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Suvremeni razvoj turizma temeljenog na prirodi – obilježja i aspekti proučavanja

Contemporary development of nature-based tourism – characteristics and study aspects

Turizam temeljen na prirodi oblik je turizma koji podrazumijeva izravno uživanje u nekom relativno netaknutu prirodnom fenomenu, a danas se svrstava među oblike turizma koje karakteriziraju zamjetno visoke stope rasta na globalnoj razini. Turizam temeljen na prirodi ima velik tržišni potencijal te se njegovim razvojem može istovremeno osigurati zadovoljstvo turista iskustvom u prirodi, profit turističkih operatora, sredstva za očuvanje okoliša i poboljšanje životnoga standarda u lokalnim zajednicama. No važno je imati svijest i o svim negativnim implikacijama koje taj razvoj potencijalno može imati na neki prostor zbog čega je nužno kontinuirano upravljati svim aspektima njegove održivosti. Cilj je ovoga rada utvrditi osnovne aspekte proučavanja turizma temeljenog na prirodi, najzastupljenije pristupe istraživanju i najvažnija obilježja njegova suvremenoga razvoja. U tu svrhu provedena je analiza recentnih empirijskih istraživanja turizma temeljenog na prirodi u koju je uvršten 41 izvorni znanstveni rad. Četiri osnovna aspekta proučavanja turizma temeljenog na prirodi proizašla iz ove analize doprinose prepoznavanju općih obilježja i učinaka njegova razvoja te čimbenika kojima je taj razvoj uvjetovan.

Ključne riječi: turizam temeljen na prirodi, ključni dionici, prirodni resursi, održivi razvoj, zaštita okoliša, analiza empirijskih istraživanja

Nature-based tourism is a type of tourism that is primarily concerned with the direct enjoyment of relatively undisturbed natural phenomena. Today, it is among the types of tourism which are characterised by significant growth rates at the global level. It has considerable growth potential and its development can concurrently ensure tourist satisfaction with the nature experience, profit for tourism providers, funds for environmental protection and an improvement in living standards in local communities. Nevertheless, it is also important to be aware of the potential negative implications of nature-based tourism development and to continuously manage all aspects of sustainability. This paper aims to determine the main study aspects of nature-based tourism, the most common methodological approaches and the most important characteristics of its contemporary development. For this purpose, an analysis of recent empirical research on nature-based tourism was conducted, and a total of 41 original scientific papers were included in the analysis. The four study aspects derived from this analysis contribute to determining the general characteristics of nature-based tourism's contemporary development, the prerequisite factors for this development, and the effects it has on a given area.

Key words: nature-based tourism, key stakeholders, natural resources, sustainable development, environmental protection, analysis of empirical research

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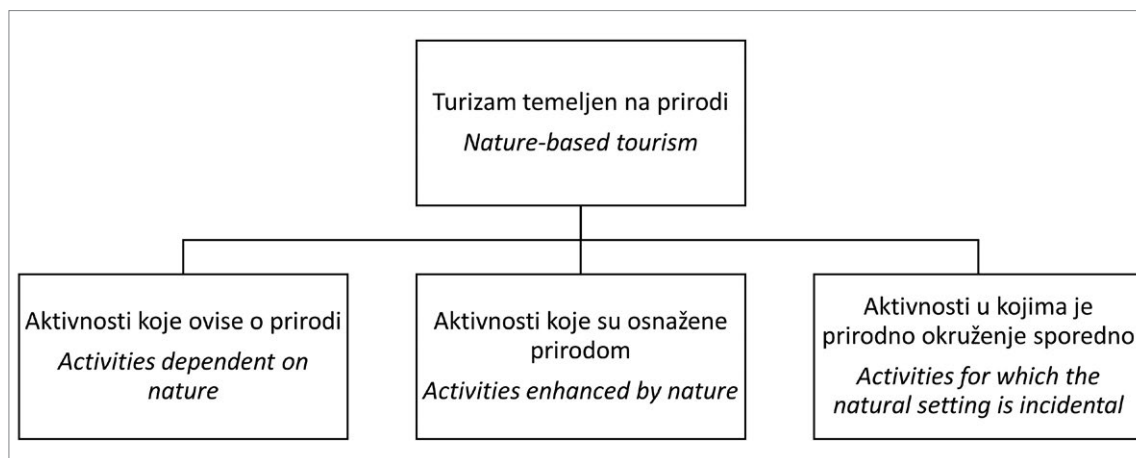
Turizam temeljen na prirodi oblik je turizma koji već dulji niz godina karakteriziraju zamjetno visoke stope rasta na globalnoj razini. Godišnja stopa rasta u pravilu se kreće između 10 % i 30 %, dok mu je udio u svjetskom turističkom tržištu procijenjen na oko 20 %. Kroz godine se u svijetu višestruko povećava i broj zaštićenih prirodnih područja koja su često odredište turista motiviranih boravkom u prirodi. Već 2008. godine postojalo je preko 100 000 takvih lokaliteta zauzimajući oko 12 % ukupne površine kopna (Kuenzi i McNeely, 2008). Turizam temeljen na prirodi u nekolicini se država razvio toliko da je, prema određenim statističkim pokazateljima, glavna sastavnica cjelokupnoga turizma. Na nacionalnoj razini na to uglavnom upućuje broj međunarodnih dolazaka, udio u BDP-u ili broj zaposlenih, a neke od često spominjanih država u tom kontekstu su Australija, Kenija, Novi Zeland, Tanzanija, Kostarika i Tajland (Lindberg, 1991; Eagles, 2001; Metin, 2019).

Uloga je prirode u privlačenju turista u destinacije turizma temeljenog na prirodi primarna. Stoga bi se u širem smislu većinu oblika turizma koji podrazumijevaju boravak u prirodi moglo smatrati turizmom temeljenim na prirodi (Valentine, 1992). Međutim, posljedično iz toga proizlazi učestao problem identifikacije onih turista koje se povezuje izravno s tim oblikom turizma među ostalim turistima. Naime, nemaju svi turisti koji posjećuju prirodne atrakcije interes samo za aktivnosti izravno povezane s prirodom, pa se dio njih, gledano po motivaciji, ne može smatrati takvim tipom turista. Mehmetoglu (2007) sugerira da se prema stupnju motivacije posjetitelji atrakcija turizma temeljenog na prirodi mogu smjestiti duž kontinuuma s dva pola – aktivnih i pasivnih posjetitelja. Autori Cassells i Valentine (1990) aktivnosti u sklopu turizma temeljenog na prirodi pak dijele na one koje ovise o prirodi, one koje su osnažene prirodom i one u kojima je prirodno okruženje sporedno (sl. 1). Dimenzije aktivnosti i motivacije trebalo bi stoga sagledavati zasebno (Rinne i Saastamoinen, 2005; Mehmetoglu, 2007). S tim je u skladu i vrlo jednostavna definicija turizma temeljenog na prirodi koju još

INTRODUCTION

Nature-based tourism is a type of tourism which is characterised by consistently high growth rates at the global level. Generally, the annual growth rate is between 10% and 30%, while its share in the world tourism market is about 20%. Over the years, the number of protected areas in the world has significantly increased; these are often the main destination points for tourists whose main travel motive is spending time in nature. In 2008, there were more than 100,000 such sites, occupying approximately 12% of the Earth's total surface area (Kuenzi and McNeely, 2008). In several countries, nature-based tourism has grown so much that, according to certain statistical indicators, it represents the main component of their overall tourism supply. At the national level, this is mostly shown in the number of international arrivals, share in GDP, or number of employees. Some of the countries often mentioned in this context are Australia, Kenya, New Zealand, Tanzania, Costa Rica and Thailand (Lindberg, 1991; Eagles, 2001; Metin, 2019).

Nature, of course, has the primary role in attracting tourists to nature-based tourism destinations. Therefore, in a broader sense, most types of tourism which involve spending time in nature could be considered nature-based tourism (Valentine, 1992). Consequently, there is the problem of identifying which tourists come because of nature, and which come for other types of activities. Not all tourists who visit natural attractions are interested solely in activities directly connected to nature. Therefore, some of them cannot be considered to be this type of tourist from a motivational perspective. Mehmetoglu (2007) suggested that visitors to nature-based tourism attractions can be differentiated based on their degree of motivation. He put forth that nature-based tourists could be placed along a continuum with two distinct poles – active and passive visitors. Authors Cassells and Valentine (1990) divided activities on this tourism spectrum into those that are dependent on nature, those that are enhanced by nature, and those where the natural setting is incidental (Fig. 1). Therefore, dimensions of activities and motivation should be researched separately (Rinne and Saastamoinen, 2005; Mehmetoglu, 2007). Accordingly, Valentine (1992) offered a very



Sl. 1. Podjela aktivnosti (iskustava) prema stupnju povezanosti s prirodom
Fig. 1 Division of activities (experiences) depending on level of connectivity with nature

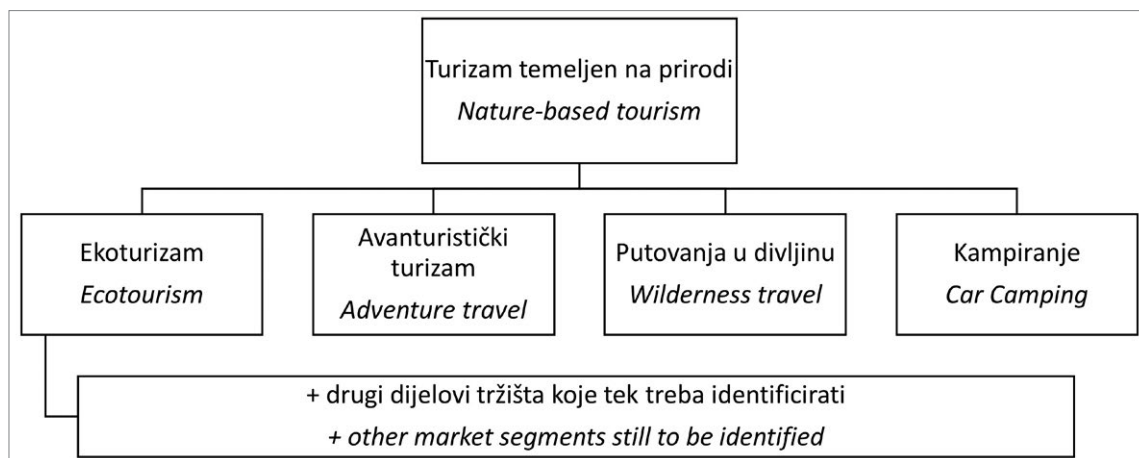
Izvor : Cassells i Valentine (1990)
Source: Cassells and Valentine (1990)

1992. godine nudi Valentine: „oblik turizma čije je glavno obilježje izravno uživanje u nekom relativno netaknutom prirodnom fenomenu” (Valentine, 1992, 108). Da bi bio ekološki održiv, on mora biti prilagođen specifičnom lokalitetu i dugoročno ne narušavati prirodni okoliš, a ističe se i postojanje triju ključnih dimenzija turizma temeljenog na prirodi – iskustvo, način putovanja i lokacija (Valentine, 1992).

Kad je u pitanju terminologija, turizam temeljen na prirodi (*nature-based tourism*) i turizam u prirodi (*nature tourism*) pojmovi su koji ističu karakteristike prostora u kojem se turizam odvija, dok su ekoturizam (u užem smislu) i održivi turizam pojmovi koji uvjetuju određeni ishod turističkih aktivnosti te uključuju kvalitativni kriterij jer nije svaki turizam temeljen na prirodi nužno „eko” i/ili „održiv” (Kuenzi i McNeely, 2008). Ekoturizam i putovanja u divljini pojmovi su užega opsega, dok se održivi turizam s turizmom temeljenim na prirodi može podudarati tek u određenoj mjeri (Metin, 2019). Eagles (2001) je početkom 21. stoljeća kao glavne tržišne segmente turizma temeljenog na prirodi u onom užem smislu izdvojio ekoturizam, avanturistički turizam, putovanja u divljini i kampinganje, ali već tada konceptualno ostavlja prostora za druge dijelove tržišta koje tek treba identificirati, čime naglašava svijest o kompleksnosti njegova definiranja i klasifikacije (sl. 2).

simple definition of nature-based tourism, stating that it is ‘primarily concerned with the direct enjoyment of some relatively undisturbed phenomenon of nature’ (Valentine, 1992, 108). To be ecologically sustainable, it must be appropriate for a specific site and not damage the natural environment in the long term. There are three key dimensions of nature-based tourism: experience, style, and location (Valentine, 1992).

When it comes to terminology, nature-based tourism and nature tourism point out the characteristics of a space where tourism takes place. Ecotourism (in its narrower sense) and sustainable tourism condition a certain goal of tourism activities and include a qualitative criterion, because not all nature-based tourism is necessarily “eco” and/or “sustainable” (Kuenzi and McNeely, 2008). Ecotourism and wilderness travel have a narrower scope, and sustainable tourism coincides with nature-based tourism only to a certain extent (Metin, 2019). At the beginning of the 21st century, Eagles (2001) identified the following as nature-based tourism niche markets: ecotourism, adventure travel, wilderness travel and car camping. However, he also left room for other market segments yet to be identified, which emphasises awareness of the complexities in definition and classification of nature-based tourism (Fig. 2).



Sl. 2. Tržišni segmenti turizma temeljenog na prirodi
Fig. 2 Submarkets of nature-based tourism

Izvor: Eagles (2001)
Source: Eagles (2001)

Turizam temeljen na prirodi moguće je smatrati tzv. *win-win* scenarijem kojim se istovremeno osigurava zadovoljstvo turista iskustvom u prirodi, profit turističkih operatora, sredstva za očuvanje okoliša i poboljšanje životnoga standarda u lokalnim zajednicama (Ardoin i dr., 2015). Oblik je to turizma koji ima velik tržišni potencijal, ali je ključno pružiti turistički proizvod koji odgovara tržištu i koji ujedno ima pozitivne ekonomske i ekološke učinke (Eagles, 2001). Izbor destinacije pojedinca ovisi o nizu interakcija između percepcije o destinaciji i razloga za putovanje zbog čega su od izrazite važnosti i ažurirani podatci o profilu posjetitelja. U suprotnom dolazi do jaza između teorijskih, konceptualnih tipologija i kategorizacija prisutnih u upravljačkoj praksi (Arnegger i dr., 2010; Constantin i dr., 2021).

CILJ I PRISTUP ISTRAŽIVANJU

Prvi korak analize stanja područja bio je detaljno pretraživanje odabranih elektroničkih baza znanstvenih publikacija u svrhu pronalaska relevantnih empirijskih istraživanja kojima je objekt istraživanja bio turizam temeljen na prirodi. Pretraga je izvršena u bazama Scopus, ScienceDirect i Web of Science, a glavni kriterij pretraživanja bio je da svi ponuđeni rezultati moraju sadržavati pojam *nature-based tourism* u naslovu, ključnim riječima i/ili sažetku rada.

Nature-based tourism can be considered a win-win scenario where several things happen simultaneously; it ensures satisfaction with the nature experience, profit for tourism providers, funds for environmental protection, and an improvement of living standards in local communities (Ardoin et al., 2015). It is a type of tourism that has considerable growth potential, but it is necessary to offer a tourism product which corresponds with the market and has both economic and environmental benefits (Eagles, 2001). An individual chooses their destination based on a series of interactions between their perception of the destination and their reasons for travelling. Therefore, current tourist profile data is extremely important. Otherwise, there is a gap between theoretical and conceptual typology, and categorisation present in management practices (Arnegger et al., 2010; Constantin et al., 2021).

