

PREGOVOR

S ponosom Vam predstavljamo četvrti broj časopisa "Tourism and Hospitality Mangement", koji u neprekinutom slijedu izlazi pod dirigentskom palicom akademika dr. Vladimira Stipetića i međunarodnog uređivačkog odbora. Ovaj je časopis ujedno i odraz entuzijazma svih zaposlenika Hotelijerskog fakulteta Opatija, njihova odnosa prema znanstveno-istraživačkom radu, a rezultat je i svestranog uključivanja ove institucije u procese međunarodne suradnje. To je samo jedan od dokaza, da Hotelijerski fakultet Opatija postaje respektabilna sveučilišna institucija, čije se djelovanje temelji na relevantnim stranim uzorima, uvažava tradiciju ove regije i njenu temeljnu resursnu osnovicu, uživa ugled u hotelijersko-turističkom gospodarstvu, a ima najveću koncentraciju kadrovskih potencijala orijentiranih na istraživanja u području hotelijerstva i turizma.

Na ovim je polazištima Hotelijerski fakultet Opatija preuzeo onaj dio zadataka, koji se u sadašnjem gospodarskom trenutku Hrvatske postavljaju pred turizam, kao vodeću gospodarsku granu djelatnosti. Profesionalni odnos prema aktualnim problemima hrvatskog turizma, te dobra suradnja Hotelijerskog fakulteta Opatija sa institucijama okruženja, rezultirala je tematskim vezivanjem ovog broja časopisa sa dvije, za hrvatski turizam značajne manifestacije.

To je u prvom redu organizacija međunarodnog simpozija "Opatija, promotor zdravstvenog turizma", koji je od 13. do 15. studenog 1996. održan u Opatiji pod pokroviteljstvom Ministarstva turizma, Ministarstva zdravstva i Ministarstva znanosti i tehnologije, te uz veliku podršku svih turističkih zajednica, gospodarskih subjekata, institucija i udruga nacionalnog i međunarodnog karaktera, koji su značajni za razvoj zdravstvenog turizma. Veliku podršku ovoj ideji pružila je i Županija Primorsko-Goranska, a od strane Grada Opatija je ovaj skup proglašen "najznačajnijim turističkim događajem godine".

Na stranicama ovog časopisa prezentirano je samo nekoliko najboljih radova izloženih na ovom skupu, a obrađenih s ciljem, da se istraže putovi i načini povratka organiziranog bavljenja zdravstvenim turizmom u Opatiji i drugim relevantnim destinacijama u Hrvatskoj, koje imaju tradiciju u prevenciji, liječenju i rehabilitaciji bolesti modernog društva. Ova se nastojanja temelje i na spoznaji da je car Franjo Josip, još davne 1889. godine posebnim ukazom proglasio Opatiju "Kur-ortom", tj. mjestom za zdravi odmor, oporavak i liječenje s određenim zakonski reguliranim posebnostima. Nastojalo se potaknuti autore na promišljenje novog asortimana naše turističke ponude u kojoj se zdravstvenoj usluzi u turizmu daje veće značenje, gdje se ona uključuje kao motiv dolaska i sadržajnog boravka gosta, s ciljem da se oblikuje sadržajni, organizacijski i edukacijski model značajan za cijelu Hrvatsku a temeljen na njenom povijesnom nasljeđu i bogatoj resursnoj osnovici.

Hotelijski fakultet Opatija bio je i sudionik obilježavanja "Dana Hrvatske u Slobodnoj Državi Bavarskoj", te se predstavio kao organizator okruglog stola "Obrazovanje i znanost u razvoju hotelijerstva i turizma Hrvatske", koji je održan 17.02.1997. od 10,00 sati u sklopu međunarodnog turističkog sajma CBR u Münchenu. Ovaj je okrugli stol realiziran u suradnji s Gospodarskom komorom Hrvatske, a pod pokroviteljstvom Generalnog konzulata Republike Hrvatske u Münchenu, odnosno generalnog konzula dr. Ivana Šimeka osobno. Na okruglom stolu su predstavljene mnogobrojne aktivnosti Hotelijskog fakulteta Opatija, posebno one ostvarene na području međunarodne suradnje i razvoja mladih kadrova. Teme rasprave u kojima su sudjelovali mnogi eminentni znanstvenici i uglednici, bile su suvremeni trendovi u razvoju turizma i prilagodbi dodiplomskih, poslijediplomskih i doktorskih studija, internacionalizacija studija, znanstveno-istraživački rad te mogućnosti koje se pružaju zemaljama u tranziciji.

