

Ruhet
Genc**ALTERNATIVNE AKTIVNOSTI
ZIMSKOG TURIZMA: KAKO SE
DESTINACIJE PRILAGOĐAVAJU
AKTIVNOSTIMA KOJE NE
UKLJUČUJU SKIJANJE****ALTERNATIVE WINTER TOURISM
ACTIVITIES: HOW DESTINATIONS
ADAPT TO OTHER ACTIVITIES
THAN SKIING**

SAŽETAK: Mnoge destinacije u svijetu zarađuju na zimskom turizmu, posebice na skijaškim aktivnostima. Međutim, globalno zagrijavanje i klimatske promjene zahtijevaju od tih destinacija da promišljaju o aktivnostima koje nisu vezane za snijeg te aktivnostima koje traju tijekom cijele godine. Turizam ledenih sela, turizam toplica i gastronomski turizam naročito plijene pažnju među tim aktivnostima. U radu se inicira rasprava o ovim aktivnostima kroz različite primjere u svijetu na teoretski način i pružaju se prikazi iz stvarnog svijeta. Počevši s prikazima literature do sada, u radu se razmatra kako različite destinacije na globalnoj razini traže načine prilagodbe drugim vrstama aktivnosti uslijed globalnog zagrijavanja. Potom se detaljno prikazuju alternativne aktivnosti zimskog turizma, te naposljetku se daje zaključak da su alternativne aktivnosti darovi destinacijama koje su pretrpjele gubitke zbog globalnog zagrijavanja te destinacijama koje traže diversifikaciju aktivnosti kako bi privukle više posjetitelja.

KLJUČNE RIJEČI: Zimski turizam, ledeno selo (Ice Hotel Village), turizam toplica, gastronomija, klimatske promjene

JEL Code: Z39

ABSTRACT: Many destinations around the world make money out of winter tourism, specifically from skiing activity. However, global warming and climate change force these destinations to consider upon another non-snow related activities in winter or all-year activities. Among these activities, ice holiday tourism, thermal tourism and gastronomy take particular attention. The paper initiates to discuss these activities through various examples in the world in a theoretical manner together with real world reflections. Starting with presentation of previous literature, the paper will consider how different destinations at a global scale are seeking for adaptation to other type of activities in the face of global warming. Then, alternative activities for winter tourism will be presented in detail. Finally, this paper concludes that alternatives are still presents for the destinations suffering from the loss of revenue due to global warming as well as destinations looking for diversifying their activities in order to attract more tourists.

KEY WORDS: Winter Tourism, Ice Hotel Village, Thermal Tourism, Gastronomy, Climate Change

JEL Code: Z39

UVOD

Zimski turizam jedan je od ključnih izvora dohotka i gospodarskog rasta, posebice za ruralna područja u raznovrsnim dijelovima svijeta, uključujući Švicarsku (Koenig & Abegg, 1997), Austriju (Breiling, 1998; Breiling & Charamza, 1999) i druge dijelove Alpa Europe, kao što su Njemačka, Italija i Francuska (Abegg et al., 2007), Švedska (Brouder & Lundmark, 2011), Norveška (Teigland, 2003; O'Brien et al., 2006; Sygna et al., 2004; Aall et al., 2005), Finska (Falk & Vieru, 2016; Haanpää et al., 2015) i Kanada (Scott et al., 2003). Iako turističke agencije pružaju raznovrsne aktivnosti zimskog turizma, uobičajeno je da ljudi zimski turizam izjednačuju s aktivnostima skijanja. Ustvari, zimski turizam mijenja svoj oblik i dolazi do pomaka od skijaških aktivnosti ka alternativnim aktivnostima zimskog turizma (Elsasser & Bürki, 2002).

Zbog prijetnje koju sa sobom nose klimatske promjene mnoge su destinacije preusmjerile pažnju na druge aktivnosti kao alternative klasičnom zimskom turizmu (O'Brien et al., 2006). Globalno zagrijavanje prouzročilo je nedostatak snijega te ostavilo mnoge ljude u opasnosti da će ostati bez zarade od zimskog turizma. Budući da dionici u tim destinacijama moraju zadržati svoj dohodak, neki su odlučili u potpunosti zaobići turizam skijanja, neki su odlučili razvijati nove tehnike kako bi održali skijaške sadržaje, a neki su odlučili omogućiti druge sezonske aktivnosti umjesto fokusiranja isključivo na skijaški turizam. Strah od klimatskih promjena i globalnog zagrijavanja te međunarodna konkurencija koristili su se kao ključni argumenti za izgradnju sadržaja s umjetnim snijegom, no to nisu dovoljne predostrožne mjere za održivost zimskog turizma (Elsasser & Bürki, 2002). Strategije prilagodbe vezane za aktivnosti koje bi služile kao alternativa skijaškom turizmu zbog klimatskih promjena općenito se tiču aktivnosti nevezanih za snijeg zimi i koje traju tijekom cijele godine (Elsasser & Bürki, 2002).

