

UVODNIK

Poštovani čitatelji,

Na pragu smo 2021. godine u koju ulazimo s nadom da će pandemija konačno biti prevladana. Razlozi za optimizam su opravdani jer su prva cijepljenjima protiv COVID-a – 19 već započela. Istraživanja turističkih tržišta pokazuju da mnogi s velikim entuzijazmom čekaju priliku za uključenje u turistička putovanja, a organizatori putovanja već nude atraktivne programe odmora za 2021. godinu naglašavajući brigu za sigurnost svih svojih klijenata. Povijest je učiteljica života i ona nas iznova podsjeća da svaka kriza stvara i neke nove prilike. Pitanje je samo jesmo li dovoljno hrabri i sposobni nositi se s novim izazovima.

A izazova u 100-godišnjoj povijesti Ekonomskog fakulteta Sveučilišta u Zagrebu nije bilo malo. Obilježavajući izuzetnu 100. obljetnicu osnutka Ekonomskog fakulteta Sveučilišta u Zagrebu upravo u ovoj iznimno teškoj 2020. godini u kojoj je Zagreb pogodio i razorni potres, i u kojem je znatno oštećena i zgrada fakulteta, dokazali smo da je ta najstarija i stožerna institucija ekonomskog obrazovanja ne samo u Hrvatskoj, nego i u ovom dijelu Europe, najjača kad je najteže.

Vjerujem da su mnogi od vas zainteresirani doznati zanimljive činjenice iz duge povijesti Ekonomskog fakulteta – Zagreb. Stoga vas s radošću upućujem na članak autora Željka Sirk objavljenu u najmlađem časopisu Ekonomskog fakulteta – Zagreb: Sirk, Ž. (2020). A brief overview of the history of FEB. *InterEULawEast: Journal for the International and European Law, Economic and Market Integrations*, Vol. 7, No. 1, str. 139-146. DOI: <https://doi.org/10.22598/iele.2020.7.1.8> koji se nalazi na sljedećoj poveznici: A BRIEF OVERVIEW OF THE HISTORY OF FEB (srce.hr)

S ponosom ističemo i činjenicu da je Ekonomski fakultet Sveučilišta u Zagrebu kolijevka obrazovanja i istraživanja u području turizma i to ne samo u Republici Hrvatskoj i na prostoru bivše države, već predstavlja jednu od prvih sveučilišnih obrazovnih institucija u svijetu koja je već 1962. godine počela s poslijediplomskim obrazovanjem u području turizma. Štoviše, temelji budućeg sustavnog obrazovanja u području turizma na Ekonomskom fakultetu u Zagrebu stvoreni su još davne 1938. godine kada su Dr. Mirku Lameru povjerena 2 sata predavanja tjedno „iz nauke

EDITORIAL

Dear readers,

On the eve of 2021, it is without doubt that we are united in our hopes and desires to finally see the end of the pandemic. The reasons for optimism are well founded as the first vaccinations against COVID-19 have rolled out. Tourism market research has shown that many are looking forward with great enthusiasm to opportunities of taking trips, and tour operators are already offering attractive holiday packages for 2021 while highlighting safety concerns for all clients. As life's teacher, time and again history reminds us that every crisis creates new opportunities. The question remains, are we brave enough and capable of facing the new challenges.

Regarding challenges, they have been numerous in the 100-year long history of the Faculty of Economics & Business, University of Zagreb. By celebrating this impressive anniversary in the very year 2020 when, in addition to COVID-19, Zagreb was afflicted by a devastating earthquake causing great damages to the institution's building, we have proved that this oldest and most pivotal institution dedicated to economic and business education, not only in Croatia but also in this part of Europe, is the strongest in the hardest of times.

I believe that many of you are interested in learning the intriguing facts from the long history of the Faculty of Economics & Business in Zagreb. Therefore, we are delighted to refer you to the article by Željko Sirk published in the most recent journal of our Faculty: Sirk, Ž. (2020). A brief overview of the history of FEB. *InterEULawEast: Journal for the International and European Law, Economic and Market Integrations*, Vol. 7, No. 1, str. 139-146. DOI: <https://doi.org/10.22598/iele.2020.7.1.8>. You can access it at the following link: A BRIEF OVERVIEW OF THE HISTORY OF FEB (srce.hr)