Zahvaljujemo uredničkom odboru i recenzentskom timu na njihovu sveukupnom doprinosu da i ovaj broj časopisa ugleda svjetlo dana, kao i našoj partnerskoj instituciji WIFI-u Beč koja nas svestrano podržava u našim nastojanjima, da se i na ovom planu Hotelijski fakultet Opatija, pozicionira sukladno suvremenim procesima i ulozi koja mu je namijenjena danas i sutra.

Opatija 10. 03. 1997.

D e k a n
Prof. dr. sc. Milena Peršić

FOREWORD

I am proud to introduce this fourth, uninterrupted issue of *Tourism and Hospitality Management*, headed by Academic Vladimir Stipetić and an international editorial board. It reflects the enthusiasm of all employed at the Faculty of Hotel Management Opatija, their involvement in scientific work, and is a direct result of the faculty's all-sided inclusion in international institutions through international co-operation. This once again confirms the Faculty of Hotel Management Opatija as a respectable university establishment, the faculty's fundamental reliance on relevant foreign sources and its recognition of the region's traditional and basic resources, as well as the faculty's excellent reputation amongst the hotel and tourism industry, and the fact that it has the largest concentration of researchers from the areas hotel and tourism industry.

The Faculty of Hotel Management Opatija has readily accepted the task which Croatia's present economic environment has placed before tourism as Croatia's leading economic activity. The professional relationship towards actual problems of Croatia's tourism and the excellent co-operation of the Faculty of Hotel Management Opatija with other institutions has prompted the connection of the thematic area of this issue with two very important manifestations of big significance for Croatia's tourism.

The first manifestation is the international symposium, *Opatija, Promoter of Health Tourism*, held in Opatija, November 13 -15, 1996, under the patronage of the Ministry of Tourism, Ministry of Health and Ministry of Science and Technology, and with the big support of tourist associations, economic enterprises, institutions and other national and international associations important for the development of health tourism. This congress was greatly supported by the Primorsko-Goransko district borough, and the town Opatija acclaimed it as the *most important tourism happening of the year*.

Only the few, very best papers presented at this congress are reproduced in this issue, and which are aimed at addressing and researching ways and means of returning organised health-care activity to Opatija and other similar destinations in Croatia, which have a tradition in the prevention, cure and rehabilitation of illnesses of modern society. This endeavour is based on the fact that already in the last century, in 1889, the Emperor of Austria, Franz Josif, proclaimed Opatija a *Kur-ort*, a place which offers a healthy holiday, recuperation and cure with legally defined regulated characteristics. Authors were encouraged to search for and offer new aspects for our tourism offer in which health-care services are given an enhanced role, where they are included as motivation for a holiday. The overall aim was to improve the content,

organisational and educational aspects of a model applicable to the whole of Croatia, departing from Croatia's historical heritage and fundamental resources.

The Faculty of Hotel Management participated in the manifestation: *Croatian Days in the Free State of Bavaria*, contributing as organiser of a round table discussion: *The Role of Education and Science in the Development of Croatia's Hotel Industry and Tourism*, held February 17, 1997 (10:00-13:00), as part of the international tourism fair CBR in Munich. The round table was organised in cooperation with the Croatian Chamber of Commerce, and under the patronage of the Croatian Consulate in Munich, Dr. Ivan Šimek, Consulate General. Many different activities of the Faculty of Hotel Management Opatija were presented during the round table, especially those realised on an international level and concerning the development of young cadre. Eminent scientists and distinguished names participated in the discussion of different themes: modern tourism development trends and the suitability of graduate and post graduate studies, curriculum internationalisation, scientific research and opportunities offered to countries in transition.

