

IZBOR IZ KNJIGE EKONOMIKA TURIZMA AUTORA SRĐANA I ZORE MARKOVIĆ

SELECTION FROM THE BOOK *ECONOMICS OF TOURISM* WRITTEN BY SRĐAN AND ZORA MARKOVIĆ

Prisjećajući se uloge i značenja koje je dr. Srdan Marković imao za teoriju i praksu turizma u Hrvatskoj i drugim prostorima bivše države, ali i doprinosa dr. Markovića teoriji turizma na međunarodnom planu, redakcija je odlučila objaviti tri kraća poglavlja iz knjige Ekonomika turizma, koju su zajednički napisali dr. Srdan Marković i njegova supruga Zora, a objavila Školska knjiga 1972. godine. U Predgovoru autori su zapisali: "Ekonomika turizma široko je područje na kome se sastaju ekonomska teorija, gospodarska politika i gospodarska praksa. Zbog toga je nemoguće u jednom djelu obuhvatiti svu materiju što zadire u to široko područje. To više što je suvremena turistička privreda relativno mlada, a tako se naglo razvija da je zasad nemoguće definitivno utvrditi sve zakonitosti prema kojima se razvija i prema kojima će se razvijati u budućnosti."

Zanimljivo je tadašnja određena avangardna stajališta autora usporediti s današnjim stajalištima teorije i s aktualnim praktičnim rješenjima, posebno u domeni turističke bilance. Teorijska utemeljenost autorovih stajališta čini njegove stavove u mnogim segmentima turističke teorije neospornim i danas, nakon više od trideset godina razvoja svjetske turističke teorije i prakse.

Redakcija napominje da ovdje otisnut tekst tri poglavlja iz knjige Ekonomika turizma u potpunosti odgovara originalnom tisku iz 1972. godine. Samo je u trećem poglavlju izostavljen dio s primjerom i statističkim podacima, koji u tolikom vremenskom odmaku nemaju veće značenje.

In memory of the role and the significance of Dr Srdan Marković in the theory and practice of tourism in Croatia and in other parts of the former state, and remembering Dr Marković's contribution internationally, the Editorial Board publishes here three short chapters from the book Economics of Tourism (Školska knjiga, 1972), written jointly by Dr Srdan Marković and his wife Zora. In the preface of the book, the authors state: "Economics of tourism is a vast field in which economic theory, economic policy and economic practice meet. Because of the sheer vastness and complexity, it is impossible to cover all the matter pertaining to these fields, even more so because tourism is a relatively young industry that is developing so quickly that at this point it is impossible to reveal all the patterns of its present and future developments."

It is interesting to compare certain avant-garde views of the author with present-day theoretical views and with practical solutions, particularly in the domain of the tourism balance. The author's well-founded theoretical views on many segments of tourism theory are incontestable even today, after more than thirty years in which tourism theory and practice have been evolving.

The Editorial Board wishes to stress that the three chapters published here, taken from Economics of Tourism, are entirely faithful to the original, published in 1972, except for the third chapter from which an example and statistical data have been omitted, since they would be of no real significance today.

MJESTO EKONOMIKE TURIZMA U SUSTAVU EKONOMSKIH ZNANOSTI

Može se općenito reći da je zadatak suvremene ekonomske znanosti da opisuje, da analizira, da objašnjava i da dovodi u vezu ponašanje bitnih fenomena – npr. Proizvodnje, zaposlenosti, cijena itd. – koje utječu na društveno-ekonomski razvitak. Pri tome treba nastojati da takav rad bude “uklopljen u okvire sistema”, jer to je “ono što se podrazumijeva pod pravom analizom”.¹

Imajući pred očima složeni karakter spomenutih bitnih fenomena – koji im daju oznaku agregata – onaj dio ekonomskih znanosti koji se njima bavi s gledišta njihova djelovanja na privredu, pa i društvo u cjelini, naziva se makroekonomikom ili agregatnom ekonomikom.²

Agregatne privredne kategorije samo su svodni izraz ukupnog djelovanja svih onih temeljnih ekonomskih organizama koji čine osnovu privredne strukture. Svedene i proučavane na nivou tih pojedinačnih organizama, te iste kategorije – proizvodnja, zaposlenost, cijene itd. – predmet su istraživanja onog dijela ekonomskih znanosti koji se naziva mikroekonomikom ili ekonomikom poduzeća. Treba napomenuti da se istovrsni fenomeni mogu istodobno bitno različito ponašati na makroplanu i mikroplanu. Ono što je korisno za pojedini privredni organizam ne mora biti korisno za zajednicu, i obrnuto, odakle onda proizlazi ozbiljan problem usklađivanja tih interesa.

