public, in all EU countries to a greater or lesser extent, we are witnessing to implement measures and activities of social tourism. European countries have their employment policies and ensure minimum wages have led to the fact that a significant change in the structure of users of social tourism. While in the early history of social tourism activities were primarily focused on the physical workers, recent trends show a direction to the unemployed, single parents, young families or people with very low incomes. The main reason for this trend is the fact that manual workers providing social rights and labor rights of categories of users of social tourism moved into the category of those participating in the activities of commercial tourism (Minnaert, Diekmann McCabe, 2012: 27). Although it is a general belief that tourism, holiday, rehabilitation represent primarily concern the “social” or “noneconomic” space, including space in which should participate state structure, in the field of contemporary social tourism are employers (especially some large employers) and other private organizations and not exclusively humanitarian organizations. It is

u suvremenoj “industriji” odmora i slobodnog vremena. Na Prikazu 1 su u istu tablicu stavljeni korisnici prema kategorijama, ali i oni koji osiguravaju temelje socijalnog turizma. Kako je vidljivo, privredni sektor je vrlo značajan čimbenik u osiguravanju socijalnog turizma u mnogim zemljama EU. Nisu prikazane sve europske zemlje, pa ni sve zemlje članice Europske Unije, nego je Prikaz omeđen na one države za koje smo mogli dobiti pouzdane i dostupne izvore. Sasvim

clear that social tourism eventually became a very important economic factor negligible in modern “industry” of rest and free time. On Figure 1 in the same display put users by category, as well as those which provide the foundations of social tourism. As can be seen, the commercial sector is a very important factor in ensuring social tourism in many countries in the EU. Figure does not show all the European countries, and not all Member States of the European Union. It was limited to

PRIKAZ 1. TIPOVI POTPORE I IZVORI FINANCIRANJA U ZEMLJAMA EU

FIGURE 1. TYPES OF SUPPORT AND SOURCES OF FUNDING IN THE EU

KORISNICI BENEFICIARY	DRŽAVA KAO FINANCIJER SUPPLY SECTOR/STATE	
1. Voucher za odmor / 1. Holiday voucher	FR, HU, CH	
2. Plaćeni odmor / 2. Paid Holiday	AU, BE, DE	
3. Subvencionirani odmor / 3. Extra Holiday pay	Svi članovi EU All EU members	
4. Potpomognute skupine: 4. Holiday support for target groups:	Obitelji / Families	AT, BE, CH, DE, FI, FR, GB, HU, IE, SI
	Mladi / Youth	BE, DE, FR, IE, SI
	Seniori / Seniors	BE, DE, ES, FI, FR, HU, IE
	Djeca / Children	BE, FR, IE, SI
	Teški bolesnici / People with disability/serious illness	AT, BE, BG, CZ, DE, FR, HU, SI
	Zaposleni radnici / Workers	CH, FI, FR, HU, RO
	Nezaposleni / Unemployed	FI, FR
	Osobe s niskim prihodima / Individuals with low income	BE, CH, FI
5. Potpora dolazi od: 5. Financial support owning to:	Organizacija poslodavaca / Employer’s organization	AT, BE, DE, FR, FI
	Nacionalnih osiguravajućih društava Mutual insurance systems/national health service	AT, BE, FR, HU, DE, SI
	Humanitarnih organizacija / Charitable organizations	AT, BE, DE, FR, GB, SI
	Crkve i drugih religijskih organizacija Religious organizations	AT, BE, DE, FR, IE
	Privatnih organizacija / Private organizations	AT, BE, DE, FR, IE, RO

je sigurno da je opseg socijalnog turizma u Europi daleko veći nego što smo ga ovdje prikazali, pa se ovaj Prikaz može smatrati tek ilustracijom, a ne dubokom i širokom analizom.

Kako je iz Prikaza vidljivo, neke “tradicionalne” skupine socijalne potpore, kao što su obitelji i mladi, najznačajniji su i u suvremenim tokovima u socijalnom turizmu. Obitelj, kao tradicionalna jedinica potpore istaknuta je u svim europskim državama. Unatoč iznimno teškom problemu zaposlenošću, koji je suvremeni europski problem, posebno kada je riječ o zemljama juga Europe, nezaposleni su u vrlo malom broju država direktni, neposredni i jasno istaknuti nositelji pomoći iz kruga socijalnog turizma.