My sincere thanks to the editorial board and team of referees for their total contribution in enabling the realisation of this issue. My thanks also to our partner institution WIFI in Vienna, which provides support on all sides towards our endeavours in securely positioning the Faculty of Hotel Management within modern processes and trends, and its assigned role for today and tomorrow.

Opatija, March 1997

Dean
Prof. Milena Peršić, PhD.

VORWORT

1996 im Jahr des 1000-sten Namenstages Österreichs bietet das Symposium **"Opatija promotor zdravstvenog turizma"** die Möglichkeit über die ständige Entdeckung der adriatischen Riviera durch Österreicher zu philosophieren.

Österreichische Riviera der Vergangenheit, Kroatische Riviera der Gegenwart.

Österreich, welches über Jahrhunderte Einfluss in den Raum der nördlichen Adria genommen hat, war immer bemüht, diese Einflußsphäre in einen Raum der Wechselwirkungen zu verwandeln. Nicht nur österreichische Interessen, österreichische Verwaltung, österreichische Kultur sollte in diesem Raum kolonialisierend präsentiert werden, sondern der offene Dialog, die Bereitschaft des Zuhörens und Miteinandergestaltens sollte die österreichische Seele der Zusammenarbeit sein. Ich glaube, dass dieser Zugang bis zum heutigen Tag auch nach dem Zerfall eines großen multinationalen und multikulturellen Reiches mit der Kaiserhauptstadt Wien diese geistige Orientierung der Österreicher profunde und Grundlage für das Miteinander im Jahre 1996 bildet.

Österreich hat vor allem im 19. Jahrhundert seine Liebe, seine Kultur und den Aufbau eines Erholungsnetzes auf den Raum zwischen Pula und Crikvenica konzentriert. Die Liste berühmter Persönlichkeiten, die Fülle historischer Bauten, die Schönheit touristischer Zentren geben noch heute Auskunft über die Welle der Verbundenheit zwischen Österreich und "unserer" Riviera.

Nach der Entdeckung "Opatijas" als Tourismuszentrum im Jahre 1844 durch den vermögenden Patrizier aus Fiume Iginio Ritter von Scarpa und der Erbauung der "Villa Angiolina" kam bereits 1860 Kaiserin Maria Anna, die Gemahlin des 1848 abgedankten Kaisers Ferdinand I. (des "Gutigen") aus ihrem Alterssitz am Hradschin in Prag zur Erholung in die "Villa Angiolina" angereist.

Der Aufenthalt der Kaiserin war eine außerordentlich gelungene Werbung für diese Gegend, der österreichisch-ungarische Adel und die Ärzteschaft wurden auf Abbazia/Opatija aufmerksam und begannen sich für das Fleckchen Erde am Fuße des Monte Maggiore/Učka zu interessieren. Die adeligen Familien wohl deswegen, weil sie dem Beispiel ihrer Exkaiserin folgen wollten, die Ärzte, weil sie von den interessantesten Forschungsergebnissen des Wiener Laryngologen Leopold Schrötter Ritter von Kristelli erfuhren. Schrötter-Kristelli, der in Wien die erste laryngologische Lehrkanzel der Welt gründete, hatte die hervorragende Konzentration des Aerosols in der Luft Abbazias festgestellt und nachdrücklich auf den therapeutischen Wert des feucht-milden Klimas hingewiesen. Der spätere Kurvorsteher Professor Julius Glax brachte die Vorteile der Winterstation Abbazia auf folgende, auch für Nichtmediziner leicht faßliche Formel:

Der hohe, gleichmäßige Luftdruck, der ziemlich bedeutende relative Feuchtigkeitsgehalt der Luft und die Möglichkeit, sich während der Wintermonate viele Stunden im Freien aufzuhalten, scheinen uns die wichtigsten Faktoren zu sein. Heute sind diese gepriesenen Eigenschaften Abbazias/Opatijas für tausende Österreicher Anlaß in den Wintermonaten Zuflucht in der Kvarnerbucht zu suchen.

