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Terenska istraživanja u metodološkom sustavu turističke geografije

Field Research in the Methodological System of Tourism Geography

U radu se razmatraju terenska istraživanja kao složena metoda u metodološkom sustavu turističke geografije, znanstvene discipline društvene geografije. Turizam, koji je geografski fenomen, istražuje se kao složen dinamički sustav u stalnim mijenama i transformacijama. Složenost turizma proistječe iz njegovih prostornih, društveno-ekonomskih, političkih, kulturnih, psiholoških, povijesnih, administrativnih, pravnih, organizacijskih i drugih sastavnica koje se u geografskom prostoru isprepleću, nadopunjavaju i suprotstavljaju preobrazavajući kulturni krajolik turističke regije. U radu se izdvajaju temeljna obilježja terenskih istraživanja: složenost, sveobuhvatnost, temeljitost te upotreba triangulacijskih postupaka i metoda. Predlažu se triangulacijske metode i postupci poput metode promatranja, individualnog intervjuiranja i fokus-grupa, anketiranja, terenskog skiciranja i kartiranja, fotografskog snimanja i videosnimanja te sudioničkog promatranja. Nadalje, izdvajaju se i objašnjavaju tri osnovne etape terenskih istraživanja: pripremna, provedbena i završna. Predlaže se vrednovanje studentskih postignuća na preddiplomskom, diplomskom i doktorskom studiju geografije provedbom praktičnih terenskih ispita s ciljem jačanja kompetencija u istraživačkim i aplikativnim radovima i projektima.

Ključne riječi: terenska istraživanja, metode, turistička geografija, triangulacijski postupci i metode

The focus of this work is field research as a complex method of the methodological system of tourism geography, a scientific discipline of human geography. Tourism as a geographical phenomenon is researched here as a complex dynamic system in constant flux and transformation. The complexity of tourism is to be found in its spatial, socio-economical, political, cultural, psychological, historical, administrative, legal, organisational and other components, which are all interconnected in geographical space, and thus compliment and oppose each other, thereby transforming the cultural landscape of a tourist region. This work will single out basic characteristics of fieldwork: complexity, all-inclusiveness, depth and the use of triangular procedures and methods. Triangular methods and procedures such methods of observation as individual interviews and focus groups, questionnaires, landscape mapping, photo and video recording as well participatory observation. Furthermore, special focus will be placed on the three separate stages of field research: the preparatory, executing and concluding phase. Student achievements at the undergraduate, graduate and post graduate level in the study of geography by applying practical field examinations will be suggested here: the aim of this is to increase competence in applied research and other projects.

Key words: Field research, methods, tourism geography, triangular procedures and methods

Uvod

Fenomen turizma zaokuplja pozornost širokog spektra znanstvene i stručne javnosti zbog svoje složenosti kao heterogenog sustava u kojem se neprestano isprepleću, nadopunjavaju i sukobljavaju prostorne, društveno-ekonomske, političke, kulturne, psihološke, povijesne, administrativne, pravne, organizacijske i druge sastavnice kao dinamički elementi tog sustava. Stalne transformacije tih dinamičkih elemenata u geografskom prostoru podržavaju kontinuiran proces turistifikacije prirodnih, antropogenih, fizionomskih i osjetilnih sastavnica kulturnoga krajolika te tako neposredno utječu na neprekidnu mijenu turističkih mjesta i regija. Sukladno tome, turizam je „...kao značajna civilizacijska stečevina i najdinamičnija socioekonomska činjenica suvremenog i razvijenog svijeta...” (Jadrešić, 2001, 78) postao predmet interesa svih znanstvenih područja bez obzira na različite, često suprotstavljene teorijsko-konceptijske i metodološke pristupe. No unatoč sveprisutnome znanstvenoistraživačkom interesu fenomen turizma zbog svoje intenzivne i teško predvidljive pojavnosti te smjera razvoja u geografskom prostoru, predstavlja značajan metodološki izazov u istraživanju (Tribe, 1997; 2000; 2005; Franklin i Crang, 2001; Williams, 2009).¹ Fenomen turizma, polazeći od poimanja geografije (Šterc, 1986; 1989; 2012),² inherentno je geografski predmet interesa (Williams, 2001; 2009), a upravo geografija holističkim pristupom, uvažavaju-

Introduction

The phenomenon of tourism has become the focus of attention among a wide spectrum of both the general public and academy. The reason for this is its complexity as a heterogeneous system in which there is a constant permeation, confrontation and tentative completion by components that can be regarded as spatial, socio-economical, political, cultural, psychological, historical, administrative, legal, organisational, and so on: all these components are in a dynamic relationship. The constant transformation of these dynamic elements in a geographical space supports the continual process of the touristification of the natural, anthropogenic, physiognomic and sensory components of a cultural landscape. Thus, they directly influence the constant changes of tourist places and regions. Furthermore, tourism is, „...as an important aspect of the heritage of civilisation, the most dynamic socio-economic fact in the contemporary and developed world...” (Jadrešić, 2001, 78), and has also become the subject of interest of all the branches of the sciences and humanities, despite their often opposed theoretical and conceptual frameworks and methods. And yet, despite this level of interest from the wider scientific community, tourism, due to its intensity and unpredictable nature and developmental movement within a geographical space, presents great methodological difficulties for a thorough investigation (Tribe, 1997; 2000; 2005; Franklin and Crang, 2001; Williams, 2009).¹ Taking geographical concepts as a starting point (Šterc, 1986; 1989; 2012),² the phenomenon of tourism is inherently of interest to the study of geography (Williams, 2001; 2009), and it is geography in fact - should its approach be a holistic one

1 Williams (2009) izdvaja tri glavna problema u istraživanju turizma: različito statističko praćenje turizma od međunarodnih organizacija (UNWTO i WTTC), poimanje turizma kao industrije (grane gospodarstva) i nedostatak jedinstvenoga konceptijskog temelja istraživanja turizma. Premda se turizam vrlo jasno ističe kao primarno geografski interes, u hrvatskom se Pravilniku o znanstvenim i umjetničkim područjima, poljima i granama (Nacionalno vijeće za znanost, 2009) turizam, zajedno s trgovinom, izdvaja samo kao grana u polju ekonomija, u području društvenih znanosti.

1 Williams (2009) has singled out three main problems in the research of tourism: varying statistical methods when investigating tourism as are used by international organisations (UNWTO and WTTC); the concept of tourism as an industry (a branch of the economy); and, the lack of a unified conceptual foundation for the research of tourism. Although it is clearly apparent from the Croatian Statute on the Fields of Sciences and Arts (Pravilnik o znanstvenim i umjetničkim područjima, poljima i granama) (*The National Board of Science, Nacionalno vijeće za znanost, 2009*) tourism, as is the case with other economic markets, is understood here as a branch in the field of the national economy, in the field of the social sciences.

2 Šterc (2012) geografiju poima kao „...znanost (polje) u interdisciplinarnim znanstvenim područjima koja putem jedinstvenoga sustava fizičko-geografskih i/ili socijalno-geografskih disciplina proučava, pojašnjava, planira i predviđa postojeće i nove odnose i odraze u geografskom prostoru (sadržaji, procesi, veze, odnosi i modeli; postojeći i/ili materijalizirani u novom obliku i na drugom mjestu na geografskoj površini), nastale prožimanjem prirodnih elemenata (faktora) i/ili društvenih faktora (elemenata), s ciljem otkrivanja, objašnjavanja, postavljanja i predviđanja zakonitosti u procesu njihovog funkcioniranja, transformiranja, valoriziranja, nastajanja i nestajanja.”

2 Šterc's (2012) concept of geography is the following: „... a science (branch) in interdisciplinary scientific fields which, via the unified system of the physical-geographic and/or socio-geographic disciplines, studies, explicates, plans and predicts existing and new relations and reflections in a geographical space (content, processes, links, relations and models; existing and/or materialised in new forms or in a new place on the geographical surface), which have originated through the permeation of natural elements (factors) and/or social factors (elements), the aim of which is to uncover, explain, post and predict the laws in the process of their functions, transformations, valorisations, emergence and disappearance.”

ći koncepciju održivog razvoja, može pružiti metodološki okvir koji će značajno pridonijeti razumijevanju često suprotstavljenih aspekata, sadržaja i perspektiva turizma (Kreisel, 2004; Nelson, 2013).

Turistička geografija: osvrn na teme istraživanja i metodološki sustav

Turistička geografija³ kao znanstvena disciplina društvene geografije od svoje je početne, deskriptivne etape, razmatrala različite znanstveno-istraživačke teme. U posljednjih trideset godina najvažnije teme u turističkoj geografiji bile su prostorni raspored ponude i potražnje, geografska obilježja turističkih mjesta i regija, turistička kretanja i tokovi, utjecaj turizma, turistički modeli, potražnje za turističkim putovanjima, prostorni raspored međunarodnog turizma, međunacionalnih i domaćih turističkih kretanja, prostorne promjene, nacionalne i regionalne strukture turizma, prostorne strukture otočkih, planinskih, primorskih (obalnih), jezerskih, ruralnih, urbanih te turističkih mjesta zimskih sportova i toplica (Pearce, 1979; 1995). Nadalje, među glavnim istraživačkim temama su turizam zemalja u razvoju, utjecaj i razvoj turizma, metode istraživanja, planiranje, struktura smještajnih kapaciteta, razvojni (životni) ciklusi, koncepti turizma te turističkih destinacija kao i proučavanje okolišnih, evolucijskih, regionalnih te prostornih obilježja (Smith i Mitchell, 1990; Mitchell i Murphy, 1991). Konačno, Hall i Lew (1998) te Williams i Lew (2015) izdvajaju nove teme i konceptijska promišljanja među kojima su najvažnija planiranje turizma, urbani turizam, modernizacija i razvoj, rodna i obilježja identiteta, promocija i marketing turističkog mjesta, globalizacija i ekonomske i kulturalne promjene, održivost, suvremenost i mobilnost, nova geografija proizvodnje i potrošnje te potrošnja i identitet.

Sukladno navedenim temama, koncepcijama i paradigmatima turistička je geografija stvarala

- that also takes into account sustainable development, which can offer a methodological framework that may contribute to the understanding of the often conflicting aspects, contents and perspectives of tourism (Kreisel, 2004; Nelson, 2013).

Tourism geography: a retrospective of the themes of research and systems of methodology

Tourism geography³ as a scientific discipline of human geography, since its inception and descriptive phase, has taken a wide variety of scientific and research themes into consideration. In the last thirty years the most important themes in tourism geography have been the following: the spatial distribution of supply and demand; the geographical characteristics of tourist places, movements and flows in tourism; the influence of tourism; models of tourism; the supply of tourist travel; the spatial distribution of movements in international and domestic tourism; spatial changes; the national and regional structures of tourism; and, the spatial structures of island, coastal, lakeside, mountain, spas, winter sports, rural and urban tourist places (Pearce, 1979; 1995). Furthermore, among the primary themes of investigation are developing countries; the influence and development of tourism; research methods; planning; the structure of accommodation capacity; developmental (life) cycles; the concept of tourism and tourist destinations; as well as research into ecological, evolutionary, regional and spatial characteristics (Smith and Mitchell, 1990; Mitchell and Murphy, 1991). Thus Hall and Lew (1998) as well as Williams and Lew (2015) have singled out new themes and concepts among which the most important are tourism planning; urban tourism; modernisation and development; gender and other markers of identity; the promotion and marketing of tourist places; globalisation and economic and cultural changes; sustainability; mobility; a new geography of production; as well as consumption and identity.

In accordance with these aforementioned terms, concepts and paradigms, tourism geography has de-

³ Turistička geografija u ovom se radu promatra se u širem smislu, odnosno kao geografija turizma i rekreacije (*geography of tourism and recreation*) ili geografija dokolice (*geography of leisure*).

³ In this paper, a longer view is taken of tourism geography, the geography of tourism and recreation or geography of leisure.

i definirala svoj metodološki aparat, ponajprije se oslanjajući na opće znanstvene i geografske istraživačke metode te koristeći se njima. Među metodama i tehnikama izdvajali su se kartiranje i izrada turističko geografskih karata, terenske studije krajolika s pripadajućim geomorfološkim, klimatskim, hidrogeografskim, biogeografskim i kulturno-povijesnim, prometno-geografskim i infrastrukturnim sastavnicama, anketiranje, intervjuiranje, sudioničko promatranje, statističke metode, metoda zračnog snimanja u svrhu planiranja pojedinih oblika turizma te prostorna inventarizacija turističkih objekata (Wolokowitsch, 1963; Matley, 1976; Robinson, 1976; Gosar, 1982; Hall i Page, 2006). Upravo dosadašnja postignuća u znanstvenoj metodologiji i širina vizije u upotrebi raznolikih istraživačkih metoda i tehnika geografskih i srodnih znanosti trebali bi izdvajati turističke geografe unutar društvene geografije (Butler, 2004).