INTRODUCTION

Winter tourism is one of the key sources of income, providing economic growth especially for rural areas in various parts of world, including Switzerland (Koenig & Abegg, 1997), Austria (Breiling, 1998; Breiling & Charamza, 1999) and other European Alps such as Germany, Italy and France (Abegg et al., 2007), Sweden (Brouder & Lundmark, 2011), Norway (Teigland, 2003; O'Brien et al., 2006; Sygna et al., 2004; Aall et al., 2005), Finland (Falk & Vieru, 2016; Haanpää et al., 2015) and Canada (Scott et al., 2003). Although various activities can be offered by tourism agencies as a part of winter tourism, the common sense of people is tend to equalize winter tourism with skiing activity. In reality, winter tourism changes its shape and there is a shift from skiing activity to alternative winter tourism activities (Elsasser & Bürki, 2002). The activity of winter tourism is also closely related to many social and economic phenomena including migration, lifestyle of people as well as business relations (Carson et al., 2018), nevertheless the main literature on winter tourism has been shaped around the adverse impact of climate change and global warming (Koenig & Abegg, 1997; Breiling & Charamza, 1999; Hoffmann et al., 2009; Bonzanigo et al., 2016).

The threat of climate change led many destinations to consider upon alternatives to classical winter tourism activities (O'Brien et al., 2006). Global warming has caused lack of snow for skiing activities and put many people who make money out of winter tourism in danger. Recent studies suggest that +2 °C increase in the global warming will fundamentally reduce the demand in winter tourism, especially for several European countries such as Austria and Italy (Damm et al., 2017). Some scholars stress the importance of the change in local community practices to overcome the adverse impacts of climate change (Bonzanigo et al., 2016) while some others argue that corporate adaptation strategies regarding to activities of winter tourism stakeholders will be more beneficial in response

Osim skijanja postoje mnoge aktivnosti neovisne o vremenu koje turističke agencije mogu ponuditi kako bi podržale poslovanje te smanjile oslanjanje odmarališta na snijeg, kao što su kongresni, edukacijski i zdravstveni turizam (Abegg et al., 2007). Primjeri turizma specifičnog za zimsko razdoblje su raznoliki, od aktivnosti polarne svjetlosti (Aurora Borealis); vožnja motornim sanjkama; safari turizam i izleti koji uključuju životinje Arktika te sobove, eskimske pse, sjeverne jelene, lasice, risove, pingvine, vukove, smeđe ili polarne medvjede; ribolov na ledu (više informacija dostupno je na stranici: <https://www.laplandsafaris.com>); te putovanja za razgledavanje fjordova i glečera (Teigland, 2003).

U ovom se radu predstavljaju tri aktivnosti zimskog turizma kao alternative skijanju u tri različite destinacije. Prvo govorim o ledenom selu (Ice Holiday Village), specifičnom ledenom smještaju u Laponiji, u Finskoj. Potom, raspravljam o sadržajima turizma toplica kroz primjere Baden-Badena, u Njemačkoj. Napokon, govorim o poziciji gastronomije u turizmu kroz specifične primjere u zemljama Sjeverne Europe.

LEDENA SELA I LAPONIJA

Za početak, ledeno selo (Ice Holiday Village) može se smatrati dobrim primjerom alternativne aktivnosti zimskog turizma, zajedno s izgradnjom identiteta i imidža snažnog brenda kroz njihove sklonosti prema suradnicima sa sličnim brendovima (Kulluvaara & Tornberg, 2003:1). Od nedavno, tehnologija dopušta destinacijama da kreiraju ledene arhitekture kao što su hoteli, barovi i čitava odmarališta. Općenito, ova ledena sela nalaze se u zemljama na sjeveru koje su bliže Arktičkom krugu, uključujući Norvešku, Švedsku, Finsku, Dansku, Island, Grenland, Škotsku, Svalbard i Kanadu. Nadalje, postoje mjesta i u Središnjoj i Istočnoj Europi koja turistima nude doživljaj boravka u ledenom hotelu i provođenje vremena u igluima zbog različitih aktivnosti, kao što su hotel

to climate change (Hoffmann et al., 2009). Since stakeholders in these destinations need to maintain their income, some decided to cancel ski tourism altogether, some decided to develop new techniques in order to maintain skiing facilities and some decided to facilitate other seasonal activities, rather than merely focusing on ski tourism. The fear of climate change and global warming, together with international competition, have been used as the key arguments for constructing artificial snow-making facilities but these are not sufficient precautions for the sustainability of winter tourism (Elsasser & Bürki, 2002). Adaptation strategies regarding to the alternatives to ski tourism due to climate change are generally placed upon non-snow related activities in winter and all-year tourism (Elsasser & Bürki, 2002).

Other than skiing, there are numerous, weather independent activities that can be offered by tourism agencies in order to support the business and reduce the snow-reliance of the resorts such as congress, educational and health tourism (Abegg et al., 2007). The examples of winter-specific tourism activities can be varied as Northern Lights (Aurora Borealis) activities; snowmobiling; arctic animal safaris and excursions including reindeer, husky, elk, wolverine, lynx, penguin, wolves, brown bear or polar bear; ice fishing (more information can be found at <https://www.laplandsafaris.com>); and traveling to view fjords and glaciers (Teigland, 2003).

In this paper, three alternatives of winter tourism activities to skiing in three different destinations will be presented. First, Ice Holiday Village will be the main focus, and specifically ice holiday accommodations in Lapland/Finland will be discussed. Next, thermal tourism facilities will be considered through the examples in Baden Baden / Germany. Lastly, the place of gastronomy will be covered with the specific examples in North European countries.