Die nötige Infrastruktur wurde durch einen Wiener Wirtschaftmanager des 19. Jahrhundert geschaffen. Der seinerzeit sehr geschätzte Reiseschriftsteller Heinrich von Noe

schwärmte in den Wiener Salons von den Schönheiten dieser Gegend. Einer seiner interessierten Zuhörer war Generaldirektor der Südbahngesellschaft Friedrich Schüler, der als gebürtiger Elsässer, bereits 1878 Generaldirektor einer der größten Bahngesellschaften Europas war. Er war gleichzeitig Lehrmeister des österreichischen Fremdenverkehrs durch Einführung von Coupe's 1. Klasse in den Bahntransport und Errichtung von an der Südbahn gelegenen First Clas-Hotels in Tirol, am Semmering und ... in Abbazia. Im Sommer 1882 kaufte die Südbahngesellschaft mehrere Baugründe und die "Villa Angiollina". Am 27. März 1884 wurde das damals fortschrittlichste Hotel an der Istrianischen Küste eröffnet und bildet heute noch als Hotel "Kvarner" (damals Quarnero) das erste Hotel in Abbazia.

Durch die wissenschaftlichen Abhandlungen des weltberühmten Chirurgen Prof. Theodor Billroth, der am 6. Februar 1894 in Abbazia verstarb, bekam der Kurort ständig wachsenden Zustrom aus Österreich. Neben der touristischen Entwicklung des Ortes, wo 1889 bereits 90, 1896 bereits 160 Neubauten verzeichnet werden konnten, gaben sich Prominenz aus Kultur und Wissenschaft die Hotelklinike in die Hand. Hochrangigste Besuche wie Kaiser Franz Joseph, der deutsche Kaiser, der König von Rumänien, dass Großherzogpaar von Luxemburg, der König von Griechenland, der König von Serbien und viele andere zeichneten Abbazia durch ihre Anwesenheit aus.

Diese Entwicklung, die Ende des 19. Jahrhunderts in der Errichtung der ersten Straßenbahn zwischen der Bahnstation Matulji, Abbazia und Lovran seinen Höhepunkt fand, riß nach dem ersten Weltkrieg etwas ab, wurde aber schon bald durch den zunehmenden Tourismus aus den eigenen Einzugsräumen ergänzt. Heute stellt sich Abbazia/Opatija wiederum als Zentrum des modernen Kroatiens im Bereich Tourismus dar und verfügt durch eine ausgezeichnete Infrastruktur und die Hoteliersfakultät über eine wissenschaftliche und praxisorientierte Zentrale der Weiterentwicklung dieses touristischen Geistes.

Es kann daher nur unsere Aufgabe sein, die Beziehungen zwischen Österreich und Kroatien im Bereich des Tourismus auf dieser festen Grundlage, weiter zu entwickeln. Unter dem Motto "wann - wenn nicht jetzt, wo - wenn nicht hier, wer - wenn nicht wir" lautet der Auftrag für das Österreichischen Kulturinstitut in Zagreb den Aufbau der Brücken zwischen unseren Ländern, zwischen Österreich und Kroatien, ständig voranzutreiben.

Aus diesem Grund wird sich das Österreichische Kulturinstitut in Agram/Zagreb bemühen:

1. österreichische Kultur zunehmend in Hotels in und um Opatija zu präsentieren, um den Brückenschlag zwischen hohen Qualitätstourismus und hoher Qualitätskultur in Tourismuszentren hineinzutragen;
2. Fakultät für Hotelmanagementät Opatija mit österreichischen wissenschaftlichen Institutionen zu gemeinsamen Aktivitäten zu ermuntern, die der Vertiefung des Informationsaustausches über Erfahrungswerte des Tourismuslandes Österreich für das Tourismusland Kroatien und umgekehrt dienen;
3. Präsentationen der Tourismuserfahrungen der Kroatischen Riviera der Gegenwart auch in Österreich zu ermöglichen und gleichzeitig den touristischen Austausch in unseren Ländern zu fördern.