Programi kroz koje se provode aktivnosti socijalnog turizma vrlo su raznoliki. Od visoko centraliziranih sustava, kakve na primjer imaju Švicarska i Francuska, koje te projekte ostvaruju kroz velike pogone, kao što je to Švicarska REKA⁵ ili Francusko udruženje VVF Villages⁶, pa do pojedinačnih projekata, kao neki projekti u susjednoj Sloveniji ili neki tradicionalni projekti u Hrvatskoj. Na Hrvatsku ovaj Prikaz nije posebno usmjeren, ne zato što bi se podcjenjivalo djelatnosti, na primjer Crvenog križa, koje imaju vrlo dugu tradiciju, nego zbog toga da se u većoj mjeri prikažu iskustva drugih, prije svega razvijenijih zemalja Europe.

Prikazom 2 ni izdaleka nije iscrpljen popis projekata u različitim zemljama Europe, ovo je tek ilustracija tog stanja, kako bi se prikazao opseg, ali i raznolikost projekata. Neki su projekti stari i tradicionalni, neki su novijeg datuma i daleko inventivniji. Jedan velik dio pripada državnim ili paradržavnim strukturama, religijskim zajednicama, ali i organizacijama civilnog društva u širem i užem smislu te riječi. Zajednički im je nazivnik da su orijentirani ka osjetljivijem dijelu populacije, ali da su istodobno i značajna gospodarska aktivnost u svojoj neposrednoj okolini. Nije, dakle, riječ o nečemu što bismo pejorativno mogli nazvati “socijalnim”, kako se u nas ponekad čuje. Riječ je

those countries for which we could get reliable and available resources. It is certain that the scope of social tourism in Europe is far greater than what we show here, so this view can only be seen as an illustration, not a deep and broad analysis.

As can be seen from the Figure, some “traditional” social support groups, such as families and young people are the most important even in the modern trends in social tourism. Family, as well as traditional units support featured in all European countries. Despite the extremely difficult problem of employment, which is a modern European serious problem, especially when it comes to the countries of the south of Europe, the unemployed are in a very small number of countries a direct, immediate and clearly highlight the holders of help from the circle of social tourism.

Programs through which the activities of social tourism are carried out are very different. From a highly centralized system, for example that are in Switzerland and France that generate large choir drives projects, such as the Swiss REKA⁴ or French Association VVF Villages⁵, to individual projects such as a project in Slovenia, or some traditional projects in Croatia. For Croatia, this mode is not specifically directed, not because they are underestimated activities such as the Red Cross, which has a very long tradition, but because it is more closely show the experience of others, especially the developed countries of Europe.

Figure 2 does not even come exhausted the list of projects in various countries of Europe; this is just an illustration of this situation, to show the extent and also the diversity of projects. Some projects are old and traditional, some are more recent and far more inventive. One large part of them belongs to state or para state structures, religious communities but and organizations of civil society in the wider and the narrow sense of those words. Their common denominator is that they are oriented toward the more vulnerable part of the population, but they are, at the same time significant economic activity in their immediate environment. It is

PRIKAZ 2. PROGRAMI SOCIJALNOG TURIZMA U ZEMLJAMA EU I KORISNICI TIH PROGRAMA
FIGURE 2. PROGRAMMES OF SOCIAL TOURISM IN THE EU COUNTRIES AND USERS OF THESE PROGRAMS

DRŽAVA EU EU STATE	PROGRAM SOCIJALNOG TURIZMA SOCIAL TOURISM PROGRAMME	KORISNICI TARGET AUDIENCE
AT	Obiteljske karte, Subvencije za odmor Family cards, holiday subsidies	Obitelji / Families
BE	Dostupni turizam, Turizam za sve, subvencije za odmor Accessible Tourism, Tourism for All, holiday subsidies	Obitelji, djeca, mladi, osobe s invaliditetom, stariji građani, pojedinci s nižim prihodima Families, children, youth, disabled people, seniors, individuals with low income
BG	Podupirući turizam / Dosed Tourism	Osobe s invaliditetom / Disabled people
CH	Reka čekovi, Reka kartice, Reka željezničke karte, Reka obiteljski odmor, Reka potpora za odmor, Odmor za mamu, Halo tata, Reka Jubilee foundation Reka Chechs, Reka Card, Reka Rail, Reka Family Holidays, Reka holiday assistance, Time out for mum, Halo Pa, Reka Jubilee foundation	Radnici, obitelji, samohrani roditelji, osobe s niskim prihodima Workers, Families, Lone parent families, individuals with low income
CZ	Odmor za sve / Beskydy for all	Osobe s invaliditetom / Disabled people
DE	Turizam za sve, Subvencije za odmor Tourism for All, holiday subsidies	Obitelji, mladi, seniori, osobe s invaliditetom Families, youth, seniors, disabled people
ES	Odmor za seniore, Europski program za turizam seniora Senior Holidays Programme, Europe Senior Tourism	Seniori / Seniors
FI	Obiteljski odmor, Odmor za oporavak, Odmor za ojačavanje obitelji, Tečajevi za oporavak, Odmor za seniore, Aktivni odmor, Božićni praznici, Odmor za nezaposlene Family Holidays, Condition Renovation Vacation, Family Fitness Vacation, Renovation fitness courses, Senior Holidays, Active Holidays, Christmas Holidays, Holidays for Unemployed persons	Radnici, nezaposleni, obitelji, seniori, osobe s niskim prihodima, nezaposleni s obiteljima Workers, unemployed, families, seniors, individuals with low income and unemployed (actively seeking employment with spouse)
FR	Odmor za seniore, Čekovi za odmor, Potpora projektima obiteljskog odmora, Financijska potpora odmoru, Informacijski centar za socijalni turizam, Odmor za mlade, VVF Villages Senior Holidays, Holiday checks, Support for holiday projects, Holiday financial support, Information centre on social tourism, Holidays of youth, VVFB Villages	Seniori, obitelji, djeca, mladi, osobe s invaliditetom, osobe s ozbiljnim oboljenjima, zaposleni s obiteljima, nezaposleni Seniors, families, children, youth, disabled people, people with serious illness, workers with family, unemployed
GB	Obiteljski odmor / Family Holidays	Obitelji / Families
HU	Čekovi za odmor / Recreation Cheques Hungary	Zaposleni s obiteljima, seniori, osobe s invaliditetom, pripravnici Employees and family members, Families, Seniors, disabled persons, Trainees