OBJECTIVE AND THE RESEARCH APPROACH

The first step of this analysis was conducting a detailed search of selected scientific publications' online databases with the purpose of finding relevant empirical research on nature-based tourism. The search was conducted using the Scopus, ScienceDirect and Web of Science databases, and the main search criterion was that each result must contain the term *nature-based tourism* in either its title, keywords or abstract. The obtained results were then sorted according

Dobiveni rezultati potom su raspoređeni po relevantnosti, što je osiguralo kvalitetniju selekciju. Za više od 80 radova¹ selektiranih na temelju navedenih kriterija proveden je detaljniji uvid u strukturu, sadržaj i pristup istraživanju te je potom za potrebe daljnje analize konačan izbor sužen na 41 izvorni znanstveni rad objavljen u posljednjim dvama desetljećima. Iz analize su pritom izuzeta prethodna priopćenja i znanstveni članci proizašli iz sudjelovanja na konferencijama. Za potrebe analize nisu uzeti u obzir pregledni radovi drugih autora da bi se napravio izravan uvid u rezultate aktualnih empirijskih istraživanja turizma temeljenog na prirodi u svijetu.

Analizirano je 16 radova iz baze Scopus, 18 iz baze ScienceDirect i 7 iz baze Web of Science.² Svi odabrani znanstveni radovi objavljeni su u razdoblju od 2006. do 2022. godine, od čega su samo tri objavljena prije 2011. godine. Spomenutim empirijskim istraživanjima obuhvaćeno je preko 20 različitih zemalja diljem svijeta, a najzastupljenije su Norveška, Kina, Finska, Sjedinjene Američke Države i Australija, koje su ponudile prostor istraživanja u najmanje trima analiziranim člancima. Članci su objavljeni u dvadeset dvama znanstvenim časopisima, uglavnom iz područja turizma i rekreacije, ugostiteljstva, održivoga razvoja, zaštite okoliša, prometa i ekonomije. Cilj je ovoga rada utvrditi aspekte istraživanja turizma temeljenog na prirodi koji prevladavaju u recentnom razdoblju, najzastupljenije metodološke pristupe i ciljeve njihove primjene te najvažnija obilježja suvremenoga razvoja turizma temeljenog na prirodi proizašla iz provedenih istraživanja.

PREGLED METODA ISTRAŽIVANJA TURIZMA TEMELJENOG NA PRIRODI

Najzastupljenija istraživačka metoda u analiziranim znanstvenim radovima jest anketno istraživanje. Ta je metoda u slučaju turizma temeljenog na prirodi korištena kao glavna metoda prikupljanja podataka u 28 od ukupno 41 empirijskoga istraži-

to relevance, which ensured a high-quality selection. For over 80 papers¹, that were selected based on the abovementioned criteria, a more detailed exploration into the structure, content and research approach was carried out. Before further analysis, the final selection was narrowed down to a total of 41 scientific papers. These 41 papers are categorised as original scientific papers and have been published in the last two decades. Preliminary communications and conference papers were excluded from the analysis. Furthermore, for the purposes of this analysis, review papers from other authors were not taken into account in order to make a direct insight into the results of current empirical research on nature-based tourism worldwide.

The analysis included 16 papers available in the Scopus database, 18 in the ScienceDirect database and 7 in the Web of Science database². Selected scientific papers were all published in the period from 2006 to 2022; only three were published before 2011. The aforementioned empirical research covers over 20 different countries around the world. The most represented countries are Norway, China, Finland, the United States of America and Australia, which were each the subject of research in three or more articles. These articles were published in a total of 22 scientific journals, mainly in the fields of tourism and recreation, hospitality, sustainable development, environmental protection, transport and economics. This paper aims to determine the main aspects of nature-based tourism research which prevail in the recent period, the most common methodological approaches and their application purposes, as well as the most important characteristics of nature-based tourism's contemporary development.

REVIEW OF NATURE-BASED TOURISM RESEARCH METHODS

The most common research method in the analysed scientific papers is surveying. A survey was used as the main data collection method in 28 out of a total of 41 empirical studies on nature-based tourism; surveys were used continuously through-

¹ Veći broj relevantnih znanstvenih članaka dostupan je u više baza istovremeno, ali se dvostruki rezultati nisu uzimali u obzir.

² Zaključno s datumom 27. srpnja 2022. godine.

¹ A large number of relevant scientific articles is concurrently available in several databases but such articles were only taken into account once.

² by July 27, 2022.

vanja, a prisutna je pritom kontinuirano kroz cijelo promatrano razdoblje. No svrha samoga anketnog istraživanja uvelike se razlikuje među pojedinim istraživanjima, a razlikuju se i uzorci ispitanika prema kojima je istraživanje usmjereno. Više od polovice spomenutih istraživanja bilo je usmjereno k turistima. U nekima su u uzorak ispitanika uvršteni svi turisti, neovisno o svojim karakteristikama (Lee i Jan, 2015; Outeiro i dr., 2018; Bhuiyan i dr., 2021; Kularatne i dr., 2021; Marasinghe i dr., 2021; Rääkkönen i dr., 2021), dok su za potrebe nekih istraživanja uzorci ispitanika preciznije određeni te su tako obuhvaćali potencijalne posjetitelje (Moyle i dr., 2017) i posjetitelje zaštićenih područja (Scott i dr., 2007; De Urioste-Stone i dr., 2016; Pinkus i dr., 2016; Cheng i dr., 2022), turiste u resortima (Tyrvaainen i dr., 2014) i turiste koji su sudjelovali u aktivnostima u prirodi koje su organizirali turoperatora (Mehmetoglu i Normann, 2013). K tomu, pojedina su istraživanja u obzir uzela samo inozemne turiste ili turiste koji dolaze iz točno određenih zemalja (Chubchuwong i dr., 2015; Han i dr., 2016), a u nekima je uzorak ispitanika bio dodatno definiran periodom boravka u destinaciji ljeti, odnosno zimi (Tyrvaainen i dr., 2014; McCreary i dr., 2019). U ostalim empirijskim istraživanjima uzorak ispitanika obuhvaća lokalno stanovništvo (Gronau i dr., 2017), vlasnike vikendica (Tangeland i dr., 2013), predstavnike poduzeća koja djeluju u domeni turizma temeljenog na prirodi (Fredman i dr., 2012; Margaryan i Fredman, 2016; Fossgard i Stensland, 2021), eksperte u turizmu (temeljenom na prirodi) (Komasi i dr., 2022), predstavnike relevantnih organizacija (Shafer i Choi, 2006) i članove udruga koje se bave rekreacijom u prirodi (Tangeland i Aas, 2011). Nadalje, neka recentna istraživanja posebna su po tome što anketno istraživanje provode s dvama različitim uzorcima ispitanika – turistima i lokalnim stanovništvom (Xu i dr., 2015; Zhang i Chan, 2016; Zhang i dr., 2020), odnosno turistima i stručnjacima za turizam (znanstvenici, menadžeri, predstavnici turističkih poduzeća i dr.) (Gu i dr., 2022). Ciljevi provođenja anketnoga istraživanja uglavnom su povezani s utvrđivanjem preferencija, motivacije i zadovoljstva turista posjetom određenoj destinaciji (Mehmetoglu i Normann, 2013; Tyrvaainen i dr., 2014; Outeiro i dr., 2018; Bhuiyan i dr., 2021; Kularatne i dr., 2021; Marasinghe i dr., 2021;

out the observed time period. However, the purpose of the survey and the samples of participating respondents in various research differ significantly. More than half of the empirical studies were focused on tourists. In some, all tourists were included in the sample, regardless of their characteristics (Lee and Jan, 2015; Outeiro et al., 2018; Bhuiyan et al., 2021; Kularatne et al., 2021; Marasinghe et al., 2021; Rääkkönen et al., 2021), while in the others, the survey sample was determined more precisely and thus included potential visitors (Moyle et al., 2017) and visitors to protected areas (Scott et al., 2007; De Urioste-Stone et al., 2016; Pinkus et al., 2016; Cheng et al., 2022), tourists in resorts (Tyrvaainen et al., 2014) and tourists who participated in organised nature-based tourism activities (Mehmetoglu and Normann, 2013). Furthermore, foreign tourists or tourists coming from specific countries were sometimes taken into account (Chubchuwong et al., 2015; Han et al., 2016), or the sample of respondents was additionally defined depending on the time of their visit, e.g. summer or winter (Tyrvaainen et al., 2014; McCreary et al., 2019). In the remaining empirical studies, the sample included the local population (Gronau et al., 2017), second-home owners (Tangeland et al., 2013), representatives of nature-based tourism firms (Fredman et al., 2012; Margaryan and Fredman, 2016; Fossgard and Stensland, 2021), experts in (nature-based) tourism (Komasi et al., 2022), representatives of relevant organizations (Shafer and Choi, 2006) and members of associations dealing with outdoor recreation (Tangeland and Aas, 2011). In some recent research, surveys were conducted among two different samples of respondents—tourists and local residents (Xu et al., 2015; Zhang and Chan, 2016; Zhang et al., 2020), that is, tourists and tourism experts (scientists, managers, representatives of tourism firms, etc.) (Gu et al., 2022). The objectives of the survey are mainly related to determining tourists' preferences, motivations, and satisfaction when visiting a certain destination (Mehmetoglu and Normann, 2013; Tyrvaainen et al., 2014; Outeiro et al., 2018; Bhuiyan et al., 2021; Kularatne et al., 2021; Marasinghe et al., 2021; Cheng et al., 2022; Gu et al., 2022), as well as to examining respondents' attitudes about climate change and defining factors which influ-

Cheng i dr., 2022; Gu i dr., 2022) te s ispitivanjem stavova o klimatskim promjenama i definiranjem čimbenika koji utječu na odgovorno ponašanje prema okolišu (Scott i dr., 2007; Chubchuwong i dr., 2015; Lee i Jan, 2015; De Urioste-Stone i dr., 2016; Han i dr., 2016; McCreary i dr., 2019).

Podatci prikupljeni metodom anketnoga istraživanja u odabranim su empirijskim istraživanjima obrađeni i detaljnije analizirani korištenjem cijeloga spektra različitih kvantitativnih metoda statističke analize, a najčešće je u tu svrhu korišten softver IBM SPSS (Tangeland i Aas, 2011; Fredman i dr., 2012; Lee i Jan, 2015; Pinkus i dr., 2016; Zhang i Chan, 2016; McCreary i dr., 2019; Bhuiyan i dr., 2021; Fossgard i Stensland, 2021; Marasinghe i dr., 2021; Cheng i dr., 2022; Gu i dr., 2022). Od metoda su pritom najzastupljenije multivarijatne metode, regresijska analiza (Scott i dr., 2007; Mehmetoglu i Normann, 2013; Tangeland i dr., 2013; Chubchuwong i dr., 2015; Han i dr., 2016; Margaryan i Fredman, 2016; Zhang i Chan, 2016; McCreary i dr., 2019; Zhang i dr., 2020; Bhuiyan i dr., 2021) i faktorska (eksploratorna i konfirmatorna) analiza (Tangeland i Aas, 2011; Tyrvaainen i dr., 2014; Lee i Jan, 2015; Han i dr., 2016; Pinkus i dr., 2016; Zhang i dr., 2020; Fossgard i Stensland, 2021; Rääkkönen i dr., 2021; Cheng i dr., 2022), ali i klusterska analiza, korelacijska analiza, Hi-kvadrat test, t-test i ANOVA (Tangeland i Aas, 2011; De Urioste-Stone i dr., 2016; Han i dr., 2016; Margaryan i Fredman, 2016; Zhang i Chan, 2016; Zhang i dr., 2020; Bhuiyan i dr., 2021; Fossgard i Stensland, 2021; Cheng i dr., 2022). Među ostalim kvantitativnim metodama korisnima u kontekstu istraživanja turizma temeljenog na prirodi, ali i turizma općenito, treba istaknuti IPA analizu³ (*importance-performance analysis*) (Zhang i Chan, 2016; Zhang i dr., 2020; Marasinghe i dr., 2021), model diskretnoga izbora⁴

ence environmentally responsible behaviour (Scott et al., 2007; Chubchuwong et al., 2015; Lee and Jan, 2015; De Urioste-Stone et al., 2016; Han et al., 2016; McCreary et al., 2019).

The data collected using surveys were processed and analysed in more detail using a whole range of quantitative methods of statistical analysis, and IBM SPSS software was used for this purpose most often (Tangeland and Aas, 2011; Fredman et al., 2012; Lee and Jan, 2015; Pinkus et al., 2016; Zhang and Chan, 2016; McCreary et al., 2019; Bhuiyan et al., 2021; Fossgard and Stensland, 2021; Marasinghe et al., 2021; Cheng et al., 2022; Gu et al., 2022). Regarding quantitative methods, the most common are multivariate analysis methods, regression analysis (Scott et al., 2007; Mehmetoglu and Normann, 2013; Tangeland et al., 2013; Chubchuwong et al., 2015; Han et al., 2016; Margaryan and Fredman, 2016; Zhang and Chan, 2016; McCreary et al., 2019; Zhang et al., 2020; Bhuiyan et al., 2021), factor (exploratory and confirmatory) analysis (Tangeland and Aas, 2011; Tyrvaainen et al., 2014; Lee and Jan, 2015; Han et al., 2016; Pinkus et al., 2016; Zhang et al., 2020; Fossgard and Stensland, 2021; Rääkkönen et al., 2021; Cheng et al., 2022), and also cluster analysis, correlation analysis, Chi-square test, t-test and ANOVA (Tangeland and Aas, 2011; De Urioste-Stone et al., 2016; Han et al., 2016; Margaryan and Fredman, 2016; Zhang and Chan, 2016; Zhang et al., 2020; Bhuiyan et al., 2021; Fossgard and Stensland, 2021; Cheng et al., 2022). Among other quantitative methods which are useful in the context of nature-based tourism research, as well as tourism research in general, IPA analysis³ (importance-performance analysis) (Zhang and Chan, 2016; Zhang et al., 2020; Marasinghe et al., 2021), the discrete choice experiment model⁴ (Outeiro et

3 Metoda IPA (eng. *importance-performance analysis*) najviše se koristi u svrhu unaprjeđenja različitih vrsta usluga, poput onih u zdravstvu i hotelijerstvu, ali i u samim turističkim destinacijama u kojima se njeome pokušava unaprijediti cjelokupna ponuda destinacije. Anketom se prikupljaju odgovori klijenata o percepciji učinka istaknutih atributa destinacije i o njihovoj važnosti za pojedinca. Na temelju rezultata anketnoga istraživanja kreira se dvodimenzionalna matrica učinka i važnosti pojedinih atributa pomoću koje se definiraju mjere i preporuke za daljnje unaprjeđenje destinacijske ponude (Mikulić, 2019).

4 Modeli razvijeni na temelju eksperimenata diskretnoga izbora (eng. *discrete choice experiment*) koriste se u djelatnostima poput prometa, marketinga, trgovine i zdravlja jer su izvrsna tehnika za objašnjavanje

3 The IPA (importance-performance analysis) method is often used to improve the various types of services, such as those in healthcare and hospitality, and also in tourism destinations, where the goal is to improve the quality of a given destination's entire tourism supply. The client's perceptions of the performance of prominent destination attributes and their importance for the individual are examined via survey. Based on the results, a two-dimensional matrix of performance and importance of individual attributes is created, and measures and recommendations for tourism supply improvement are further developed (Mikulić, 2019).

4 Models based on discrete choice experiments are often used in logistics, marketing, trade and healthcare because they are an excellent tool

(*discrete choice experiment*) (Outeiro i dr., 2018; Kularatne i dr., 2021), strukturalno modeliranje⁵ (Lee i Jan, 2015; Pinkus i dr., 2016) i metodu scenarija (Gronau i dr., 2017; Komasi i dr., 2022).