Da bi se lakše lokalizirale razlike i bolje uočila mogućnost usklađivanja različitih interesa, pogledi suvremene ekonomske znanosti okreću se prema grupacijama istovrsnih organizama, koje čine “vezno područje”³ istraživanja, pa se takva istraživanja obično smatraju granskom ekonomikom ili ekonomikom privredne oblasti. Na tom se nivou ekonomskog promatranja i analize često mogu utvrditi vrlo značajne privredne zakonitosti i za makroekonomski mi za mikroekonomski razvitak, koje se inače ne vide ni

THE PLACE OF ECONOMICS OF TOURISM IN THE SYSTEM OF ECONOMIC SCIENCES

It can generally be said that the role of modern economic sciences is to describe, analyse and explain, and to link the functioning of basic phenomena, e.g. production, employment, prices, which affect social and economic development. In doing this, economic sciences should attempt to “fit this functioning into the framework of a system” since “this is what a real analysis implies”.¹

Bearing in mind the complex character of these basic phenomena, which gives them the character of an aggregate, the part of economic sciences which analyses them from the perspective of their impact on the economy and society as a whole is called macroeconomics or aggregate economics.²

Aggregate economic categories are an umbrella term for the entirety of activities of all those basic economic organisms which constitute the basis of the economic structure. Reduced to the level of these individual organisms, and taught in such a way, these very categories – production, employment, prices, etc. – are the research subject of the part of economic science called microeconomics, or economics of the firm. It should be stressed that the same phenomena can significantly differ in their behaviour depending on whether they operate on the micro or the macro plan. What is useful for a microorganism need not be useful for a community, and vice versa, and thus a serious problem of harmonising these interests occur.

In order to localise differences and take the opportunity to harmonise different interests more easily, modern economic sciences turn to groups of homogeneous organisms which create a “connected field” of research.³ Such research is usually considered the economics of a particular branch, or industrial economics. This level of observation and analysis often enables important economic patterns to be seen, important for both macroeconomic and microeconomic development, which are usually not seen either in aggregate

u pokazateljima agregatne privredne analize, ni na nivou analize poduzeća. Takav granski pristup istraživanju ekonomskih pojava i odnosa predmet je posebnih ili granskih ekonomika, kao što su ekonomika industrije, agrara, prometa i tome slično.

Razgraničenja o kojima se ovdje govorilo imaju, dakako, samo relativno značenje i gotovo je nemoguće povući točnu granicu između pojedinih nivoa promatranja fenomena koji su u osnovi istovjetni. Ovdje je zato posrijedi razjašnjavanje mogućih osnovnih pristupa promatranju i istraživanju neke pojave, a ne formalističko i nasilo dijeljenje pojedinih organskih cjelina.

U skladu s opisanim zadacima, sadržajem i s općom podjelom ekonomskih znanosti moguće je utvrditi i mjesto ekonomike turizma.

Ekonomika turizma može se definirati kao dio ekonomske znanosti koji opisuje, analizira, objašnjava i dovodi u zavisnu vezu pojave i odnose u turizmu s gledišta njihovih ekonomskih učinaka i odraza.

S obzirom na to da može široko utjecati na društveno-ekonomske odnose i s obzirom na potrebna sistemski rješenja u okviru nacionalnih ekonomika, odgovarajuće ekonomske politike zemlje i međunarodnih zajednica, turizam ima sva svojstva da bude predmetom makroekonomskih analiza. S druge strane, obilje privrednih organizama koji sudjeluju u turističkoj privredi opravdavaju mnoga mikroekonomska proučavanja.

No osim interesa što ga turizam sve više budi u okviru agregatne ekonomike i ekonomike poduzeća on opravdava i zahtijeva i specifično proučavanje kao "vezno područje", koje je donekle analogno granskoj ili oblasnoj ekonomici nekih drugih djelatnosti. Štoviše, turizam promatran kao privredni fenomen može se i mora prije svega opisati i analitički istražiti, objasniti te shvatiti upravo kao takvo vezno područje ekonomske znanosti, jer na takvom području pročišćeni pojmovi omogućuju i da se jasnije shvate njegovi

economic analysis or in the analysis provided by economics of the firm. The branch approach to researching economic phenomena and relations is the subject of specialist economics or economics of a particular branch, such as industrial economics, the economics of transport, agriculture, etc.

The distinctions discussed above certainly have only relative value and it is almost impossible to draw a clear line between the levels of observing phenomena which are identical in their essence. Therefore, possible approaches to viewing and researching a phenomenon are explained here, without attempting to formally and artificially separate certain organic wholes.