DRŽAVA EU EU STATE	PROGRAM SOCIJALNOG TURIZMA SOCIAL TOURISM PROGRAME	KORISNICI TARGET AUDIENCE
IE	Obiteljski odmori, Projekti lokalnih zajednica, Centri za odmor St. Vincent de Paul, Odmori za obrazovanje/druženje, Sunčani odmori, Odmori za tinejdžere, Ljetni odmori Family Holidays, Community Projects, SVDP Holiday Centres/Homes, Educational/Socially focused holidays, Sunshine Holidays, Teenhols, Summer Holidays	Samohrani roditelji, obitelji, djeca, tinejdžeri, majke, seniori, osobe s invaliditetom, njegovatelji, ozbiljno bolesna djeca Lone parent families, families, children, teenagers, mothers, seniors, people with disability/special needs, carers, children with serious illness
RO	Program vaučera za odmor Holiday voucher program	Zaposleni / Workers
SI	Odmori za djecu, Povedimo ih na more, Zdravstveno-rehabilitacijski odmor, Međunarodni centar u Rakičanu, Namigivanje suncu Holidays for children, Take them to the sea (<i>Peljimo jih na morje</i>), Health/Rehabilitation holidays, International camp in Rakičan, Wink at the Sun (<i>Pomežik soncu</i>)	Djeca, mladi, osobe s invaliditetom, djeca s ozbiljnim bolestima, obitelji Children, youth, people with disability/special needs, children with serious illness, families

o "socijali" sa znatnim gospodarskim učinkom, čak i u kriznim vremenima (ili, bolje reći, unatoč kriznim vremenima).

PRIMJER SOCIJALNOG TURIZMA U VODEĆOJ TURISTIČKOJ DRŽAVI EUROPSKE UNIJE

Kako bismo nešto dinamičnije ilustrirali ulogu socijalnog turizma u jednoj od najvažnijih svjetskih turističkih destinacija, odlučili smo se na nešto detaljniji prikaz socijalnog turizma u Francuskoj.

Francuska je najvažnija svjetska turistička destinacija⁷ (Barros et al, 2011 :142). Turizam je vrlo značajan dio cjelokupne privredne aktivnosti Francuske, u 2008. godini iznosio je 6,5% BDP-a. Osim s razvijenim komercijalnim turizmom, Francuska je kapitalistička država i s visoko razvijenim mnogim oblicima "socijalnog turizma", prema mnogima zemlja najrazvijenijeg "socijalnog turizma". Francuzi su razvili nekoliko modela "socijalnog turizma", koji ne samo da

not, therefore, word about that what might be pejoratively called "social" as in we sometimes hear in our political culture. It is a "socialist" with a significant economic impact, even in times of crisis (or rather, despite times of crisis).

AN EXAMPLE OF SOCIAL TOURISM IN THE LEADING TOURIST STATE OF THE EUROPEAN UNION

In order to illustrate more dynamic role of social tourism in one of the world's most important tourist destinations, we decided to have a more detailed view of social tourism in France.