Kad je riječ o kvalitativnim metodama, najzastupljeniji je intervju, koji se kao glavna ili jedna od glavnih metoda istraživanja koristio u 12 analiziranih empirijskih istraživanja. Za razliku od anketnoga istraživanja kod kojega se uzorak ispitanika u najvećem broju slučajeva sastojao od turista, u metodi intervjua posjetitelji nacionalnoga parka bili su kazivači samo u jednom provedenom istraživanju, u kojem se intervju koristio u kombinaciji s *online* anketiranjem (De Urioste-Stone i dr., 2016), dok su u drugom primjeru intervju u kombinaciji s anketiranjem provedeni s turistima, lokalnim turističkim vodičima, ali i lokalnim stanovništvom (Xu i dr., 2015). Lokalno stanovništvo sudjelovalo je u intervjuima u još nekoliko primjera istraživanja (Tirasattayapitak i dr., 2015; Moyle i dr., 2017; Dube i Nhamo, 2020), no u većini su slučajeva kazivači bili predstavnici ili vlasnici turističkih poduzeća koja djeluju u domeni turizma temeljenog na prirodi (Saarinen i Tervo, 2006; Biggs i dr., 2012; Fredman i dr., 2012; Job i Paesler, 2013; Matilainen i Lähdesmäki; 2014; Moyle i dr., 2017; Fossgard i Fredman, 2019). Osim navedenih, drugi ključni dionici koji su u pojedinim istraživanjima imali ulogu kazivača bili su predstavnici vladinih i nevladinih organizacija za zaštitu prirode (planeri, menadžeri, rendžeri) (Pashkevich i dr., 2016), predstavnici nacionalnoga parka (Moyle i dr., 2017) i općenito privatni i javni dionici uključeni u upravljanje nacionalnim parkom (Barrena Ruiz i dr., 2019). Glavni je cilj provedenih intervjua bio ispitati percepciju i stavove kazivača o klimatskim promjenama (Saa-

i predviđanje preferencija i ponašanja pojedinca. U turizmu se njima utvrđuje koliko turisti određene destinacije smatraju atraktivnima i na temelju kojih atributa, na koji je način njihovo zadovoljstvo pojedinim turističkim proizvodom povezano sa sociodemografskim i drugim karakteristikama te mogu li se na temelju preferencija turista definirati različiti tržišni segmenti turističke ponude destinacije (Kemperman, 2021).

5 Modeliranje strukturalnim jednadžbama (eng. *structural equation modeling*, SEM) pripada drugoj generaciji metoda multivarijatne analize. Dio je skupine statističkih metoda koje za cilj imaju objasniti veze između više varijabli. Strukturalnim modeliranjem ispituje se njihova struktura, a nizom jednadžbi opisuju se sve veze između pojedinih konstrukata (zavisnih i nezavisnih varijabli). Temelji metode su faktor-ska analiza i analiza višestruke regresije te se ona može smatrati kombinacijom tih dvaju tipova multivarijantnih metoda (Vuković, 2022).

al., 2018; Kularatne et al., 2021), structural modeling⁵ (Lee and Jan, 2015; Pinkus et al., 2016) and the scenario method (Gronau et al., 2017; Komasi et al., 2022) are worth mentioning.

When it comes to qualitative research methods, the most common is interviews, which were used as the main (or one of the main) research methods in 12 analysed empirical studies. Unlike the survey, where the sample consisted of tourists in most cases, visitors to the national park were the respondents for interviews in only one empirical research where interviews were conducted together with an online survey (De Urioste-Stone et al., 2016). In another example, interviews combined with a survey were conducted with tourists, local tour guides, and local residents (Xu et al., 2015). The local population participated in interviews in several other studies (Tirasattayapitak et al., 2015; Moyle et al., 2017; Dube and Nhamo, 2020), but in most cases, the respondents were representatives or owners of nature-based tourism firms (Saarinen and Tervo, 2006; Biggs et al., 2012; Fredman et al., 2012; Job and Paesler, 2013; Matilainen and Lähdesmäki; 2014; Moyle et al., 2017; Fossgard and Fredman, 2019). Furthermore, other stakeholders who had the role of respondents in some of the research studies were representatives of governmental and non-governmental organisations for nature protection (planners, managers, park rangers) (Pashkevich et al., 2016), national park representatives (Moyle et al., 2017) and representatives of other private and public organisations involved in park management (Barrena Ruiz et al., 2019). The main objective of conducted interviews was to examine the perceptions and attitudes of the respondents regarding climate change (Saarinen and Tervo, 2006;

for explaining and predicting individual preferences and behaviours. In tourism, they are used to determine how attractive tourists consider a certain destination and, based on said attributes, how satisfaction with a particular tourist product is related to socio-demographic and other characteristics, and whether various market segments of the destination's tourism supply can be defined based on tourists' preferences (Kemperman, 2021).

5 Structural equation modelling (SEM) belongs to the second generation of multivariate analysis methods. It is a group of statistical methods that aim to explain the relationships between multiple variables. Structural modelling examines their structure, and a series of equations describe all connections between individual constructs (dependent and independent variables). The method is based on factor analysis and multiple regression analysis and it can be considered a combination of these two types of multivariate methods (Vuković, 2022).

rinen i Tervo, 2006; De Urioste-Stone i dr., 2016; Dube i Nhamo, 2020), važnosti prirodnih resursa za razvoj turizma temeljenog na prirodi (Fredman i dr., 2012; Fossgard i Fredman, 2019), suradnji između lokalnih dionika (Matilainen i Lähdesmäki; 2014) i implikacijama na lokalno stanovništvo te međuodnosima turizma, gospodarskoga razvoja i zaštite prirode (Biggs i dr., 2012; Job i Paesler, 2013; Tirasattayapitak i dr., 2015; Pashkevich i dr., 2016; Barrena Ruiz i dr., 2019). Jedan je primjer istraživanja gdje su provedeni intervjui služili u svrhu oblikovanja različitih scenarija posjetiteljskoga iskustva (Moyle i dr., 2017).

Nerijetko se metoda intervjua u istraživanjima turizma temeljenog na prirodi koristi u kombinaciji s metodom anketnoga istraživanja (Fredman i dr., 2012; Xu i dr., 2015; De Urioste-Stone i dr., 2016; Moyle i dr., 2017), ali s analizama statističkih podataka iz sekundarnih izvora (Xu i dr., 2015; Barrena Ruiz i dr., 2019), analizom sadržaja (Fredman i dr., 2012; Dube i Nhamo, 2020), metodom observacije (Barrena Ruiz i dr., 2019), korelacijskom analizom (Biggs i dr., 2012), tipologijom (Matilainen i Lähdesmäki, 2014), grupnim radionicama (Tirasattayapitak i dr., 2015) i analizama u GIS-u (Dube i Nhamo, 2020). U svrhu same analize i interpretacije rezultata provedenih intervjua još se koriste uobičajene metode transkripcije i kodiranja te metoda usporedbe (Saarinen i Tervo, 2006; Fredman i dr., 2012; Matilainen i Lähdesmäki, 2014; Tirasattayapitak i dr., 2015; Barrena Ruiz i dr., 2019; Fossgard i Fredman, 2019; Dube i Nhamo, 2020).

Četiri analizirana rada ne koriste se metodama anketnoga istraživanja i intervjua. Ingólfssdóttir i Gunnarsdóttir (2020) služe se dostupnim podatcima ranijih anketnih istraživanja provedenih u svrhu izrade prostornoplanske dokumentacije te opsežnim transkriptima parlamentarnih rasprava za čiju je analizu primijenjena kritička analiza diskursa. Yuxi i Linsheng (2020) razvili su poseban način izračuna kompozitnoga indeksa koji bi upućivao na stupanj mogućega konflikta između razvoja turizma temeljnog na prirodi i zaštite okoliša, a metodologija izračuna popraćena je metodom kartografske vizualizacije. Konačno, dva su primjera empirijskih istraživanja novijega datuma kroz koja su prikupljeni, obrađeni i analizirani veliki podatci

De Urioste-Stone et al., 2016; Dube and Nhamo, 2020), the importance of natural resources for nature-based tourism development (Fredman et al., 2012; Fossgard and Fredman, 2019), cooperation among local stakeholders (Matilainen and Lähdesmäki; 2014), and implications for the local population and the interrelation of tourism, economic development and nature protection (Biggs et al., 2012; Job and Paesler, 2013; Tirasattayapitak et al., 2015; Pashkevich et al., 2016; Barrena Ruiz et al., 2019). There is one example where the purpose of conducted interviews was to form various scenarios of the visitor experience (Moyle et al., 2017).

The interview method in nature-based tourism research is frequently used in combination with the survey method (Fredman et al., 2012; Xu et al., 2015; De Urioste-Stone et al., 2016; Moyle et al., 2017), and also with secondary data analysis (Xu et al., 2015; Barrena Ruiz et al., 2019), content analysis (Fredman et al., 2012; Dube and Nhamo, 2020), observation method (Barrena Ruiz et al., 2019), correlation analysis (Biggs et al., 2012), typology (Matilainen and Lähdesmäki, 2014), group workshops (Tirasattayapitak et al., 2015) and GIS analysis (Dube and Nhamo, 2020). In order to analyse and interpret interview results, the commonly used methods were transcription, coding and comparison method (Saarinen and Tervo, 2006; Fredman et al., 2012; Matilainen and Lähdesmäki, 2014; Tirasattayapitak et al., 2015; Barrena Ruiz et al., 2019; Fossgard and Fredman, 2019; Dube and Nhamo, 2020).

Only four papers did not include surveys or interviews in their methodological approaches. For example, Ingólfssdóttir and Gunnarsdóttir (2020) analysed the survey data available from previous research. Those surveys were primarily conducted for the creation of relevant spatial planning documents. In addition, discourse analysis was applied on detailed transcripts of parliamentary debates. Yuxi and Linsheng (2020) developed a specific method of calculating a composite index which indicates the level of possible conflict between nature-based tourism development and environmental protection. The calculation methodology is further accompanied by cartographic visualisation. Finally, there are two examples of recent empirical research by which big

(*big data*) u svrhu kvalitetnijega praćenja i upravljanja sustavima posjećivanja u odabranim prirodnim područjima. Podatci su analizirani pomoću GIS alata. Provedene su korelacijske i regresijske analize, a od pomoćnih metoda valja spomenuti terenski rad i fokus-grupe (Kim i dr., 2019; Kim i dr., 2020).

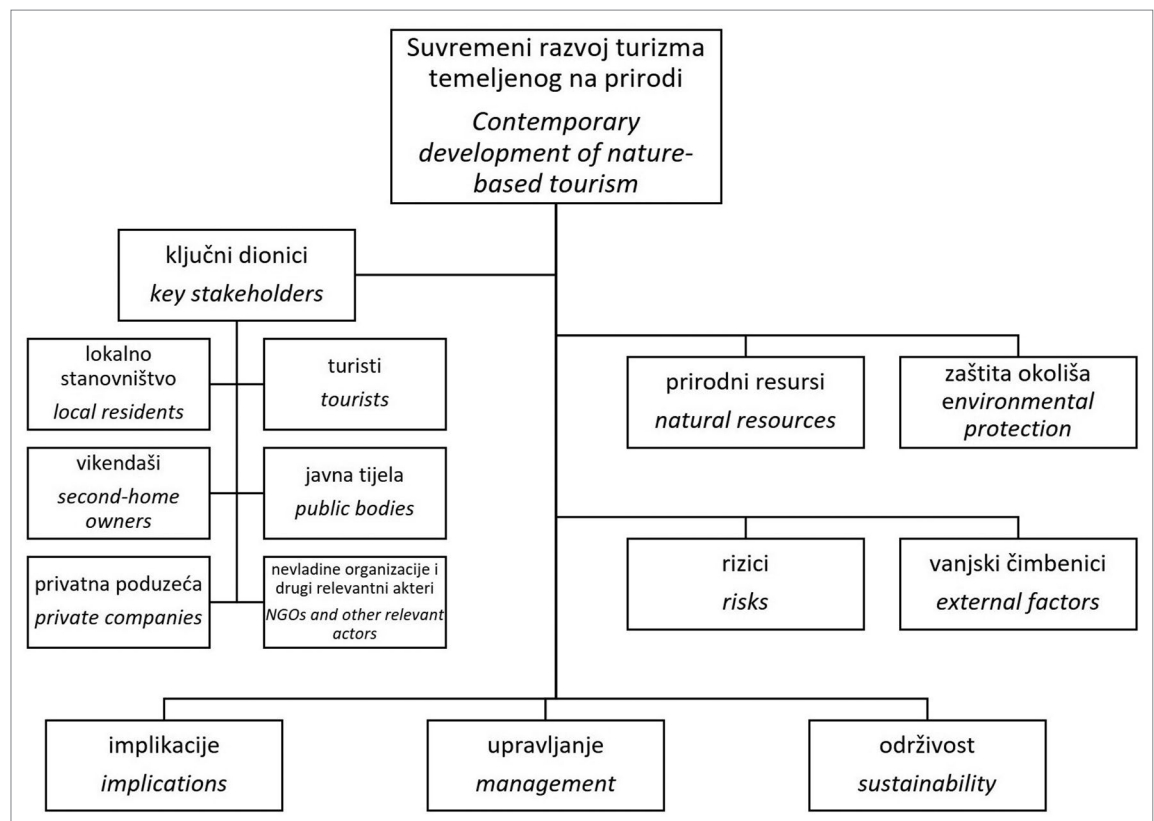
data were collected, processed and analysed in order to improve the monitoring and management of visitor systems in selected natural areas. Data were analysed using GIS tools. Additional research methods used in combination with interviews are correlation and regression analysis, field research and focus groups (Kim et al., 2019; Kim et al., 2020).

ASPEKTI PROUČAVANJA TURIZMA TEMELJENOG NA PRIRODI U RECENTNIM EMPIRIJSKIM ISTRAŽIVANJIMA

Nakon analize glavnih ciljeva i metodoloških pristupa uočena su četiri osnovna aspekta proučavanja turizma temeljenog na prirodi koja prevladavaju u recentnim empirijskim istraživanjima, a usmjerena su prema: (1) ključnim dionicima, (2) prirodnim resursima i zaštiti okoliša, (3) upravljanju, implikacijama i održivosti te (4) rizicima i negativnom utjecaju vanjskih čimbenika. Svaki

STUDY ASPECTS OF NATURE-BASED TOURISM IN RECENT EMPIRICAL RESEARCH

Following the analysis of the main objectives and methodological approaches, the four main study aspects of nature-based tourism that prevail in recent empirical research were detected. These are primarily directed towards: (1) key stakeholders, (2) natural resources and environmental protection, (3) management, implications and sustainability, and (4) risks and negative impacts of external factors.



Sl. 3. Aspekti proučavanja turizma temeljenog na prirodi i njegova suvremenoga razvoja
Fig. 3 Study aspects of nature-based tourism and its contemporary development

od tih aspekata doprinosi utvrđivanju općih obilježja suvremenoga razvoja turizma temeljenog na prirodi, čimbenika kojima je taj razvoj uvjetovan i učinaka koje on ima na neki prostor. Prema definiranim aspektima proučavanja sistematiziran je stoga pregled osnovnih spoznaja o turizmu temeljenom na prirodi, ponuđen u nastavku ovoga poglavlja (sl. 3).

Ključni dionici

Da bi se postigao održiviji razvoj turizma u nekoj destinaciji, međuodnos između prirode i ljudi mora se održavati na nekoj stabilnoj, harmoničnoj razini. K tomu se stabilnima moraju održavati i odnosi među različitim dionicima (tab. 1). Istraživanja provedena u Hong Kongu upozorila su na to da turisti i lokalno stanovništvo imaju različitu percepciju turizma temeljenog na prirodi i njegova razvoja na tom području. Osim toga različita im je i uloga u valorizaciji prirodnih lokaliteta širega područja grada te, u skladu s tim, prioriteti i preferencije (Zhang i Chan, 2016; Zhang i dr., 2020). Dok turisti pažnju primarno posvećuju čimbenicima koji utječu na aranžman, logistiku i kvalitetu putovanja, lokalno stanovništvo prioritetima smatra okolišnu i društveno-kulturnu održivost. Štoviše, stanovništvo veću važnost pridaje elementima povezanima s okolišem i održivim razvojem nego onima koji se vežu uz ekonomski učinak. Turisti najveću brigu posvećuju sigurnom okruženju i prijevozu, dok su prirodno okruženje i resursi podjednako važni čimbenici zadovoljstva i jednih i drugih (Zhang i Chan, 2016). Osim očuvanomu prirodnom okruženju lokalno stanovništvo veliku važnost pridaje postojanju uslužnih objekata i kvalitetnoj infrastrukturi. Razlog tomu leži u činjenici da su lokaliteti turizma temeljenog na prirodi lokalnom stanovništvu važna mjesta za rekreaciju, opuštanje i bijeg od gradske vreve. S obzirom na to da stanovništvo izravno doprinosi razvoju turizma temeljenog na prirodi, a upoznato je i sa svim implikacijama toga razvoja, u skladu s tim od njega očekuje i veće koristi (Zhang i dr., 2020).