ICE HOLIDAY VILLAGE AND LAPLAND

To begin with, Ice Hotel Village can be considered as a good example of alternative winter tourism

leda (Hotel of Ice) u Balei Lac u Rumunjskoj i Eskimska Vas u Sloveniji (više informacija dostupno je na stranici: <https://www.nordicvisitor.com>).

Općenito, aktivnosti u ledenim hotelima i selima usko su povezane s gastronomskim doživljajima, budući da turističke agencije kombiniraju lokalna jela i tradicionalna pića s doživljajem boravka u drugačijem mjestu kako bi privukle što više turista. Međutim, na utjecaj gastronomije u izradi alternativa skijaškom turizmu osvrnut ćemo se detaljnije u dijelu o gastronomiji.

Laponska kultura, kao jedinstvena kultura Finske, pruža zadivljujući turistički doživljaj s tradicionalnim kostimima i kulinarskim delicijama, pružajući usluge s određenim poboljšanjima kako bi zadovoljili potrebe luksuznih posjetitelja (Hallott, 2013). Čist i jednostavan dizajn inspiriran finskom prirodom (minimalizam) diferencira Laponiju od većine destinacija te pruža korektan marketinški apel posjetiteljima svih dohodovnih razina (Hallott, 2013).

Ledeni hotel/bar popularno je iskustvo u Laponiji (Hallott, 2013). Od početka 1992. godine žitelji Laponije nude ledene i snježne iglue kao turističke sadržaje, kao što je onaj u Jukkasjärvi u švedskom dijelu Laponije (Berg, 1998; Gough, 2013), Kemi i Rovainemi (Rahman, 2014), Jakka (Gough, 2013) i tako dalje. Tri nedavna primjera ledenih sela u finskom dijelu Laponije korisna su za raspravu o tome kako ovakvi sadržaji turistima nude nevjerovatne doživljaje te se pojavljuju kao kandidati pravih primjera alternative zimskom turizmu koji se bazira na skijaškim aktivnostima.

Prvi takav hotel, sagrađen 1973. godine (Yu, 2011), jest Hotel Kakslauttanen Igloo Village u Saariselkoj, u Finskoj. Hotel posjetiteljima nudi opciju staklenog ili snježnog iglua. Dok snježni iglui pružaju mirnu i tihu atmosferu okruženu snježnim zidovima, stakleni iglui izgrađeni su od termalnog stakla otpornog na smrzavanje te nude predivan pogled na polarnu svjetlost kao i nebo puno zvijezda. Nadalje, posjetitelji mogu uživati u galeriji ledenih skulptura, okušati se sami u ovo

activities, along with building “a strong brand identity and image through their preferences of cooperators with similar brand images” (Kulluvaara & Törnberg, 2003:1). Recently, technology has allowed destinations to create ice-architectures such as hotels, bars, and even villages. In general, these ice holiday villages present in the countries in northern part of the world, which is closer to Arctic Circle, including Norway, Sweden, Finland, Denmark, Iceland, Greenland, Scotland, Svalbard and Canada. Furthermore, there are also places in Central and East Europe which offer tourists the experience of staying in ice hotels and spend time in igloos for different activities, such as Hotel of Ice in Balea Lac / Romania and Eskimska Vas in Slovenia (more details can be found at <https://www.nordicvisitor.com>).

In general, the activities in ice hotel and villages go hand in hand with gastronomic experiences, since tourism agencies combines the local dishes and traditional beverages with staying in a different place experience to attract more tourists. However, the impact of gastronomy in creating alternatives for ski tourism will be discussed in the Gastronomy section in more detail.

As a unique culture of Finland, Lappish culture offers an amazing experience for tourists with traditional dress and culinary delights, providing services with some enhancements in order to satisfy the needs of luxury travelers (Hallott, 2013). Clean and simple designs that inspired by Finnish nature (minimalism) differentiate Lapland from most destinations and correct marketing appeals to visitors of all budgets (Hallott, 2013).

Ice hotel/bar is a popular experience in Lapland (Hallott, 2013). Since the beginning of 1992, Lapland inhabitants provide igloos from ice and snow for touristic purposes, such as in Jukkasjärvi / Swedish Lapland (Berg, 1998; Gough, 2013), Kemi and Rovainemi (Rahman, 2014), Jakka (Gough, 2013) and so on. Three recent examples of ice hotel village in Finnish Lapland will be useful to discuss how these facilities offer tourists

umjetnosti te čak zatražiti vlastitu personaliziranu skulpturu za uređenje njihovog iglua. Za obitelji s djecom također postoji Kuća Djeda Božićnjaka, gdje djeca mogu uživati u vrućim napitcima i đumbirovim keksima (više informacija dostupno je na stranici: (<http://www.fodors.com/news/photos/worlds-10-coolest-ice-hotels#!2-hotel-kakslauttanen-igloo-village>). Ovi snježni i stakleni iglui skupa sa snježnom kapelom i ledenim barom grade se svake zime i objekt je otvoren od razdoblja prosinca/siječnja do travnja (Yu, 2011). Trud koji se ulaže u određivanje dugoročnih marketinških strategija podržava iglu selo Hotel Kakslauttanen kako bi se poboljšao dohodak te kako bi postalo važna atrakcija unutar ove nove pojave i vrlo kompetitivnog tržišta ledenih hotela i sela (Yu, 2011).