It is thus possible to determine the place of economics of tourism in accordance with the set descriptions, content and general classification of economic sciences.

Economics of tourism can be defined as a part of economic science which describes, analyses, explains and brings phenomena and relations within tourism into a causal association, from the point of view of their economic impacts and reflections.

Tourism has all the characteristics of becoming a subject of macroeconomic analysis: it can widely impact on social and economic relations, it requires necessary systemic solutions within national economies, and demands suitable economic policies at national and international levels. On the other hand, a host of economic entities which participate in the tourism industry justify numerous microeconomic analyses.

Besides the interest it arouses within aggregate economics and economics of the firm, tourism requires and justifies specific research as a "connecting field", which to a certain extent is analogous with branch economics in some other sectors. Moreover, viewed as an economic phenomenon, tourism can and has to be described and analytically researched, explained and understood primarily as such a connecting field of economic science. In such a field, its refined

makroekonomski i mikroekonomski aspekti. Tu se, međutim, pojavljuje i najveći problem u vezi s određivanjem mjesta turizma kao predmeta ekonomske znanosti.

Turističku privredu ne čini, naime, jedna homogena grana ili područje, nego je to kompleksno djelovanje niza često vrlo raznovrsnih privrednih pa i neprivrednih djelatnosti koje, gledano pojedinačno, pripadaju po svojim tehničkim, tehnološkim i organizacijskim svojstvima različitim granama, a tek svojom ekonomskom fizionomijom i funkcijom ulaze u pojam i sklop turističke privrede.

Tražeci mjesto ekonomike turizma, najpriznatiji suvremeni teoretičari turizma⁴ polaze od podjele nauke o turizmu na opću nauku o osnovama turizma i na posebne nauke, a među ove posljednje uključuju – osim povijesti turizma, te turističkog zemljopisa, psihologije, sociologije itd. – i ekonomiku turizma. Nju pak teoretski raščlanjuju na njezine makroekonomske, granske i mikroekonomske aspekte, ali se u fundamentalnoj literaturi granski aspekti kao vezno područje veoma malo istražuje. Pretežno se istraživanja usmjeruju na najkarakterističnije makroekonomske aspekte i na ponašanje određenih mikroekonomskih jedinica pojedinih grana, i to samo onih koje neposredno sudjeluju u turizmu. Slično je i u našoj domaćoj literaturi.

Poznato je doduše da se suvremena ekonomska znanost, za razliku od starije, u zadnjim godinama sve više bavi makroekonomskim i granskim područjima ekonomske analize, nadoknađujući time prijašnje zaostajanje, no pri tome se, dakako, ne odustaje ni od daljnjeg razvijanja mikroekonomskih istraživanja. Za razliku od opće ekonomske znanosti u turističkoj je literaturi evidentno pomanjkanje upravo sistematskih veznih, granskih analiza, što je očito posljedica teškoće u definiranju turizma kao grane ili oblasti te složenosti turizma kao veznog područja, odnosno njegova razgraničenja bilo prema domeni makroekonomskih i mikroekonomskih istraživanja

categories make it possible to understand more clearly both its macro and microeconomic aspects. However, it is here that the biggest problem arises, relating to determining the place of tourism as a subject of economic science.

The tourism industry is not composed of a homogeneous branch or field, but consists of a series of complex economic and non-economic activities, often very heterogeneous in nature. Seen individually, through their technical, technological and organisational characteristics, these activities pertain to different industries, but their economic features and functions compose the notion and the system of tourism.

In their attempts to determine the place of economics of tourism, the most recognised modern experts in the theory of tourism⁴ break down the science of tourism into the general science of tourism basics, and the special sciences, among which are the history of tourism, tourism geography, psychology, sociology, etc., and the economics of tourism. The latter is further theoretically divided into its macroeconomic, branch and microeconomic aspects. However, the basic theoretical literature shows very little research into the branch aspects as the connecting field. The main focus is on the most characteristic macroeconomic aspects, and on the behaviour of certain microeconomic units, but only those which play a direct role in tourism. Similar trends are seen in domestic literature as well.

It is well known that modern economic science, as opposed to the older one, pays more attention to macroeconomic analysis and the analysis of individual industries, thus compensating for a previous lagging behind in this field, but without abandoning the further development of microeconomic research. As opposed to general economic science, the literature on tourism evidently lacks systematic analyses of the industry as a complex, connecting field, which is obviously the result of the difficulty in defining tourism as an industry or a branch. It is also difficult to draw the

bilo prema drugim međusektorskim analizama. Nedostatak cjelovitog granskog tretmana u ekonomici turizma jednako je, međutim, svojstven stranoj i domaćoj literaturi, samo što su kod nas relativno malobrojne i mikroekonomske obrade.