No turistička je geografija, kao znanstvena disciplina društvene geografije, poboljšanjem tehničko-tehnoloških mogućnosti znanstvenog istraživanja i slijedom toga unapređenjem i pojednostavljanjem provedbe općih znanstvenih i geografskih metoda i tehnika, postupno potisnula tradicionalne istraživačke postupke, među kojima i terensko istraživanje. Više je razloga za takvo potiskivanje esencijalne geografske metode u društvenoj geografiji. Već su krajem osamdesetih Rundstom i Kenzer (1989) uočili da je razlog tome smjena generacija među društvenim geografima, gdje su prevladali oni koji favoriziraju kabinetsku tehnologiju nad onima koji daju prednost terenu. Nadalje, već su tada izdvojili brzorastuću računalnu tehnologiju, napose u mikroregionalnim studijama, pritisak na znanstvenike da provedu što veći broj istraživanja u ograničenom razdoblju te tržišno usmjerenu primijenjenu društvenu geografiju. Osim toga matematičko-statistički postupci, posvemašnja digitalizacija znanstvenih metodoloških aparata te sve preciznija i dostupnija daljinska istraživanja oslobodili su dio društvenih geografa od često dugih, skupih i tjelesno zahtjevnih terenskih ekspedicija (Dobson, 2001; Humbert, 2001; Salter, 2001; Nairn, 2007), dok se u dijelu geografske i geografije korelativne znanstvene publicistike javila tendencija

financed and implemented its own methodological mechanism, primarily basing it on general scientific and geographical research models. Some of these models and techniques include: the gravitational model; mapping and the making of tourist-geographical maps; terrain studies of landscape that include a close observation of geomorphological, climatic, hydrogeographical, biogeographical, cultural-historical, and transport geographical and infrastructural components; questionnaires; interviews; participatory observation; statistic methods; and aerial recording methods, since all of these have the planning of individual forms of tourism and the special inventory of tourist objects as their aim (Wolokowitsch, 1963; Matley, 1976; Robinson, 1976; Gosar, 1982; Hall and Page, 2006). What has actually been achieved in scientific methodology is a widening of scope in implementing various research methods and techniques from the geographical and related sciences, which singles out tourism geography from human geography generally (Butler, 2004).

And yet, tourism geography as a scientific discipline of human geography, having been improved by the technological advances in scientific research and the advances and simplification of general scientific and geographical methods and technologies, has taken the place of more traditional research methods, among which field research belongs. There are numerous reasons for essential geographical methods being left by the wayside. Already at the end of the 1980s, Rundstom and Kenzer (1989) have noticed that one of the reasons can be found in a generational shift among human geographers; once those who favoured cabinet technologies held sway, in contrast to those who gave the advantage to field work. Furthermore, some had already noted the rapid advances in computer technology (especially in micro-regional studies); more pressure was being put on scholars for more research within a shorter time period, as well as an applied human geography directed towards the marketplace. Besides this, mathematical-statistical procedures, the complete digitalisation of the scientific methodological mechanism as along with increasingly precise and available research that can be carried out at a great distance from an actual terrain, has led a major portion of human geographers to ignore (often) long, expensive, and physically exhausting expeditions into terrain (Dobson, 2001; Humbert, 2001; Salter, 2001; Nairn, 2007), whereas there is a certain amount of irony and vul-

ironiziranja i vulgariziranja terenskih istraživanja kao „...subvencioniranoga godišnjeg odmora” (Hall, 2011a, 7).

Unatoč neprijepornoj važnosti i utjecaju informacijsko-komunikacijskih te drugih suvremenih tehnologija i metoda dio je društvenih i turističkih geografa kao i znanstvenika iz korelativnih područja uočio nedostatke i nedorečenosti u primjeni ovih metodoloških postupaka, upravo zbog same prirode turizma kao složenog i heterogenog sustava s raznolikim dinamičkim elementima u neprekidnim transformacijama te predložio nove paradigme, teorije, koncepcije i metode (Riley i Love, 2000; Lazzarotti, 1994; 2002; Butler, 2004; Coles, 2004; Kreisel 2012).⁴ Međusobne utjecaje, procese i odnose u kojima se turizam nadopunjuje, isprepleće i sukobljava s prirodnom osnovom (okolišem), stanovništvom i gospodarstvom turističkih regija i mjesta može svojim granskim, interdisciplinarnim i multiplikativnim istraživanjima s razvijenim metodološkim sustavom otkriti, objasniti i predvidjeti upravo geografija, odnosno turistička geografija (Kreisel, 2004; Nelson, 2013, Šterc i Komušanac, 2013).

Tema i ciljevi rada

Stoga, uvažavajući tradiciju geografske misli i istraživačke prakse, ne zanemarujući ostale opće znanstvene metode, ali ni potrebu te imperativ za stalnim poboljšanjima i unapređenjima metodološkog sustava turističke geografije koji se neprekidno mora prilagođavati ubrzanim i nepredvidivim promjenama složenog sustava turizma, određena je tema ovog rada, a to su terenska istraživanja kao dio metodološkoga znanstvenoistraživačkog sustava turističke geografije.

garisation levelled in a significant part of geographical and affiliated publications against field research, as if it were a kind of “...subsidised holiday” (Hall, 2011a, 7).

Despite the undeniable importance and influence of contemporary information and computer technology and methods, a number of geographers and tourism geographers, as well as those affiliated with these disciplines, have taken note of the shortcomings and lack of elaboration in the application of these methodological procedures. This is due to the very nature of tourism as a complex and heterogeneous system of various dynamic elements in constant transformation, and they have thus suggested new paradigms, theories, concepts and methods (Riley and Love, 2000; Lazzarotti, 1994; 2002; Butler, 2004; Coles, 2004; Kreisel 2012).⁴ Reciprocal influences, processes and relations are increasingly permeating tourism and its confrontation with its natural basis (the environment) and the population and economy of tourist regions and places. That is something that geography can achieve, with multiple, interdisciplinary and multiplicative research, in which a developed methodological system is used to uncover, explain and predict the phenomena in question, especially tourism geography (Kreisel, 2004; Nelson, 2013, Šterc and Komušanac, 2013).

The theme and aims of this work

Thus, taking into account the tradition of thought in geography and the practice of research, without ignoring other general scientific methods, as well as the need and imperative for the constant improvement and advancement of the methodological systems in tourism geography - which must constantly adapt themselves to rapid and unpredictable changes in the system of tourism - is what determines the theme of this work, and that is field research, in particular, as part of the methodological and scientific system of tourism geography.

⁴ Kreisel (2012) u svom se članku, na za akademsku zajednicu neuobičajen i ironičan način, posebno osvrnuo na banalnost pojedinih istraživanja zasnovanih na kvantitativnim metodama te nedostatak kritičnosti u znanstvenim radovima u turističkoj geografiji. Istovremeno je predložio deset zahtjeva koji se postavljaju pred istraživače turizma, među kojima su intenzivna empirijska istraživanja i definiranje istraživanja turizma kao prostorne znanosti. Osim toga statističko praćenje turizma (broj postelja, dolazaka i noćenja) neujednačeno je i manjkavo na različitim prostornim razinama, što znatno otežava znanstvena istraživanja.

⁴ In his article, Kreisel (2012) approaches this theme in a way somewhat unusual for the academic community: he directs his attention to the banality of the research conducted upon quantitative methods as well as the lack of critical thinking in the scientific research in tourism geography. He also proposed ten requirements for research of tourism: such as intensive empirical research and the definition of the tourism research as a spatial science. Besides this, the statistical approach to tourism (the number of beds, arrivals and overnight stays) is inconsistent and has shortcomings at different spatial levels, which only makes scientific research more difficult.

Glavni je cilj rada izdvojiti temeljna obilježja i etape terenskih istraživanja u turističko geografskome metodološkom sustavu. Posebni je cilj predložiti obilježja i ciljeve terenskih istraživanja kao složene znanstvene metode u turističkoj geografiji na preddiplomskome, diplomskom i doktorskom studiju geografije u svrhu jačanja prepoznatljivosti te daljnje afirmacije i razvoja metodološke posebnosti geografije u sustavu znanosti. Povezano s time, kao cilj se nameću analiza i prijedlog nadopune programa doktorskih studija geografije na hrvatskim sveučilištima.

U ovom se radu upotrijebila metoda prikupljanja, analize, interpretacije i primjene dosadašnjih istraživanja kojom se obuhvatila teorijska i empirijska, domaća i strana, stručna i znanstvena literatura iz geografije i geografiji korelativnih znanosti, s naglaskom na onu koja je obuhvatila terenska istraživanja u različitim prostornim i vremenskim okvirima. Posebno su analizirani Nastavni plan i program poslijediplomskoga dokorskog studija Odjela za povijest i Odjela za geografiju Sveučilišta u Zadru te Program dokorskog studija geografije Prirodoslovno-matematičkog fakulteta Sveučilišta u Zagrebu.⁵

Pojmovna objašnjenja i pregled dosadašnjih istraživanja

Razvoj terenskog rada i istraživanja u geografiji može se pratiti od razdoblja antičkih filozofa i geografa do početka 19. stoljeća, no za današnje poimanje te metode začetnikom se smatra jedan od utemeljitelja moderne geografske misli i prakse Alexander von Humboldt (1769. – 1859.), koji je organizirao i proveo niz terenskih istraživanja i putovanja Azijom, Srednjom i Južnom

The primary aim of this work is to single out the basic characteristics and stages of field research in the methodological system in tourism geography. Besides this, a special aim here is to propose the characteristics and objectives of field research as a complex scientific method in tourism geography for the undergraduate, graduate and post-graduate academic study of geography. The intention is to strengthen its visibility and to ensure the further affirmation and development of the methodological specifics of geography in the system of the sciences. In relation to this, a proposed aim is the analysis and proposition of a supplement to the post-graduate programme of geography at Croatian universities.

Methods of collecting data, analysis, and interpretation were used for this paper. Furthermore, the results of prior research have also been applied, and these encompass works that are theoretical and empirical, from Croatia and abroad, scholarly and scientific works of geography and its affiliated sciences, with special emphasis on works that encompass field research in different regions at various periods. The lesson plan and programme for the post-graduate doctoral study of history and that of geography at the University of Zadar were given special analysis, as well as the Programme of the Doctoral Study of Geography at the Faculty of Science in Zagreb.⁵

An explanation of concepts and a survey of recent research

The development of field research and general research in geography dates back to the time of the classical philosophers and onwards to the geographers of the early 19th Century. However, for the contemporary understanding of this method it is generally regarded that Alexander von Humboldt (1769 – 1859) is the originator of modern geographical theory and practice, as he organised and completed a series of field research

⁵ Temeljni su dokumenti na Sveučilištu u Zadru Nastavni plan i program poslijediplomskoga dokorskog studija *Jadran – poveznica među kontinentima* za stjecanje doktorata znanosti iz humanističkih znanosti, znanstveno polje povijesti i interdisciplinarnog područja znanosti, znanstveno polje geografije (Kozličić i Faričić, 2010), a na Sveučilištu u Zagrebu *Program dokorskog studija – Doktorski studij geografije: prostor, regija, okoliš, pejzaž* (Fürst-Bjeliš, 2014).

⁵ The basic documents at the University of Zadar, the lesson plan and programme for post-graduate academic study, the Adriatic – the Link between Continents (*Jadran – poveznica među kontinentima*) is required for a doctorate in the humanities of the scientific branch of history and the interdisciplinary scientific field of science, the scientific branch of geography (Kozličić and Faričić, 2010). At the University of Zagreb we find the Programme of Post-graduate Study- the Doctoral Study of Geography: Space, Region, Environment, Landscape (*Program dokorskog studija – Doktorski studij geografije: prostor, regija, okoliš, pejzaž*) (Fürst-Bjeliš, 2014).