France is the world's leading tourist destination⁶ (Barros et al, 2011: 142). Tourism is a very important part of the overall economic activity of France; it was in 2008 amounted to 6.5% of GDP. In addition to commercial tourism France is capitalist state with a highly developed many forms of "social tourism", according to many, the most developed country of "social tourism".

pridonose boljitku osoba u donjim dijelovima strukture francuskog društva, nego su i značajan prilog privrednoj djelatnosti na području turizma. Sljedeći su oblici turističke djelatnosti u Francuskoj najpoznatiji:

- ☞ odmarališta za djecu i mlade (*Colonies des Vacances*),
- ☞ obiteljska turistička naselja (*Villages Vacances Familiales* – VVF),
- ☞ državne sheme, kao što su čekovi za odmor (*Cheque Vacances*), koji omogućuju godišnje odmore pripadnicima deprivilegiranih društvenih grupa (Boniface, B.G., Cooper, C., 2005 :196-197).

O socijalnom turizmu brinu nevladine i neprofitne organizacije, ali i državna politika. Krovna organizacija je *Tourisme Action Concertation*, radna skupina koja okuplja organizacije VVF *Vacances*⁸, VTF *L'Esprit Vacances*⁹, *Renouveau*¹⁰, *Les villages clubs du Soleil*¹¹, *Vacances Bleues*¹², *Vacanciel*¹³ i *Val*¹⁴ (Poy, 2003). O važnosti tog pristupa za nacionalnu ekonomiju govori podatak da je organizacija *The National Open-Air Tourism Union (UNAT)* okupila oko sebe čak 58 neprofitnih organizacija koje se bave socijalnim turizmom, a na raspolaganju imaju 242.000 turističkih ležajeva, od čega više od 160.000 u seoskim turističkim naseljima. Tako ovaj turistički sektor ne samo da omogućuje tisućama ljudi, koji inače ne bi imali mogućnosti za godišnje odmore, da tu mogućnost i ostvare, nego omogućuje i razvoj zajednica u kojima se ta djelatnost organizira (Poy, 2003). Vrlo je ilustrativan primjer područja *The Massif Central* (ili *Središnji masiv*, odnosno *Središnje planine*, u geografskom smislu područje središnjeg dijela južne Francuske), koje je turistički bilo vrlo nerazvijeno i u kojemu je prva opsežnija i sustavnija turistička investicija bila investicija VAL-a u 10.000 ležajeva "socijalnog turizma", prije nekih 25 godina. Ta je investicija znatno unaprijedila socijalni turizam Francuske, ali i privredu lokalnih zajednica tog do tada turistički nedovoljno razvijenog područja. Mnoga sela u tom području ponovno su oživjela i postala privredno samoodrživa (Poy, 2003).

The French have developed several models of "social tourism", which not only contribute to the betterment of people in the lower parts of the structure of French society, but also a significant contribution to economic activity in the field of tourism. The following are forms of tourism activities in France, the most famous:

- ☞ Resorts for children and youth (*Colonies des Vacances*),
- ☞ Family resorts (*Villages Vacances Familiales* – VVF),
- ☞ State schemes, such as checks for the holiday (*Cheque Vacances*), which allow vacations to members of disadvantaged social groups (Boniface, BG, Cooper, C, 2005: 196-197).

On social tourism are taking care governmental and non-governmental, non-profit organizations, and state policy. The umbrella organization of the *Tourisme Action Concertation*, a working group which brings together organizations VVF *Vacances*⁷, VTF *L'Esprit Vacances*⁸, *Renouveau*⁹, *Les villages Clubs du Soleil*¹⁰, *Vacances Bleues*¹¹, *Vacanciel*¹² and *Val*¹³ (Poy 2003). On the importance of this approach for the national economy says the fact that the organization of the *National Open-Air Tourism Union (UNAT)* gathered around her as many as 58 non-profit organizations dealing with social tourism, and they have at their disposal 242,000 tourist beds, of which over 160,000 in rural tourist resorts. Thus, that tourism sector not only allows thousands of people who would not otherwise have opportunities for summer vacations, that this possibility and exercise, but also enables the development of communities in which the activity is organized (Poy 2003). It is very illustrative example of the *Massif Central* area (or the *Massif Central* mountains and, in geographical terms the area of the central part of southern France), which was a tourist was very undeveloped and in which the first extensive and systematic tourist expenditure was investment VAL in 10,000 beds "social tourism", some 25 years ago. This investment significantly improved social tourism France, but also the economy of the local communities that previously

I francuski korporativni sektor razvija svoje oblike socijalnog turizma i ima u svojem vlasništvu oko 200.000 ležajeva za zaposlenike, tako da se može ustvrditi kako se privrednici u Francuskoj ne srame održavati “radnička” odmarališta, ne uništavaju ih, nego, naprotiv, unapređuju i razvijaju, unatoč pravoj kapitalističkoj orijentaciji francuske privrede u cjelini.