Snježno selo Finska (Snow Village Finland) u Kittiläi, u Finskoj, drugi je primjer hotelskog ledenog sela u finskom dijelu Laponije. Uređen je detaljno izrezbarenim ledom, okružen snježnim tunelima s raznobojnom svjetlošću, gdje posjetitelji mogu ući motornim sanjkama. Stoviše, tu se nalaze i drvene kolibe, te drveni trokatni dvorac udaljen manje od dvije milje od ovog ledenog sela koji posjetiteljima nudi spavanje noću izvan šume. Snježno selo pruža mogućnost mnogobrojnih uzbudljivih aktivnosti, uključujući vožnju sanjkama koje vuku eskimski psi, safari sa sobovima pod mjesecinom, tradicionalna laponska ceremonija, karting na ledu, kao i gondola sauna u kojoj posjetitelji uživaju u toploj sauni lifta koji klizi preko okružnih planina (više informacija dostupno je na stranici: <http://www.fodors.com/news/photos/worlds-10-coolest-ice-hotels#!5-snow-village-finland>). Kombinacijom raznovrsnih aktivnosti Snježno selo Finska kreira alternativu unutar zimskog turizma, posebice za one kojima je dosta skijanja svake zime.

Snježni dvorac Kemi, koji se nalazi izvan glavnog grada (Honkanen, 2002) destinacije nudi zadivljujuće ledene skulpture i smrznutu ljepotu. Gradi se već 19 godina u različitim stilovima arhitekture svake sezone i potrebno je

an astonishing experience and appear as the candidates to become an alternative for winter tourism based on skiing activity.

Starting with the Hotel Kakslauttanen Igloo Village in Saariselka / Finland, it has been built in 1973 (Yu, 2011). The hotel offers visitors either a glass or a snow igloo. While snow igloos provides a peaceful, quiet environment surrounded by snow walls, glass igloos made by frost-resistant thermal glass offers marvelous sight of northern lights as well as the sky with full of stars. Furthermore, visitors may enjoy with ice sculpture gallery, try this craft by themselves, and even request a personal sculpture for decorating their igloo. For families with children, the facility also offers a visit to Santa Claus House, where kids may enjoy with hot drinks and ginger biscuits (more information can be found at (<http://www.fodors.com/news/photos/worlds-10-coolest-ice-hotels#!2-hotel-kakslauttanen-igloo-village>). Every winter, these snow and glass igloos along with snow chapel and ice bar have been built and the facility is open from December / January period until the end of April (Yu, 2011). Efforts for setting up long-term marketing strategies help Hotel Kakslauttanen Igloo Village to improve its revenues and become an important facility in newly emerging but highly competitive ice hotel and village market (Yu, 2011).

Snow Village Finland in Kittilä / Finland can be given as the second example of ice hotel village tourism in Finnish Lapland. It has been decorated with intricate ice carvings, surrounded by snow tunnels with colorful lights from where guests may enter on snowmobiles. Moreover, there are log cabins, containing a 3-floor log castle less than 2 miles away from this ice village which offers visitors a forest-free night's sleep. The opportunity for numerous exciting activities is provided by Snow Village, including husky-drawn ride, moonlight reindeer safari, traditional Lappish ceremony, Ice Karting as well as Gondola Sauna where visitors can enjoy warm sauna lift as it glides over the enclosing mountains (more information can be found at <http://www.fodors.com/news/photos/worlds-10-coolest->

šest tjedana za izgradnju pravog ledenog dvorca. Snježni restoran u Snježnom dvorcu nudi jela na ledenim stolovima, osobito specijalitete kao što su jušna krema dimljenog soba, sobovi fileti na lovački način s brusnicama, o čemu ću detaljnije govoriti u dijelu o gastronomiji. Nadalje, u Snježnom dvorcu nalazi se Snježna kapela u kojoj se organiziraju ceremonije vjenčanja. Na kraju, u dvorcu se mogu održavati raznovrsne predstave na snježnoj pozornici (više informacija dostupno je na stranici: <http://www.fodors.com/news/photos/worlds-10-coolest-ice-hotels#!7-the-snowcastle-of-kemi>).

Uz detaljne opise triju hotelskih ledenih odmarališta u finskom dijelu Laponije, može se tvrditi da je turizam ledenih hotelskih sela već postao značajno područje zimskog turizma. Uz turističku ponudu raznovrsnih smještajnih objekata i doživljaja, ono predstavlja izbor tradicionalnih i modernih aktivnosti slobodnog vremena, koje uvećavaju zadovoljstvo turista tijekom njihovog zimskog odmora. Sljedeći dio rada posvećen je diskusiji o turizmu toplica kao alternativni zimskom turizmu.

TURIZAM TOPLICA I NJEMAČKA

Riječ “spa” navodno dolazi od valonske riječi “espa” koja znači fontana (Calin, 1987), nakon otkrića termalnog izvora u belgijskom gradu Spa u 14. stoljeću (van Tubergen & van der Linden, 2002). Štoviše, postoje i drugi navodi o porijeklu te riječi, kao što je latinska riječ “spagere” koja znači “raspršiti; poprskati, ovlažiti”, a neki čak tvrde da se radi o akronimu latinskog izraza “sanitasper aquas”, koji označava “zdravlje kroz vodu” (Croutier, 1992). Iako se riječ spa trenutno koristi u Velikoj Britaniji, u drugim europskim zemljama uobičajeniji je izraz “termalna voda” (van Tubergen & van der Linden, 2002).