Amerikom (Mac Gillivray, 1857; Vresk, 1997; Mathewson, 2001). Vođeni i nadahnuti njegovim istraživanjima, brojni geografi, bez obzira na vremenski okvir u kojem su djelovali te disciplinarno i interdisciplinarno opredjeljenje unutar sustava i dihotomija geografske znanosti, svrstavaju i predodređuju kompleksno terensko istraživanje kao esencijalni, reprezentativni i najvitalniji dio geografskoga istraživačkog aparata ističući njegovu fundamentalnu važnost u pozicioniranju i prepoznavanju autohtonosti geografskih metoda unutar suvremene znanstvene teorije i prakse (Tarr, 1897; Hyndman, 2001; Stevens, 2001; Scott i dr., 2006; Hope, 2009; Agnew, 2010; Phillips i Johns, 2012; Šterc i Komušanac, 2013).⁶

Brojne su definicije i objašnjenja geografskoga terenskog istraživanja kao složene znanstvenoi-straživačke metode objavljene u različitim stručnim i znanstvenim publikacijama. Među njima je za potrebe ovog rada najpogodnija ona prema kojoj je terensko istraživanje u geografiji formalni proces istraživanja i proučavanja geografskog prostora koji se odvija izvan uobičajenoga radnog mjesta i koje se koristi geografskim prostorom kao izvorom spoznaje (Scott i dr., 2006). Sukladno takvoj definiciji geografskoga terenskog istraživanja i suvremenog poimanja geografije (Šterc, 1986; 1989; 2012) može se predložiti definicija terenskog istraživanja u turističkoj geografiji: terensko istraživanje u turističkoj geografiji jest formalni proces istraživanja i proučavanja izvan uobičajenoga životnog i radnog mjesta onog dijela geografskog prostora u kojem turizam potpuno ili djelomično utječe na sadržaje, procese, veze, odnose i modele te koji upotrebljava turizmom potencijalno ili stvarno transformiran te netransformiran geografski prostor kao izvor spoznaje.

Dosadašnji radovi o složenoj geografskoj metodi terenskih istraživanja brojni su i sežu od sredine 19. stoljeća do današnjih dana. Među velikim bro-

jects and travels through Asia and North and South America (Mac Gillivray, 1857; Vresk, 1997; Mathewson, 2001). Led and inspired by his research, many of the geographers who followed, despite the times in which they lived along with the disciplinary and interdisciplinary currents within the system and dichotomies of the geographical sciences they adhered to, considered and determined that complex field research was the essential, representative and most vital aspect of the research mechanism in geography. They emphasised its fundamental importance for the positioning and recognition of the autonomy of geographical methods within contemporary scientific practice and theory (Tarr, 1897; Hyndman, 2001; Stevens, 2001; Scott et al., 2006; Hope, 2009; Agnew, 2010; Phillips and Johns, 2012; Šterc and Komušanac, 2013).⁶

There are numerous definitions and explications of geographical field research, as a complex scientific and research method, which have been published in various scholarly and scientific publications. Among such definitions, the most appropriate for this work is that according to which field research in geography is the formal process of research and observation of a geographical space outside the workspace, which also uses geographical space as a source of knowledge (Scott et al., 2006). In accordance with such a definition of geographical field research in the contemporary concept of geography (Šterc, 1986; 1989; 2012), a definition of field research in tourism geography can also be proposed: field research in tourism geography is the formal process of research and observation outside the workplace, in a geographical space in which tourism completely, or in part, influences the content, processes, relations and models that use tourism potentially, in reality or untransformed. Such geographical space is a source of knowledge.

Prior research on the complex geographical methods of field research is copious and dates back to the mid 19th Century, continuing on to the present. Among the great number of works on this sub-

⁶ Pojedini geografi izvan uvriježenoga znanstvenog diskursa emotivno ističu terensko istraživanje kao životno opredjeljenje i način života, odnosno kao „... srce geografije“ (Stevens, 2001). Agnew (2010) na sličan način pridaje terenskom istraživanju gotovo magičan priziv. Bez obzira na stanovito odstupanje autora od znanstvenog stila pisanja i izražavanja jasno se ističe poruka o važnosti terenskog istraživanja kao prepoznatljive metode u geografskome metodološkom sustavu.

⁶ Individual geographers, outside the accepted norms of scientific discourse, become emotional when emphasising that field research is a life-choice and a way of life, to wit: „...the heart of geography“ (Stevens, 2001). Similarly, Agnew (2010) describes field research as if it had a magic appeal. Despite the fact that authors do not write in the academic style, what is clearly emphasised is that field research is of great importance as a recognisable method in the geographical methodological system.

jem radova izdvajaju se knjiga o Humboldtovim putovanjima (Mac Gillivray, 1857) i rad o nužnosti terenskih istraživanja u geologiji i fizičkoj geografiji (Tarr, 1897). Precizne upute o načinu i etapama terena u nastavi, radu sa studentima i znanstvenim istraživanjima kulturnoga krajolika dali su Meyers (1901) i Sauer i Jones (1915), a detaljan *syllabus* terenskog istraživanja predložio je sedamdesetih godina prošlog stoljeća Nietschmann (2001). Značajan doprinos u poimanju, etapama i obilježjima geografskih terenskih istraživanja dao je časopis *The Geographical Review* u dvobroju iz 2001. Terensko istraživanje turizma predstavljeno je objedinjeno u multidisciplinarnom zborniku *Fieldwork in tourism: Methods, Issues and reflections* (Hall, 2011b). Brojni priručnici i udžbenici o geografskome metodološkom sustavu posvetili su jedno ili više poglavlja kompleksnosti, važnosti i izvornosti terenskih istraživanja kao i potrebi za pratećim metodama i tehnikama (Robinson, 1998; Cloke i dr., 2004; Parsons i Knight, 2005; Flowerdew i Martin, 2005; Matthews i Herbert, 2008; Bonnet, 2008; Gomez i Jones, 2010; Clifford i dr., 2010; Phillips i Johns, 2012). Triangulacijski postupci i metode kao dio terenskog istraživanja izdvojeni su u radovima o digitalnim metodama (Dobson, 2001), sudioničkom promatranju (Pain, 2004; Pain i Kindon, 2007), opažanju krajolika upotrebom radara (Priestnall, 2009), fotografskim metodama i videometodama (Doolittle, 2001; Goin, 2001; Jacobsen, 2007; Kádár, 2014), kombinaciji terena, uporabe GIS-a i daljinskih istraživanja (Parry i dr., 2008; Favier i der Schee, 2009), intervjuiranju i anketiranju (Stevens, 2001; Scott i dr., 2006; de Witt, 2013) te vizualnim metodama u istraživanju turizma (Timothy i Groves, 2001; Richards i Munsters, 2010; Rakić i Chambers, 2012).

U domaćim su istraživanjima potrebe za usavršavanjem te jačanjem prepoznatljivosti i posebnosti geografskoga metodološkog sustava unutar suvremene znanosti predstavljene u nizu radova u kojima je istaknuta važnost terenskih istraživanja (Roglić, 1960; Rogić, 1987; Vresk, 1987; 1997; 2000; Šterc, 1986; 1989; 2012; Šterc i Komušanac, 2013). Posebno se ističu metodički priručnici u kojima se detaljno analiziraju potreba i nužnost terenskog rada i istraživanja u školskoj geografiji (Brazda, 1987; Matas, 1996) kao i definiranje te-

ject, a work on Humboldt's travels is justly esteemed (Mac Gillivray, 1857). There was also a work on the necessity of field research in geology and physical geography (Tarr, 1897). Meyers (1901); Sauer and Jones (1915) provided more precise directions on procedures when working on the terrain, working with students and the scientific research of cultural landscape; while Nietschmann (2001) proposed a detailed syllabus of fieldwork in the 1970's. *The Geographical Review*, in a double edition in 2001, provided a great contribution to the understanding of the stages and characteristics of geographical fieldwork. Field research in the area of tourism was represented by and unified in the multidisciplinary periodical *Fieldwork in Tourism: Methods, Issues and Reflections* (Hall, 2011b). Numerous handbooks and textbooks on the geographical methodological system have dedicated one or more chapters to the complexity, importance and originality of field research, as well as to the importance of related methods and techniques (Robinson, 1998; Cloke et al., 2004; Parsons and Knight, 2005; Flowerdew and Martin, 2005; Matthews and Herbert, 2008; Bonnet, 2008; Gomez and Jones, 2010; Clifford et al., 2010; Phillips and Johns, 2012). Triangular procedures and methods as a part of field research have been singled out in works that focus on digital methods (Dobson, 2001); participatory observation (Pain, 2004; Pain and Kindon, 2007); observation of landscape using radar (Priestnall, 2009); photo and video methods (Doolittle, 2001; Goin, 2001; Jacobsen, 2007; Kádár, 2014); combinations of terrain; the use of GIS-a and remote sensing (Parry et al., 2008; Favier and der Schee, 2009); interviews and questionnaires (Stevens, 2001; Scott et al., 2006; de Witt, 2013); and visual methods in tourism research (Timothy and Groves, 2001; Richards and Munsters, 2010; Rakić and Chambers, 2012).

In Croatian research, the requirement for improvement and making the geographical methodological system more recognisable and specialised has been represented in a series of articles that have directed attention to the importance of field research (Roglić, 1960; Rogić, 1987; Vresk, 1987; 1997; 2000; Šterc, 1986; 1989; 2012; Šterc and Komušanac, 2013). Of special note are handbooks that have provided a detailed analysis of the need and necessity for field research and general research for geography

renskog istraživanja kao geografskog istraživanja regionalne važnosti, ponajprije u fizičkoj i primijenjenoj geografiji (Cvitanović, 2002). Triangulacijski postupci i metode u domaćim su istraživanjima opsežno predstavljeni u radovima i priručnicima geografiji srodnih znanstvenih područja (Halmi, 2005, 2013; Tkalac-Verčić i dr., 2010; Vuletić i dr., 2011; Mejovšek, 2013), a upotrijebljeni su u radovima hrvatskih turističkih geografa (Slavuj i dr., 2009; Opačić, 2002; 2008; 2009; 2012; Vojnović, 2002; 2012a; 2013; Knežević i Grbac Žiković, 2012; 2013).

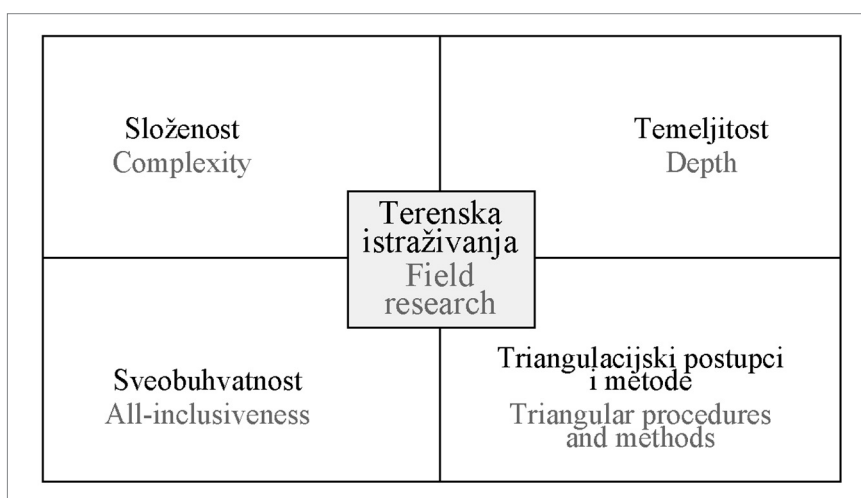
Temeljna obilježja i posebnosti metode terenskih istraživanja u turističkoj geografiji

Razmatrajući fenomen turizma kao primarno geografski predmet interesa te njegovu prostorno-vremensku složenost kao heterogenog sustava u stalnim transformacijama pripadajućih komplementarnih i sukobljenih dinamičkih elemenata te potrebu pozicioniranja i prepoznatljivosti geografskoga metodološkog sustava unutar suvremene znanosti, određuju se temeljna obilježja i posebnosti znanstvenoistraživačke metode terenskog istraživanja u turističkoj geografiji. Vodeći se time, u turističko geografskome metodološkom sustavu izdvajaju se četiri temeljna obilježja metode terenskih istraživanja: složenost, sveobuhvatnost, temeljitost i upotreba triangulacijskih postupaka i metoda (sl. 1).

in schools (Brazda, 1987; Matas, 1996), as well as providing a definition of field research as geographical research of regional importance, especially for physical and applied geography (Cvitanović, 2002). Triangular procedures and methods have been extensively represented in works and handbooks of geography-related disciplines (Halmi, 2005, 2013; Tkalac-Verčić et al., 2010; Vuletić et al., 2011; Mejovšek, 2013), and have been used by Croatian tourism geographers (Slavuj et al., 2009; Opačić, 2002; 2008; 2009; 2012; Vojnović, 2002; 2012a; 2013; Knežević and Grbac Žiković, 2012; 2013).