Najšira primjena osnovnih principa socijalnog turizma vidljiva je u pristupu “turistički bon”. Turistički bon je financijska pomoć obiteljima i pojedincima iz socijalno deprivilegiranih krugova za korištenje godišnjeg odmora. Bonove jednim dijelom subvencionira država, a u drugom dijelu poslodavci, koji štede za potrebe godišnjih odmora svojih zaposlenika, a taj novac ubraja im se u poreznu olakšicu. Na taj način poslodavci, sindikati i organizacije članice ANCV-a mogu osigurati znatna sredstva za odmore svojih radnika. Za godinu 2009. ta su sredstva iznosila 1.263.800.000,00 eura (ANCV, 2010: Godišnji izvještaj za 2009: 31).

Bonove je moguće koristiti za: kampove, tematske parkove, sportske centre, ugostiteljske objekte, ulaznice za kulturne i prirodne znamenitosti, za putničke agencije i sl. u Francuskoj, ali i u državama članicama Europske unije. Raspodjelom i uporabom turističkih bonova upravlja javna agencija, koja je formirana 1982. godine u tu svrhu. Agencija se nalazi pod skrbništvom Ministarstva gospodarstva i Državnog tajnika za turizam (ANCV, 2010). Prema izvještaju za 2009. godinu, bilo je više od 7,5 milijuna francuskih građana koji su iskoristili ove bonove za sebe i članove svojih obitelji, a izdano je ukupno 3,3 milijuna bonova (ANCV, 2010: Godišnji izvještaj za 2009: 20).

Osim bonova za odmor, agencija pruža i neposrednu novčanu pomoć za godišnje odmore. U godini 2009. tu je pomoć primilo 130.000 osoba. Poseban je program pomoći za odmore starijim ljudima. U godini 2009. bilo je 14.200 osoba koje su uključene u ovaj program i za taj oblik pomoći utrošeno je 1,7

underdeveloped tourist areas. Many villages in the area have again revived and become economically self-sustaining. (POY, 2003).

And French corporate sector develops its own forms of social tourism, and has in its property about 200,000 beds for employees so that they can claim to be business people in France are not ashamed to keep “working” resort, not destroy them, but rather to improve and develop despite the real capitalist orientation of the French economy as a whole.

The broadest application of the basic principles of social tourism can be seen in the approach called “tourist voucher”. Travel vouchers financial assistance to families and individuals from socially underprivileged circles for annual leave. Vouchers partly subsidized by the state, and in the second part of the employers, who save for the vacations of their employees and the money they are one of the tax relief. Doing so can employers, trade unions and member organizations ANCV to provide substantial funds for vacations of their workers. For the year 2009 these funds totaled EUR 1,263,800,000.00 (ANCV, 2010: Annual Report for 2009: 31).

Vouchers can be used for: camps, theme parks, sports centers, restaurants, tickets for cultural and natural sites, for travel agencies, etc. in France, but also in the EU Member States. The distribution and use of travel vouchers is managed by the public agency that was formed for this purpose in 1982. The agency is under the guardianship of the Ministry of Economy and the State Secretary for Tourism (ANCV, 2010). According to the report for 2009, there were more than 7.5 million French citizens who have for themselves and members of their families take advantage of these vouchers, and issued a total of 3.3 million vouchers (ANCV, 2010: Annual Report for 2009: 20).

In addition to the vouchers for holiday, the agency provides immediate financial assistance for their vacations. In the year 2009 this kind of help received 130,000 persons. A special program of assistance for the elderly people, in the year 2009 there were 14,200 people involved in this program

milijuna eura (ANCV, 2010: Godišnji izvještaj za 2009: 37).

Znatna sredstva iz ovog programa usmjerena su u unapređivanje uvjeta u objektima za provođenje godišnjih odmora ljudi iz socijalno deprivilegiranih društvenih krugova, pa je to onda i neposredna pomoć turističkom gospodarstvu.

Jedan od programa u okviru ANCV-a je program za mlade u dobi od 18 do 25 godina. Taj je program zapravo paket u koji su uključeni novčana subvencija od 100 eura u obliku putničkih čekova, kuponi za prehranu, turističko osiguranje, zdravstveni paket (s posebnom informacijom o AIDS-u), upute za sigurnost u prometu, podaci o turističkom paketu, turistički vodič, kao i karta Francuske.

ZAKLJUČCI

Bez obzira na činjenicu da mnogi autori prije svega ističu ekonomsku prirodu turističke djelatnosti, ona je nesumnjivo, kao jedan od značajnih socijalnih, društvenih fenomena današnjice, promijenila ne samo gospodarsku i privrednu sliku svijeta već, u mnogočemu, i njegovu kulturnu sliku. Uostalom, ni ekonomija nije ništa drugo nego socijalni fenomen u najužem smislu te riječi.