Posebna važnost stavovima ključnih lokalnih dionika pridaje se u istraživanju Moyle i dr.

Each of these aspects contributes to determining the general characteristics of nature-based tourism's contemporary development, the prerequisite factors of this development, and the effects it has on a certain area. Therefore, an overview of the basic knowledge about nature-based tourism, offered in the rest of this section, is systematised according to these study aspects (Fig. 3).

Key stakeholders

The interrelation between nature and people should be kept at a stable, harmonious level to achieve more sustainable tourism development in a certain destination. In addition, the relationship among various stakeholders should also be successfully maintained (Tab. 1). Research conducted in Hong Kong showed that tourists and local residents have different perceptions of nature-based tourism and its development in a given area. Furthermore, they have different roles in the valorisation of natural sites in wider urban areas and, accordingly, their priorities and preferences are also different (Zhang and Chan, 2016; Zhang et al., 2020). While tourists mostly pay attention to the factors affecting travel products, logistics and the quality of destination, local residents prioritize environmental and socio-cultural sustainability. Moreover, locals give importance to elements connected to the environment and sustainability more than to those that are connected to economical profit. Tourists care the most about a safe environment and logistics, while natural surroundings and resources are equally important satisfaction factors to both groups (Zhang and Chan, 2016). In addition to nature conservation, locals emphasize the importance of providing facilities and high-quality infrastructure. The reason behind this is that nature-based tourism sites offer locals major places for recreation, relaxation and an escape from the hustle and bustle of the city. Due to the fact that local residents directly contribute to the development of nature-based tourism and are aware of all the implications of this growth, they also expect to profit from it (Zhang et al., 2020).

Special attention is paid to the attitudes of key local stakeholders in the research by Moyle et al. (2017), conducted in the area of Wollumbin Na-

(2017), provedenom na području nacionalnoga parka Wollumbin u Australiji. Na temelju intervjua s predstavnicima nacionalnog parka, turističkih organizacija i lokalnih turističkih poduzeća te lokalnoga i starosjedilačkoga stanovništva, identificirano je osam mogućih scenarija posjetiteljskoga iskustva koji su potom dodatno ispitani anketiranjem potencijalnih posjetitelja. Rezultati upućuju na to da ne postoji jedan univerzalni pristup diverzifikaciji posjetiteljskog iskustva i rasterećenju najposjećenijih lokacija toga zaštićenog područja. Ipak, ispitanici su u ovom slučaju nešto veći stupanj preferencije imali prema scenarijima posjećivanja koji se zasnivaju na aktivnostima nižega intenziteta, poput piknika i kratkih šetnja, unatoč tomu što je lokacija koja nadilazi svoj nosivi kapacitet planinski vrh Wollumbin. To ostavlja prostora upraviteljima parka za razvoj alternativnih iskustvenih doživljaja jer upućuje na to da scenarij osvajanja vrha nema veliku potražnju među općom populacijom potencijalnih posjetitelja (Moyle i dr., 2017).

Kada je riječ o trendovima koji uvjetuju profil turista u destinacijama turizma temeljenog na prirodi, pozornost treba usmjeriti i na promjene u strukturi prosječnoga suvremenog kućanstva. Manji broj nuklearnih obitelji⁶ i povećanje broja samačkih kućanstava i kućanstava koja čine mladi parovi bez djece mogao bi rezultirati manjom potražnjom za vođenim i edukativnim aktivnostima koje su prilagođene obiteljima s djecom te većom potražnjom za onima koje ujedno imaju rizičnu ili zahtjevnju sastavnicu (Tangeland i Aas, 2011). Mehmetoglu i Normann (2013) na primjeru sjeverne Norveške zaključuju da je najsnažniji motivacijski čimbenik za sudjelovanje u aktivnostima novitet zbog čega aktivnosti koje su unaprijed isplanirane na temelju motivacije pojedinca mogu katkad biti zamijenjene aktivnostima na koje se pojedinac odluči impulzivno, na licu mjesta. Pokazalo se i da planinarenje i kampiranje u Norveškoj privlači gotovo identičan profil turista, što bi se u zemljama sa sličnom turističkom ponudom trebalo uzeti u obzir pri promociji destinacija toga tipa. Prema istom istraživanju, turisti koji posje-

tional Park in Australia. Eight possible visitors experience scenarios were identified based on the interviews with national park representatives, tourism organisations, local tourism providers, and local and indigenous inhabitants. These scenarios were further researched with a poll given to potential visitors. The results showed that there was no universal approach to diversification of the visitor experience and alleviating pressure on the most popular sites of the protected area. Nevertheless, the respondents showed a slightly higher degree of preference towards passive scenarios, such as picnics and short walks, despite the fact that the location that exceeds its carrying capacity is a mountain summit Wollumbin. This leaves room for park management to develop alternative experiences because it reveals that climbing the summit is not highly desirable among the general population of potential visitors (Moyle et al., 2017).

When it comes to trends which determine the tourist profile in nature-based tourism destinations, attention should be turned to the changes in the average modern household composition. The decreasing number of nuclear families⁶ and increase in single households and households of young couples without children could result in a less demand for guided and educational activities that are adapted for families with children. Thus, higher demand is expected for the kinds of activities that also have a risk or challenge factor (Tangeland and Aas, 2011). Mehmetoglu and Normann (2013) conducted research in the north of Norway and concluded that the strongest motivation factor for participating in activities is the novelty factor. Hence, activities that were planned in advance could be substituted for impulsive decisions and activities planned on the spot. It was also shown that mountain climbing and camping in Norway attract practically the same tourist profile. This is important to take into consideration in countries with similar tourist supply when promoting this type of destination. According to the same research, tourists who participate in these colder site activities are generally not motivated by relaxation and escape from everyday life and it is thus not of great importance to actively advertise

⁶ Obitelj koju čine roditelji i djeca, a naziva se još osnovna ili inokosna obitelj (*Struna*, n. d.).

⁶ A family consisting of parents and their children. It is also called an elementary or isolated family (*Struna*, n. d.).

ćuju takve hladnije predjele u pravilu nisu motivirani relaksacijom i bijegom od svakodnevice pa se i ti motivi u ovom slučaju ne bi trebali smatrati ključnima za privlačenje potencijalnih posjetitelja (Mehmetoglu i Normann, 2013).

Zadovoljstvo turista boravkom u nekoj destinaciji čest je objekt znanstvenih istraživanja, uključujući i ona koja su fokusirana specifično na turizam temeljen na prirodi (Pinkus i dr., 2016; Bhuiyan i dr., 2021; Kularatne i dr., 2021; Marasinghe i dr., 2021). Nerijetko se stupanj zadovoljstva povezuje s ocjenom kvalitete usluge, ali se prema Pinkus i dr. (2016) radi o dvama zasebnim konstruktima koja imaju različit učinak na namjeru povratka u destinaciju. Stupanj zadovoljstva destinacijom u odnosu na samu kvalitetu usluge ima puno snažniji učinak na usmene preporuke drugima, kao i na namjeru ponovnoga posjećivanja. Također, između usmene preporuke i namjere ponovnoga posjećivanja ne postoji značajna korelacija jer se kod turizma temeljenog na prirodi često radi o teže dostupnim parkovima ili lokalitetima koji se u pravilu posjećuju jednom u životu, što svakako treba imati na umu pri ispitivanju privrženosti nekoj destinaciji (Pinkus i dr., 2016). Na primjeru safari-parka Bangabandhu Sheikh Mujib u Bangladešu proizlazi da su statistički značajni faktori koji utječu na zadovoljstvo turista destinacijom sama atrakcija, osoblje, dostupnost i uslužni objekti. Postojeće informativne usluge u parku ne pridonose zadovoljstvu posjetitelja, a negativnu percepciju posjetitelji gaje prema cijeni usluga, manjku mogućnosti za ranjive skupine, onečišćenim dijelovima parka i nedovoljnoj zaštiti prirodnih posebnosti (Bhuiyan i dr., 2021). Pitanje sigurnosti, loša kvaliteta i očuvanost prirodnoga okoliša te slabe vještine interpretacije kod turističkih vodiča problemi su koji su detektirani i u močvarnom području Maduganga u Šri Lanki (Marasinghe i dr., 2021), a slični rezultati glede preferencija prisutni su u Šri Lanki kod posjetitelja drugih vrijednih prirodnih lokaliteta. Od osobnih preferencija tamošnji posjetitelji ističu interes za dobivanje specijaliziranih informacija i za susretanje divljih životinjskih vrsta, a važnost pridaju i visokokvalitetnom smještaju, hrani te mogućnostima za rekreaciju. Posjetitelji su za navedene

these factors in the promotion of such destinations to potential visitors (Mehmetoglu and Normann, 2013).

Tourist satisfaction with their stay in a certain destination is often the main objective of scientific research, including those that are focused solely on nature-based tourism (Pinkus et al., 2016; Bhuiyan et al., 2021; Kularatne et al., 2021; Marasinghe et al., 2021). It is common to interrelate satisfaction and service quality. Pinkus et al. (2016), however, disagreed with this tendency and stated that these are two individual constructs which have different effects on visitor loyalty to a destination. In comparison to service quality, satisfaction has a much stronger effect on word-of-mouth recommendations, as well as intent to revisit. Moreover, there is no significant correlation between word-of-mouth recommendations and the intention to revisit because nature-based tourism is mostly related to parks and sites that are more difficult to access and that people usually visit once in a lifetime. Surely, this should be taken into consideration while surveying loyalty to the destination (Pinkus et al., 2016). An example of Bangabandhu Sheikh Mujib safari park in Bangladesh demonstrates that statistically significant factors which attribute to visitor satisfaction are the attraction itself, staff, access and facilities. The information dimension in the park does not contribute to visitor satisfaction, while tourists have a negative perception of prices, the lack of proper arrangements for vulnerable groups of visitors, polluted parts of the park, and insufficient protection of natural wonders (Bhuiyan et al., 2021). Safety issues, bad quality and preservation of the natural environment along with poor interpretation skills of tour guides are all problems detected in the Maduganga wetland in Sri Lanka (Marasinghe et al., 2021). Similar results were shown when it comes to visitors' preferences in other valuable natural sites in Sri Lanka. Personal preferences that visitors put forward were interest in obtaining specialized information and encountering wild animal species. They also placed importance on high-quality accommodation, food and recreation potential. Visitors are ready to pay more for the aforementioned preferences, as well as for staying in a quiet, preserved and peaceful wild area with no populated

preferencije spremni platiti više, a u toj se kategoriji nalazi i boravak u tihom, očuvanom i mirnom području divljine u blizini kojega nema nikakvih razvijenih naselja. Iznos koji su posjetitelji spremni izdvojiti za takvo iskustvo nakon samoga posjeta dodatno raste (Kularatne i dr., 2021).

Boravak i rekreacija u vrijednim i očuvanim prirodnim područjima pozitivno utječe i na odgovornije ponašanje turista prema okolišu, ne samo tijekom posjeta već i u svakodnevnom životu. Time pojedinci dodatno doprinose očuvanju okoliša, ali i jačem razvoju održivoga turizma u budućnosti. Osjećaj privrženosti destinaciji veći je ako su posjetitelji ujedno i vlasnici posjeda na širem području jer tada osjećaju veću odgovornost prema održivosti toga prirodnog okruženja (Chubchuwong i dr., 2015; Lee i Jan, 2015). Tyrvaainen i dr. (2014) pritom ističu da se učinkovitost i postojanje održivih praksi u vrijednim prirodnim područjima ne smiju prepuštati volji i nastojanjima samih turista, već je cjelokupan turistički proizvod destinacije potrebno oblikovati na održiv način. To podrazumijeva implementaciju održivih praksi i postupanja kojima bi se posredno promoviralo odgovorno ponašanje prema okolišu. Posebnu je pažnju iz perspektive prostornoga planiranja potrebno posvetiti gustoći izgrađenosti i izgledu građevina, što u takvim turističkim destinacijama uvelike utječe na percepciju kvalitete samoga okoliša. No planiranje održivoga korištenja zemljišta u destinacijama turizma temeljenog na prirodi često je vrlo izazovan zadatak zbog toga što su preferencije klijenata i kriterij ekološki učinkovita korištenja zemljišta uglavnom kontradiktorni.

Posebna skupina ključnih dionika turizma temeljenog na prirodi su vikendaši. Međutim, istraživanja pokazuju da među njima postoje bitne varijacije u namjeri kupovine turističkih proizvoda i aktivnosti. Radi se o kompleksnoj skupini različitih potreba i motiva koji ih potiču na boravak u vikendici, a varijacije su pritom uvjetovane i sociodemografskim i psihografskim varijablama. No kreatori turističke ponude u područjima velike koncentracije vikendica trebali bi njihove vlasnike i članove obitelji smatrati potencijalnim potrošačima, ne samo u mjestu privremenoga boravka već i u brzo dostupnoj okolici (Tangeland i dr., 2013).

settlements nearby. The amount that visitors are willing to pay for such an experience increases after the visit itself (Kularatne et al., 2021).

Spending time and being active in valuable and preserved natural areas impact tourists' awareness, appreciation, and actions concerning the environment and wildlife, not just during their stay but in their everyday life, too. By doing so, individuals additionally contribute to the preservation of the environment, and also to the stronger development of sustainable tourism in the future. Loyalty to the destination is stronger if the visitors are also owners of a property in a wider area because they have a stronger sense of responsibility towards the sustainability of the natural area (Chubchuwong et al., 2015; Lee and Jan, 2015). Tyrvaainen et al. (2014) argued that the efficacy and existence of sustainable practice in the valuable natural environment should not be left to the will and efforts of the tourists, but that the entire tourism supply of a destination must be sustainably structured. This implies implementing sustainability practices and steps that indirectly promote responsible behaviour towards the environment. From the perspective of spatial planning, special attention should be paid to density of built-up areas and the appearance of buildings, which has a great impact on environment quality perception in such tourism destinations. Nevertheless, planning sustainable land use in nature-based tourism destinations is often a highly challenging task due to the fact that client preferences and ecologically efficient land use criteria are mostly contradictory.

A special category of key nature-based tourism stakeholders is second-home owners. Yet, research shows that there are significant variations among them when it comes to their intention of buying tourism products and activities. This is a complex category of people with various needs and motivations that drive them to spend time in their second-home. These variations are conditioned by socio-demographic and psychographic variables. Nonetheless, the creators of tourism services in areas of high concentration of second-homes should consider these owners and their family members as potential consumers, not just in their place of temporary residence but in the easily accessible surroundings as well (Tangeland et al., 2013).