The basic characteristics and specifics of the field research method in tourism geography

The basic characteristics and specifics of the scientific and tourism field research methods must be defined when taking the phenomenon of tourism into account as a primary geographical subject of interest, as well as its spatial and temporal complexity as a heterogeneous system in constant transformation and allied with complementary and conflicting dynamic elements. They include the need to position and make recognisable the geographical methodological method within the contemporary sciences. Bearing this in mind, four basic characteristics of the method of field research in tourism geography must be singled out: complexity, all-inclusiveness, depth and the use of triangular procedures and methods (Fig. 1).



Sl. 1. Temeljna obilježja metode terenskih istraživanja u turističkoj geografiji

Fig. 1 The basic characteristics of field research methods in tourism geography

Složenost. Proistječe iz složenosti dinamičkog sustava turizma kao geografskog fenomena te međuovisnosti s geografskim prostorom, što uključuje ekonomsku, sociokulturnu te dimenziju prirodne osnove (okoliš) (Hall, 2008). Povezanosti i isprepletenosti tih dimenzija manifestiraju se kroz različite utjecaje koje bi turizam mogao ostvarivati u potencijalnome ili ih ostvaruje u realno transformiranome dijelu geografskog prostora, poput promjena u raspodjeli turističkih prihoda, mijena svih sastavnica kulturnoga krajolika, vrednovanja aktivnosti na području zaštite prirodne i kulturne baštine te upravnih i političkih inovacija kao rezultat integriranog pristupa u upravljanju utjecajima turizma, a u svrhu održivog planiranja i nadzora razvoja u receptivnim regijama i mjestima.

Sukladno tome nužno je u svim etapama terenskog istraživanja u receptivnim turističkim regijama i mjestima analizirati pozitivne i negativne multiplikacijske učinke koje turizam ostvaruje u lokalnom gospodarstvu, što se kao prednost ogleda u udjelu u lokalnome društvenom proizvodu, otvaranju radnih mjesta, utjecaju turističkih poreza na prihode proračuna (Opačić, 2008; Vojnović i Knežević, 2013), ubrzigavanju dohotka u lokalno gospodarstvo, pomoći u održavanju lokalnih tvrtki, obnovi i restrukturiranju općinskih i gradskih gospodarstava čije su druge grane u stagnaciji te stimuliranju investicija i regionalnog razvoja. Nasuprot tome, negativne posljedice slabo su plaćeno i sezonsko zapošljavanje, odljev dohotka na uvoz dobara i usluga, neprimjenjivost globalnih i nacionalnih učinaka na lokalnoj razini, investicije u lokalnu infrastrukturu koja je djelomično iskorištena, ovisnost o turizmu, koji je osjetljiv na promjene na tržištu, te sezonalnost (Weaver, 2006). Isto tako, terenskim istraživanjem ispituje se sociokulturna dimenzija složenoga međuodnosa turizma s lokalnim stanovništvom, što podrazumijeva poštovanje sociokulturne autentičnosti receptivne regije, očuvanje njezine kulturne baštine i tradicijskih vrijednosti te doprinos međukulturnom razumijevanju i snošljivosti. Nadalje, metodom terenskog istraživanja utvrđuju se participacija lokalnog stanovništva u organizaciji turizma, pitanja sigurnosti, po-

Complexity. This originates from the complexity of the dynamic system of tourism as a geographical phenomenon that includes economic, social and cultural foundations, as well as the dimension of a foundation in nature (the environment) (Hall, 2008). The inter-connectedness of all these dimensions is manifested in the different influences that contribute to the realisation of the potential or real transformation in a part of geographical space, such as changes in the distribution of earnings from tourism; changes in all the components of the cultural landscape; the evaluation of activities in the field of the protection of natural and cultural heritage; and the administrative and political innovations that result from an integrated approach to managing the influence that tourism has - all with the aim of sustainable planning and monitoring development in receptive regions and places.

In accordance with what has been mentioned thus far, it is necessary that, in all stages of field research in the receptive tourism regions and places, the positive and negative multiplication effects that are derived from tourism in the local economy are analysed. They are seen as an advantage in as much as they contribute to local production: new employment opportunities: the influence of tourist tax on overall earnings (Opačić, 2008; Vojnović and Knežević, 2013); the profits made in the local economy; assistance in the maintenance of local businesses: the restoration and restructuring of county and city economies that have other branches in a state of stagnation; as well as stimulation of investment and regional development. Contrary to this, the negative outcomes are poorly paid and seasonal employment: the flow of funds into the import of goods and services: the inapplicability of global and national effects at the local level: investment in local infrastructure that is not carried out fully; and an over-dependence on tourism that is sensitive to market changes and from one season to the next (Weaver, 2006). In addition, field research questions the social and cultural dimension of the complex reciprocal relationship between tourism and the local population: what is understood by this is that the social and cultural receptivity of a region be respected, that its cultural heritage be maintained as well as its traditional values, including its contribution to a sense of understanding and tolerance between nations and peoples. Furthermore, by using field research methods, the participation of the local population in the organisation of tourism can be

drijetlo vlasnika i odnos turista i stanovništva (Raitz, 2001; Stevens, 2001; UNWTO, 2004; Jacobsen, 2007; de Witt, 2013). Konačno, turističko geografska terenska istraživanja nužna su u složenim zonama prožimanja s prirodnom osnovom (okolišem), gdje su najizrazitiji utjecaji turizma u zauzimanju prirodnog prostora gradnjom turističkih kapaciteta, potrošnji pitke vode, proizvodnji i odlaganju komunalnog otpada te proizvodnji i ispuštanju otpadnih voda. Ti su utjecaji osobito izraženi u ekološki osjetljivim regijama kao što su zaštićena područja prirode ili na granici s njima, područjima sa sušnim razdobljima različita intenziteta i trajanja, s ograničenim pristupom pitkoj vodi te regijama s propusnom podlogom i podzemnom cirkulacijom vode. Sukladno mogućnostima individualni istraživač u studijama slučaja mora se ograničiti na samo nekoliko navedenih istraživačkih pitanja.

Sveobuhvatnost. Uključuje sve relevantne dinamičke elemente heterogenog sustava turizma istraživane regije ili mjesta s primarnom svrhom znanstvenih te aplikativnih istraživanja pri izradi prostorno planske dokumentacije i modela turističkog razvoja jedinica lokalne i regionalne samouprave. Dinamički su elementi prostorne, društveno-ekonomske, političke, kulturne, psihološke, povijesne, administrativne, pravne i organizacijske sastavnice toga heterogenog sustava. Prepoznavanje, razumijevanje, objašnjavanje i predikcija sveukupne složenosti interakcija navedenih sastavnica unutar sustava te komplementarnost i sukobljenost s geografskim prostorom u onom dijelu gdje turizam potencijalno ili stvarno transformira taj prostor obvezni su ciljevi turističko geografskoga terenskog istraživanja. Pri izradi modela razvoja turizma upotrebljavaju se spoznaje i dostignuća drugih disciplina društvene geografije poput historijske, prometne, kulturne i demogeografije, ali i disciplina fizičke geografije kao što su geomorfologija, hidrogeografija i biogeografija.

Sukladno tome se u pripremi, provedbi te analitičko-sintetičkim postupcima u završnom dijelu terenskog istraživanja nameće razmatra-

confirmed, as well questions of security, questions of ownership and the relationship between tourists and the local population (Raitz, 2001; Stevens, 2001; UNWTO, 2004; Jacobsen, 2007; de Wit, 2013). Finally, field research in tourism geography is necessary in complex zones that interact with a foundation in nature (the environment), which is where the influence of tourism in the utilisation of natural space by the construction of tourist capacities is most evident: this also includes the exploitation of fresh water, the production and removal of communal waste and the production and removal of waste water. These factors are especially evident in regions that are ecologically sensitive, such as protected nature reserves or space in proximity to them, regions with limited supplies of fresh water that suffer from droughts of varying intensity and duration, as well as regions with porous land and underground sources of water. In accordance with the possibilities of the individual researcher, the case studies should be limited to a few of those research issues.

All-inclusiveness. This refers to all the relevant dynamic elements of the heterogeneous system of tourism in a region that has been researched, or for a location that has as its primary aim scientific or applied research in order to document spatial planning and the models of tourism development at the level of local or regional government. Dynamic elements are the spatial, social and economical, political, cultural, psychological, historical, administrative, and legal and organisational components of this heterogeneous system. The recognition, understanding, explication and prediction of the total interaction of these aforementioned components within this system, as well as the complementary nature and conflicts that may arise in a geographical space where tourism potentially or in reality, transforms this space, are the mandatory aims of field research in tourism geography. When constructing a model of tourism development, the achievements and discoveries of other disciplines within the field of human geography are used, such as those which belong to the study of historical, transport, cultural and population geography, as well as the disciplines of physical geography such as geomorphology, hydrogeography and biogeography.

In accordance with this, the preparation, implementation and procedures of analysis and synthesis in the concluding part of field research must also include

nje historijsko geografskog razvoja potencijalne ili valorizirane turističke regije ili mjesta uvažavajući svu prostorno-vremensku kompleksnost i slojevitost razvoja turizma u promatranom dijelu geografskog prostora kao neizostavnog preduvjeta izrade budućih modela turističke valorizacije.

Nadalje je, u svim etapama terenskog istraživanja turizmom potencijalno i realno transformiranog dijela geografskog prostora, nužno razmotriti međusobne utjecaje stanovništva kao dominantnog faktora u sveukupnim transformacijama koje turizam ostvaruje ili bi mogao ostvarivati. Povezano s time, aplikativna vrijednost terenskog istraživanja demografskih obilježja u turizmu jest pomoć u izradi projekcija, perspektiva i prognoza broja stanovnika te analiza struktura stanovništva (radni kontingenti, sastav prema spolu, dobi, školskoj spremi i obrazovanju) u kasnijim fazama istraživanja.

Složenost geografskog položaja s naglašenim prometnim i turističko geografskim sastavnicama, a što uključuje terensko istraživanje važnosti postojećih i potencijalnih prometnih pravaca te odnosa emitivnih, tranzitnih i receptivnih turističkih regija i mjesta, osobito je izražena u turizmom najjače transformiranim prostorima. Terenskim istraživanjem obuhvaćaju se prirodne i društvene atraktivnosti s ciljem utvrđivanja dosadašnjeg stupnja i održivosti turističke valorizacije te izdvajanja novih mjera uvažavajući koncepciju održivog turizma.

Dodatno, u aplikativnim turističko geografskim projektima terenska istraživanja provode se u svrhu procjene svih vrsta kapaciteta nosivosti atrakcijske osnove s posebnim naglaskom na zaštićena prirodna područja i kulturnu baštinu. Osim toga jedan je od interesa terenskog istraživanja turistička infrastruktura,⁷ gdje se u provedbenoj etapi istražuje postojeća, dok se u završnim analitičko-sintetičkim postupcima i

a consideration of the historical and geographical development of potential or evaluated tourist regions or places, also taking into consideration the entire spatial and temporal complexity of tourism of the geographical space. This is an indivertible condition for the elaboration of future models of evaluation in tourism.

Furthermore, in all stages of the field research of a geographical space that has been transformed potentially or in reality, it is necessary to take the reciprocal influence of the population into consideration, as it is a dominant factor in all of the changes that tourism can and may implement. In this connection, with the applicative value of fieldwork, an understanding of demographic characteristics for tourism becomes significant in the implementation of projects and the perspectives and prognoses of the population number as along with an analysis of the structure of the population (labour contingents, gender, age, academic level and education structure) in the later phases of research.

The complexity of the geographical position, with an emphasis on components that include transport and others that pertain to both geography and tourism, includes field research on the importance of existing and potential transport routes. Additionally, the relationship between tourist regions and places outside of one's own country, as well as transitive and receptive tourist regions and places, become prominent factors in places that have been greatly transformed by tourism especially. What is encompassed by field research in what are considered the natural and man-made attractions of a tourist region, the aim of this being the assessment of the actual stage and sustainability of the evaluation of tourism, as well as conceiving new measures, while bearing in mind the concept of sustainable tourism.