Povijesno gledajući, toplice su jedna od najstarijih i najosnovnijih uporaba geotermalne energije (Erdeli et al., 2011), koja datira iz Brončanog

ice-hotels#!5-snow-village-finland). Combining with different types of activities, Snow Village Finland creates an alternative in winter tourism, especially for those who get tired of skiing every winter period.

Snow Castle of Kemi, located outside of the main city (Honkanen, 2002), is a destination for astonishing ice sculptures and frozen beauty. For 19 years, it has been built in different architectural style in every season and it takes around six weeks to construct a proper ice castle. The Snow Restaurant in Snow Castle provides meal on ice tables, particularly the specialties such as cream of smoked reindeer soup, filet of reindeer with game sauce and lingonberries, as will be discussed in Gastronomy section in more detail. Furthermore, the Snow Castle contains the Snow Chapel in which marriage ceremonies can be arranged. Lastly, various shows may take place at the castle’s snow stage (more detail can be found at <http://www.fodors.com/news/photos/worlds-10-coolest-ice-hotels#!7-the-snowcastle-of-kemi>).

Together with the detailed descriptions of three ice hotel resorts in Finnish Lapland, one can claim that ice hotel village tourism has already become a significant area in winter tourism. While offering tourists a different accommodation experience, it presents a selection of traditional and modern leisure activities, which maximizes the satisfaction of tourists during their winter holidays. In the next section, thermal tourism will be discussed as an alternative for winter tourism.

THERMAL TOURISM AND GERMANY

The word “spa” is claimed to originate from the Walloon word “espa” meaning fountain (Calin, 1987) after the discovery of thermal spring in a Belgian town Spa in 14th century (van Tubergen & van der Linden, 2002). Moreover, there are claims regarding to the origin of word, such as Latin word “spagere” meaning “to scatter, to sprinkle, to moisten” and some even argue that it can be an acronym of the Latin phrase “sanitas per aquas” implying “health through water” (Croutier, 1992).

doba oko 3000 godina pr. Kr. Tijekom povijesti, mnoge kulture shvatile su koristi toplica za zdravlje. Na primjer, američki Indijanci smatrali su toplice svetim mjestom iscjeljenja. Osim toga, Europljani i Japanci prigrlili su tretman koji koristi termalnu vodu pod medicinskim nadzorom. Globalno, više od 60 zemalja nudi toplice i oko 8 milijuna posjetitelja godišnje posjećuje termalne izvore (Hoheb, 2015).

Pollmann (2005) daje pregled aktivnosti međunarodne udruge toplica (International Spa Association) te identificira sedam različitih vrsta toplica (citirano u Hall, 2011). One su:

1. *Klupske toplice*. Glavna im je svrha održavanje kondicije (fitness), spa usluge na bazi dnevnog korištenja.
 2. *Toplice na kružnim putovanjima*. Fitness, wellness, spa, specijalizirani jelovnici i druge vrste spa usluga na kruzeru.
 3. *Dnevne toplice*. Spa usluge koje se pružaju na dnevnoj bazi.
 4. *Destinacijske toplice*. Smještaj u toplicama, prilagođena kuhinja, spa usluge, edukacijski programi i tjelovježba u svrhu poboljšanja načina života i zdravlja posjetitelja.
 5. *Medicinske toplice*. Integrirane spa usluge s konvencionalnim i komplementarnim terapijama i tretmanima u svrhu pružanja wellness i medicinskih usluga, kao što su bolnice koje pružaju spa tretmane.
 6. *Toplice mineralnih izvora*. Tradicionalne toplice na izvoru mineralne, termalne ili morske vode koja se koristi za tretmane hidroterapije.
 7. *Toplice unutar odmarališta/hotela*. Fitness, wellness, prilagođena kuhinja i druge vrste spa usluga koje pruža odmaralište ili hotel u kojem se te usluge nude.
- Ključna središta europskog turizma stalno provode nove alternativne i moderne trendove vezane za termalne toplice koje se temelje na klasičnim i tradicionalnim programima terapije, koja uključuje

Although the word spa is currently used in Britain, other European countries prefer to use “thermal waters” (van Tubergen & van der Linden, 2002).

Historically, thermal spas are one of the oldest and most basic use of geothermal energy (Erdeli et al., 2011), dating back to Bronze age around 3000 BC. Throughout the history, many cultures have realized the benefits of thermal spas to health. For example, American Indians considered thermal spas as a sacred place of healing. Moreover, Europeans and Japanese embraced medically supervised treatment by the use of these thermal spas. Globally, more than 60 countries offer thermal spas and around 8,000,000 visitors visit to thermal springs annually (Hoheb, 2015).