"Gemeinsame Vergangenheit, gemeinsame Zukunft" wird daher eines der ständigen Arbeitsthemen des Österreichischen Kulturinstitutes in Kroatien für die Zukunft sein.

**Dr. Walter Maria Stojan, der Direktor
Österreichisches Kulturinstitut, Zagreb, Kroatien**

PREGOVOR

Bit je suvremenog turizma bijeg od svakodnevnice: to je dugo putovanje u potrazi za srećom i zadovoljstvima, koji nam poput ideala uvijek izmiču. Želimo putovanjima ostvariti želje i maštanja o još nedoživljenoj ljepoti krajobraza, kultura i ljudi; vjerujemo da ćemo negdje daleko ipak sresti svoje vizije i ostati dovijeka s njima. Nekoć su tamo, u potrazi sa srećom, putovali radoznali pojedinci, hodočašteći u daleke krajeve i nepoznate zemlje, donoseći sa sobom uzbudljive dojmove, nevjerovatne priče, koloristički i faktografski bogate, podstičući druge da se upute u nepoznato (sjetimo se samo Marka Pola). Masovni je turizam suvremenog svijeta skinuo velove sa davnih priča, ali je preostala ljudska vizija sreće, kao podsticaj za putovanjima.

Zdravstveni je turizam, kome je posvećen ovaj broj našeg časopisa, dio faustovske potrage čovjeka za sretnom dugovječnošću i/ili izgubljenim zdravljem. On ima svoje duboke korijene u podsvjesnoj hedonističkoj želji ljudskog bića za ladanjem i dokolicom (sjetimo se kao ekonomisti samo Veblena i njegove teorije o bogatašima kao dokoličarskoj klasi), što po vječnim ljudskim nazorima osigurava dugovječnost i zdravlje. Ladanje i dokolica imali su u prošlosti reputaciju prestižnog, luksuznog atributa, nedostižnog običnom čovjeku, a pogubnog za prosperitet ljudi (naš Benedikt Kotruljević sredinom se 15. stoljeća zgražao nad takvim navikama novopečenih bogataša u njegovom rodnom Dubrovniku, koji su tako rasipali, govorio je, teško stečenu imovinu). Skorojevići su obično u tome nastojali imitirati vladajuće klase, nadmašujući nerijetko dostignuto u predjašnjim generacijama.

I kako i koliko se toga promijenilo u ovom 20. stoljeću, kojemu već vidimo kraj? U pogledu zdravstvenog i drugog turizma! Još krajem 19. stoljeća prosječni, dokoličarski turist boravi u Opatiji puna 22 dana (kako se to pokazuje u studiji, koju objavljuje u ovom broju I. Avelini-Holjevac). A danas, prosječni je turist tek nešto više od 5 dana u Opatiji. Da li to svjedoči o izumiranju negdašnjeg zdravstvenog turizma na ovom području? Ili su tek neki trajni motivi turizma ostali zapostavljeni?

Zdravlje je, naime, jedan od najstarijih, stalno prisutnih i najjačih motiva turističkih pokreta, koji u svim svojim oblicima uvijek više-manje obavlja zdravstvenu funkciju (kao što je to utvrdio prerano preminuli profesor D. Alfier). To se jednako odnosi na putovanja, koja bi trebala spriječiti umor i bolesti (preventivna), kao i ona radi oporavka nakon bolesti (rekonvalescencija), a posebno ona u kojima se traži pogodni klimatski i drugi uvjeti, koji će nam produžiti vijek. Uz ljekovita vrela (koja su se u tu svrhu koristila od rimskog doba) bogati se dio čovječanstva sve više okreće ka lokacijama gdje se susreću pogodni klimatski i drugi uvjeti, uz koje ćemo lakše doživjeti duboku, zadovoljnu i sretnu starost.