In addition to this, in applicative projects of tourism geography, field research is implemented with the aim of determining the type of carrying capacity an attractive place may possess, emphasising here protected nature reserves and cultural heritage sites. Besides what has been mentioned thus far, a further interest of field research is tourist infrastructure⁷ with investigation

⁷ Prema Vukonić i Čavlek (2001), turistička infrastruktura jest ukupnost svih izgrađenih kapaciteta ponude, odnosno sve što je jednoj destinaciji potrebno da bi mogla funkcionirati. Ministarstvo turizma RH (2009) izdvaja garaže i parkirališta s organiziranom naplatom, kongresne centre, dvorane, klizališta, ski podršku, igrališta, zabavne parkove, kupališta, kupališnu podršku, šetnice, staze, izletišta i sportsko-rekreacijske centre.

⁷ According to Vukonić and Čavlek (2001), tourist infrastructure is the total of all the constructed capacities that are on offer or, to be more precise, all that is necessary for a destination to function properly. The Croatian Ministry of Tourism (2009) includes garages and parking spaces with organised tolls, congress centres, halls, skating rinks, skiing venues, playgrounds, leisure parks, swimming venues of various kinds, promenades, tracks of various kinds, resorts and sports and recreation centres, as such capacities.

smjernicama u izradi prostorno planske dokumentacije i modela razvoja turizma daju privedlozi njezine modifikacije i prilagodbe novim potrebama. Konačno, u pripremi i provedbi terenskog istraživanja razmatraju se položaj, prostorna disperzija, veličina i važnost objekata za smještaj turista, dok se u izradi novih modela razvoja turizma predlaže poboljšana i održiva valorizacija usklađena s potražnjom i projekcijama na domaćemu i međunarodnome turističkom tržištu.

Temeljnost. Podrazumijeva detaljni i stalni terenski nadzor svih dinamičkih elemenata turizma u promatranom dijelu geografskog prostora u svrhu znanstvenoistraživačkog rada, nastavi na studijima geografije i njoj srodnih znanosti te aplikativnim projektima poput prostornih planova, modela razvoja turizma, programa ukupnog razvoja i slično. Izvornost, autohtonost, istraživačka širina i metodološka posebnost mogu pozicionirati geografiju, odnosno turističku geografiju kao temeljnu znanost u izradi novih, a s obzirom na postojeće nedostatke, nedosljednosti i nedorečenosti, i korekciji važećih prostorno planskih i razvojnih dokumenata jedinica lokalne i regionalne samouprave.⁸

Stoga je, uvažavajući ponajprije pritiske koje turizam ostvaruje na dijelove geografskog prostora u visokorazvijenim turističkim regijama i mjestima, potrebno provoditi permanentna terenska istraživanja tijekom sezone preopterećenosti, ali i izvansezonske oslabljene turističke valorizacije.

Triangulacijski postupci i metode. Triangulacija je postupak prikupljanja podataka iz većeg broja izvora i različitim metodama (Halmi, 2005; Mejovšek, 2013). Posebnost i autohtonost geografskoga i turističko-geografskoga metodo-

into existing infrastructure in the first stage, while in the final stages of analysis and synthesis, spatial planning documentation and models of tourism development are offered as propositions for any modifications and adaptations to new needs. Finally, what needs to be considered in the preparation and implementation of field research is the position, spatial dispersion, size and importance of tourist accommodation facilities, whereas in the implementation of new models what is proposed is an improved and sustainable evaluation in accordance with demand and speculation on the local and international tourist market.

Depth. What is to be understood here is the detailed and constant field monitoring of all the dynamic elements of tourism in that part of geographical space under observation for the purpose of work in science and research, the teaching of geography and its affiliated disciplines at the academic level, as well subjects as in applicative projects such as spatial planning, models of tourist development, overall development programmes, and so on. Originality, autonomy, investigative breadth and methodological specifics are some of the things that can place geography - tourism geography to be more exact - in the position of a science fundamental for the implementation of new corrections of existing documents of spatial planning and development of both local and regional governments.⁸

Because of this, first of all taking into account the pressure that tourism creates in parts of geographical space in tourist places and regions where tourism is highly developed, it is necessary to implement permanent field research when the tourist season is at its height, but also outside the tourist season when the evaluation of tourism gains is significantly less.

Triangular procedures and methods. A triangular procedure involves the collection of data from a larger number or with the aid of various methods (Halmi, 2005; Mejovšek, 2013). The specifics and autonomy

⁸ U dijelu prostorno planskih i razvojnih dokumenata jedinica lokalne i regionalne samouprave na prostoru Hrvatske, uključujući one u kojima je turizam jedna od tema, jasno se uočava nedostatak geografskog pristupa u izradi planova, što se očituje u nedovoljno jasnoj i nelogičnoj turističkoj regionalizaciji, pogrešno i neprecizno definiranim prirodnim atraktivnostima (tipovi i podtipovi klime te kapacitet nosivosti obale), izostanku kritičke analize i sinteze demogeografskih obilježja (radni kontingenti te sastav prema spolu i dobi) te nepoznavanju i neuvažavanju historijsko geografskog razvoja.

⁸ In parts of the documentation of individual local and regional governments in Croatia, which pertain to planning and development, including that in which tourism is one of the primary themes, it can be noticed that a geographical approach is lacking in the elaboration of planning. This is made evident in the lack of logic in tourism regionalisation and the imprecise and incorrect definition of natural tourist attractions (types and sub-types of climate, the tourist carrying capacity of the coastline), the absence of a critical analysis and synthesis of population characteristics (working contingents, gender and age structure), and a lack of knowledge and indolence toward historical-geographical development.

loškog sustava očituju se u primjeni triangulacije u dijelu geografskog prostora pri neposrednoj provedbi terenskog istraživanja, što uključuje metode promatranja, terenskog skiciranja i kartiranja, fotografskog snimanja i video snimanja, intervjua, ankete, fokus-grupe i sudioničkog promatranja.⁹

Metoda promatranja ili opažanja neposredno je uočavanje stvarnosti, što istraživaču daje bogato primarno iskustvo i cjelovitiji uvid u temu (Tkalac-Verčić i dr., 2010). U turističko geografskim terenskim istraživanjima ta je metoda motivacijski impuls i inicijalni kontakt istraživača s onim dijelom geografskog prostora koji je potencijalno ili stvarno transformiran pod utjecajem turizma. Inicijalni kontakti ostvaruju se neformalnim aktivnostima poput turističkog putovanja ili formalnim, planski provedenim probnim terenskim istraživanjima u svrhu znanstvenog rada ili aplikativnih projekata (Hall, 2011a).

Metoda kartiranja i skiciranja nadovezuje se na metodu promatranja, a uključuje bilježenje i skiciranje svih relevantnih pokazatelja u promatranome geografskom prostoru. To podrazumijeva stalno i detaljno vođenje zabilješki, unošenje skica, blok-dijagrama i profila u pripremljene geografske karte (Jones i Sauer, 1915). Osvremenjivanjem znanstvenoistraživačkih metoda i postupaka primjenom informacijsko-komunikacijskih tehnologija ta se metoda pojednostavljuje GPS-uređajima, prijenosnim računalima, sredstvima za snimanje glasa (diktafoni i mobilni telefoni) te drugim pomagalima (Dobson, 2001; Parry i dr., 2008; Favier i der Schee, 2009).

Metoda fotografskog snimanja i video snimanja nužna je u svim etapama turističko geografskoga terenskog istraživanja iz nekoliko razloga. Prvo, u pripremi terenskog istraživanja mogu se analizirati dotadašnje fotografi-

of the system of geography and tourism geography is made manifest in the application of a triangulation in a part of geographical space during the direct implementation of field research. What is included here are methods of observation, the sketching of terrain, mapping, photo and video recording, interviews, questionnaires, focus groups and participatory observation.⁹

The method of observation employed is direct observation that provides the researcher with a rich primary experience and complete insight into the topic (Tkalac-Verčić et al., 2010). Field research in tourism geography is a motivational impulse, as well as being the researcher's initial contact with that part of geographical space that is transformed, either potentially or in reality, by the influence of tourism. Initial contact is achieved by informal activities such as tourist travel or by formal activities and trial field research that have been elaborated according to plan with scientific research or an applicative project as the aim (Hall, 2011a).

Methods of mapping and sketching are linked to the method of observation, and include taking notes and sketching all relevant indicators in an observed geographical space. What is understood by this is the constant and detailed taking of notes, inclusion of sketches, block-diagrams, and profiles in geographical maps that have been prepared beforehand (Jones and Sauer, 1915). With modernising scientific research methods and procedures by the application of information and communication technology, this method has been greatly simplified by the use of GPS equipment, portable computers, voice recorders (dictaphones, mobile phones) and other apparatus (Dobson, 2001; Parry and dr., 2008; Favier and der Schee, 2009).

For several reasons, methods of photo and video recording are necessary in all stages of field research in tourism geography. Firstly, in field research, earlier photographs and video recordings of tourist regions and places can be analysed, especially attrac-

⁹ Posebnost primjene triangulacijskih metoda i postupaka u geografiji jest realizacija na terenskim istraživanjima u izravnom kontaktu s lokalnom zajednicom i dionicima u geografskom prostoru, pri čemu se nastoji izbjeći provođenje anketa, intervjua, fokus-grupa i drugih metoda putem mrežnih stranica, usluga specijaliziranih agencija i sl.

⁹ The specifics of triangular methods and procedures in geography are realised in field research in direct contact with the local community and other participants in a geographical space. What it is generally attempted to avoid here is the implementation of questionnaires, interviews, focus and other methods that use web-pages, the services of specialised agencies etc.

je i videosnimke turističkih regija i mjesta, a ponajprije turističkih atraktivnosti, turističkih objekata, infrastrukture te kulturnoga krajolika u prijašnjim razdobljima razvoja turizma. U završnim analitičko-sintetičkim postupcima ti se zapisi uspoređuju s novonastalim fotografijama i snimkama (Jacobsen, 2007) te mogu biti relevantan izvor u znanstveno utemeljenoj ocjeni transformacije svih sastavnica kulturnoga krajolika. Drugo, s obzirom na izrazitu disperziranost pojedinih turističkih sadržaja (turistički objekti, atraktivnosti i infrastruktura) u regijama i mjestima u etapi uključivanja u turizam, poput novih zona vikendaštva i regija ruralnoga turizma i ekoturizma, upotreba snimaka olakšava istraživaču usustavljanje i obradu građe prikupljene s terena. Konačno, tako prikupljene i obrađene fotografije i videosnimke predstavljaju istraživački dokument i polazište za daljnje znanstvene i aplikativne projekte (Humbert, 2001; Goin, 2001; Timothy i Groves, 2001; Kádár, 2014).

Metodom intervjua (intervjuiranja) obuhvaćeni su oni sugovornici koji se prema procjeni istraživača smatraju stručnima za problematiku sveukupnog razvoja kao i razvoja turizma na prostoru turističke regije ili mjesta. Upravo se stoga prema stupnju strukturiranosti najpogodnijim smatra standardizirani, polustrukturirani, problemski usmjereni intervjui (Opačić, 2012; Vojnović, 2013). S druge strane, za ispitivanje predstavnika lokalnog stanovništva i njihova odnosa prema turizmu, tijekom terenskog istraživanja najpogodnije je provesti otvoreni ili ne-direktivni intervjui, u kojem sugovornik može o temi slobodno govoriti (Stevens, 2001; de Witt, 2013).

Metoda ankete (anketiranja) ima svrhu prikupljanja reprezentativnih podataka o stanovništvu i procjene statističke značajnosti rezultata. Terenskim istraživanjem u turističkoj geografiji ciljane su skupine turisti i stanovništvo u emisivnim, tranzitnim i receptivnim regijama. Osim njih ciljane skupine mogu biti vlasnici i zaposlenici u turističkim objektima, zaposlenici u prirodnim i kulturnim zaštićenim područjima te ostali dionici turizma u turističkoj regiji (Richards i Munsters, 2010; Wall Reinius, 2011).

tive tourist locations, tourist facilities, infrastructure and the cultural landscape in the earlier periods of the tourism development. During the final procedure of analysis and synthesis, these recordings are then compared to the most recent photo and video recordings (Jacobsen, 2007) and can thus be a relevant resource in the legitimate estimation of the transformation of all the components of the cultural landscape. Secondly, taking into account the dispersion of individual tourist content (tourist facilities, attractions, and infrastructure) in regions and places at the phase in which they have been included in tourism, such as new zones for second-home tourism and regions of rural and ecotourism, the use of recordings makes it easier for the researcher to collect the data from the terrain. Finally, these collected and elaborated photo and video recordings represent research documents and are thus a starting point for further scientific and applicative projects (Humbert, 2001; Goin, 2001; Timothy and Groves, 2001; Kádár, 2014).