Pollmann (2005) reviews the activities of the International Spa Association and identifies seven different types of spas (as cited in Hall, 2011). These are:

1. *Club spa*. Main purpose is fitness, spa services on a daily use basis.
2. *Cruise ship spa*. Fitness, wellness, spa cuisine menu preferences and other type of spa services aboard a cruise ship.
3. *Day spa*. Spa services provided on a daily use basis.
4. *Destination spa*. On-site accommodation, spa cuisine, spa services, educational programming and physical fitness provided to improve lifestyle and health enhancement of visitors.
5. *Medical spa*. Integrated spa services along with conventional and complementary therapies and treatments in order to offer wellness and medical care, such as hospitals that provide spa treatments.
6. *Mineral spring spa*. Traditional spa with an on-site source of mineral, thermal or seawater used for hydrotherapy treatments.
7. *Resort/hotel spa*. Fitness, wellness, spa cuisine menu preferences and other type of spa services provided by and located within a resort or hotel.

indijske, kineske i orijentalne terapijske metode (Radnic et al., 2009). Najposjećenije turističke destinacije za termalne toplice u Europi su Njemačka, Italija, Francuska, Austrija, Švicarska, Češka Republika, Slovačka, Mađarska, Slovenija, Finska, Rumunjska, Turska (Radnic et al., 2009), te Vojvodina / Srbija (Košić et al., 2011), osim Australije (Bennett et al., 2004) i Tajvana (Lin & Matzarakis, 2008).

U Njemačkoj se nalazi otprilike 1 000 hotela s tretmanima wellnessa i ljepote i 350 certificiranih zdravstvenih odmarališta i toplica (više informacija dostupno je na stranici: <http://www.germany.travel/en/leisure-and-recreation/health-wellness/health-wellness.html>), uključujući toplice s mineralima i ljekovitim blatom, klimatska zdravstvena odmarališta te Kneipp hidroterapijske toplice, koje se nalaze najviše u okolici Baden-Badena i njegovog termalnog vrela (Radnic et al., 2009). Nadalje, oko 40% turističkih noćenja ostvaruje se u termalnim toplicama, što naglašava značajnost njemačkih termalnih toplica i spa odmarališta (Radnic et al., 2009). Njemačka je također važna destinacija wellness turizma. Specifične kvalifikacije koje wellness hoteli moraju imati privlače velike turooperatore i hotelske lance kako bi uložili upravo u to tržište (Puczkó & Bachvarov, 2006).

Baden-Baden se izdvaja kao istaknuta destinacija za spa odmaralište, s tradicijom koja seže do preko 2 000 godina unatrag. Trenutno, postoji 12 termalnih vrela u Baden-Badenu sa snažnim terapijskim djelovanjem, koji se uzdižu od 2 000 metara ispod zemlje te sadrže važne minerale kao što su litij, magnezij, kobalt, cink i bakar. Posjetitelji diljem svijeta dolaze u Baden-Baden kako bi se okupali u njegovim okrepljujućim vodama i svrhu ublažavanja brojnih bolesti kao što su kardiovaskularni, reumatski poremećaji ili tegobe sa zglobovima (više informacija dostupno je na stranici: <http://www.germany.travel/en/leisure-and-recreation/health-wellness/spas-and-health-resorts/mineral-and-thermal-springs/baden-baden.html>).

The key European tourism centers continually implement new alternative and modern trends for thermal spas based on classic and traditional therapy programs, which include Indian, Chinese and Oriental therapeutic methods (Radnic et. al., 2009). The most visited destinations for thermal spa tourism in Europe can be listed as Germany, Italy, France, Austria, Switzerland, Czech republic, Slovakia, Hungary, Slovenia, Finland, Romania, Turkey (Radnic et. al., 2009) and Vojvodina / Serbia (Košić et. al., 2011), apart from Australia (Bennett et. al., 2004) and Taiwan (Lin & Matzarakis, 2008).

Germany hosts approximately 1000 wellness and beauty hotels and 350 quality-certified health resorts and spas (more information can be found at <http://www.germany.travel/en/leisure-and-recreation/health-wellness/health-wellness.html>) including mineral and mud spas, climate health resorts, sea-side resorts, and Kneipp hydrotherapy spa resort, mostly located around Baden-Baden with its hot mineral spring (Radnic et. al., 2009). Furthermore, approximately 40% of tourism overnight stays have been realized in thermal spas alone, highlighting the importance of German thermal spa resorts (Radnic et. al., 2009). Germany is also an important destination for wellness tourism, specific qualifications for wellness hotels attract large tour operators and hotel chains to invest in this market (Puczkó & Bachvarov, 2006).

Baden-Baden appears as the prominent destination for spa resort with a tradition dating back over 2000 years. Currently, there are twelve thermal springs in Baden-Baden full of therapeutic powers, bubbling up from 2000 meters below the ground and containing important minerals such as lithium, magnesium, cobalt, zinc and copper. In order to be protected against numerous illnesses including cardiovascular, rheumatic and joint disorder, tourists from all around the world prefer to come Baden-Baden and bathe in its restorative waters (more information can be found at <http://www.germany.travel/en/leisure-and-recreation/health-wellness/spas-and-health-resorts/mineral-and-thermal-springs/baden-baden.html>).