Tab. 1. Aspekt ključnih dionika u suvremenom razvoju turizma temeljenog na prirodi
 Tab. 1 The aspect of key stakeholders in the contemporary development of nature-based tourism

Aspekt / Aspect	Izvor / Source	Osnovna obilježja razvoja / Main development characteristics
KLJUČNI DIONIČI / KEY STAKEHOLDERS	Tangeland i Aas (2011)	suvremene promjene u strukturi kućanstava bitno utječu na preferencije turista / changes in average modern household composition have a significant effect on tourist preferences
	Mehmetoglu i Normann (2013)	novitet – važan motivacijski (privlačni) faktor / novelty factor - key motivation (pull) factor
	Tangeland i dr. (2013)	vikendaši – potencijalni potrošači uz značajne varijacije u namjeri kupovine turističkih proizvoda i aktivnosti / second-home owners - potential consumers with significant variations when it comes to their intention of buying tourism products and activities
	Tyrvaainen i dr. (2014)	održive prakse i odgovorno ponašanje prema okolišu odgovornost su svih dionika / sustainability practices and environmentally responsible behaviour are responsibilities of all stakeholders
	Tyrvaainen i dr. (2014)	preferencije klijenata i ekološki učinkovito korištenje zemljišta uglavnom su kontradiktorni / client preferences and ecologically efficient land use are mostly contradictory
	Chubchuwong i dr. (2015)	boravak u prirodi – pozitivan utjecaj na odgovornije ponašanje turista prema okolišu / spending time in nature has a positive impact on tourists' environmentally responsible behaviour
	Chubchuwong i dr. (2015)	osjećaj privrženosti destinaciji veći je ako su posjetitelji vlasnici posjeda na širem području / loyalty to the destination is stronger if visitors are owners of a property in a wider area
	Lee i Jan (2015)	odgovorno ponašanje turista prema okolišu i u svakodnevnom životu – doprinos očuvanju okoliša i održivom turizmu / responsible behaviour towards the environment in tourists' everyday life – contribution to preservation of the environment and sustainable tourism
	Pinkus i dr. (2016)	zadovoljstvo posjetom i ocjena kvalitete usluge – dva zasebna konstrukta / satisfaction degree and service quality - two separate constructs
	Pinkus i dr. (2016)	namjera ponovnog posjećivanja nije uvijek realan pokazatelj privrženosti destinaciji / intention to revisit is not necessarily an indicator of attachment toward the destination
	Zhang i Chan (2016)	nužna ravnoteža između turističke potražnje i percepcije lokalnoga stanovništva / balance between tourist demands and local residents' perception is crucial
	Moyle i dr. (2017)	ne postoji univerzalan pristup diverzifikaciji posjetiteljskoga iskustva i rasterećenju najposjećenijih lokacija / there is no universal approach to diversification of visitors' experience and alleviating pressure on the most popular sites
	Zhang i dr. (2020)	lokalno stanovništvo – obližnji prirodni lokaliteti važna mjesta za rekreaciju, opuštanje i bijeg od gradske vreve; važnost uslužnih objekata i kvalitetne infrastrukture / local residents: nearby natural sites represent major places for recreation, relaxation and city escape; importance of facilities and high-quality infrastructure
	Bhuiyan i dr. (2021)	čimbenici zadovoljstva destinacijom – edukativna komponenta ponude, profesionalno osoblje, kvaliteta usluga i turističkih objekata te prilagodba ranjivim skupinama / visitor satisfaction factors - educational component, professional staff, quality of services and facilities, opportunities for visitors with special needs/circumstances
Kularatne i dr. (2021)	turisti spremni platiti više boravak u divljini, specijalizirane informacije, susret s divljim životinjama, visokokvalitetnu uslugu te mogućnosti za rekreaciju / tourists are ready to pay more for wilderness areas, specialized information, encountering wild animals, high-quality services and recreation potential	
Marasinghe i dr. (2021)	na zadovoljstvo negativno utječe: smanjen osjećaj sigurnosti, loša kvaliteta i očuvanost prirodnoga okoliša te slabe vještine interpretacije turističkih vodiča / the following negatively affect visitors' satisfaction: safety issues, bad quality and preservation of natural environment and poor interpretation skills of tour guides	

Suvremeni razvoj turizma temeljenog na prirodi – obilježja i aspekti proučavanja

Contemporary development of nature-based tourism – characteristics and study aspects

Prirodni resursi i zaštita okoliša

Iako je uloga prirode, odnosno prirodnoga okoliša, primarna u privlačenju turista k proizvodima i aktivnostima turizma temeljenog na prirodi, istraživanja pokazuju da ona nije u svim slučajevima jednako snažno naglašena i dominantna (tab. 2). Empirijsko istraživanje Fredman i dr. (2012) provedeno je u Švedskoj s ciljem utvrđivanja stupnja ovisnosti poduzeća koja se bave turizmom temeljenim na prirodi o samom prirodnom okolišu s jedne strane (dimenzija prirodnosti) te o pristupu prirodnim resursima s druge strane (dimenzija pristupa). Dimenzije prirodnosti i pristupa smatraju se dijelovima jednoga kontinuuma duž kojega je moguće prikazati međudnos ljudi i prirode. Neki će turisti recimo preferirati boravak u divljini i potpuno očuvanim prirodnim područjima minimalne ljudske intervencije, dok će drugi unatoč želji za boravkom u prirodi biti skloniji birati područja u blizini većih naselja u kojima je zastupljen i cijeli niz funkcija, objekata i raznih usluga. Dimenzija pristupa odnosi se na to u kojoj je mjeri i pod kojim uvjetima pojedincu omogućen i/ili dozvoljen pristup određenim prirodnim područjima, odnosno radi li se o područjima slobodnoga pristupa ili ekskluzivnih prava pristupa.⁷ Rezultati ove studije slučaja uputili su na činjenicu da je za razvoj turizma temeljenog na prirodi pogodnije pravo slobodnoga pristupa, dok su se glede dimenzije prirodnosti očuvanost okoliša i postojanje turističkih sadržaja i objekata pokazali podjednako važnim atributima. Stoga i sama poduzeća često nude kombinaciju jednoga i drugoga (Fredman i dr., 2012).

Pomalo neočekivani rezultati istraživanja kad je riječ o potencijalnim konfliktima između zaštite prirode, turizma i energetskih projekata dobiveni su na Islandu. Uvriježena je teza da provođenje energetskih projekata u netaknutim prirodnim područjima negativno utječe na ekonomsku vrijednost i potencijal tih područja za razvoj turizma te se dovodi u

⁷ U većini zemalja vlasnik zemljišnoga posjeda ima na nj ekskluzivno pravo pristupa i korištenja te rekreacija i turizam nisu mogući bez njegova dopuštenja. U Švedskoj je ekskluzivno pravo zemljoposjednika ograničeno načelom prava javnoga pristupa temeljem kojega se i drugima dopušta pristupanje nečijem zemljišnom posjedu u svrhu rekreacije (uz mogućnost noćenja) dok god se time ne radi šteta usjevima, vegetacijskom pokrovu i drugim prirodnim resursima na tom području. Slična prava postoje i u drugim skandinavskim državama, Norveškoj i Finskoj, te u Škotskoj (Fredman i dr., 2012).

Natural resources and environmental protection

Although essential in attracting tourists to products and activities in nature-based tourism, research shows that the role of nature and the natural environment is not equally emphasised and dominant in all cases (Tab. 2). Empirical research carried out by Fredman et al. (2012) in Sweden surveyed nature-based tourism companies' degree of dependence on the natural environment on one hand (naturalness dimension) and accessibility to natural resources on the other (access dimension). Naturalness and access dimensions are considered to be on a continuum where one can see an interrelation between people and nature. Namely, some tourists prefer staying in a wild and completely preserved natural area with minimal human intervention, while others, despite their intent to spend time in nature, will choose areas close to larger settlements where they can find functions, objects and facilities. The access dimension refers to the extent and under which conditions an individual can access a given natural area, specifically if it is an area of free public access or an area with exclusive access rights⁷. This study showed that nature-based tourism benefits more from public access rights. Still, when it comes to the naturalness dimension, preservation of the environment and the existence of tourism content and facilities have proved to be equally important. Therefore, companies often offer a combination of both (Fredman et al., 2012).

Slightly unexpected research results from Iceland have shown potential conflicts between environmental protection, tourism and energy projects. There is usually a deeply-ingrained belief that enacting energy projects in intact natural areas has negative effects on the economic value and potential of these areas regarding their tourism development. Therefore, questions arise about whether such projects and nature-based tourism can coexist. Tour-

⁷ In most countries, the landowner has the exclusive right of access and land use, while recreational and tourism activities are not allowed without their permission. In Sweden, the landowner's exclusive right is limited by the Right of Public Access principle. According to this principle, others are allowed to access private land for recreational purposes (with overnight stay), as long as this does not cause any damage to crops, vegetation or any other natural resources in the area. Similar rights exist in other Scandinavian countries, i.e. Norway and Finland, as well as Scotland (Fredman et al., 2012).

pitanje mogu li se takve vrste projekata i turizam temeljen na prirodi razvijati istovremeno. Turisti koji su posjetili lokalitete na području Islandskoga gorja na kojima je izgradnja elektrana planirana, ali ne i realizirana, mišljenja su da bi njihova izgradnja uistinu narušila turistički potencijal tih područja. Međutim, turisti koji posjećuju područja u kojima elektrane već postoje u konačnici izražavaju podjednak stupanj zadovoljstva prirodnim okruženjem kao i prva skupina turista. Moguće je objašnjenje da se radi o dvama različitim tipovima turista pri čemu će oni koji su u potrazi za iskonskom netaknutom prirodom izbjegavati lokalitete gdje elektrane postoje, dok drugima to možda nije presudan faktor. Drugim potencijalnim faktorima smatraju se prilagođenost dizajna elektrane prirodnom okruženju i homogenost krajolika u kojem nema prirodnih atrakcija od iznimne važnosti na vizuru kojih bi elektrane imale negativan učinak. No čak i ako eksploatacija prirodnih resursa i turizam temeljen na prirodi mogu supostojati, to nikako ne znači da se takvim intervencijama u prostor ne narušava vrijednost netaknutih i očuvanih prirodnih područja (Ingólfssdóttir and Gunnarsdóttir, 2020).

Primjer izražena konflikta između zaštite prirode i iskorištavanja prirodnih resursa prisutan je na području ruskoga Arktika i Subarktika gdje je više-desetljetna eksploatacija naftnih i plinskih rezerva jedna od najozbiljnijih prijetnji okolišu, a posredno i pokušajima razvoja turizma na tom području. Turizam temeljen na prirodi u ovom je dijelu Rusije relativno nov fenomen koji se pojavljuje uslijed procesa socioekonomske transformacije zahvaljujući sve većoj svijesti o zaštiti okoliša i kvalitetnijem načinu upravljanja vrijednim prirodnim područjima. Međutim, radi se o teško dostupnim, izoliranim područjima do kojih su troškovi putovanja vrlo visoki, što je takvim destinacijama jedan od glavnih izazova u privlačenju potencijalnih posjetitelja. Osim toga uvelike su prisutni manjak suradnje između relevantnih aktera na svim razinama djelovanja i prevlast tradicionalnih djelatnosti, čime se razvoju onih alternativnih, poput turizma temeljenog na prirodi, ne ostavlja puno prostora (Pashkevich i dr., 2016).

Biggs i dr. (2012) primjer pozitivnoga učinka turizma temeljenog na prirodi na zaštitu okoliša pronalaze u Australiji, na području Velikoga koraljnog grebena. Rezultati intervjua s vlasnicima i uprave-

ists who have visited Icelandic highlands where a power plant is slated to be constructed, think that this construction will devastate the tourism potential of the area. Nonetheless, tourists who visit areas where there are already power plants, express the same satisfaction degree with the natural surroundings as did the first group. A possible explanation is that these are two distinct types of tourists and those that are in search of pristine, intact nature will avoid sites with power plants, while others don't mind them. Other potential factors are appropriate design for such power plants that would fit well into the surroundings and the homogeneity of a landscape, where there are no other significant natural attractions that they could have a negative effect on. Yet, even if exploiting natural resources and nature-based tourism can coexist, it does not mean that such interventions into an area do not disrupt the value of intact and protected natural areas (Ingólfssdóttir and Gunnarsdóttir, 2020).

An example of a clear conflict between environmental protection and exploitation of natural resources is the territory of the Russian Arctic and Subarctic. For several decades, exploitation of oil and gas reserves has represented one of the gravest threats to the environment in this area, and indirectly to the attempts for tourism development. Nature-based tourism is a relatively new phenomenon in this part of Russia, which is occurring due to socio-economic transformation, increasing awareness of environmental protection and quality ways of managing valuable natural areas. This development is taking place despite the fact that these are hard-to-reach, isolated areas to which travel costs are very high—one of the main challenges in attracting potential visitors to such destinations. Moreover, a lack of cooperation between relevant actors at all levels and the predominance of the traditional economy are largely present, which leaves little room for the development of alternatives such as nature-based tourism (Pashkevich et al., 2016).

Biggs et al. (2012) found an example of a positive effect of nature-based tourism on environmental protection in Australia, specifically its Great Barrier Reef. The results of interviews with the owners and managers of the tourism providers indicated that individuals who held more to certain basic life

Tab. 2. Aspekt prirodnih resursa i zaštite okoliša u suvremenom razvoju turizma temeljenog na prirodi
Tab. 2 The aspect of natural resources and environmental protection in the contemporary development of nature-based tourism

Aspekt / Aspect	Izvor / Source	Osnovna obilježja razvoja / Main development characteristics
PRIRODNI RESURSI I ZAŠTITA OKOLIŠA / NATURAL RESOURCES AND ENVIRONMENTAL PROTECTION	Biggs i dr. (2012)	poduzetnici koji više drže do osnovnih životnih vrijednosti pridaju veću važnost očuvanju okoliša; podrška uglavnom nominalna / entrepreneurs who hold more to certain basic life values generally give greater support to the preservation of the environment; support is mostly nominal
	Fredman i dr. (2012)	očuvanost okoliša i postojanje turističkih sadržaja i objekata podjednako su važni atributi (dimenzija prirodnosti); za turizam temeljen na prirodi pogodnije je pravo slobodnoga pristupa (dimenzija pristupa) / preservation of the environment and the existence of tourism content and facilities are equally important attributes (naturalness dimension); nature-based tourism benefits more from public access rights (access dimension)
	Tangeland i dr. (2013)	visoki troškovi putovanja izazov su u privlačenju posjetitelja do teže dostupnih područja / high travel costs represent a challenge in attracting potential visitors to hard-to-reach areas
	Pashkevich i dr. (2016)	održive prakse i odgovorno ponašanje prema okolišu odgovornost su svih dionika / sustainability practices and environmentally responsible behaviour are responsibilities of all stakeholders
	Pashkevich i dr. (2016)	dodatni ograničavajući faktori razvoja su manjak suradnje i prevlast tradicionalnih djelatnosti / additional limiting factors are lack of cooperation and predominance of the traditional economy
	Ingólfssdóttir i Gunnarsdóttir (2020)	eksploatacija prirodnih resursa i turizam temeljen na prirodi potencijalno mogu koegzistirati, ali intervencije u prostor svejedno mogu narušiti vrijednost očuvanih prirodnih područja / exploitation of natural resources and nature-based tourism can potentially coexist, but such interventions into a given area can still disrupt the value of preserved natural areas
	Yuxi i Linsheng (2020)	evaluacija atraktivnosti krajolika doprinosi utvrđivanju potencijalnih žarišta posjećenosti i učinkovitijem korištenju prirodnih resursa / evaluation of landscape attractiveness contributes to the identification of potential visitor hotspots and more efficient use of natural resources

ljima tamošnjih turističkih poduzeća upućuju na to da pojedinci koji više drže do nekih osnovnih životnih vrijednosti u pravilu u većoj mjeri podržavaju inicijative iz domene zaštite i očuvanja okoliša. No nominalna je podrška ipak više prisutna od sudjelovanja u aktivnostima i provođenja konkretnih mjera. Razlog tomu leži u nekoliko ograničenja zbog kojih poduzeća nisu u mogućnosti više doprinositi očuvanju okoliša. Uglavnom se radi o manjku financijskih sredstava, ali i o raznim regulatornim, birokratskim i infrastrukturnim preprekama koje takva nastojanja znatno otežavaju i/ili usporavaju. Kvantificiranje stupnja potencijalnoga konflikta između turizma temeljnog na prirodi i zaštite okoliša predstavili su u svom istraživanju Yuxi i Linsheng (2020) oblikovanjem ICTP (*Indicator of Conflict Tendency between nature-based tourism development and ecological Protection*) kompozitnog indikatora koji su prezentirali na primjeru Kine. U formuli izračuna ICTP indi-

values generally supported more initiatives in the field of environmental protection and preservation. Yet, nominal support is higher than actual participation in activities and implementation of specific measures. The reason lies in several limitations due to which entrepreneurs are not able to contribute more to the preservation of the environment. This mostly relates to the lack of financial resources, along with various regulatory, bureaucratic and infrastructural obstacles that make such efforts much more difficult and/or slow them down. A quantification of the degree of potential conflict between nature-based tourism and ecological protection was presented by Yuxi and Linsheng (2020) in their research, where they designed the ICTP (Indicator of Conflict Tendency between nature-based tourism development and ecological Protection) composite indicator, which they presented using the example of China. The ICTP indicator calculation formu-

katora sadržana su dva ključna pokazatelja koja se odnose na stupanj ranjivosti ekosustava i stupanj atraktivnosti krajobraza. Analizom provedenom u Kini utvrđeno je da je nepovoljan reljef glavno ograničenje razvoja turizma temeljenog na prirodi u brojnim regijama, a identificirani su i negativni okolišni učinci poput uništavanja vegetacijskoga pokriva, pretjeranoga gaženja i nekontrolirane potrošnje vodnih resursa.