What the method of interviewing involves are interviewees whom the researcher regards as having the expertise for questions concerning total development in the space of a tourist region or place. To enable a solid structure for such interviews, standardised and half-structured interviews, as well as those with a focus on actual problems, are regarded as best (Opačić, 2012; Vojnović, 2013). On the other hand, in order to question the representatives of a local population and their attitudes toward tourism, it is best to use open or indirect interviews during field research, as the interviewee is free here to elaborate upon the set theme (Stevens, 2001; de Wit, 2013).

The aims of questionnaire methods are to collect the representative data concerning a population and to provide an estimate on the statistical significance of the results. The target group of field research in the geography of tourism are the tourists and the general population in regions in which tourism is primarily outside the region, being transitive or receptive. Besides this group, the target group may also include owners and workers in tourist facilities, those employed in protected natural and cultural areas as well as any other participants in tourism in a tourist region (Richards and Munsters, 2010; Wall Reinius, 2011).

Fokus-grupu čini od šest do dvanaest sudionika okupljenih na neformalnom susretu sa svrhom davanja odgovora na pripremljena pitanja ili teme. Interakcija istraživača i ispitanika može se razlikovati od intervjua i ankete. Učinkovita je u prikupljanju prešutnih i stavova zasnovanih na iskustvu određene skupine stanovnika, a u turističkoj receptivnoj regiji posebno je važna prilikom ispitivanja mišljenja stanovnika o budućim razvojnim modelima turizma. Nedostaci su koordinacija sudionika, ograničeno vrijeme, osjetljivost teme te dominacija jednog sudionika (Phillips i Johns, 2012).

Glavno obilježje sudioničkog (sudjelujućeg) promatranja jest aktivno uključivanje u određenu skupinu stanovnika ili lokalnu zajednicu, što znači da istraživač provodi određeno vrijeme živeći i radeći u dijelu geografskog prostora (Laurier, 2010). Premda nisu dio sudioničkog promatranja ni formalnoga terenskog istraživačkog postupka, značajna su i osobna iskustva turističkih geografa u poznavanju i proučavanju dijela geografskog prostora u kojem privremeno ili stalno žive i rade (Saunders, 2001; Stevens, 2001; Opačić, 2002; Vojnović, 2012a).

Etape terenskog istraživanja u turističkoj geografiji

Glavna obilježja terenskog istraživanja u turističkoj geografiji uvažavajući tradiciju, autohtonost i izvornost metodološkog sustava geografske znanosti postavljaju pred istraživača niz zadaća koje se zbog složenosti i raznorodnosti istraživačkog postupaka, zahtjevnosti dijela geografskog prostora u kojem se provode istraživanja, stupnja transformacije koju heterogeni sustav turizma ostvaruje ili će ostvarivati u turističkoj regiji ili mjestu, aplikativnosti i istraživačke razine ciljanog projekta moraju vrlo pomno planirati, provoditi i u konačnici sustavno obraditi koristeći se općeznanstvenim i specifičnim geografskim metodološkim sustavom. Vodeći se navedenim i poštujući dosadašnju tradiciju geografske misli i istraživačke prakse (Jones i Sauer, 1915; Nietschmann, 2001; Butler, 2004; Parsons i Knight, 2005; Nairn, 2007;

Focus groups consist of 6 to 12 participants in an informal setting with the aim of providing answers to questions or themes that have been prepared. The interaction between the researcher and the participant can be different to that in the case of the interview and questionnaire. This is effective when gathering tacit attitudes with a basis in the experience of a certain part of a population, and it is of great importance in a receptive tourist region when conducting such research to take note of the opinions a population may have on the future development of tourism models. Limitations include coordination of participants, limited time, the sensitivity of the issues and the dominance of one participant (Phillips and Johns, 2012).

The primary aim of participatory observation is the active inclusion of a certain part of the population or local community, which means that the researcher must spend some time living in a certain part of a geographical space (Laurier, 2010). Although this is not a part of participatory observation and the formal procedure of field research, the personal experiences of geographers of tourism in their studies of the geographical spaces in which they temporarily work and live are important (Saunders, 2001; Stevens, 2001; Opačić, 2002; Vojnović, 2012a).

The stages of field research in tourism geography

Taking into account tradition, autonomy and originality in the system of the geographical sciences, the main characteristics of field research in tourism geography set a series of tasks for the researcher such as the complex and multifarious nature of research procedure, difficulties arising from the geographical space itself in which research is to be carried out, and the degree of transformation that the heterogeneous system of tourism creates or will create in a tourist region or place. The applicability of the degree of research in the target project must be carefully planned, implemented and, in its conclusion, systematically elaborated by using the general scientific and specific geographical methodological system. Bearing in mind what has just been mentioned, as well as respecting the tradition of geographical thought and research practice (Jones and Sauer, 1915; Nietschmann, 2001; Butler, 2004; Parsons and Knight, 2005; Nairn, 2007;

Hall, 2011a; Phillips i Johns, 2012), terensko istraživanje dijeli se u tri etape: pripremna, provedba i završna. Svaka se od glavnih etapa ovisno o svrsi, zahtjevnosti istraživanog prostora, postavljenim ciljevima i zadaćama može podijeliti u podetape.

Pripremna etapa. Obuhvaća prikupljanje i analiziranje literature i izvora, popisivanje i prikupljanje opreme i pričuvnih dijelova (fotografska oprema i video-oprema, digitalne i tiskane geografske karte), upoznavanje s funkcijama i karakteristikama opreme, izradu plana koji uključuje vremenski plan, logistiku i organizaciju prijevoza, alternativne planove provedbe istraživanja uključujući probno terensko istraživanje te prikupljanje potrebnih dozvola uključujući dogovore s predstavnicima lokalne zajednice (lokalna i regionalna samouprava, turističke zajednice i poduzeća, kulturne i komunalne ustanove). Ova etapa uključuje odabir triangulacijskih postupaka i metoda koje će se upotrijebiti u provedbenoj etapi.

Provedba terenskog istraživanja. Obuhvaća individualni ili grupni, jednodnevni ili višednevni posjet turističkoj regiji ili mjestu i njihov obilazak, a uključuje smještajne i druge turističke objekte, prirodne i antropogene turističke atraktivnosti, infrastrukturne objekte (vodoopskrbni objekti i objekti za zbrinjavanje komunalnog otpada i otpadnih voda). U ovoj se etapi upotrebljavaju unaprijed odabrane triangulacijske metode i postupci.

Završna etapa. Obuhvaća detaljne analitičko-sintetičke postupke sa svrhom obrade podataka prikupljenih tijekom terenskog istraživanja. Ti postupci služe se etabliranim općeznanstvenim i specifičnim geografskim metodama, a uključuju obradu i selekcioniranje fotografskih snimki i videosnimki, analizu audio ili videozapisa provedenih intervjua i fokus-grupa, transkripciju i vrednovanje intervjua, izradu završnih verzija skica i karata, statističku obradu anketnih listića, analizu sudioničkog promatranja te ostale postupke s ciljem izrade znanstvenog ili aplikativnog rada.

Hall, 2011a), field research can be divided into three stages: preparatory, executing and concluding. All of the main stages are dependent on the aim and the difficulty of the space under research. Proposed aims and tasks can be divided into sub-stages.

The preparation of stages. This includes the collecting and analysis of the required literature and other sources; making a list of and obtaining the necessary equipment (photo and video equipment, digital and printed geographical maps); learning the functions and characteristics of this equipment; elaborating a plan that includes a time plan; logistics and the organisation of transport; alternative plans for the implementation of research, including a preliminary test of the field research at hand; as well as obtaining the required permits from the representatives of local government (local and regional governments, tourist boards and companies, cultural and other community organisations). This stage includes selecting the triangular procedure and method that will be used in the executing stage.

The implementation of field research (the executing stage). This includes individual and group visits, daily visits and those of longer duration and a journey through the tourist place or region. Also included in this stage are visits to accommodation and other tourist facilities, natural and anthropogenic tourist attractions, infrastructure facilities (water distribution, disposal of communal waste and waste water facilities). Triangular methods and procedures that have been selected beforehand are used in this stage.

Concluding stage. Detailed analytic and synthetic procedures are included here, with the aim of elaborating the collected data gathered during field research. Established general scientific and specific geographical methods are used at this stage, and these include the elaboration and selection of photo and video recordings; the analysis of audio and video recordings of interviews and work with focus groups; the transcription and evaluation of interviews; the elaboration of the final versions of sketches and maps; the statistical elaboration of questionnaires; analysis of participatory observation as well as other procedures the aim of which is the elaboration of applicative and research work.

Primjeri primjene metode terenskih istraživanja u turističkoj geografiji

Među recentnim domaćim turističko geografskim radovima čiji su prostorni okvir receptivne turističke regije i mjesta posebno su razmatrani oni u kojima se kao bitna sastavnica metodološkog aparata primijenila, ovisno o svrsi, zadanim ciljevima i postavljenim hipotezama, složena metoda terenskih istraživanja. U brojnim radovima s turističko geografskom tematikom na području Hrvatske prema procjeni i odluci istraživača odabrani su oni za koje je procijenjeno da su terenska istraživanja s pratećim triangulacijskim postupcima bila temeljna okosnica metodološkog pristupa i najvažniji doprinos u ostvarivanju znanstvenih rezultata i vrijednosti rada.

U svojim istraživanjima ekonomsko-geografskih utjecaja i posljedica te fizionomskih implikacija fenomena vikendaštva na primjeru otoka Krka i Malinske, Opačić (2008; 2009) primjenjuje metodu terenskih istraživanja čija složenost proizječe iz uporabe metode neposrednog anketiranja lokalnog stanovništva, vlasnika vikendica, poduzetnika u trgovini na malo, ugostiteljstvu i ostalim uslužnim djelatnostima te intervjuiranja djelatnika općina i turističkih zajednica. Nadalje, autor se na terenskim istraživanjima koristio neposrednim kartiranjem i fotografiranjem u turističkoj sezoni (kolovoz) i izvan nje (ožujak) da bi se jasno istaknula razlika u valorizaciji geografskog prostora zbog efekta sezonalnosti. Premda autor eksplicitno ne ističe sudioničko promatranje kao dio metode terenskog istraživanja, razvidno je da opažanje na temelju dugogodišnjeg poznavanja receptivne regije otoka Krka upućuje na autohtoni geografski pristup toj metodi (Saunders, 2001; Stevens, 2001). Problemi manjkavosti i nedostatnosti službene statistike u cjelovitom praćenju fenomena turizma na razini hrvatskih općina i gradova (Vojnović, 2014) uspješno su prevladani detaljnim terenskim istraživanjem praćenim odgovarajućim triangulacijskim postupcima, što je istraživaču omogućilo dobivanje kvalitetnih rezultata i pridonijelo ukupnoj vrijednosti rada.

Sličan problem nepostojećih ili nedostatnih službenih statističkih podataka u istraživanju fe-

Examples of the application of field research methods in tourism geography

Among the recent works in Croatian tourism geography, the spatial focus of which are receptive tourist regions and places, what has been given greater attention are works in which the complex methods of field research have been applied: in these instances. This has formed an essential component of the methodological apparatus, with both defined aims and proposed hypotheses. In the many works in Croatian academia that have tourism geography as a central theme, the researchers have evaluated and selected those in which triangular procedures formed a central point of departure in their methodological approach, as well as making the most important contribution in order to gain results and create a valuable work of research.

In his research into the economic and geographical influences and effects, as well as the physiognomic implications of the phenomenon of weekend tourism on the islands of Krk and Malinska, Opačić (2008; 2009) uses the methods of field research, the complexity of which can be found in the use of questionnaires for the local population, the owners of weekend residences, shopkeepers, those working in the service industry as well as interviews conducted with members of local government and the tourist board. Furthermore, the author cited here mapped out and photographed these locations during the tourist season (August) and outside it (March) in order to clarify the difference in the evaluation of geographical space under the effects of seasonal activity. Although this technique does not explicitly emphasise participatory observation as part of the field research method, it is evident that close observation, based on a long-standing knowledge of the receptive region of the island of Krk, indicates an autonomous geographical approach to this method (Saunders, 2001; Stevens, 2001). A lack of official statistics on the phenomenon of tourism by Croatian municipalities and cities (Vojnović, 2014) has eventually been overcome by detailed field research, which has also included the appropriate triangular procedures. This has allowed the researcher to obtain quality results and has also greatly contributed to the scientific value of research done.