We are also proud to emphasise the fact that the Faculty of Economics & Business, University of Zagreb, is the cradle of education and research in the field of tourism, not only in the Republic of Croatia and the former Yugoslavia, but worldwide as one of the first educational institutions to commence post-graduate education in tourism in 1962. More interestingly, the foundations of the future systematic tourism education at the Faculty of Economics in Zagreb were established as far in the past as 1938 when Dr. Mirko Lamer was entrusted to teach "the science of tourism (as part of the economic policy course) given the importance of the subject" for two hours of lectures per week

o turizmu (kao dijelu ekonomske politike) radi važnosti predmeta“ (Knjižnično-dokumentacijski centar Ekonomskog fakulteta – Zagreb). To dokazuje da je već od samih početaka razvoja Ekonomskog fakulteta u Zagrebu postojao vizionarski znanstveno-nastavni kadar koji je bio svjestan važnosti i potrebe obrazovanja u području turizma. Stoga, ne čudi ni činjenica da su upravo znanstvenici u području turizma inicirali osnivanje časopisa *Acta Turistica*, prvog znanstvenog časopisa u izdanju Ekonomskog fakulteta - Zagreb, koji kontinuirano izlazi već pune 32 godine.

Pandemiji usprkos, *Acta Turistica* nastavlja objavljivati zanimljive znanstvene radove, kako domaćih tako i stranih autora. U ovom broju predstavljamo originalan znanstveni rad profesora Pike-a iz Australije i profesora Kotsija iz Dubaja u kojem su iznijeti rezultati istraživanja provedenog u četiri zemlje, a koji značajno doprinose boljem razumijevanju fenomena međudestinacija na dugolinijskim letovima pružanjem novih uvida u obilježja privlačnosti tih destinacija.

Sigurna sam da će sve one koji prate trendove razvoja specifičnih oblika turizma zaintrigirati i članak interdisciplinarnog tima autora iz Hrvatske (Oplančić, Čop, Čehić) koji su istražili motivaciju posjetitelja muzeja maslinovog ulja s trgovinom primjenjujući kvalitativan i kvantitativan pristup. Rezultati istraživanja potvrđuju značajnu razliku u profilu posjetitelja ovisno o zemlji iz koje dolaze i njihove motivacije za posjet muzeju.

Posebnu pozornost želim skrenuti i na članak profesora Erika Cohena koji se kritički osvrće na probleme razvoja turizma na malim otocima. Ta tema je, s obzirom na brojnost otoka i otočića u našem dijelu Jadrana, osobito bliska nama u Hrvatskoj, ali i dalje premalo istražena. Stoga se nadam će plediranje profesora Cohena za proučavanje otočnog turizma potaknuti širu znanstvenu zajednicu na dublje istraživanje otočnog turizma uz nezaobilazno uključivanje konceptualnih saznanja o pomorskim studijama.

Uživajte u čitanju. Ostanite zdravi i optimistični.

Želim vam svima sretniju i uspješniju 2021. godinu.

Vaša,

Prof. dr. sc. Nevenka Čavlek
Glavna i odgovorna urednica

(Library and documentation centre of the Faculty of Economics & Business, University of Zagreb). This proves that from the very beginnings of the development of economic studies in Zagreb the academic and teaching staff had a vision and the awareness of the need for education in the field of tourism. Hence, it is not surprising that the very researchers in the field of tourism were the initiators of the first scientific publication of the Faculty of Economics & Business in Zagreb, the *Acta Turistica*, that has been coming out uninterruptedly for as many as 32 years already.

In spite of the pandemic, *Acta Turistica* continues to publish intriguing scientific papers by both Croatian and international authors. This issue features an article with very original ideas by professors Pike from Australia and Kotsi from Dubai that elaborates on the findings of a research conducted in four countries and contributes significantly to better understanding of the stopover destination phenomenon through new insights into the attraction characteristics of these long haul flight destinations.

I am sure that all those who follow the special interest tourism development trends will also be interested in the article written by an interdisciplinary team of authors from Croatia (Oplančić, Čop, Čehić) who researched the motivation of the visitors to the olive oil museum and shop with a qualitative and quantitative approach. The research findings showed a significant difference in the visitor profile with reference to the country of origin and their motivations for visiting the museum.

I wish to draw your particular attention to the article by professor Erik Cohen whose critical review refers to the problems of tourism development on small islands. In view of the abundance of islands and islets in our part of the Adriatic Sea, the topic is particularly close to us in Croatia, although it is still underresearched. For that very reason I hope that professor Cohen's plead for studying island tourism will inspire wider academic community to undertake deeper research into island tourism while indispensably including the conceptual insights from the field of marine studies.

Enjoy reading this issue of *Acta Turistica*, stay healthy, and keep your spirits high.

I wish you all a happier and more successful 2021.

Yours,

Professor Nevenka Čavlek
Editor-in-Chief