Upravljanje, implikacije i održivost

Odgovarajući prirodni resursi preduvjet su za razvoj turizma temeljenog na prirodi u nekom području. Stoga je nužno imati uvid u njihovo postojanje i distribuciju te odrediti koji su prihvatljivi načini njihova valoriziranja (tab. 3). Važnost prirodnih resursa za poduzeća koja nude aktivnosti turizma temeljenog na prirodi, ili u kreiranju ponude sudjeluju na neki drugi način, mogu se promatrati na primjeru skandinavskih zemalja, Norveške i Švedske (Margaryan i Fredman, 2016; Fossgard i Fredman, 2019; Fossgard i Stensland, 2021). Tri su dimenzije iskustvenoga doživljaja kroz koje se proizvodi turizma temeljenog na prirodi povezuju s prirodnim resursima; to su fizička (osiguravanje pristupa i pružanje podrške), socijalna (upravljanje rizicima i brojem posjetitelja) i kulturološka sastavnica (osjećaj povezanosti s mjestom). Resursi koji su nam dostupni u prirodi važni su kako za izvođenje samih turističkih aktivnosti tako i za iskustvo posjeta u cjelini. Današnji odnos između resursa i turizma temeljenog na prirodi prilično je kompleksan i suprotan povijesnoj percepciji prirode kao podloge isključivo za aktivnosti razgledavanja. Iako je iskustveni doživljaj individualan proces svakoga pojedinca, odgovornost je kreatora turističke ponude da isplanira i dizajnira elemente turističkoga proizvoda tako da potiču određeni tip doživljaja (Fossgard i Fredman, 2019).

Tri su tipa turističkih poduzeća povezanih s turizmom temeljenim na prirodi koja o resursima ovise u različitoj mjeri, a radi se o poduzećima koja turističke aranžmane organiziraju u cijelosti, ugostiteljsko-uslužnim poduzećima i poduzećima koja nude različite vođene aktivnosti. Sva

la contains two key indicators related to ecological sensitivity and landscape attractiveness. An analysis conducted in China proved that unfavourable relief is the main constraint for nature-based tourism development in many regions. Furthermore, negative environmental effects such as destruction of vegetation cover, excessive trampling, and uncontrolled consumption of water resources were also identified in the study.

Management, implications and sustainability

Adequate natural resources are a prerequisite for nature-based tourism in a given area. Therefore, it is important to have insight into their status and distribution, and to determine acceptable ways of valorising them (Tab. 3). The importance of natural resources for providers who offer nature-based tourism activities, services or products can be seen in an example of Scandinavian countries, i.e. Norway and Sweden (Margaryan and Fredman, 2016; Fossgard and Fredman, 2019; Fossgard and Stensland, 2021). There are three dimensions of “experiencescape” by which nature-based tourism products are connected to natural resources: physical (providing access and facilitation), social (risk and volume management) and cultural (a sense of connection to the place). Resources available in nature are equally important for performing tourism activities itself, as well as for visitor experience in general. Nowadays, the relationship between resources and nature-based tourism is quite complex and contradictory to the historical perception of nature as a visual scene for sightseeing-inspired tourism products. Although experiencescape is an individual process, it is the responsibility of tourism providers to plan and design the elements of the tourism supply in such a way as to encourage a certain type of experience (Fossgard and Fredman, 2019).

There are three types of tourism providers associated with nature-based tourism that depend on resources to varying degrees. Namely, providers that organize tourist arrangements in their entirety, hospitality facilitators, and providers that offer various guided activities. All providers depend to varying degrees on a complex combination of natural and social, i.e. material and immaterial, resources, but the most important resources are considered to be

poduzeća u različitoj mjeri ovise o kompleksnoj kombinaciji prirodnih i društvenih, odnosno materijalnih i nematerijalnih resursa, ali se najvažnijim resursima neovisno o tipu poduzeća smatraju oni osjetilni (npr. pogled, tišina). Ono što ovisi o tipu poduzeća, jest odluka koje su im ostale skupine resursa prioritetne i u kojoj mjeri (Fossgard i Stensland, 2021). Primjerice, istraživanje provedeno u Švedskoj upućuje na to da bitne varijacije u ovisnosti poduzeća o pojedinim resursima postoje između sjevera i juga zemlje jer je na sjeveru znatno više izražena važnost prirodnih posebnosti poput šuma, planina, jezera, močvarnih područja i životinjskih vrsta. Od velike su važnosti još iskustvo divljine i izoliranosti, susret s divljim životinjama i zaštićena područja. Drugim riječima, dimenzija prirodnosti na sjeveru je puno naglašenija u odnosu na jug, a od infrastrukture najvažnijom smatraju planinarske staze i kolibe (Margaryan i Fredman, 2016). Valja imati na umu da kompleksna kompozicija ovisnosti o pojedinim resursima potencijalno može predstavljati i povod za konflikt među interesnim skupinama, bilo da se radi o biciklistima čija aktivnost ometa lovce bilo o vjetroelektranama koje narušavaju fizionomska obilježja netaknutih krajolika (Fossgard i Fredman, 2019).

Osim navedenoga mogući su i konflikti između razvoja turizma temeljenog na prirodi i tradicionalnih djelatnosti poput akvakulture (Outeiro i dr., 2018), ribolova (Gronau i dr., 2017) i šumarstva (Matilainen i Lähdesmäki, 2014). Na potencijalni konflikt može utjecati i međudnos turističke ponude destinacije i preferencija potencijalnih turista. Primjer je jug Čilea gdje se pokazalo da turisti motivirani aktivnostima turizma temeljenog na prirodi imaju izrazito negativnu percepciju prema tradicionalno dominantnoj djelatnosti akvakulture jer su svjesni i njezinih negativnih implikacija na okoliš. No autori navode da iz toga ne proizlazi nužno potreba za ograničavanjem djelatnosti već za unaprjeđenjem praksi i ozbiljnijim pridržavanjem propisa i regulacija (Outeiro i dr., 2018). Velika ovisnost kućanstava o tradicionalnoj djelatnosti ribolova prisutna je i u Namibiji gdje za eksploataciju tih resursa praktički ne postoje ograničenja, što predstavlja golemu prijetnju bioraznolikosti, ali i dugoročnoj održivi-

senzory (e.g. sights, silence) regardless of the type of a provider. The type of a nature-based tourism firm is determined by which groups of resources are their priority and to what extent (Fossgard and Stensland, 2021). For example, a study conducted in Sweden showed that there are important variations in the dependence of nature-based tourism providers on certain resources between the north and the south of the country. The north has much more pronounced importance of natural features such as forests, mountains, lakes, wetlands and animal species. Other significant features are wildlife experience, isolation, encounters with wild animals and protected areas. In other words, the naturalness dimension in the north is much more evident than in the south. The most important infrastructure in the north are hiking trails and cottages (Margaryan and Fredman, 2016). It should be borne in mind that the complex composition of dependence on certain resources can potentially be a reason for conflict between interest groups, whether it is cyclists whose activity disturbs hunters or wind farms that disrupt the physiognomic characteristics of untouched landscapes (Fossgard and Fredman, 2019).

In addition to the aforementioned, conflicts are also possible between the development of nature-based tourism and traditional economic activities such as aquaculture (Outeiro et al., 2018), fishing (Gronau et al., 2017) and forestry (Matilainen and Lähdesmäki, 2014). Potential conflict can also be influenced by the relationship between the tourism supply of the destination and the preferences of potential tourists. An example of this is a study of the south of Chile, where it has been shown that tourists motivated by nature-based tourism activities have an extremely negative perception towards the traditionally dominant activity of aquaculture, because they are also aware of its negative implications for the environment. However, the authors stated that this did not necessarily result in the need to restrict activities, rather to improve practices and comply more closely with rules and regulations (Outeiro et al., 2018). Another example of high dependence of households on the traditional activity of fishing can be found in Namibia, where there are practically no restrictions on the exploitation of these resources, which represents a huge threat to biodiversity, but also to long-term sustainability and income stabil-

vosti i stabilnosti prihoda iz toga izvora. Ideja je stoga napraviti djelomičnu tranziciju s ribolova na ribolovni turizam čime bi se izlov ribe smanjio, ali bi se povećali prihodi te bi se dijelu stanovništva osiguralo zaposlenje u toj djelatnosti. No procjene su da bi od zaposlenja u ribolovnom turizmu izravne koristi imalo svega 6 % kućanstava. Potrebno je stoga takav smjer razvoja sagledavati kritički jer bi razvoj koji se bazira na turističkoj djelatnosti mogao dovesti do ovisnosti, kulturološkoga nesklada, socioekonomskih nejednakosti i istjecanja prihoda (Gronau i dr., 2017).

Iako se u odnosu na neke druge djelatnosti turizam temeljen na prirodi smatra prihvatljivijom alternativom razvoja, ni on ne dolazi bez svojih negativnih značajka i potencijalnih rizika, ponajviše kad preraste u masovni turizam (Xu i dr., 2015). Zbog toga je nužan kontinuirani nadzor nad upravljanjem resursima, planiranje i koordinacija na svim razinama, suradnja među ključnim dionicima, komunikacija između nadležnih tijela i javnosti te kvalitetno upravljanje podacima i informacijama (Shafer i Choi, 2006). Promišljenim upravljanjem i planiranjem turizam temeljen na prirodi može imati niz pozitivnih efekata na prirodna područja, posebice u kombinaciji s njihovom zaštitom. Tada se pruža prilika za ostvarivanjem izravnih i neizravnih prihoda koji se potom mogu iskoristiti u svrhu očuvanja okoliša, dok se lokalnom stanovništvu povećava životni standard u prostoru inače ograničenih mogućnosti za gospodarsku aktivnost. U selu Wasini u Keniji velik broj poslova proizlazi iz razvoja turizma temeljenog na prirodi koji je uključenim dionicima osigurao povećanje kvalitete života i prihoda, a potaknuo je i razvoj drugih grana lokalne ekonomije poput poljoprivrede i ribarstva. Posredno je to dovelo do povećanja broja stanovnika i zadržavanja mladih, što nije bio slučaj u obližnjem selu Mkwiro kojeg takav razvoj turističke djelatnosti iz više razloga nije zahvatio. Ipak, autori uspoređujući dva spomenuta sela naglašavaju kako pritom nema dokaza da razvoj turizma temeljenog na prirodi nužno doprinosi smanjenju siromaštva na tom području (Job i Paesler, 2013). Naime, iako razvoj turizma uključenim dionicima može povećati životni standard, bolji uvjeti života ne osiguravaju se nužno i onom dijelu stanovništva

ity from this source. The idea is, therefore, to make a partial transition from fishing to fishing tourism, which would reduce catch size, but would increase income and provide employment in this branch to some residents. However, it is estimated that only 6% of households would benefit directly from employment in fishing tourism. It is therefore necessary to look critically at such a direction of development because tourism-based development could lead to dependency, cultural disharmony, socioeconomic inequalities and revenue leakage (Gronau et al., 2017).

Although, compared to some other activities, nature-based tourism is considered a more acceptable development alternative, it still does not come without drawbacks and potential risks, especially when it grows into mass tourism (Xu et al., 2015). Therefore, continuous supervision of resource management, planning and coordination at all levels, cooperation between key stakeholders, communication between authorities and the public, and quality data management are necessary (Shafer and Choi, 2006). With cautious management and planning, nature-based tourism can have several advantages in natural areas, especially in combination with their protection. Consequently, there is an opportunity to generate direct and indirect income that can then be used for the purpose of environmental protection, while the local residents' standard of living increases in an area with otherwise limited opportunities for economic activity. In the village of Wasini in Kenya, a large number of jobs has resulted from the development of nature-based tourism, which has provided an increase in the quality of life and income of the stakeholders involved, and also has encouraged the development of other branches of the local economy, such as agriculture and fishing. Indirectly, this has led to an increase in the number of inhabitants and the retention of young people. This was not the case in the nearby village of Mkwiro, which was not affected by such development of tourism for several reasons (Job and Paesler, 2013). However, the authors compared the two aforementioned villages and emphasised that there is no evidence that the development of nature-based tourism necessarily contributed to the reduction of poverty in the area (Job and Paesler, 2013). Namely, although the development of tourism can increase the standard of living for the stakeholders involved, it does not necessarily ensure a

koji nije uključen u turističku djelatnost i koji od turizma nema neposredne koristi. Naprotiv, valja imati na umu da prekomjerni i nekontrolirani razvoj turizma na nekom području posljedično može dovesti do povećanja troškova života te istjecanja prihoda, čime se dugoročno potencijalno produbljuje jaz među različitim društvenim skupinama. Smjer razvoja koji se može usporediti s primjerom sela Wasini prisutan je i u selu Ban Songpraek u južnom Tajlandu. Iako svjesni mogućih negativnih implikacija kojima je potrebno upravljati, stanovnici trenutno ističu da je negativan utjecaj turizma na društvenu i kulturološku dimenziju svakodnevnoga života minimalan, kao i na onu okolišnu, te odrasli i djeca imaju naglašeno pozitivnu percepciju i sklonost prema njegovu daljnjem razvoju (Tirasattayapitak i dr., 2015).

Kod zaštićenih je područja veliku pažnju potrebno posvetiti upravljanju sustavom posjećivanja, a posebno utvrđivanju zona najveće posjećenosti. Uz najčešće korištene rute važno je pratiti ritam i gustoću kretanja po tim rutama te utvrditi lokacije na kojima se posjetitelji najviše zadržavaju i u kojoj mjeri (Barrena Ruiz i dr., 2019). U tom su se kontekstu na primjeru istočne i jugoistočne Azije posebno korisnima pokazale metodologije u sklopu kojih se primjenjuju suvremene metode analize tzv. velikih podataka (*big data*), a moguće ih je koristiti ne samo za analizu kretanja posjetitelja, već i za utvrđivanje prostornih odnosa između preferencija turista i bioraznolikosti zaštićenih područja (Kim i dr., 2019; Kim i dr., 2020). Jasno je da u kontekstu preferencija turista primarnu važnost ima komponenta atraktivnosti koju je stoga potrebno promatrati s gledišta ponude i s gledišta potražnje. Važnost analize i procjene atraktivnosti nekoga područja i njegovih elemenata sve više dolazi do izražaja s porastom broja posjeta prirodnim područjima, za koji se očekuje da će dodatno rasti u godinama nakon pandemije bolesti COVID-19 (Gu i dr., 2022). Ipak, uz komponentu atraktivnosti ne treba zanemariti ni edukativnu komponentu i iskustveno učenje koje proizlazi iz posjeta zaštićenim i vrijednim prirodnim područjima, a ostavlja prostora za razvoj komplementarne turističke ponude poput znanstvenoga turizma (Räikkönen i dr., 2021).

better living standards for those not involved in tourism activity directly. Moreover, it should be borne in mind that the excessive and uncontrolled tourism development in a given area can consequently lead to an increase in costs of living and an outflow of income, thereby potentially deepening the gap between different social groups in the long term. A trend of development that can be compared to the example of the village of Wasini is present in the village of Ban Songpraek in southern Thailand. Although they are aware of the possible negative implications that need to be managed, residents currently point out that the negative impact of tourism on the social and cultural dimensions of everyday life is minimal, as well as on the environment, and adults and children have an obvious positive perception and inclination towards its further development (Tirasattayapitak et al., 2015).

