

## INTERNATIONAL SCIENTIFIC MEETING “MANAGEMENT IN SPORT AND TOURISM”

Zagreb, Croatia, 20-21 February, 2004

The year 2004 is also the year in which the already well-established traditional cooperation continues between the Faculty of Kinesiology, University of Zagreb, and the Zagreb Trade Fair, so that during the Zagreb Sports Fair the international scientific meeting was held under the title *Management in Sport and Tourism*. The meeting was held on February 20<sup>th</sup> and 21<sup>st</sup>, 2004, in the *Brijuni* Hall. The organisers of the meeting were the Faculty of Kinesiology, the Zagreb Fair and Deutscher Sportstudio-Verband. The meeting was held under the patronage of the Ministry of Science, Education and Sport, the Ministry of Tourism, Transport and Development of the Republic of Croatia, the Croatian Olympic Committee and the Zagreb Sports Association.

The aim of the meeting was to present the fundamentals of management in tourism, the role, organisation and the functions of management in sport and in sports organisations, to present the management and the organisation of sports-recreational centres in tourism, the development of certain sports that are complementary with tourism in Croatia and the organisation of large sporting events in Croatia. The themes of the meeting were:

1. management in sport and tourism
2. contemporary tourism and sport in Croatia
3. the role and the development of sport in Croatian tourism
4. winter sports centres and winter sports in Croatian tourism
5. large sporting events in Croatia
6. “*sport for all*” and “*wellness*” programmes in tourism
7. developmental trends of Croatian sport – soccer, basketball, handball, volleyball, tennis, golf, water sports, angling, recreational sport and other sports.

The book *Management in Sport and Tourism*, edited by Professor Mato Bartoluci, was presented at this meeting. This book is a novelty, as far as its subject matter is concerned, because it deals with MANAGEMENT in sport and tourism and it is the first written work of its kind in Croatia. The most eminent experts from the Faculty of Kinesiology, the Graduate School of Economics



and Business, University of Zagreb, the Faculty for Tourism and Hospitality Management in Opatija, University of Rijeka, the Faculty for Tourism in Dubrovnik and the Institute for Tourism of the Republic of Croatia participated in the realisation of this project.

It was on the first day of the meeting that the most eminent experts from the field of management, tourism and sport presented the market situation of supply and demand for the tourism-related and sport-related services. They have also pointed out the future trends in these fields – these trends anticipate the changes in the requirements of tourists who, more and more frequently, ask for active rest which, naturally, implies participation in sports activities. In this respect, the role of Croatia in developing new trends and opportunities for sports tourism were also discussed. Special attention was drawn to the discussion about managers in sport and their role in the further development of sport in Croatia. The presentation of the opportunities of further developing various sports in tourism (basketball, football, golf, tennis, scuba diving, sailing, etc.) in Croatia followed, together with the possibilities of presenting and promoting various sports *through* tourism (beach volleyball, beach handball, etc.). We would like to emphasize the discussion that took place concerning winter sports centres and winter sports in Croatian tourism. This discussion pointed to the various inexhaustable opportunities and potentials of Croatia.

On second day (Saturday) the discussion was held on leisure-time sporting activities in tourism, on the health-related aspects of sport in tourism as well as on *wellness* programmes in tourism. Various leisure-time sporting activities programmes were presented that can be realized in tourism, and some still unexhausted opportunities for the development of programmes such as yoga and anti-stress programmes, etc. were also analysed. The health-related aspects of sport in tourism also drew a considerable amount of attention, so that their role and possibilities of development were also a subject of interest. Special attention was paid to the topic *wellness* in tourism – this topic was presented by experts from Germany, Theodor Stemper, PhD, Till Hase, PhD, and Refit Kamberović. These experts gave a complete and meaningful presentation of *wellness*, the wellness-related offer and of the programmes of investing in wellness in tourism as a new trend both in the whole world and in Croatia.

The Proceedings Book *Sport in Tourism*, edited also by prof. Mato Bartoluci, PhD, was published by the Faculty of Kinesiology, University of Zagreb.

The traditional Croatian Aerobics Championship was also held during the meeting.



About 250 experts from sport, leisure-time sporting activities, economics, management and tourism in Croatia participated at this meeting, together with the experts from Germany, who presented the topic *wellness* in tourism. These experts tried to present the current situation and the role of sport in tourism, and they also tried to anticipate the future trends of their development and the opportunities that Croatia has in this development.