Socijalni turizam, unatoč svojoj prirodi podrške najranjivijim društvenim skupinama, postaje sve značajnija komponenta turizma kao privredne djelatnosti. Tako su gospodarski učinci socijalnog turizma mjerljivi ne samo u financijskim pokazateljima nego i u pokazateljima koji osvjetljavaju ulogu opće populacije u ekonomskim aktivnostima. Socijalni turizam tu svakako ne treba zanemariti.

BILJEŠKE

¹ ILO je kratica za International Labour Organization.

² Ovo svakako ne treba poistovjećivati sa socijalnim turizmom fašističkih država. Ovdje nikako ne želimo izjednačavati "totalitarne režime", kako se ponekad uobičajilo u recentnoj političkoj praksi.

and for this form of aid was spent 1.7 million euros (ANCV, 2010: Annual Report for 2009: 37).

Significant resources from this program are aimed at improving conditions in facilities for vacationing people from socially underprivileged social circles, so it is a direct and help the tourist economy.

One of the programs under ANCV is a program for young people aged 18- 25 years. The program is actually a package that includes financial subsidies of EUR 100, in the form of traveler's checks, coupons for food, tourist insurance, health kit (with specific information on AIDS) instructions for road safety, information on tourism package, tourism guide and map of France.

CONCLUSIONS

Despite the fact that many authors emphasize above all the economic nature of the tourist industry, it is undoubtedly one of the major social phenomena of our time. It has changed not only the economic and economic picture of the world, but in many ways its cultural image. After all, the economy is nothing more than a social phenomenon in the strictest sense of the word.

Social tourism, despite its nature of support to the most vulnerable groups of society is becoming an increasingly important component of tourism as an economic activity. So they do economically measurable social tourism not only in financial indicators are, but also indicators that shed light on the role of the general population in economic activities. Social tourism here is certainly not to be ignored.

REFERENCES

¹ This certainly should not be confused with social tourism of fascist state. Here we do not want to equate "totalitarian regimes" as it is sometimes customary in recent political practice.

² Until to the International Congress in October 2010, the organization was named the Bureau of Social Tourism,

³ Do Međunarodnog kongresa u listopadu 2010. godine, organizacija je nosila ime Bureau of Social Tourism, a na tom je kongresu, održanom u Riminiju, Italija, promijenila naziv.

⁴ Projekt Calypso pokrenut je 2009. godine kao polazni projekt EU parlamenta, čiji je cilj bio da u naredne tri godine pokrene niz aktivnosti iz područja socijalnog turizma, pod geslom: "svatko ima pravo na odmor". U projekt je uloženo 3,5 milijuna eura, a u različitim aktivnostima projekta sudjelovala je 21 zemlja Europe. Calypso projekt završio je platformom STEEP, čiji je cilj povezivanje ponuđača, korisnika i partnera u procesu osiguravanja mogućnosti odmora i oporavka socijalno deprivilegiranih stanovnika europskih zemalja. Calypso projekt bio je polazna osnova za pokretanje nekoliko novih struktura koje imaju zadaću unapređivanja niza oblika socijalnog turizma.

⁵ REKA je naziv novčanog fonda u Švicarskoj, koji je nositelj svih ovih aktivnosti.

⁶ VVF Villages je specifično udruženje koje postoji od 1901. godine i u njega su učlanjeni gradovi koji pružaju usluge odmora, velike privredne organizacije (na primjer Michelin), kulturne institucije, sportska udruženja i unutar tog udruženja se koordinira projekt odmora za deprivilegirane socijalne slojeve.

⁷ To je ocjena koja je vrijedila za 2006. godinu i prenesena je u referiranom članku Barros i koautora (Barros et al., 2011: 142).

⁸ Obiteljska turistička naselja, osnovana 1997. godine

⁹ Turizam za obitelji, invalide i druge deprivilegirane socijalne skupine, nastao 1956. godine na poticaj francuskih sindikata.

¹⁰ Organizacija za "sretan odmor" utemeljena na solidarnosti, osnovana 1954. godine.

¹¹ Klubovi sela postoje više od 50 godina, sviše od 3.000 kreveta u malim ruralnim sredinama, uglavnom za obiteljski odmor.

¹² Osnovana 1971. godine za obitelji s djecom, ali i bez djece, preferira obiteljske odmore.

¹³ Ima iz sebe povijest od preko 30 godina razvoja socijalnog turizma u selima za odmor ili hotelima nižih kategorija 2 ili 3*.

