

## UVODNIK

## EDITORIAL

Dragi čitatelji,

Svake godine u listopadu objavljujemo drugi broj *Acta economica i turistica* u tekućoj godini. Tako smo, iako bez primarne namjere, stvorili mogućnost da naši autori komentiraju završenu turističku sezonu. Smatrali smo da će to biti dobar motiv da mnogi hrvatski turistički teoretičari ali i praktičari iznesu svoja opažanja, pohvale ali i iznesu kritike o netom završenoj turističkoj sezoni. No, na žalost, to se, barem ove godine, nije dogodilo. Tako je iz ovog broja našeg časopisa izostao makar i jedan prilog s temom o turizmu. Priznajem, za mene sasvim neočekivano, ali vjerojatno logično s obzirom na to da ove toliko uspješne turističke sezone nema mnogo hrabrih koji bi u lavinu pohvala mogli dodati i pokoju kritičku opasku. Da bismo pak na neki način ispravili nastalu “nelagodu”, odlučio sam ovu uvodnu riječ posvetiti isključivo – hrvatskom turizmu.

U ovih pedesetak i nešto više godina koliko sam aktivan i u praksi i u teoriji u hrvatskom turizmu, napisao sam mnogo tekstova, komentirajući tekuća zbivanja. Pri tome, priznajem, više je bilo kritičkih tonova nego pohvala. Ali pisao sam samo s jednom namjerom: da ukažem na ono što je loše i što bi se moglo poboljšati i tako turizam uvesti u red za Hrvatsku najpropulzivnijih djelatnosti. Sada to činim ponovno, ali samo s jednom željom: upozoriti da aktualni megalomanski razvoj turizam vodi njegovom uništenju, a to vjerojatno nitko dobronamjeran ne bi želio u ovoj zemlji. Nije ovo

Dear readers,

October of each year marks the second issue of *Acta Economica et Turistica* of the current year. Thus, we have, without original intention, created an opportunity for authors to comment on the completed tourist season. We considered this to be a good motivation for many Croatian tourism theorists and practitioners to share their insights, commendations as well as criticism on the tourist season at its very conclusion. Unfortunately, however, this has not happened this year. Therefore, this issue does not bring forth a single paper related to tourism. I admit this was quite unexpected for me; nevertheless, it was probably logical, considering that for such a successful season few would be brave enough to breach the profusion of praise with a critical observation. In order to rectify the created “awkwardness” in a way, I have decided to dedicate this editorial solely to Croatian tourism.

In the last fifty years or so of my practical and theoretical activity in Croatian tourism I have written a plethora of papers commenting current events, which, I admit, comprised more hues of critique than praise. But my intention has only been one: to showcase the negative and suggest improvements, bringing tourism in Croatia to one of the most propelling industries. This is my intention now, but with one wish: to warn that the current megalomaniacal tourism development is leading to its destruction, which any well-intentioned person in this country would probably

prvo upozorenje, javlja se sve više glasova da u pojavi koja traži što kvalitetnije prirodno okruženje, kakva je turizam, preintenzivnim korištenjem tog prostora istom smanjujemo njegovu vrijednost, a time i atraktivnost potencijalnim turistima. Mnogo je primjera za takvo neodgovorno ponašanje, a ja ću navesti samo dva, ali najočitija pa zato i toliko pogubna – Dubrovnik i Plitvička jezera, dvije perjanice našeg prirodnog bogatstva, koji već neosporno svjedoče kakav turizam ne možemo više tolerirati, jer time rečemo onu najснаžniju granu na kojoj počiva suvremeno hrvatsko gospodarstvo.

Ničije mišljenje u prilog ovoj tvrdnji ne može biti suviše, pa zato apeliramo da se i na stranicama ovog časopisa nađe što više takvih tekstova, jer zadatak je vrlo ozbiljan, a njegovo rješenje krajnje neizvjesno. Još smo, naime, u sferi aplaudiranja i veličanja naših turističkih fizičkih pokazatelja i rezultata, odnosno nizanja mnogih istinitih i neistinitih rekorda, pa ćemo stoga pravu istinu tek trebati shvatiti. No, najprije treba shvatiti svu težinu sadašnje situacije, a tek onda pokušati krenuti drugim putem i preusmjeriti nacionalnu turističku politiku. Iako izgleda gotovo nemoguće, ipak mislim da će razbor još jedanput prevladati u našoj turističkoj povijesti. Dakako, uz mnogo strpljenja i svakako znatno više znanja.

Srdačan pozdrav.

Dr. Boris Vukonić, profesor emeritus  
Glavni i odgovorni urednik

not want to happen. This is not the first warning; there have been a number of voices cautioning that the value of a phenomenon that seeks high quality natural surroundings, as is tourism, is getting decreased by the overly intensified utilisation of these surroundings, also causing a decrease in the attractiveness of it to potential tourists. Examples abound of such irresponsible behaviour, of which I will only mention two most obvious and hence most devastating: Dubrovnik and Plitvice Lakes, the hallmarks of our natural wealth that stand as evidence to what kind of tourism activity we cannot tolerate any longer, because by doing so we are taking the saw to the strongest branch of modern Croatian economy.

Any observation confirming this statement cannot be redundant, thus we are urging that more and more papers on this topic be featured on the pages of this journal, as the task is considerably grave, and its resolution highly uncertain. Namely, we are still in the phase of applauding and boasting the tangible indicators of our tourism results, i.e. providing numerous real and false record highs, so are still one step away from realising the truth. However, the first step is to comprehend the severity of the current situation, and only then make an effort to take a different route and redirect the national tourism policy. Despite seeming impossible, I do think that reason will once again prevail in our tourism history, of course, with a lot of patience and certainly a lot more knowledge.

Sincerely,

Boris Vukonić, PhD, Professor Emeritus  
Editor-in-chief