Međutim, iako su kod nas najčešće obrađivani makroekonomske aspekti turizma, postoji mi niz takvih aspekata koji su do sada ili potpuno ispušteni ili su samo nabrojani uz izoliranu deskripciju ili pak naprosto nisu uključeni u međuzavisni sistem. Razlog tome nije samo stanovita sporost u praćenju vrlo brzog razvitka ekonomskih spoznaja turizma u svijetu i kod nas, nego mnogo više metodске i obradbene teškoće. One započinju već s problemom ograničenog broja provjerenih informacija, osobito nizova podataka s dovoljnim trendom, a zatim ih prate metodološki problemi te institucionalni i drugi limiti. No možda je najvažniji razlog ovim nedostacima u makroekonomskim istraživanjima upravo spomenuto pomanjkanje granske ekonomske analize.

Pri tome se u turizmu ne može govoriti o “grani”, nego o nizu grana koje su zastupljene u turističkoj privredi. Međutim, ekonomiku turizma ne zanima svaka od tih grana posebno, nego oni njezini dijelovi koji čine dio turističke privrede. Ti se, naime, dijelovi često ne razlikuju ni tehnički, ni tehnološki ni organizacijski od bazne grane kojoj formalno pripadaju, ali se obično bitno drugačije ekonomski ponašaju.

Koji su to dijelovi i kojih grana i kako se oni ekonomski ponašaju, određuje u biti samo jedan agens, a to je turistički potrošač, s onim dijelom svog dohotka koji je namijenio turističkim potrebama. Taj dio dohotka, koji se javlja kao turistička potrošnja, jedini je zajednički nazivnik najraznovrsnijih obilježja turističkih organizama koji čine kompleks turističke privrede. On je ishodište i ujedno globalni okvir svih ekonomskih pojava, odnosa, funkcija i učinak turizma, on definira i samu turističku privredu. Turistička potrošnja je, dakle, taj zajednički nazivnik koji

boundaries between tourism and macroeconomic and microeconomic research, and other cross-sector analyses. Economics of tourism lacks a coherent analysis of tourism as an industry, and this lack is seen both in domestic and international literature. Moreover, there is relatively little microeconomic research on tourism in our country.

Although our authors have mostly dealt with the macroeconomic aspects of tourism, there is a series of aspects which have been entirely omitted, or which have just been listed, very rarely described, or have not been included in an inter-related system. The reason for this is not so much slowness in following the very rapid development of insights into tourism by economic science in the world and in our country, but rather methodological and analytical difficulties. These start with the problem of the limited amount of verified information, particularly a series of data with discernable trends, followed by methodological problems, and institutional and other limitations. However, perhaps the most important reason for this shortcoming in macroeconomic research is the lack of the previously mentioned economic analysis of the economic branch.

Consequently, it has to be said that tourism cannot be understood as “a branch”, but more as a series of branches with a role in the tourism industry. Economics of tourism is not interested in each of these branches separately, but in those segments which play a part in the tourism industry. These segments often do not differ from the base branch to which they formally pertain, either technically, technologically, or organisationally, but their economic behaviour differs significantly.

What segments these are, from which branches they come and what their economic behaviour is depend on a single agent, and that is the tourism consumer, with the part of his or her income spent on meeting tourism needs. This part of the income, which becomes tourism consumption, is the only common denominator of very diverse features of tourism organisms which make up the complex

djeluje kao iznimna kohezijska sila pretvarajući bezbroj raznovrsnih djelića ne samo u skladan mozaik, nego i u jedinstven živi organizam. On određuje koji dio ugostiteljstva, prometa, trgovine, obrta i mnogih drugih grana, u kojem času i pod kojim uvjetima prestaje ekonomski funkcionirati kao dio svoje tehničko-organizacijske grupacije i prelazi u drugu funkcionalnu i tržišnu grupaciju, u turističku privredu.

Prema tome, u ovoj se knjizi pod granskim aspektom turizma misli na ovakvu specifično formiranu grupaciju, a ne na klasičnu gransku podjelu.

Upravo je zbog toga bilo potrebno težište ove knjige postaviti na prikaz ekonomike turizma s gledišta tzv. granske strukture turizma i veznog područja njegova ekonomskog istraživanja. Pri tome se nisu mogli ni smjeli mimoći važniji makroekonomski i mikroekonomski aspekti, no i oni se nužno obrađuju prvenstveno u kontekstu sa spomenutim granskim pristupom.