Knežević and Grbac-Žiković (2013) had also noticed that official statistics were either non-existent or

nomena tranzitnog turizma u turističkoj regiji Gorski kotar nakon otvaranja autoceste uočili su kao istraživački izazov Knežević i Grbac Žiković (2013). Kao metodološko rješenje u savladavanju navedenih nedostataka autori su se poslužili terenskim istraživanjem uz upotrebu metode intervjuiranja čija su ciljna skupina bili vlasnici ugostiteljsko-turističkih poduzeća, zaposlenici u turističkim zajednicama, zaposlenici na benzinskim postajama, vlasnici uslužnog obrta te komunalni službenici. Provedenim intervjuima tijekom terenskih istraživanja u jesen 2010. i u ljeto 2011. ustanovljeno je da je tranzitni turizam bio važan čimbenik prihoda i pokretač revitalizacije ruralnog prostora uz glavne prometnice prije gradnje autoceste. Konačno, kao najvrjedniji znanstveni doprinos potvrđena je zakonitost da se preusmjerenjem prometa na novi pravac znatno umanjuje vrijednost tranzitnog turizma na do tada upotrebljivim cestama.

Unatoč tome što se u službenim statističkim publikacijama objavljuju podaci o broju postelja, turističkih dolazaka i noćenja na razini hrvatskih općina i gradova, u istraživanju obilježja životnog ciklusa odabranih turističkih destinacija istarskog priobalja koje je proveo Vojnović (2012b) nije bilo moguće kvantitativnim metodama objasniti smanjenje navedenih turističkih pokazatelja u 2007. u odnosu na prethodnu godinu u destinaciji Poreč, odnosno istovremeno povećanje u susjednoj općini Funtana. U razrješavanju tog istraživačkog problema uspješno se primijenila metoda terenskog istraživanja koja je uključila neposredno kartiranje, video snimanje i fotografsko snimanje te kao ključni triangulacijski postupak intervjuiranje službenih osoba lokalnih turističkih zajednica polustrukturiranim, problemski usmjerenim intervjuima. Rezultati intervjua pokazali su da je Poreč osnivanjem nove općine Funtana 2006. izgubio približno 10.000 postelja na graničnom području Debelog vrha koje su dodijeljene Funtani. Takvom je odlukom Poreč na umjetan način prestao biti vodeća destinacija u Hrvatskoj prema broju noćenja u korist Rovinja. Bez složene metode terenskog istraživanja s odgovarajućim triangulacijskim postupcima, istraživanje životnog ciklusa destinacije ne bi dalo validne rezultate i očekivani znanstveni doprinos.

lacking for research into the phenomenon of transit tourism in the Gorski kotar region after the freeway had become operable, and they saw this as a challenge. They saw the use of the interview method as part of the methodological solution in order to overcome this lack of official documentation: the target groups of these interviews were owners of tourist companies, those employed in tourist boards, those employed at petrol stations, and owners in the service sector, as well as those employed in utility services. What had been confirmed in the interviews conducted during field research in the autumn of 2010 and the summer of 2011, was that transit tourism had been an important factor for the profit and revitalisation of rural areas in close proximity to the main roads prior to the construction of the freeway. In the end, the most valuable scientific contribution that had been confirmed here was that it was inevitable that a redirection of traffic routes would significantly minimise the value of transit tourism on those roads that had been in use up until that time.

Official publications clearly present statistical information on the number of beds, tourist visits and nightly stays in Croatian counties and cities, as seen in the research into the characteristics of the life cycle of a selected group of tourist destinations along the coast of Istria conducted by Vojnović (2012b). However, it was not possible by quantitative means to explain the drop in these cited tourism indicators in 2007 in comparison to the previous year in the tourist destination of Poreč, as well as their increase in the neighbouring municipality of Funtana. In order to solve this research problem, the field research method was successfully implemented: direct mapping, video and photo recording as well as the key triangular procedure of interviewing official persons employed in the tourist board by using semi-structured interviews in which there was a focus on the specific problem. The results of the interviews showed that Poreč lost approximately 10 000 beds with the establishment of the municipality of Funtana in the bordering region of Debeli vrh, which now belonged to Funtana. Due to this artificial intervention, Poreč was no longer the leading tourist destination in Croatia with Rovinj gaining an advantage. Without the complex field research method with a corresponding triangular procedure, it would not have been possible to provide valid results and the expected scientific contribution pertaining to the life cycle of this particular tourist destination.

Navedeni primjeri primjene terenskih istraživanja u turističkoj geografiji nedvojbeno upućuju na nužnost i svršishodnost upotrebe te metode kao središnje u istraživačkim postupcima. Štoviše, nedostatak dostupnih službenih kvantitativnih pokazatelja, ponajprije u manjim prostornim jedinicama, neizostavno nameće potrebu terenskih istraživanja kao najvažnije metode u cjelovitom razmatranju fenomena turizma u geografskom prostoru.

Terenski ispiti na studiju geografije

S osnovnim ciljem boljeg pozicioniranja i prepoznatljivosti geografije u sustavu znanosti te jačanja njezine izvornosti, autohtonosti i metodološke posebnosti potrebno je redefiniirati i revidirati postojeće nastavne programe na preddiplomskome, diplomskom i doktorskom studiju uvodeći osuvremenjene sadržaje s naglašenim aplikativnim i tržišnim aspektom. Jasnja koncepcija esencijalne i najprepoznatljivije geografske metode terenskih istraživanja mora imati u preobrazbi programa stožernu ulogu ne zanemarujući ostale opće znanstvene i specifične geografske metode. Analogno tome nameće se potreba jačanja prepoznatljivosti metodološkog aparata turističke geografije unutar geografskih disciplina, ali i prema komplementarnim znanstvenim područjima uvažavajući svu kompleksnost heterogenog sustava turizma kao primarno geografskog predmeta interesa.

Analizom temeljnih dokumenata doktorskih studija geografije Sveučilišta u Zadru i Zagrebu (Kozličić i Faričić, 2010; Fürst-Bjeliš, 2014) jasno se uočava temeljna opredijeljenost za profiliranje specifičnih geografskih metoda i postupaka u okviru predloženih predmeta/modula. Među inima se, bez obzira na različitost terminologije, izdvajaju metode terenskog istraživanja s triangulacijskim metodama i postupcima. Dokumentacija Sveučilišta u Zadru u opisu programa i uvjetima izvođenja studija ističe terenski istraživački rad u sklopu ljetnih škola i interdisciplinarnu terensku nastavu na kraju godine. U poglavlju „Programi obveznih

The aforementioned examples of the application of field research in tourism geography undoubtedly display the necessity and expediency of using these methods as the core research procedures. Furthermore, should available official quantitative indicators be lacking, especially in smaller spatial units, the necessity of implementing field research as the most important method when taking into account the phenomenon of tourism in a geographical space is only too apparent and cannot be ignored.

Examinations in field research for the study of geography

It is necessary to redefine and rethink the existing academic programmes at the undergraduate, graduate and post-graduate levels by introducing the most recent content, with emphasis of applicative aspects and the contemporary market. The basic aim of this is to ensure a better position and recognition of geography in the system of sciences, as well as to strengthen its originality, autonomy and methodological specifics. A clear conception of the essential and most recognised geographical methods for field research must have a leading role in the changes of the study programme, without ignoring other general scientific and specific geographical methods. At the same time, the need also arises to strengthen the recognisability of the methodological mechanism of tourism geography within the disciplines of geography, as well as in those scientific branches that are complimentary. What must also be taken into account is the full complexity of the heterogeneous system of tourism as a primary interest of geography generally.

After a close analysis of the basic documents pertaining to the post-graduate study of geography at the Universities of Zadar and Zagreb (Kozličić and Faričić, 2010; Fürst-Bjeliš, 2014), it was clearly noted that there was a general tendency to provide a higher profile to specific methods and procedures within the framework of proposed academic subjects/modules. Among other things, despite the differences in technical terms, field research methods based on triangular methods and procedures were given special attention. The documents of the University of Zadar in which the study programme is described, as well as the conditions under which this programme is to be carried out, emphasise field re-

i izbornih kolegija” kao jedan od načina izvođenja nastave i usvajanja znanja predviđen je terenski rad, a samo se u jednom kolegiju (Jadranska toponimija) ističe razvijanje vještina za samostalna, terenska istraživanja. Dokumentacija Sveučilišta u Zagrebu u opisu troškova navodi i terenska istraživanja, a u popisu većine predmeta/modula izdvajaju se terenski rad, terenska istraživanja, terenska kartiranja (geomorfologija, geoeкологија i geografija krša) te terenska anketiranja.

Premda se u recentnim znanstvenim radovima i aplikativnim projektima domaćih turističkih geografa¹⁰ jasno ističe temeljna opredijeljenost za terenski istraživački pristup, potrebno je svrhu jačanja autohtonosti, prepoznatljivosti i aplikativnosti geografskoga i turističko geografskoga metodološkog sustava unutar suvremene znanosti dodatno modificirati te poboljšati postojeća terenska istraživanja (rad i nastava) uvođenjem sustavnog i mjerljivog vrednovanja studentskog rada i postignuća kroz terenske ispite na preddiplomskome, diplomskom i doktorskom studiju geografije, za što postoje nastavna i istraživačka iskustva u svijetu (Kent i dr., 1997; Arreola, 2001; Oberle i dr., 2005; Mathewson; 2010). Povezano s time predlažu se glavna obilježja terenskog ispita prema razinama studija geografije (tab. 1).

Ovisno o razini studija postupno se unutar svakoga kolegija/modula specificiraju tipovi istraživačkih pitanja, ograničava trajanje terenskog istraživanja, određuju način i vrsta završnih uradaka te predlažu dugoročni ciljevi studentskog rada. Navedena osnovna obilježja primjenjuju se na sve kolegije/module preddiplomskoga, diplomskog i doktorskog studija, uključujući one u kojima je turizam u središtu znanstveno istraživačkog interesa. Nadalje, fundamentalni i aplikativni karakter doktorskog studija geografije koji omogućuje transfer novih, aktualnih pristupa i metoda, interdisci-

search in summer schools and lessons in field research toward the end of the academic year. In the chapter *The Programmes of Mandatory and Elective Academic Courses*, what is stated is that field research is considered to be one of the ways in which lessons are to be conducted and knowledge is to be gained, yet this is allotted to one academic course only (Adriatic Toponymy) with emphasis on individual, and especially field research. Documents pertaining to the same academic study at the University of Zagreb (related to costs) also cite field research and, in the lists of most academic courses/modules, field research and the mapping of terrain (geomorphology geoeкологија, the geography of karst regions) are singled out, as well as field questionnaires.

Although it is clearly emphasised in the recent works and applicative projects of Croatian tourism geographers¹⁰ that a field research approach is desirable (and that the aim of this is to strengthen the autonomy, recognisability and the applicability of the geographic and tourism-geographic methodological system with the contemporary sciences), it is also stated that existing field research (practice, teaching) should be modified and improved by introducing the necessary means of measuring and evaluating the work and achievements of students. This could be achieved by implementing field examinations at the undergraduate, graduate, and post-graduate levels of the academic study of geography and there is ample evidence of the successful implementation of this practice worldwide (Kent et al., 1997; Arreola, 2001; Oberle et al., 2005; Mathewson; 2010). In this connection, the primary characteristics of field examinations according to the academic level of the study of geography have been proposed (Tab. 1).

Depending on the level of academic study, there is a gradual specification in every academic course/module of the type of research questions, the same applies to the time provided for field research and the methods and types of final work are gradually differently defined and long-term goals for student work are suggested. The aforementioned basic characteristics apply to all academic courses/modules at the undergraduate, graduate and post-graduate levels of academic study,

10 U recentnim radovima dijela domaćih turističkih geografa (Slavuj i dr., 2009; Opačić, 2002, 2008, 2009, 2012; Vojnović, 2002, 2012a, 2013; Knežević i Grbac Žiković, 2012, 2013) složena metoda terenskih istraživanja zauzimala je središnje mjesto u metodološkom aparatu s pratećim metodama intervjua i ankete.