¹⁴ Udruga osnovana 1962. godine, usmjerena na razvoj seoskog turizma, s posebnim naglaskom na sprečavanje napuštanja seoskih sredina (Poy, 2003), osiguravanjem kvalitetnog odmora za pojedince i obitelji iz socijalno deprivilegiranih sredina. Organizacija se spojila s još starijom organizacijom VVF Sela, i godine 2009. imali su 435.000 posjetitelja u tim selima. Tijekom sezone 2009. zapošljava 2.525 zaposlenika. 90% tih seoskih agencija i dalje je u vlasništvu lokalnih zajednica u kojima djeluju. Procjenjuje se da je ekonomski učinak na lokalnoj razini oko 36.500.000 eura (L'association VVF Villages, 2006).

and at this congress, which was held in Rimini, Italy, it has changed its name.

³ Calypso project was launched in 2009 as the initial project of the European Parliament, whose aim was that to initiate in the following three years a number of activities in the field of social tourism, under the slogan: "everyone has the right to holidays". The project has invested 3.5 million euros, and in the various activities of the project 21 countries of Europe participated. In Calypso project STEEP platform was finished. It aims to connect suppliers, customers and partners in the process of providing opportunities for rest and recovery of socially underprivileged citizens of European countries. Calypso project was the starting point for the launch of several new structures, which have the task of improving a number of forms of social tourism.

⁴ REKA is the name of the travel fund in Switzerland, which is the bearer of all these activities.

⁵ VVF Villages is a specific association that exists since 1901. Its members are cities that offer holiday services, large companies (e.g. Michelin), cultural institutions, sport associations. The association VVF Villages coordinates the project of holidays for deprived social classes.

⁶ It is an estimate that is valid for the year 2006 and was transferred in the referred article of Barros and co-authors (Barros et al., 2011: 142).

⁷ Family Tourist Resorts, founded in 1997.

⁸ Tourism for families, the disabled and other disadvantaged social groups emerged in 1956 on the initiative of the French trade unions.

⁹ The Organization for "happy holidays" based on solidarity, founded in 1954.

¹⁰ Clubs village there are more than 50 years, with over 3,000 beds in small rural areas, mainly for family holidays.

¹¹ It was established in 1971 for families with children, but also without children, preferred family vacations.

¹² Has had a history of over 30 years of development of social tourism in the villages for the holidays or hotels of lower category 2 or 3*.

¹³ The association was founded in 1962 focused on the development of rural tourism, with particular emphasis on preventing abandonment of rural areas (Poy 2003) providing quality vacations for individuals and families from socially disadvantaged backgrounds. The organization merged with another older organization VVF Villages, and the year 2009 were 435,000 visitors to these villages. During the 2009 season, employing 2,525 employees. 90% of these rural agencies are still owned by local communities in which they operate. It is estimated that the economic effect at the local level is around EUR 36.5 million (L'association VVF Villages, 2006).