In the case of protected areas, great attention must be paid to the management of the visiting system, and especially to the measurement of the zones with the highest number of visitors. In addition to the most frequently used routes, it is important to monitor the rhythm and density of movement along these routes and to determine the locations where visitors stay the longest time and to what extent (Barrena Ruiz et al., 2019). In this context, using the example of East and Southeast Asia, methodologies that apply modern analysis methods of the big data have proven to be useful. It is possible to use them not only to analyse the movement of visitors but also to determine the spatial relationships between the preferences of tourists and the biodiversity of protected areas (Kim et al., 2019; Kim et al., 2020). It is clear that, in the context of tourists' preferences, the attractiveness dimension is of primary importance, which must therefore be observed from both the supply and demand sides. The importance of analysing and assessing the attractiveness of an area and its elements is increasingly coming to the fore with the increase in the number of visits to natural areas, which is expected to further increase in the years following the pandemic (Gu et al., 2022). However, in addition to attractiveness, the educational dimension and experiential learning that follow visits to protected and valuable natural areas should not be neglected. This also leaves room for the development of complementary forms of tourism such as scientific tourism (Raikkonen et al., 2021).

Tab. 3. Aspekt upravljanja, implikacija i održivosti u suvremenom razvoju turizma temeljenog na prirodi
 Tab. 3 The aspect of management, implications and sustainability in the contemporary development of nature-based tourism

Aspekt / Aspect	Izvor / Source	Osnovna obilježja razvoja / Main development characteristics
ODRŽIVOST / MANAGEMENT, IMPLICATIONS	Shafer i Choi (2006)	nuždan nadzor nad upravljanjem resursima, planiranje i koordinacija, suradnja među dionicima i komunikacija između nadležnih tijela i javnosti / necessary supervision of resource management, planning and coordination, cooperation between key stakeholders and communication between authorities and the public
	Job i Paesler (2013)	povećanje kvalitete života i prihoda, poticaj razvoju drugih grana lokalne ekonomije i povećanje broja stanovnika; nema dokaza da razvoj turizma nužno doprinosi i općem smanjenju siromaštva / increased income and quality of life, development of other local economic branches, increased number of inhabitants; there is no evidence that tourism development necessarily contributes to the overall reduction of poverty
	Matilainen i Lähdesmäki (2014)	poduzetnici i vlasnici šuma u kojima se turističke aktivnosti odvijaju u asimetričnom odnosu – važnost strategija upravljanja međuodnosima ključnih dionika / tourism entrepreneurs and private forest owners – asymmetric relationship; importance of management strategies for key stakeholder interrelations
	Tirasattayapitak i dr. (2015)	pozitivna percepcija prema razvoju turizma; postojana svijest o mogućim implikacijama, ali se negativan utjecaj na okolišnu, društvenu i kulturološku dimenziju trenutno ocjenjuje minimalnim / positive perception towards tourism development; awareness of possible implications, but negative impact of tourism on environmental, social and cultural dimensions described as minimal
	Xu i dr. (2015)	percepcija turizma kao alata za gospodarski razvoj regije i prihvat prevelika broja posjetitelja dovode do masovnog turizma i ovisnosti o tom izvoru prihoda / perception of the tourism as a tool for economic development of the region and excessive number of visitors lead to mass tourism and overdependence on this source of income
	Margaryan i Fredman (2016)	bitne varijacije u stupnju ovisnosti turističkih poduzeća o pojedinim resursima / important variations in tourism firms' level of dependence on certain resources
	Margaryan i Fredman (2016)	primjer Švedske – dimenzija prirodosti na sjeveru puno naglašenija u odnosu na jug / Sweden: naturalness dimension much more emphasised in the north
	Gronau i dr. (2017)	eksploatacija resursa bez ograničenja – prijetnja bioraznolikosti, dugoročnoj održivosti i stabilnosti prihoda iz toga izvora; djelomičnu tranziciju na turizam treba sagledavati kritički / resource exploitation (fishing) with no restrictions – threat to biodiversity, long-term sustainability and income stability; partial transition to fishing tourism must be assessed critically
	Outeiro i dr. (2018)	tradicionalna djelatnost akvakulture – svijest turista o negativnim implikacijama na okoliš; nužno unaprjeđenje praksi i ozbiljnije pridržavanje propisa i regulacija / traditional activity of aquaculture: tourists' awareness of negative implications for the environment; improvement of practices and compliance with rules and regulations is needed
	Barrena Ruiz i dr. (2019)	upravljanje sustavom posjećivanja – važno pratiti ritam i gustoću kretanja po najkorištenijim rutama te utvrditi lokacije najveće posjećenosti / visitor management system: it is important to monitor the rhythm and density of movement along the most frequently used routes and to determine tourism hotspots
Fossgard i Fredman (2019)	fizička, socijalna i kulturološka dimenzija iskustvenoga doživljaja koja povezuje turistički proizvod s resursima / physical, social and cultural dimension of experiencescape through which nature-based tourism products are connected to natural resources	
Kim i dr. (2019)	analiza velikih podataka – podrška upravljanju turizmom; utvrđivanje prostornih obrazaca posjećivanja, promjena u ponašanju i kretanju posjetitelja te mjera za usmjeravanje tokova / big data analysis: a support tool in tourism management; determination of visiting patterns, changes in tourists' behaviour and movements, as well as measures for managing visitor flows	
Kim i dr. (2020)	analiza velikih podataka – utvrđivanje prostornih odnosa između preferencija turista i bioraznolikosti zaštićenih područja u svrhu održivosti i procjene potencijalnoga konflikta / big data analysis: determination of spatial relationships between the preferences of tourists and the biodiversity of protected areas with the purpose of assessing potential risks and achieving sustainability	

Suvremeni razvoj turizma temeljenog na prirodi – obilježja i aspekti proučavanja

Contemporary development of nature-based tourism – characteristics and study aspects

nastavak Tab. 3. Aspekt upravljanja, implikacija i održivosti u suvremenom razvoju turizma temeljenog na prirodi
continuation Tab. 3 The aspect of management, implications and sustainability in the contemporary development of nature-based tourism

Aspekt / Aspect	Izvor / Source	Osnovna obilježja razvoja / Main development characteristics
ODRŽIVOST / MANAGEMENT, IMPLICATIONS	Fossgard i Stensland (2021)	tri tipa turističkih poduzeća prema stupnju ovisnosti o resursima / three types of tourism firms regarding their level of dependence on resources
	Fossgard i Stensland (2021)	kompleksnost ovisnosti o pojedinim resursima – potencijalni povod za konflikt / complex composition of dependence on certain resources – potential reason for conflict
	Räikkönen i dr. (2021)	znanstveni turizam – prilika za širenje ponude prema edukativnoj komponenti i iskustvenom učenju / science tourism: an opportunity for expanding the tourism supply towards the educational dimension and experiential learning
	Gu i dr. (2022)	komponenta atraktivnosti – treba je promatrati s gledišta ponude i s gledišta potražnje / attractiveness dimension – must be observed from the supply side and the demand side
	Gu i dr. (2022)	porast broja posjeta – procjene atraktivnosti u svrhu učinkovitijega upravljanja destinacijom / increasing number of visits – attractiveness assessments contribute to more efficient management of the destination

Rizici i negativan utjecaj vanjskih čimbenika

Iako se radi o manjem broju radova, dio analiziranih istraživanja posvećen je određenim rizicima i vanjskim čimbenicima koji mogu izrazito negativno utjecati na razvoj turizma. To upućuje na postojanje svijesti o nužnosti dugoročnoga planiranja u svrhu predviđanja i upravljanja potencijalnim kriznim situacijama. Radi se većinom o istraživanjima provedenima posljednjih godina, s fokusom na dvije vrlo aktualne teme – klimatske promjene (Saarinen i Tervo, 2006; Scott i dr., 2007; De Urioste-Stone i dr., 2016; Han i dr., 2016; McCreary i dr., 2019; Dube i Nhamo, 2020) i pandemija virusa COVID-19 (Cheng i dr., 2022; Komasi i dr., 2022) (tab. 4).

Istraživanja o utjecaju klimatskih promjena na turizam temeljen na prirodi većinom su usmjerena prema ispitivanju percepcije, ponašanja i svijesti relevantnih dionika o postojanju klimatskih promjena. Veći je fokus pritom na stavovima turista (Scott i dr., 2007; De Urioste-Stone i dr., 2016; Han i dr., 2016; McCreary i dr., 2019) nego drugih aktera, u ovom konkretnom slučaju poduzetnika (Saarinen i Tervo, 2006) i lokalnoga stanovništva (Dube i Nhamo, 2020). S druge strane, sama nastojanja

The risks and negative impact of external factors

Although there is a smaller number of these studies, a part of the analysed research is dedicated to risks and external factors that can have an extremely negative impact on tourism development. This points to the existing awareness of the necessity of long-term planning for the purpose of predicting and managing potential crises. The aforementioned research conducted in recent years mostly focus on two current hot topics: climate change (Saarinen and Tervo, 2006; Scott et al., 2007; De Urioste-Stone et al., 2016; Han et al., 2016; McCreary et al., 2019; Dube and Nhamo, 2020) and the COVID-19 pandemic (Cheng et al., 2022; Komasi et al., 2022) (Tab. 4).

Research on the impact of climate change on nature-based tourism is mostly directed towards examining the perceptions, behaviour and awareness of relevant stakeholders regarding the existence of climate change. However, the focus on the attitudes of tourists is greater (Scott et al., 2007; De Urioste-Stone et al., 2016; Han et al., 2016; McCreary et al., 2019) than on other actors, in this particular case entrepreneurs (Saarinen and Tervo, 2006) and the local residents (Dube and Nhamo, 2020). In contrast, efforts to determine and

utvrđivanja i kvantificiranja učinaka klimatskih promjena u empirijskim su istraživanjima i dalje vrlo slabo zastupljena (Scott i dr., 2007; Dube i Nhamo, 2020). Posjetitelji Nacionalnoga parka Waterton Lakes u Kanadi stava su da bi okolišne promjene do kojih dolazi uslijed onih klimatskih trebale imati minimalan učinak na posjećivanje toga lokaliteta te da im se namjera i učestalost posjećivanja zbog toga ne bi promijenila. Duža razdoblja lijepoga vremena i produljenje sezone prepoznati su kao dominantni izravni učinci klimatskih promjena na posjećivanje nacionalnoga parka. No dok projekcije dobivene modeliranjem odnosa klime i posjećivanja pokazuju da bi takav efekt klimatskih promjena izazvao povećanje broja posjeta od 11 % do čak 60 %, mišljenje je turista da bi u slučaju scenarija s najvećim stupnjem zatopljenja ipak došlo do smanjenja (Scott i dr., 2007).

Percepcija je posjetitelja Nacionalnog parka Acadia u SAD-u⁸ da će klimatske promjene najveći negativan učinak imati na prirodni okoliš i infrastrukturu, a najmanje vjerojatnim smatraju učinak na nestašicu hrane i vode. No većinom se radi o stavovima posjetitelja tijekom ljeta i jeseni, a percepcija ranjivosti i potencijalnih rizika uslijed klimatskih promjena zacijelo varira ovisno o godišnjem dobu (De Urioste-Stone i dr., 2016). To potvrđuje istraživanje provedeno na priobalnom području jezera Superior u Minnesoti (SAD) gdje se očekuje da će porast temperature uvelike ograničiti zimski turizam jer će aktivnosti poput skijanja, zimskoga ribolova i vožnje motornim skijama u sve većoj mjeri ovisiti o specifičnim vanjskim uvjetima na koje zatopljenje ima izravan negativan utjecaj (debljina leda, dubina snijega i dr.). Suprotno tomu popularne ljetne aktivnosti poput plivanja i planinarenja bi od takvih trendova zatopljenja mogle profitirati. Zimski turisti stoga su do tri puta skloniji prilagoditi svoj budući posjet potencijalnim novim uvjetima. To podrazumijeva planiranje putovanja u nekom drugom periodu godine (vremenska prilagodba), nabavu nove i/ili bolje opreme i uređaja (strateška prilagodba) i pomnije praćenje vremenskih uvjeta na destinaciji prije i tijekom

quantify the effects of climate change are still very poorly represented in empirical research (Scott et al., 2007; Dube and Nhamo, 2020). Visitors to the Waterton Lakes National Park in Canada believe that environmental changes caused by climate change should have a minimal effect on visiting the site and that their intention and frequency of visits would not change as a result. Longer periods of good weather and lengthening of the season are recognized as the dominant direct effects of climate change on the national park. Nevertheless, while the projections obtained by modelling the relationship between climate and visits show that this effect of climate change would cause an increase in the number of visits from 11% to even 60%, the opinion of tourists is that in the case of the scenario with the highest degree of global warming, there would still be a decrease (Scott et al., 2007).

The perception of visitors to Acadia National Park in the USA⁸ is that climate change will have the most negative effect on the natural environment and infrastructure, while they consider the effect on food and water shortages to be the least likely. However, these studies are mostly about the visitors' attitudes during summer and autumn, and the perception of vulnerability and potential risks due to climate change certainly vary depending on the season (De Urioste-Stone et al., 2016). This is confirmed by research conducted in the coastal area of Lake Superior in Minnesota (USA), where it is expected that the increase in temperature will greatly limit winter tourism, as activities such as skiing, ice fishing and snowmobiling will increasingly depend on the specific external conditions that warming has a direct negative impact on (thickness of ice, depth of snow, etc.). Conversely, popular summer activities such as swimming and hiking could benefit from such warming trends. Winter tourists are therefore up to three times more likely to adapt their future visits to potential new conditions. This includes planning a trip in a different period of the year (temporal adjustment), purchasing new and/or better equipment and devices (strategic adjustment) and more closely monitoring the weather conditions at the des-

⁸ Mount Desert Island, Maine.

⁸ Mount Desert Island, Maine

posjeta (informacijska prilagodba). Osim toga zimski su turisti i do dva puta skloniji prilagodbi lokacije i aktivnosti od ljetnih turista (McCreary i dr., 2019). Rezultati istraživanja Han i dr. (2016), provedenog među posjetiteljima otoka Jeju u Južnoj Koreji, pokazuju da sama svijest turista o klimatskim promjenama može i ne mora biti utjecajan faktor odgovornoga ponašanja prema okolišu. Faktori koji su se pokazali statistički značajnima u ovom kontekstu su osjećaj moralne odgovornosti za klimatske promjene, percipirana vrijednost nekoga prirodnog područja i stupanj zadovoljstva posjetom.

Što se tiče dionika koji sudjeluju u stvaranju ponude turizma temeljenog na prirodi, istraživanje Saarinen i Tervo (2006) provedeno u Finskoj pokazalo je da tamošnji poduzetnici imaju opću svijest o problematici klimatskih promjena, ali su istovremeno prisutni doza skepticizma oko postojanja samoga fenomena i nedostatak znanja o potencijalnim negativnim učincima. Poduzetnici većinom nemaju pripremljene planove i strategije prilagodbe klimatskim promjenama, ali se smatraju spremnima i sposobnima za prilagodbu budućim uvjetima onako kako budu nastajali. Za usporedbu s navedenim, istraživanje novijega datuma provedeno u malom turističkom gradu Kariba u Zimbabveu, Dube i Nhamo (2020), prikazuje jednu sasvim drugu perspektivu. Intervjuirani relevantni dionici iz grada izražavaju vrlo visoku razinu zabrinutosti zbog svih izazova uzrokovanih klimatskim promjenama. Razdoblja dugih suša imaju izrazito nepovoljan učinak na turistički sektor jer u takvim razdobljima dolazi do ekstremna pada dolazaka i noćenja u destinaciji. Posljedično to dovodi do slabe popunjenosti smještajnih kapaciteta, manje potrebe za radnom snagom i nižih prihoda u ugostiteljstvu, a potom u pitanje dolazi i sam opstanak turističkih poduzeća, objekata i usluga na području grada. Kombinacija povećane frekventnosti sušnih razdoblja i značajna povećanja prosječnih temperatura prijetnja je i za floru i faunu te povećava rizik od požara i pojačane evapotranspiracije, a identificirani su i brojni drugi negativni učinci poput nedostatka vodnih resursa te ugrožene bioraznolikosti i atraktivnosti područja.

tinuation before and during the visit (information adjustment). In addition, winter tourists are one to two times more likely to adapt their location and activities than summer tourists (McCreary et al., 2019). The results of research by Han et al. (2016), conducted among visitors to Jeju Island in South Korea, showed that tourists' awareness of climate change itself may or may not be an influential factor in responsible behaviour towards the environment. The factors that proved to be statistically significant in this context are sense of moral responsibility for climate change, the perceived value of a natural area, and the satisfaction degree of the visit.