Kombinirajući medicinske tretmane s aktivnostima slobodnog vremena, turizam toplica posebno je privlačan starijim ljudima koji uživaju u prilikama zdravstvenog turizma. Međutim, turizam toplica i objekti namijenjeni spa tretmanima nisu rezervirani samo za starije. Turisti svake dobi mogu uživati u koristima raznolikih vrsta minerala u vrućoj kupelji dok promatraju snijeg za vrijeme zimskog razdoblja. Stoga se turizam toplica može smatrati odgovarajućom, zdravom alternativom zimskom turizmu.

GASTRONOMIJA I SJEVERNA EUROPA

Jedna od najvažnijih turističkih aktivnosti koja se održava bez sezonskih ograničenja je gastronomski turizam. Tijekom cijele godine, turisti mogu kušati različite vrste jela i pića iz različitih kuhinja diljem svijeta. Doživljaj gastronomije općenito se smatra neizostavnim dijelom turističke aktivnosti, kao što je prethodno spomenuto u dijelu o turizmu ledenih sela, no mogu postojati i odvojene aktivnosti koje se temelje isključivo na gastronomskom turizmu, primjerice, festivali tradicionalnih jela, doživljaji degustacije vina kao što je vinska cesta Route de Vin i tako dalje.

Razlog zašto se u pojedinim destinacijama naglašava gastronomski doživljaj uz posebnu brigu o kvaliteti hrane i pića jest što se uvažavanje povećava kako se ponuda drugih sadržaja smanjuje. Činjenica jest da su hrana i piće ukusniji kada nema drugih atrakcija. Na primjer, u ljetnoj sezoni, turiste više privlače sunce, pijesak i more. Turistima se nude raznovrsne aktivnosti, stoga ni turisti ni turističke agencije ne ciljaju na kvalitetu hrane i pića. S druge strane, u zimskoj sezoni, fokus atrakcija prebacuje se s aktivnosti na otvorenom k aktivnostima u zatvorenom. Budući da zadovoljstvo koje proizlazi iz aktivnosti na otvorenom tijekom zimske sezone ne može kompenzirati aktivnosti tijekom ljeta, turističke agencije i dionici u zimskom turizmu trebaju stvarati diferencijaciju koristeći lokalne

Combining medical treatment with leisure time activity, thermal tourism specifically takes the attention of older people who enjoy the opportunity of health tourism. However, thermal tourism and spa facilities are not limited to seniors. Tourists from any age may wish to enjoy the benefits of various kinds of mineral in hot tubes while watching the snow during winter season. Therefore, thermal tourism can be considered as a healthy alternative for winter tourism.

GASTRONOMY AND NORTHERN EUROPE

One of the most important tourism activities that take place without the seasonal limit is gastronomic tourism. In all periods of the year, tourists may taste different kind of foods and beverages from various cuisines from all around the world. While gastronomic experience is generally considered as an integral part of touristic activity of all types, as it has been previously mentioned in Ice Hotel Village section, there may be separate activities solely based on gastronomic tourism, for instance, traditional food festivals, wine tasting experiences such as Route de Vin and so on.

The reason why gastronomic experience is highlighted in certain destinations with a special care for the quality of food is basically appreciation increases as the number of substitutes decreases. It is a fact that food and beverage taste better when there are no other attractions. For example, in summer season, tourists are generally attracted by sun, sand and sea. There are various activities that are offered to tourists, therefore quality of food and beverage is the target neither for tourism agencies nor for tourists themselves. On the other hand, during winter season, the focus of attraction shifts from outside activities to indoor offerings. Since the satisfaction derived from outside activities in winter season cannot compensate with the activities in summer season, tourism agencies or stakeholders should create a difference by the means of local and

i tradicionalne objekte. Tako lokalna kuhinja i tradicionalna pića dobivaju na važnosti kao izvori dohotka od turizma. Štoviše, kvaliteta okusa i estetska prezentacija predstavljaju neizostavan dio gastronomske kulture, posebno u destinacijama u kojima je zimska sezona znatno duža u usporedbi s ostalim destinacijama, kao što je Sjeverna Europa.

Primjer potencijala Sjeverne Europe kao zimskog turizma temeljenog na gastronomiji jest sljedeći: Chaîne des Rotisseurs je međunarodna udruga gastronomije, osnovana u 80 zemalja diljem svijeta, koja sakuplja entuzijaste koji cijene koncept kvalitete, otmjeno objedovanje, užitak kušanja jela i poticanje kulinarskih vještina. Neovisno o njihovom zanimanju, i stručnjaci i amateri dolaze iz različitih dijelova svijeta u poštivanju otmjene kuhinje (više informacija dostupno je na stranici: <http://www.chainedesrotisseurs.com>). Zanimljivo je da Finska sa svojih 5,5 milijuna stanovnika ima više članova u udruzi Chaîne des Rotisseurs od Francuske sa svojih 66 milijuna stanovnika, a iz koje i potječe udruga. Čak i ovaj primjer pokazuje kako zemlje Sjeverne Europe više cijene značaj gastronomije nego druge destinacije u svijetu.