Kako bi se ovaj pristup što jasnije shvatio, težište je daljnje obrade na ekonomskoj funkciji turizma i na turističkom tržištu, materiji koja razjašnjava bolje od ičega drugoga zajedničke ekonomske karakteristike onih odnosa i pojava što čine privrednu osnovicu i okvir turizma i što iz mnogih i različitih komponenata stvaraju jedinstven turistički privredni kompleks.

MJESTO TURIZMA U PRIVREDNOM PROCESU

Historijski gledano, u počecima ljudskog društva cijeli privredni proces robne proizvodnje sastojao se od va tijesno povezana momenta: proizvodnje i potrošnje. Ta povezanost proizlazila je iz okolnosti da je tadašnja proizvodnja bila namijenjena neposrednoj potrošnji.

Usporedo s promjenama u proizvodnim odnosima i u procesu proizvodnje razvijali su se složeniji društveni odnosi i podizao se standard života. Postepeno su se u procesu proizvodnje pojavila još

system of the tourism industry. This is the starting point and, at the same time, the global framework of economic phenomena, relations and functions. It is also the effect of tourism and defines the tourism industry itself. Tourism consumption is thus the common denominator which operates as an exceptional cohesive force, transforming countless diverse small parts not only into a coherent mosaic, but also into a single living organism. It determines which part of hospitality, transport, commerce, crafts and many other branches, at which point and under what conditions, stops functioning in economic terms as part of its technical and organisational group, and moves into another functional and market group – the tourism industry.

In this book, the branch aspect of tourism is understood as such a specifically formed group, and not as a classical branch classification.

This is why the book focuses on reviewing the economics of tourism from the point of view of the so-called branch structure of tourism and of the connecting field of economic research in tourism. At the same time, more important macroeconomic and microeconomic aspects cannot and should not be omitted from this work, and they are dealt with primarily in the context of the above-mentioned branch approach.

In order to understand this approach more clearly, the focus of the further analysis is on the economic function of tourism and on the tourism market, matter which clarifies better than anything else the common economic characteristics of the relations and phenomena that constitute the economic base and framework of tourism, and which form a coherent tourism economic system from numerous and diverse components.

THE PLACE OF TOURISM IN THE ECONOMIC PROCESS

Viewed historically, at the beginning of human society the whole economic process of commodity

dva momenta, tako da se cijeli ciklus tog privrednog procesa zasnivao na četiri funkcije, i to na proizvodnji (u užem smislu), raspodjeli, razmjeni i potrošnji. Te četiri funkcije često se nazivaju momentima proizvodnje u širem smislu.

Suvremena ekonomska znanost sve je dublje raščlanjivala ta četiri momenta proizvodnje i dolazila do zaključka o njihovoj zavisnosti bez koje se ne bi mogao ni zamisliti suvremeni proces robne proizvodnje shvaćen u najširem smislu.⁵

Tako je danas općenito usvojeno da praktično ni jedan od tih momenata, neophodnih u modernom društvu, ne bi mogao funkcionirati u današnjem smislu a da se ne veže za svaki od preostala tri momenta.

Dio autora zastupa stav o prioritetnom značenju proizvodnje u užem smislu, smatrajući da oдавde potječu i sve ostale funkcije, jer se bez proizvedene robe ne bi imalo što ni raspodjeljivati, ni razmjenjivati, ni trošiti.

Međutim, noviji autori – zasad pretežno tzv. građanski teoretičari – polaze od istih elemenata proizvodnje, ali im u suvremenim tržišnim odnosima daju drugačiji redoslijed: oni polaze od potreba koje se namiruju potrošnjom, a to je povod i razlog i proizvodnje, i raspodjele, i razmjene.⁶

Ako se tome doda da je već Marx⁷ ustanovio da je u proizvodnju izravno ugrađen proces potrošnje, onda se time samo naglašava da je prioritet pojedinog momenta ovisan o tome s kakvog se stajališta promatra, a da su svi momenti izvanredno međusobno zavisni.

Činjenica, da mnoga priznata imena ekonomskih znanosti razvijenih zemalja zapadne hemisfere uvelike naglašavaju da istraživanje potrošnje proizlazi iz realne ekonomske situacije tih zemalja i pouke iz velike svjetske ekonomske krize 30-tih godina. Oni, naime, gledaju u potrošačkom ponašanju društva u uvjetima visoko razvijene robne proizvodnje veoma važnu pokretačku snagu ne samo proizvodnje, nego i svih njezinih odraza na ekonomska i društvena kretanja.

production consisted of two closely linked elements: production and consumption. This link was produced by the circumstances, i.e. the production of the time was designed for immediate consumption.

In parallel with the changes in production relations and in the process of production, more complex social relations evolved and the living standard rose. Two new elements appeared in the process of production, so the whole cycle of this economic process was based on four functions: production (in the narrow sense of the term), distribution, exchange and consumption. These four functions are often termed elements of production in the wider sense.

Modern economic science has analysed these four elements of production in depth and has concluded that they are interdependent. If they were not, the modern production process, understood in the widest possible sense, would not be possible.⁵

It is generally accepted today that none of these elements, necessary for modern society, could function without being connected with the other three.

Some authors hold that production in the narrow sense should be given the priority, maintaining that all other functions are derived from production, since without produced goods there would be nothing to distribute, exchange or consume.

New authors, however – for now mainly those with a non-socialist orientation – start from the same elements of production, but put them in a different order in modern market relations: they start from the needs which are met by consumption – and this is the motive and reason for production, distribution and exchange.⁶

It was Marx⁷ who mentioned that the process of consumption is directly built into production, which shows that the priority given to a certain element depends on the standpoint from which it is observed, and that all elements are closely inter-related.

No, bez obzira na razlike, većina se suvremenih ekonomista slaže da je potrošnja bitan činilac ekonomskih odnosa u društvu.

Čini se da je veoma snažan opći privredni rast u svijetu u poslijeratnom razdoblju, koji je povezan s neprestanim povećanjem proizvodnje i podizanjem životnog standarda, počeo u razvijenim zemljama skidati s prvog mjesta dnevnog reda probleme industrijske i druge robne proizvodnje, a na njihovo mjesto postavljati pitanja povezana s potrošnjom dijela viška rada koji čini osobnu potrošnju. Nazvali mi te bitne promjene početkom “tercijarne civilizacije”⁸ ili “razdobljem razvijene potrošnje masa”⁹ ili “približavanjem postindustrijskom društvu”¹⁰ – očito je da potrošnja ulazi u prvi plan ne samo makroekonomskih, nego i mikroekonomskih istraživanja i da jedna i druga istraživanja nužno zahvaćaju i turizam. Štoviše, turizam u tim istraživanjima dobiva sve izrazitiji ponder.

Potpunija je spoznaja ekonomskog značenja turizma zahtijevala definiranje njegova mjesta u suvremenim ekonomskim procesima, a do takvog je definiranja došlo tek kada se tretman turizma oslobodio ranijih uskih obrtničkih, trgovačkih te drugih cehovskih i pseudoproizvodnih sistematizacija i kada je uključen u potpuno druge koordinate.

U tim se koordinatama turizam više ne pokušava provlačiti na stražnja vrata u sferu proizvodnje, a više nije aktualna ni diskusija pripada li turizam po sistematizaciji grupaciji tzv. robnog prometa. Od kada se počela spoznavati prava ekonomska uloga potrošnje u novim uvjetima visoke privredne razvijenosti sve većeg dijela svijeta, počele su se i u turizmu – kao izrazito konzumnom fenomenu naglo povećanih razmjera – otkrivati mnogo važnija obilježja.

Zato je danas istraživanje ekonomike turizma u prvom redu povezano s istraživanjem teoretskih aspekata cijeloga kompleksa potrošnje, a osobito njezini ekonomskih karakteristika i funkcija. Kako je pak nauka o potrošnji jedna od najmlađih i još nedovoljno istraženih grana političke ekonomije, odnosno ekonomike, ekonomske politike – i ne

Many recognised authors in the field of economics from the developed countries of the western hemisphere strongly emphasise that research into consumption comes out of the real economic situation of these countries and from the lessons learned from the Great Depression of the 1930s. They view the consumption behaviour of a society, with the highly developed production of goods, as an important driving force for production and for all its reflections in economic and social trends.

Regardless of the differences, most contemporary economists agree that consumption is an essential factor of economic relations in a society.

It seems that robust general economic growth in the world in the post-war period, linked with the continuous increase in production and living standards, began to move the issue of the industrial and other production of goods from the top of the agenda of the developed countries, replacing it with the question of consuming part of the surplus of labour which constitutes personal consumption. These significant changes can be called the beginning of the “tertiary civilisation”,⁸ or the “period of developed mass consumption”⁹ or “drawing closer to post-industrial society”¹⁰ – but consumption evidently stands in the foreground of not only macroeconomic but also microeconomic research, and both include tourism. Moreover, in this research, tourism has been gaining increasing prominence.

A more complete understanding of the economic significance of tourism requires that modern economic processes be defined. This happened only after tourism was relieved of the narrow craft, trade and other guild or pseudo-production classifications and gained completely different co-ordinates.

With these new co-ordinates, tourism no longer struggled to sneak into the sphere of production through the back door, and there was no more discussion on whether tourism should be classified within goods production. From the moment that the real economic role of consumption was

samo njih, nego i sociologije, psihologije i drugih znanstvenih disciplina – to je i turizam kao kategorija potrošnje postao tek u novije vrijeme predmetom intenzivnog znanstvenog interesa i istraživanja.¹¹

Turizam se može smatrati privrednom kategorijom u okviru ukupnog procesa društvene proizvodnje. U njemu samome odražava se svaki od elemenata proizvodnje.

Turizam sadrži neke karakteristike robne proizvodnje u užem smislu, koja je karakteristična po tome što uključuje u nizu svojih tržišnih produkata i predmet rada i sredstva za rad. Iako se ti produkti najčešće nazivaju uslugama, npr. usluge prehrane, oni prolaze tehnološki proces koji ima sve elemente proizvodnje u užem smislu, a katkada čak i industrijske proizvodnje (npr. veliki restorani za samoposluživanje i sl.).¹²

Turizam je tijesno povezan i s momentom raspodjele, o čemu se već govorilo u vezi s raspodjelom dohotka. Ta njegova karakteristika ima i veoma važne konsekvencije u procesu daljnje preraspodjele tog dohotka, što se manifestira putem odgovarajućih ekonomskih funkcija turizma na planu unutrašnje i međunarodne cirkulacije dohotka.

No turizam ima važno mjesto i u razmjeni, kako unutar zemlje, tako i u vanjskoprivrednim razmjerima. Turizam je, naime, djelatnost koja povezuje turiste – potrošače s turističkom privredom, a nju opet s njezinom proizvodno-opskrbnom bazom. Na osnovi toga nastupa veoma intenzivna razmjena dobara s važnim efektima u turizmu i izvan njega. Intenzivna mogućnost razmjene što ju pruža turizam podloga je i odgovarajućih njegovih multiplikativnih i induktivnih funkcija, o kojima će se kasnije govoriti.

Međutim, ipak je turizam najtješnije povezan s potrošnjom. O tome govori prije svega okolnost da se turizam javio tek kada su se pojavile ne samo turističke potrebe, nego i mogućnosti turističke

understood in a large part of the world, under conditions of high economic development, much more important features were seen in tourism, since tourism proved to be a markedly consumption phenomenon with a potential for significant growth.

This is why today research into the economics of tourism is primarily linked with research into the theoretical aspects of overall consumption, particularly into its economic characteristics and functions. Since the science of consumption is one of the newest and insufficiently researched fields of political economy or economics, or economic policy – and not only these, but sociology, psychology and other scientific disciplines – tourism, as a category of consumption, has only recently become the subject of intensive scientific interest and research.¹¹

Tourism can be viewed as an economic category within the entire process of social production. Each of the production elements is reflected in tourism itself.

Tourism includes certain components of the production of goods in the narrow sense of the term, characterised by the fact that within its range of market products it includes the subject of labour and the means of labour. Although these products are most often termed services, e.g. services of preparing food, they undergo a technological process which possesses all the elements of production in the narrow sense of the term, and sometimes even of industrial production (e.g. large self-service restaurants, etc.).¹²

Tourism is closely linked with the element of distribution. This characteristic has significant consequences in the process of the further redistribution of income, seen in the related economic functions of tourism at the level of the domestic and international circulation of income.¹³

Tourism also has an important place in exchange, both in domestic and international economic exchange. Tourism is an activity which links tourists

potrošnje, kao posebna kvota u kategoriji dohotka i u sistemu njegove raspodjele.

Turizam je, nadalje, vezan za neposredno i svojevrsno konzumiranje (u smislu uživanja bez pravog trošenja) niza nepotrošnih dobara koja uopće ne ulaze izravno u proces proizvodnje i koja bez turizma nisu čak ni roba, npr. određene prirodne vrijednosti (klima, sunce, plaža, snijeg) ili kulturna dobra (spomenici prošlosti, folklor i sl.).

Nadalje, turistička privreda u makroekonomskom smislu, doduše, stvar određeni dohodak samim angažiranjem sredstava proizvodnje i rada, ali u makroekonomskom mjerilu velik dio takvog dohotka koji proizlazi iz unutrašnjih turističkih gibanja nije novostvorena vrijednost, nego samo preliveni prije stvoren dohodak koji je dobio obilježje turističke potrošnje.