LITERATURA / LITERATURE

- ANIĆ, V. (1998), *Rječnik hrvatskoga jezika*. Zagreb: Novi Liber
- ANCV (2010), "L'Agence Nationale pour les Chèques-Vacances" (ANCV). Preuzeto 23. 1. 2011. iz L'Agence Nationale pour les Chèques-Vacances (ANCV): <http://www.ancv.com/>
- BARROS, C. P., BOTTI, L., PEYPOCH, N., ROBINOT, E., SOLONANDRASANA, B., ASSAF, G. A. (2011), "Performance of French destinations: Tourism attraction perspectives". *Tourism Management*, 32 (11), str. 141-146
- BIZJAK, B., BENČIČ, M., GRABAR, M. (2008), "Funkcionalno izobraževanje turističnih delavcev za delo z gostisposebnimi potrebami". *Organizacija*, 41 (6), str. 256-261
- BONIFACE, B. G., COOPER, C. (2005), *Worldwide Destinations: The Geography of Travel and Tourism*. Oxford: Elsevier
- BRENDON, P. (1991), *Thomas Cook: 150 years of popular tourism*. London: Secker and Warburg
- CHOOK, S., MACBETH, J. (2007), "Tourism as a Tool for Poverty Alleviation: A Critical Analysis of Pro-Poor Tourism and Implications for Sustainability". U: M. Hall, *Pro-Poor Tourism: Who Benefits. Perspectives on Tourism and Poverty Reduction*, str. 34-56. Bristol: Channel View Publications
- DUDA, I. (2005), *U potrazi za blagostanjem*. Zagreb: Srednja Europa
- European Commission (2008), European Commission – Enterprise and Industry – Tourism. Preuzeto 23. 1. 2011. iz European Commission: http://ec.europa.eu/enterprise/sectors/tourism/files/annual_reports/de_2008_en.pdf
- European Commission (30. 6. 2010), European Commission – Tourism – Enterprise and Industry. Preuzeto 24. 1. 2011. iz European Commission: http://ec.europa.eu/enterprise/sectors/tourism/files/communications/communication2010_en.pdf
- European Commission (2010), European Commission, DG Enterprise and Industry, Tourism Unit. Preuzeto 16. 1. 2011. iz Publications Office of the European Union: http://ec.europa.eu/enterprise/sectors/tourism/files/docs/calypso/leaflets/leaflet_calypso_en.pdf
- European Economic and Social Committee (2006), Opinion of the European Economic and Social Committee on Social Tourism. EUR-Lex
- HAULOT, A. (1982), "Social Tourism: Current Dimensions of Future Developments". *Journal of Travel Research*, 2 (3), str. 207-212
- HIGGINS-DESBOILLES, F. (2006), "More than an 'Industry': The Forgotten Power of Tourism as a Social Force". *Tourism Management*, 27 (6), str. 1192-1208
- HUGHES, H. (1991), "Holidays and the economically disadvantaged". *Tourism Management*, 12 (3), str. 193-196
- ILO 1936, I. L. (n.d.), C52 Holidays with Pay Convention, 1936. Dohvaćeno iz: International Labour Organization (ILO): <http://www.ilo.org/ilolex/cgi-lex/convde.pl?C052>
- KLAIĆ, B. (1987), *Rječnik stranih riječi*. Zagreb: Nakladni zavod Matice Hrvatske.
- L'association VVF Villages (2006), "Au coeur du développement durable". Preuzeto 23. 1. 2011. iz L'association VVF Villages: <http://www.vvf-villages.fr/association-vvf-villages/vvf-villages-vacances.html>
- MACCANNELL, D. (1999), *The tourist: a new theory of the leisure class*. Berkeley: University of California Press
- Ministarstvo turizma Republike Hrvatske (2009), *Turizam u brojkama 2008*. Zagreb: Ministarstvo turizma Republike Hrvatske
- Ministarstvo turizma (2012), Služba za turističko tržište i ljudske potencijale u turizmu, "BDP i prihodi od turizma 2012. godine". Pristupljeno: 6. 10. 2013.
- MINNAERT, L., SCHAPMANS, M. (2009), "Tourism as a form of social intervention: the holiday participation centre in Flanders". *Journal of Social Intervention: Theory and Practice*, 18 (3), str. 42-61
- MINNAERT, L., DIEKMANN, A., MCCABE, S. (2012), "Defining Social Tourism and its Historical Context". U: McCabe Scott, Minnaert Lynn, Diekmann Anya: *Social Tourism in Europe: Theory and Practice*. Bristol: Channel View Publications
- MINNAERT, L., MAITLAND, R., MILLER, G. (2006), "Social tourism and its ethical foundations". *Tourism, Culture & Communication*, 7 (1), str. 7-17
- NADEL, M., SCHER, S. (2009), "Summer Camps". U: Gitterman, A., Salmon, R., *Encyclopedia of Social Work With Groups*, str. 25-30. New York: Routledge
- NILSSON, P. (2002), "Staying on Farms: An Ideological Background". *Annals of Tourism Research*, 29 (1), str. 7-24
- OITS (2010), "The International Organisation of Social Tourism". Preuzeto 12. 11. 2010. iz The International Organisation of Social Tourism: <http://www.bits-int.org/en/index.php>
- PARTON, N. (1994), "Problematic of Government. (Post) Modernity and Social Work". *British Journal of Social Work*, 24 (1), str. 9-32

POY, C. (29. 7. 2003), "Les atouts du tourisme social".
Preuzeto 23. 1. 2011. iz l'Humanite in English: <http://www.humaniteinenglish.com/article190.html>

SINGH, T. V., SINGH, S. (1999). "Tourism and the himalayan tribes: Searching for sustainable development options for the Bhotias of the Bhyundar Valley". U: D. B. Pearce, *Contemporary Issues In Tourism Development*, str. 192-211. London: Routledge

STEINBRINK, M., FRENZEL, F. & KOENS, K. (2012), "Development and globalization of a new trend in tourism". U: Fabian Frenzel, Ko Koens, Malte Steinbrink (eds.), *Slum Tourism: Poverty, Power and Ethics*, str.1-19. Oxon: Routledge

UNWTO (2010), "UNWTO Tourism Highlights 2010 Edition". Preuzeto 23. 1. 2011. iz UNWTO Publications Department: <http://www.world-tourism.org/facts/tmt.html>

Wellness unterm Hakenkreuz (19. July 2007), *Spiegel Online*

ŽEPIĆ, M. (1991), *Latinsko-hrvatski rječnik*. Zagreb: