

IN MEMORIAM

SRĐAN MARKOVIĆ, Ph.D. (1920-2009)

Srđan Marković, Ph.D., nestor of our professional and scientific considerations on tourism, died a few days before his 89th birthday at his home in Zagreb. It is very difficult to encompass his contribution in one short tribute article.

Born on May 30, 1920 in Zagreb, he graduated from Classical High School, and later from the Faculty of Law where he gained his Doctor of Laws degree. He started work in 1950 at the Opatija hospitality enterprise performing various jobs until 1954 when he was appointed to the position of advisor at the Hospitality Chamber of Zagreb. On October 31, 1959, he was appointed director of the newly established *Tourism-hospitality Development Bureau*, and remained head of this institution, currently the *Institute for Tourism*, as director and advisor until his retirement in 1990.



His entire work was tied to the Institute; his co-workers very fondly remember him for encouraging their work in the effort to gain the Institute a good reputation not only in the market, but also in the academic society. With persistence and great dedication in circumstances that were not always favorable, he created a respectable group of scholars that already in the 1960s and 1970s began to study and research the phenomenon of tourism also using international experience. While Dr. Marković himself was attending professional training in Switzerland under Professor K. Krapf, renowned for his considerations of tourism, he was constantly encouraging his younger colleagues to advance their theoretical and practical knowledge.

His huge body of work may be divided roughly into three basic groups: professional/scientific papers mainly created within the institution he headed, his extensive teaching activity, and his international engagement. It is impossible to encompass all the titles of the studies, surveys, expert analyses that Dr. Marković authored. These include micro- and macro-economic and other groundwork commissioned by numerous entities such as the state and chamber authorities, as well as the tourism industry. Here he displayed the full breadth of his knowledge and experience, defending the views he supported, regardless of whether they were “acceptable” at the given moment. He was also familiar with physical planning issues, which resulted in a series of regional plans for tourism throughout the former country. He was a much-sought consultant in all major tourism physical-planning programs in the country, from the so-called Southern Adriatic to the Northern Adriatic, and others. Having reviewed his extensive bibliography it is hard to find one single aspect of tourism that he did not at least touch on in his work. He was member of the Economics Advisory Board of the Executive Council of the Parliament of Socialist Republic of Croatia, organizer of several conferences on tourism in the country, chief author of various tourism strategy/development documents, and associate of several domestic and international tourism journals. As a supporter of the multidisciplinary nature of tourism, he often collaborated with other professions.

He taught at several educational institutions: lecturer at the first (and subsequent) postgraduate studies in Tourism Economics at the Zagreb Faculty of Economics; at the Dubrovnik Tourism College, and professor at the Dubrovnik Faculty of Tourism and Foreign Trade. He also held lectures at international educational institutions, such as the educational center of UIOTT (*International Union of Official Tourism Organizations*) in Torino. In this part of his activities, S. Marković participated in the development plans of domestic tourism and hospitality high education, and in 1967 and 1972 (together with his wife) published two excellent textbooks that greatly surpassed the limits of secondary education for which they were intended. The two textbooks entitled “*The Fundamentals of Tourism*” and “*The Economics of Tourism*” were republished several times.

The third group of S. Marković’s activities is his rich and varied international engagement, primarily in the *International Association of Scientific Experts in Tourism* (AIEST), where he was a long-time member of the Management Board and Vice-president. As participant of numerous international congresses and symposia, and member of the *Tourist Research Center*, he displayed his inclination toward the scientific approach to tourism by regularly presenting main articles and actively participating in discussions with the most renowned foreign experts. He mastered several languages, he had coordinating capabilities and a sense for organization, for which he was highly regarded in tourism circles. As a UN expert, he was author of the national tourism development strategy for Tunisia and Argentina, and took part in a similar Syrian plan.

Finally, we should not overlook his personal engagement in the Croatian Peasant Party, for which he was persecuted as a young intellectual, as mentioned in the eulogy held at his funeral on May 19, at the Zagreb Mirogoj Cemetery. During her tribute to the founder of the Institute for Tourism, director Dr. Sanda Čorak briefly presented S. Marković’s achievements as a man of inexhaustible energy, broad knowledge and interests, but also great personality. Not only was he a fruitful tourism worker and devotee, but above all he was correct, sincere and unprejudiced in his relations with his associates and friends; in short, a towering moral figure and example to everyone who knew him. He will certainly be long remembered by many.

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