Regarding stakeholders who participate in the creation of an area's nature-based tourism supply, research by Saarinen and Tervo (2006) conducted in Finland showed that entrepreneurs have a general awareness of the climate change issue, but there is a certain amount of scepticism about the existence of the phenomenon itself and a lack of knowledge about its potential negative effects. Entrepreneurs mostly did not have plans and strategies prepared for adapting to climate change, but they considered themselves ready and capable of adapting to future conditions as they arise. Similarly, a much more recent study conducted in a small tourist town of Kariba in Zimbabwe, Dube and Nhamo (2020), showed a completely different perspective. There, the interviewed stakeholders expressed a very high level of concern about all the challenges caused by climate change. Periods of long droughts have an extremely unfavourable effect on the tourism sector because in such periods there is an extreme decrease in the number of arrivals and overnight stays in the destination. Consequently, this leads to low occupancy of accommodation facilities, lesser need for the workforce and lower incomes in the hospitality industry, thus the very survival of tourism providers, facilities and services in the city area is brought into question. The combination of increased frequency of dry periods and a significant increase in average temperatures is a threat to flora and fauna, increases the risk of fire, and increases evapotranspiration. Numerous other negative effects have been identified, such as the lack of water resources and threatened

Istraživanje u Iranu upućuje na to da su ključni faktori koji utječu na razvoj tamošnjega turizma temeljnog na prirodi sigurnost, ekonomska stabilnost, participacija privatnoga sektora, krizna stanja poput bolesti i ratova, troškovi putovanja do određene destinacije i promocija. U Iranu stanje u turizmu nije bilo povoljno ni prije pandemije pa se izbijanjem virusa COVID-19 situacija samo dodatno pogoršala. Ranije prisutan osjećaj nesigurnosti još se više povećao, a sama država nije bila pretjerano uspješna u kontroliranju takvih izvanrednih uvjeta. Usljed ekonomske nestabilnosti došlo je i do naglih poskupljenja. Posebice se ističu visoki troškovi putovanja koji uvelike utječu na odluku pojedinca o posjećivanju neke države. Potencijalnim turistima potrebno je stoga omogućiti novčano prihvatljive opcije putovanja, ali i raditi na stvaranju osjećaja sigurnosti u zemlji te promociji prilika za ulaganje u turističku djelatnost. Posebna važnost pridaje se poticanju privatnoga sektora na uključivanje u razvoj turizma temeljenog na prirodi. Međutim, preduvjet za njihov veći angažman jest rješavanje svih drugih izazova što se primarno odnosi na sigurnost i jačanje ekonomske stabilnosti (Komasi i dr., 2022). Pandemija je također utjecala na zadovoljstvo i motivaciju turista koji posjećuju lokalitete turizma temeljenog na prirodi. Jedan od primjera je Zhangjiajie National Forest Park u Kini, gdje su turisti nedostatak organiziranih aktivnosti i događanja u parku ocijenili jednom od glavnih manjkavosti svoga posjeta, što je barem dijelom posljedica epidemioloških mjera koje su ondje bile na snazi u danom trenutku. Zanimljivo je i da je veći udio muških u odnosu na ženske ispitanike tada istaknuo da park posjećuje s namjerom ublažavanja stresa. Navodi se da su takvi rezultati kontradiktorni ranijim istraživanjima koja upućuju na to da su muškarci inače, više nego relaksacijom, motivirani zabavom i izazovima povezanima sa sudjelovanjem u fizičkim aktivnostima (Cheng i dr., 2022). Postoje stoga indikacije da je pandemija bolesti COVID-19 utjecala na motivaciju turista i svrhu njihova posjeta nekoj destinaciji, ali bi tu uzročno-posljedičnu vezu trebalo detaljnije ispitati u budućim istraživanjima.

biodiversity and attractiveness of the area.

Research in Iran indicated that the key factors influencing the development of nature-based tourism are safety, economic stability, participation of the private sector, crises such as diseases and wars, travel costs to the destination, and marketing. In Iran, the situation in tourism was not favourable even before the pandemic, so the outbreak of the COVID-19 virus only worsened the situation. The previously present sense of insecurity increased even more, and the state itself was not overly successful in controlling such extraordinary conditions. As a result of economic instability, there was also a sudden increase in prices. In particular, the costs of travel have risen, which greatly influence an individual's decision to visit a country. Therefore, it is necessary to provide financially acceptable travel options for potential tourists, and also to work on creating a feeling of safety in the country and promoting opportunities for investment in the tourism industry. Special importance is given to encouraging the private sector to participate in the development of nature-based tourism. However, a prerequisite for greater engagement is solving other challenges, which primarily relate to safety issues and strengthening of economic stability (Komasi et al., 2022). The pandemic has also affected the satisfaction and motivation of tourists visiting nature-based tourism sites. One example is Zhangjiajie National Forest Park in China, where tourists rated the lack of organised activities and events in the park as one of the main drawbacks of their visit, which is at least partly a consequence of the epidemiological measures that were in force at the time. It is also interesting that a higher proportion of male over female respondents pointed out that they visited the park with the intention of stress relief. It is stated that such results are contradictory to earlier research which suggest that men tend to be motivated more by fun and challenges associated with participation in physical activities, rather than relaxation (Cheng et al., 2022). There are, therefore, indications that the COVID-19 pandemic affected the motivations of tourists and the purpose of their visit to a destination, but this cause-and-effect relationship should be examined in more detail in future research.

Suvremeni razvoj turizma temeljenog na prirodi – obilježja i aspekti proučavanja

Contemporary development of nature-based tourism – characteristics and study aspects

Tab. 4. Aspekt rizika i negativnog utjecaja vanjskih čimbenika u suvremenom razvoju turizma temeljenog na prirodi
Tab. 4 The aspect of risks and negative impact of external factors in the contemporary development of nature-based tourism

Aspekt / Aspect	Izvor / Source	Osnovna obilježja razvoja / Main development characteristics
RIZICI I NEGATIVAN UTJECAJ VANJSKIH ČIMBENIKA / THE RISKS AND NEGATIVE IMPACT OF EXTERNAL FACTORS	Saarinen i Tervo (2006)	nepostojanje strategija i planova prilagodbe klimatskim promjenama; prisutna doza skepticizma oko utjecaja klimatskih promjena na turističku djelatnost / plans and strategies for adapting to climate change do not exist; there is a certain amount of skepticism about effects of climate change on tourism sector
	Scott i dr. (2007)	duža razdoblja lijepoga vremena i produljenje sezone – glavni izravni efekti klimatskih promjena na posjećivanje nacionalnoga parka; očekivan manji broj posjeta u slučaju najvećega stupnja zatopljenja / longer periods of good weather and lengthening of the season – dominant direct effects of climate change on visiting the national park; fewer visits are expected in the case of the highest degree of global warming
	De Urioste-Stone i dr. (2016)	klimatske promjene – najveći negativan učinak na prirodni okoliš i infrastrukturu, a najmanji na nestašicu hrane i vode; percepcija ranjivosti i rizika varira ovisno o godišnjem dobu / climate change – most negative effect on the natural environment and infrastructure, effect on food and water shortages considered least likely; perception of vulnerability and potential risks vary depending on the season
	Han i dr. (2016)	faktori odgovornoga ponašanja prema okolišu: osjećaj moralne odgovornosti za klimatske promjene, percipirana vrijednost prirodnoga područja i stupanj zadovoljstva posjetom / factors of environmentally responsible behaviour: sense of moral responsibility for climate change, the perceived value of a natural area and the satisfaction degree of the visit
	McCreary i dr. (2019)	zimski turisti – skloniji prilagodbi potencijalnim novim uvjetima (vremenska, strateška i informacijska prilagodba) / winter tourists: more likely to adapt to potential new conditions (temporal, strategic and information adjustment)
	Dube i Nhamo (2020)	veća frekventnost sušnih razdoblja i povećanje prosječnih temperatura – nedostatak vodnih resursa, prijtnja za floru i faunu, ugrožena bioraznolikost i atraktivnost područja / increased frequency of dry periods and increase in average temperatures – lack of water resources and threat to flora and fauna, biodiversity and attractiveness of the area
	Cheng i dr. (2022)	utjecaj COVID-19 pandemije na zadovoljstvo (nedostatak organiziranih aktivnosti i događanja) i motivaciju turista (namjera ublažavanja stresa) / impact of COVID-19 pandemic on tourist satisfaction (lack of organised activities and events) and motivation (stress relief intention)
	Komasi i dr. (2022)	povećani osjećaj nesigurnosti uslijed COVID-19 pandemije te izazovi u kontroliranju takvih izvanrednih uvjeta; ekonomska nestabilnost – nagla poskupljenja / increased sense of insecurity due to the COVID-19 pandemic and challenges in controlling such extraordinary conditions; economic instability, increase in prices

ZAKLJUČAK

Razvojem turizma temeljenog na prirodi nije moguće objektivno i integrirano upravljati, a da se ne uzmu u obzir osnovna obilježja i implikacije koje on ima ili može imati na neki prostor. U radu su detaljnije analizirana četiri različita aspekta proučavanja turizma temeljenog na prirodi koja su se pregledom odabranih empirijskih istraživanja pokazala najzastupljenijima. Rezultati istraživanja usmjerenih prema ključnim dionicima

CONCLUSION

Nature-based tourism development cannot be managed in an objective and integrated way without taking into account its main characteristics, and implications that it has or could have on a given area. In this paper, four different study aspects of nature-based tourism, which proved to be the most prevalent via a review of relevant empirical research, have been analysed in more detail. The results of the research focused on key stakeholders indicate the

upućuju na kompleksnost njihovih međudnosa i individualnih obilježja. Najveća se pozornost pritom posvećuje ispitivanju preferencija i motivacije turista, ali istraživanja još jednom potvrđuju da u turizmu temeljenom na prirodi postoji više profila turista koji od posjeta prirodnim područjima imaju različita očekivanja, što je potrebno imati na umu već pri stvaranju same turističke ponude. Osnovne su odrednice suvremenoga razvoja turizma temeljenog na prirodi dimenzija prirodnosti i dimenzija pristupa koje se, kao i sastavnica atraktivnosti, mogu proučavati s gledišta ponude i s gledišta potražnje.

Uočena je također pozitivna veza između boravka u prirodnim područjima i odgovorna ponašanja prema okolišu, a raste i svijest ključnih dionika o klimatskim promjenama. Svijest o klimatskim promjenama i drugim vanjskim faktorima koji na razvoj turizma mogu negativno utjecati raste i među samim istraživačima. Radovi s naglašenim aspektom rizika i negativna utjecaja vanjskih čimbenika uglavnom su radovi objavljeni u posljednjih nekoliko godina. Njihova veća zastupljenost očekuje se i u narednom razdoblju zbog potrebe za dubljom analizom svih negativnih učinaka aktualnih globalnih kriza poput pandemije bolesti COVID-19 na turističku djelatnost. Osim toga postoji potreba za daljnjim istraživanjem postojećih i potencijalnih učinaka klimatskih promjena na turizam temeljen na prirodi jer dosad provedena istraživanja upućuju na to da se iste promjene u različitim dijelovima svijeta mogu smatrati manje ili više povoljnima te kao takve mogu predstavljati veću ili manju prijetnju njegovu daljnjem razvoju. Podršku upravljanju turizmom temeljenim na prirodi i sustavima posjećivanja prirodnih područja može pružiti i korištenje suvremenih istraživačkih metoda poput prostornih analiza i analiza velikih podataka (*big data*).

U istraživanjima posvećenima utvrđivanju razvojnih obilježja i implikacija turizma temeljenog na prirodi na lokalne zajednice nužno je veću pozornost posvetiti stavovima i percepciji samoga lokalnog stanovništva, koje je u odnosu na druge dionike u provedenim empirijskim istraživanjima vrlo slabo zastupljeno, dok će sam turistički razvoj na njihov svakodnevni život najviše utjecati. Pri-

complexity of their interrelationships and individual characteristics while special attention is directed towards examining tourist preferences and motivations. However, research confirms once again that there are several types of nature-based tourists, with different expectations from visiting natural areas, which must be kept in mind when creating the tourism supply itself. The main determinants of nature-based tourism's contemporary development are the naturalness and access dimensions. Those two dimensions, including the component of attractiveness, can be studied both from the supply and demand sides.

Furthermore, a positive connection was observed between visiting natural areas and environmentally responsible behaviour, with rising awareness of key stakeholders about climate change. Awareness regarding climate change and other external factors which could negatively affect tourism development is also increasing among researchers. Scientific papers emphasizing the aspect of risks and negative impacts of various external factors have mostly been published in the last few years. Their greater representation is expected in the future period as well, due to the need for a more in-depth analysis of the negative effects of current global crises, such as the COVID-19 pandemic, on tourism. In addition, further research on the existing and potential effects of climate change on nature-based tourism is of great importance, as previous research indicates that the same changes can be considered more or less favourable in different parts of the world. Accordingly, such effects likely represent a greater or lesser threat to its further development. Research has also shown that the management of nature-based tourism destinations and their visitor systems can be significantly improved with the use of modern research methods, such as big data and spatial analysis.

Regarding the development characteristics and implications of nature-based tourism on local communities, it is crucial to pay more attention to the attitudes and perceptions of local residents. So far, locals are very poorly represented in relevant empirical research in comparison to other stakeholders, despite the fact that tourism development affects their everyday lives the most. At the same time, tourism

tom se razvoj turizma neće jednako odraziti na sve skupine stanovništva, već će to prvenstveno ovisi o njihovoj ulozi, razini djelovanja i stupnju uključenosti u turističku djelatnost te se stoga, uz one okolišne i ekonomske, ne smiju zanemariti ni sociokulturne implikacije razvoja turizma u lokalnoj zajednici.

Zaključno, suvremeni razvoj turizma temeljnog na prirodi karakteriziraju i kompleksni odnosi s drugim, tradicionalnim djelatnostima, što vrlo lako može dovesti do potencijalnih konflikata, a posredno i negativno utjecati na očuvanje vrijednih prirodnih područja. Iako postoje studije slučaja koje su posvećene analiziranju tih odnosa, radi se o obilježjima razvoja koja su specifična za svako pojedino područje te zbog toga postoji stalna potreba za daljnjim empirijskim istraživanjima ove problematike da bi se utvrdili obrasci potencijalnih ishoda i učinkovite mjere za postizanje opće održivosti tih prirodnih područja.

development does not have the same impact on all the population groups, rather role, level of influence, and degree of involvement in the tourism activity are the relevant factors. Therefore, the sociocultural implications of tourism development in the local community should not be ignored, nor should the environmental and economic implications.

Finally, the contemporary development of nature-based tourism is characterised by its complex relationship with other, traditional activities, which could easily lead to potential conflicts and have an indirect negative effect on the preservation of valuable natural areas. Although there are some case studies focused on analysing these relationships, such development characteristics are specific to each natural area. Therefore, there is a constant need for further empirical research on potential conflict issues in order to determine the patterns of possible outcomes and effective measures for achieving the overall sustainability of these natural areas.

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