10 In the more recent work of Croatian tourism geographers (Slavuj et al., 2009; Opačić, 2002, 2008, 2009, 2012; Vojnović, 2002, 2012, 2013; Knežević and Grbac Žiković, 2012, 2013) the complex method of field research has taken centre stage in the methodological mechanism, with the corresponding methods of interviews and questionnaires included.

Tab. 1. Prijedlog glavnih obilježja terenskog ispita prema razinama studija geografije
Tab. 1. Proposition of the primary characteristics of field examinations according to the academic level of the study of geography

Razina studija / Academic level	Tip istraživačkog pitanja / Type of research question	Vremenski okvir / Time span	Završni uradak / Final work	Dugoročni cilj / Long term goal
Doktorski / Postgraduate	Općenito pitanje; student bitno dorađuje i precizira istraživačko pitanje te određuje koje će metode i podatke upotrijebiti / General question; the student essentially elaborates and makes precise the research question and determines which methods and data to use	Od nekoliko dana do dva tjedna / Several days to two weeks	Dovršen i cjelovit pisani istraživački projekt / A completed and integral written research project	Objava (očekivano), prezentacija (očekivana), moguća tema doktorskog rada / Published (expected), presentation (expected), possible theme of doctoral thesis
Diplomski / Graduate	Specificirano pitanje; student dorađuje i precizira istraživačko pitanje, nastavnici predlažu metode i podatke koje treba upotrijebiti / Specific question; the student elaborates and makes precise a research question. Teachers are to suggest methods and data for the student to use	Od nekoliko dana do dva tjedna / Several days to two weeks	Dovršen i cjelovit pisani istraživački projekt / A completed and integral written research project	Objava (poticano), prezentacija (očekivana), moguća buduća tema doktorskog rada / Published (expected), presentation (expected), possible theme of doctoral thesis
Preddiplomski / Undergraduate	Specificirano pitanje; student dorađuje i precizira istraživačko pitanje, nastavnici određuju koje metode upotrijebiti i osiguravaju određene materijale i podatke / Specific question; the student elaborates and makes precise a research question. Teachers are to suggest methods and data for the student to use	Od tri do pet dana / Three to five days	Kratki uradak ili prošireni izvadak, kratka usmena prezentacija / Short work or extended excerpt, a brief oral presentation	Prezentacija (očekivano) / Presentation (expected)

pliniranost, kreativnost te znanstvenu slobodu istraživača određuje ciljeve geografskog (turiističko geografskog) terenskog istraživanja, a to su: formuliranje provedivoga istraživačkog pitanja (hipoteze), uključivanje u prikupljanje primarnih podataka, procjena studentova napretka i sposobnosti, odabir i upotreba odgovarajućih metoda istraživanja, provedba istraživačkog projekta u kratkom roku, prezentacija ili objava rezultata, demonstracija sposobnosti studenta kao istraživača, razvijanje i jačanje povjerenja u vlastite sposobnosti u provedbi istraživanja te poboljšanje i moguće preusmjerenje teme doktorskog rada.

including those in which tourism is in the centre of scientific-research interest. Furthermore, the fundamental and applicative character of the postgraduate study of geography, which includes the transfer of new, actual approaches and methods, is of an interdisciplinary nature, also proposing creativity and the scientific freedom of the researcher, and this determines the aims of geographical (tourism-geographical) field research, and these are: formulating an executable research question (hypothesis); actively collecting primary data; evaluating a student's progress and ability; selecting and using appropriate methods of research; carrying out a research project within a short time-span; the presentation or publishing of results; demonstrating a student's

Implementacijom praktičnih, terenskih ispita na svim razinama studija s precizno utvrđenim ciljevima osnažile bi se metodološka autohtonost i prepoznatljivost geografije unutar sustava znanosti sa svrhom kvalitetnijeg pozicioniranja u samostalnim i multidisciplinarnim znanstvenim i aplikativnim radovima i projektima.

Zaključak

Znanstveno istraživanje heterogenog sustava turizma znatno je otežano zbog stalnog isprepletanja, nadopunjavanja i sukobljavanja svih dinamičkih elemenata tog sustava u dijelu geografskog prostora. Složenost fenomena turizma kao inherentno geografskog predmeta interesa moguće je stoga cjelovito i detaljno objasniti polazeći od suvremene definicije geografije kao filozofije i logike prostora, ponajprije sustavno provodeći metodološki znanstvenoistraživački sustav geografije, pri čemu, ne zanemarujući opće znanstvene i specifične geografske metode i postupke, jedno od ključnih mjesta mora zauzimati metoda terenskog istraživanja.

Turistička je geografija kao disciplina društvene geografije razmatrala brojne teme fenomena turizma i razvijala, uz opće znanstvene i geografske metode, svoje metodološke posebnosti. S vremenom je zbog naglo rastuće uloge i dostupnosti informacijskih i drugih tehnologija jačala važnost kabinetskih nauštrb tradicionalnih geografskih metoda, među kojima i složene metode terenskog istraživanja. No informacijsko-komunikacijske te druge suvremene tehnologije i metode ne mogu, zbog same prirode turizma kao složenog i heterogenog sustava s raznolikim dinamičkim elementima u neprekidnim transformacijama, dati odgovore na sva znanstvenoistraživačka pitanja. Stoga se logički nameće potreba reafirmacije i redefiniranja tradicionalnih metoda geografskoga metodološkog sustava, a ponajprije terenskih istraživanja,

abilities as a researcher; developing and strengthening a belief in one's own abilities to carry out a project; and, improving and (if necessary) redirecting the theme of the doctoral thesis.

The implementation of practical, field examinations at all levels of study with precisely confirmed goals would definitely be a great aid in strengthening the methodological autonomy and recognisability of geography within the system of sciences. The aim of this is for a positioning of better quality in independent and multidisciplinary scientific and applicative work and projects.

Conclusion

What makes scientific research in the heterogeneous system of tourism difficult is the constant permeation, addition and confrontation of all the dynamic elements of this system in a part of geographical space. It is possible to offer a complete description of the complexity of the tourism phenomenon as a primary and inherent geographical subject of interest by beginning with the contemporary definition of geography as the philosophy and logic of space, firstly by taking the methodological scientific-research system of geography as a point of departure, in which field research must take the place of something of the first importance. General scientific and geographical methods and procedures must definitely not be ignored here.

Tourism geography as a discipline of human geography has taken many of the themes of the tourism phenomenon into consideration and developed - in accordance with scientific and geographical methods - its own methodological particularities. In time, due to the rapid growth of the role and availability of information and other technologies, cabinet methods have grown stronger as against traditional geographical methods among which the complex field research methods belong. And yet, information-communication technologies and methods cannot, due to the very nature of tourism as a complex and heterogeneous system of various dynamic elements in constant transformation, provide answers to all scientific and research questions. Because of that, it is logical that the need arises to re-affirm and redefine the traditional methods of the geographical methodological system, and of field research first of all, doing this

pri čemu se ne zanemaruju i ne potiskuju tehnološki osuvremenjene opće znanstvene i geografske metode.

Imperativi poboljšanja pozicije, jačanja metodološke autohtonosti i društvene aplikativnosti geografije i turističke geografije unutar sustava znanosti određuju glavnu svrhu i cilj ovog rada, a to su temeljna obilježja i etape terenskih istraživanja u turističko geografskome metodološkom sustavu. Vodeći se nužnošću oživotvorenja zadanih imperativa, predlažu se obilježja i ciljevi terenskog istraživanja na svim razinama studija geografije kao dio sustavnog vrednovanja studentskih postignuća.

U turističko geografskome metodološkom sustavu određena su četiri temeljna obilježja metode terenskih istraživanja: složenost, sveobuhvatnost, temeljitost te upotreba triangulacijskih postupaka i metoda. Neprestana interakcija turizma s ekonomskom, sociokulturnom i okolišnom dimenzijom u stvarnome ili potencijalno transformiranome dijelu geografskog prostora određuje obilježje složenosti terenskih istraživanja. Sveobuhvatnost podrazumijeva terensko istraživanje odrednica historijsko geografskog razvoja, demogeografska obilježja, značajke geografskog položaja i analizu atraktivnosti, infrastrukture te smještajnih i drugih objekata turističke regije ili mjesta. S obzirom na manjkavosti dijela postojeće prostorno planske i razvojne dokumentacije jedinica lokalne i regionalne samouprave predlaže se detaljni i stalni nadzor i praćenje turističkih regija i mjesta, u kojima se upravo geografija svojom izvornošću, autohtonošću, istraživačkom širinom i metodološkom posebnosti pozicionira kao stožerna znanost. Znanstvena i aplikativna svrsishodnost te metodološka vjerodostojnost terenskih istraživanja u turističkoj geografiji dodatno se verificiraju primjenom triangulacijskih postupaka u dijelu geografskog prostora koji je potencijalno ili stvarno transformiran turizmom.

Kompleksnost i zahtjevnost glavnih obilježja terenskih istraživanja u turističkoj geografiji, ali i dosadašnji razvoj geografske misli i prakse pretpostavljaju vrlo detaljno planiranje, što određuje etapni karakter istraživačkog po-

without ignoring or relinquishing the modern technologies available for general scientific and geographical methods.

The imperative of improving the position, strengthening the methodological autonomy and social applicability of geography within the system of sciences are the main points which have determined the primary aim and goal of this paper. These are also the basic characteristics and stages of field research in the tourism-geographical methodological system. By taking into consideration the necessity of reviving these given imperatives, what are proposed are the characteristics and aims of field research at all levels of the academic study of geography as part of the systematic evaluation of student achievement.

There are four basic characteristics of the field research method in the tourism geographical methodological system: complexity, all-inclusiveness, depth and the use of triangular procedures and methods. The permanent interaction of tourism with the dimensions of the economy, society and the wider culture in a part of geographical space - transformed either potentially or in reality - determines the characteristics of the complexity of field research. All-inclusiveness entails field research into the determinants of historical-geographical development and the geodemographic characteristics, the specifics of a geographical position, the analysis of attractiveness, infrastructure as well as accommodation spaces and other tourist facilities in tourist regions and places. Taking into account the shortcomings of much of the existing documentation regarding spatial planning development by local and regional governments, what is suggested here is that the detailed and constant monitoring of the tourist regions and places that can make geography, with its originality, autonomy, research scope and methodological specifics, become the key science. The scientific and applicative expedience, as well as the reliability of field research in tourism geography, are additionally verified by the use of triangular procedures in that part of geographical space, which has been either potentially transformed or transformed in reality by the influence of tourism.

The complexity and difficulties concerning these primary characteristics of field research in tourism geography, as well as the recent developments in the theory and practice of geography, suggest the implementation

stupka s jasno izdvojenim ciljevima i zadacima pripreme, provedbene i završne etape istraživanja.

S ciljem boljeg pozicioniranja i prepoznatljivosti geografije i turističke geografije potrebno je redefinirati i revidirati postojeće nastavne programe na svim razinama studija s posebnim naglaskom na doktorski studij. Povezano s time predlaže se uvođenje sustavnog i mjerljivog vrednovanja studentskog rada i postignuća kroz terenske ispite na preddiplomskom, diplomskom i doktorskom studiju geografije.

Konačno, implementacija tako definirane i specificirane metode terenskih istraživanja u turističkoj geografiji pridonosi daljnjem razvijanju i jačanju posebnosti geografskoga i turističko geografskoga metodološkog sustava s ciljem društvene svrsishodnosti, prepoznatljivosti i aplikativnosti geografije unutar suvremene znanosti i društva.

of a detailed plan that should determine the character of the stages of research procedure. The character of such research is one of stages in which every individual stage (the preparatory, executing and concluding stage of research) must be carefully determined.

In order to achieve the aim of ensuring a better position and recognisability of geography and tourism geography, it is necessary to redefine the existing study programmes at all levels of the academic study of geography, with special emphasis on the post-graduate level. In this connection, what is proposed here is the systematic and measurable evaluation of student work and achievement by the implementation of field examinations at the undergraduate, graduate and post-graduate levels of the academic study of geography.

In conclusion, the implementation of such a defined and specified field research method in tourism geography will definitely contribute to the further development and strengthening of the specifics of the geographical and tourism-geographical methodological system, with the aim of achieving social expediency, and recognisability of the applicability of geography to contemporary science and society.

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