Ovaj posljednji čimbenik valja posebno naglasiti, jer se sve veći dio čovječanstva nalazi u trećoj životnoj dobi - iznad 65 godina. Napreci u blagostanju i medicini produžili su tijekom 20. stoljeća životnu dob, jednako u razvijenim kao i u nerazvijenim zemljama. Potkraj ovog stoljeća očekivana će životna dob u mnogim razvijenim zemljama dostići 80 godina (prema svega pedesetak na početku ovog vijeka). Petina ljudi u ovoj našoj staroj Europi danas je starija od 65 godina, a ljudski bi napredak (sa smanjivanjem nataliteta) mogao i povećati taj postotak u prvoj polovici idućeg stoljeća. Ti ljudi traže zdravstveni turizam: lokacije na kojima će uz pogodne prirodne uvjete imati i potrebnu liječničku kontrolu; gdje će se imati prilike rekreirati sadržajima, koji su primjereni njihovoj dobi, gdje će moći uživati jednako u tišini, kao i u vedroj zabavi uz konverzaciju, lekturu i slike.

Prilozi, koji se daju u ovom broju časopisa osvjetljavaju taj fenomen suvremenog zdravstvenog turizma u mnogim aspektima. Uredništvo očekuje da će to biti podsticaj mnogima da se time više bave.

**Prof. dr. Vladimir Stipetić,
Glavni i odgovorni urednik**

FOREWORD

Essentially, modern tourism is an escape from everyday reality: a long journey in quest of happiness and pleasure, which similar to ideals, demure us. Through travelling, we realise our wishes and dreams to experience unseen beauty of lands, cultures and people; we believe somewhere, faraway, we will meet our vision and remain with them forever. Once adventurous individuals travelled there in search of fortune, venturing to faraway lands and unknown countries, bringing back with them exciting impressions, incredible and colourful stories, encouraging others to travel into the unknown (Marco Polo is a good example). Mass tourism of the modern world has unveiled those distant stories, but man's vision of happiness as a reason for travel remains.

Health tourism - the topic of this issue, is a part of the Faustian search for lasting longevity and/or lost health. Its roots stretch back to the unconscious hedonistic needs of the human race for the countryside and leisure (the economist Veblen and his theory on the rich and leisure class come to mind), which as such we believe guarantees a long life and good health. In the past, countryside life and leisure were attributes of prestige and luxury, unattainable for the ordinary man, and deadly for the prosperity of people (in the 15th C., Benedikt Kotruljević condemned such habits of the nouveaux riches, who as he tells us, squandered hard earned fortunes). The nouveaux riches usually endeavoured to imitate the ruling class, often exceeding the achievements of former generations.

The 20th C., which is now nearing an end, has brought about much change. As regards health-care and tourism. The average leisure tourist during the end of the 19th C. spent 22 days in Opatija (cf. article by I. Avelini-Holjevac). Today the average tourist spends just over five days in Opatija. Is this evidence of the disappearance of the once prominent health tourism of this area? Or, have fundamental motivations been overlooked?

Health-care is one of the oldest and constantly present and strongest tourism movement motivations which in all of its forms is more or less always concerned with health-care (as pointed out by the late professor D. Alfier). In a similar way, this is applicable to travel, which should be directed at **preventing** exhaustion and illness as well as **convalescence** following illness: especially where an agreeable climate and other factors which will lengthen our life expectancy are present. Besides spas (dating back to Roman times) the affluent populations move towards locations with pleasant climates and favourable conditions which help us to achieve a long and satisfied happy old age.

This latter fact should be especially emphasised as the percentage of senior citizens (over 65) is increasing. Advances in living standards and medicine throughout the 20th C. have prolonged life expectancy both in developed and non-developed countries. By the end of the this century, life expectancy in many developed countries will probably reach 80 years of age (just 50 at the beginning of this century).

A fifth of all people in Old-Europe are older than 65, and by the first half of the next century with scientific advancements (and lower birth-rate) this figure will probably increase. These people seek health tourism: locations which along with pleasant natural conditions offer adequate health-care, where recreational facilities suited to their age are available, where they will be able to enjoy both peace and quiet, pleasant conversation...

This issue's contributions are concerned with many different aspects of the phenomenon - modern health-care tourism. It is the belief of the editorial staff that they will encourage others to address this topic.

Prof. Vladimir Stipetić, PhD.
Editor-in-Chief