Kao što je i spomenuto u dijelu o turizmu ledenih sela, Sjeverna Europa također nudi specijalitete koji se najviše temelje na mesu lokalnih životinja, uključujući soba, sjevernog jelena i autohtonih sjevernoeuropskih riba, uz koktele i alkoholna pića različitih okusa i začina, kao što su kuhana vina, viski itd. Tradicionalno, stanovnici Sjeverne Europe nisu se mogli osloniti na poljoprivredu zbog hladne klime, tako su, umjesto toga, hranu dobivali iz ribarstva i lova. Na taj način, tradicionalna kuhinja bazira se na mesnoj kulturi i pićima namijenjenim da održavaju toplinu tijela, što privlači mnoge ljude diljem svijeta da svake godine posjete Sjevernu Europu.

traditional properties. As a result, local cuisine and traditional beverages appear as an important source of touristic revenues and moreover, the quality of taste and aesthetic of presentation constitute an indispensable part of gastronomic culture, especially in the destinations where winter season is significantly longer compared to other destinations, such as Northern Europe.

An example of Northern Europe potential for gastronomy-based winter tourism will be as following: Chaîne des Rotisseurs is an international association of gastronomy, established in over 80 countries globally, bringing together enthusiasts value the concept of quality, fine dining, the encouragement of culinary arts and the pleasures of dishes. Regardless of their profession, professionals and amateurs come together from all over the world in the appreciation of fine cuisine (more can be found at <http://www.chainedesrotisseurs.com>). It is interesting that Finland with 5.5 million inhabitants has more members in Chaîne des Rotisseurs than France with 66 million inhabitants as well as the origin of this association. Even this example shows that how Northern European countries have appreciate the importance of gastronomy than any other destinations in the world.

As it has been discussed in Ice Hotel Village section, Northern Europe also offers specialties mostly on meat of local animals, including reindeer, elk, or fish indigenous to Northern Europe fauna along with cocktails and alcoholic beverages with various flavors and spices, such as hot wines, whiskeys, etc. Traditionally, inhabitants in Northern Europe could not have been relying on farming due to cold weather conditions, but instead, they harvest their food by fishing and hunting. Thus, the traditional cuisine have been shaped around this meat culture and drinks to keep body temperature up, which lure hundreds of thousands of people to visit Northern Europe every year.

ZAKLJUČAK

Klimatske promjene predstavljaju nove izazove za turizam, a posebno za zimski turizam (Elsasser & Bürki, 2002). Ipak, postoje brojne alternativne aktivnosti koje se nude umjesto skijanja, koje je usko vezano za sezonske okolnosti kao što je izrada snijega. Općenito, traže se strategije prilagodbe i tranzicije od konvencionalnih zimskih turističkih aktivnosti prema kreativnijima, koje bi manje koštale, budući da turiste mogu lako privući kombinacije lokalnih specijaliteta i jedinstvenog doživljaja.

Nadalje, destinacije bi trebale ponovno procijeniti svoj potencijal za privlačenje posjetitelja, kao što su prirodni resursi za turizam toplica, koji je ujedno turizam neovisan o snijegu i turizam u čijim aktivnostima turisti mogu uživati tijekom cijele godine. Nakon što ustanove potencijal termalnih resursa, lokalne i državne vlasti trebale bi raditi zajedno kako bi, primjerice, država zaštitila prava lokalnih poduzeća da se bave turizmom toplica ili turističkim aktivnostima te također potaknula investitore za izgradnju hotela-toplica, spa centara i sauna, što bi pridonijelo gospodarstvu čitave zemlje malim intervencijama u dinamiku tržišta, kao što su poticaji ili porezne olakšice za ove ulagače.

Sve u svemu, zimski turizam trpi zbog globalnog zatopljenja i klimatskih promjena te će stanovnici ovih destinacija tražiti nove opcije kako bi zadržali svoje razine zarade. Strategije vezane za poboljšanje turističkih aktivnosti u tipično zimskim turističkim destinacijama moraju se planirati na način da uključuju sve sudionike u gospodarstvu i služe na korist čitavom društvu. U suprotnom, svaki pokušaj kreiranja alternativnih aktivnosti ne bi bio održiv i mnogi bi bili primorani izaći iz tog tržišta, što bi dovelo do gubitka prilike za provođenje kvalitetnog slobodnog vremena tijekom zime.

CONCLUSION

In conclusion, climate change represents a new challenge for tourism, and particularly for winter tourism (Elsasser & Bürki, 2002). Yet, there are numerous alternatives that take place instead of skiing, which is highly dependent on seasonal conditions such as snow-making. Generally, people are looking for adaptation strategies and transition from conventional winter tourism activities to the creative ones would be the less costly, since the tourists may be easily attracted with any combination of local tastes and distinctive experience.

Furthermore, destinations should reconsider their potentials for attracting tourists, such as natural resources for thermal tourism, which is both non-snow tourism and all-season tourism type activity. After detecting a potential for thermal resources, locals and government bodies should act together, for instance, while government protects the rights of locals to engage in thermal tourism or tourism-related activities, it should also encourage investors to build thermal hotels, spa centers and saunas, which, in turn, will contribute to the economy of all country with a small intervention of market dynamics, such as providing subsidies or tax-cuts for these investors.

All in all, winter tourism has been suffering from global warming and climate change and inhabitants in these destinations will be looking for the options to maintain their income. Strategies with respect to enhancing tourism activities in particular winter tourism destinations must be planned by the participation of every agent in the economy and serve the benefit of the society as a whole. Otherwise, the attempt for creating alternatives would not be sustainable and many people would be obliged to cancel this market, leading the loss of opportunity for spending leisure time during winter season.

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