I konačno, ne samo da je turizam po svojim svojstvima, funkcijama i sudbinskoj ovisnosti o dohotku najviše vezan za potrošnju, nego je on s gledišta potrošača idealan tip neproduktivne potrošnje: u obiteljskom budžetu izdaci za turizam nemaju nikakvu aktivnu stavku.

TURISTIČKA BILANCA

U svakodnevnom privrednom životu i stručnim krugovima – i kod nas i drugdje – česte su diskusije i dileme o tome koliko uistinu turizam donosi nekoj zemlji ili u kojoj mjeri utječe na njezinu platežnu bilancu. To pitanje, dakako, nije samo načelno ni teoretsko, nego je veoma važno s gledišta ekonomske politike, koja za svoje stavove i mjere radi razvijanja turističke privrede mora imati što točniju osnovu. To tim više što se ekonomske i druge mjere turističke politike često veoma dalekosežno odražavaju i na sistemska tješenja, pa čak i na političkom planu.¹³

Polazeći od tih problema i potreba, počeli su se u teoriji i praksi tražiti drugi putovi i metode da bi se točnije utvrdila uloga i mjesto turizma u unutrašnjim ekonomskim računima pojedine

– consumers with the tourism industry, and this industry with its production and supply base. This brings about an intensive commodity exchange with important effects both in tourism and beyond. The possibility of intensive exchange offered by tourism is the base for its multiplication and inductive functions which will be dealt with later on.

Yet, the closest link of tourism is with consumption. Tourism began not only when tourism needs arose but also when tourism consumption became possible, as a separate element in the income category and in the system of income distribution.

Tourism also implies a sort of immediate consumption of non-consumer goods (in the form of enjoyment and not really consumption), which are not included in the production process and which, without tourism, are not even considered as goods, e.g. the values of nature (such as the climate, sun, beaches, snow), or cultural monuments and goods (historical sights, folklore, etc.).

Furthermore, the tourism industry in the macroeconomic sense creates a certain income by the very fact of engaging the means of production and labour, although on a macroeconomic scale a large part of such income generated within tourism is not an added value, but just the transfer of income previously realised and which has acquired the characteristics of tourism consumption.

Finally, not only is tourism mostly related to consumption in its characteristics, functions and vital dependency on income, but, from the consumer's point of view, it is an ideal type of non-productive consumption: in a family budget, expenditure on tourism does not feature as an active item.

THE TOURISM BALANCE OF PAYMENTS

There have been many discussions and dilemmas in everyday economic life and in professional

zemlje i u njezinim financijskim odnosima s inozemstvom. Tako se došlo do turističke platežne bilance, ali i tu se može govoriti o turističkoj bilanci u širem i užem smislu.

Turistička bilanca u širem smislu morala bi obuhvatiti sve oblike međunarodnog prijenosa vrijednosti, ukupni robni promet i usluge te druge oblike transakcija u smislu platežne bilance u koje zahvaća turizam. Tada bi se (prema W. Hunzikeru i K. Krapfu, odnosno prema Smutnyju) dobio ovakav obrazac:

A. Aktiva

- I Izvoz robe za turističke svrhe, kao i od strane inozemnih turista.
- II Aktivne usluge:
 - 1. ugostiteljstva
 - 2. transportnih poduzeća i ustanova,
 - 3. turističkih poduzeća,
 - 4. ostalih poduzeća ili službi, namijenjenih inozemnim turistima i međunarodnom turizmu.
- III Dohodak od kapitala uloženog u inozemne turističke uređaje.
- IV Transferi (npr. doznake domaće radne snage, zaposlene u turističkom poslovanju u inozemstvu).

B. Pasiva

- I Uvoz robe za turističke svrhe.
- II Pasivne usluge:
 - 1. turističke usluge u inozemstvu prigodom boravka domaćih rezidenata u drugim zemljama,
 - 2. usluge za određene turističke svrhe (propagandu, komisije, provizije itd.).
- III Obaveze na temelju dohotka od inozemnog kapitala uloženog u turizam u zemlji.
- IV Transferi (npr. doznake inozemne radne snage, zaposlene u domaćem turizmu).

circles, at home and abroad, on how much tourism impacts on a country's balance of payments, on how much a country benefits from tourism. This is not just a matter of principle or a theoretical question, but is of significance for macroeconomic policy which requires a precise base for its positions and for measures to develop the tourism industry. Even more so, because economic and other measures of tourism policy often produce far-reaching effects on systemic solutions, and even on the political environment.¹⁴

Given these problems and needs, theory and practice started to look for other ways and methods to determine more precisely the role and place of tourism in the internal economic balance of a country and in its financial relations with foreign countries. This is how the tourism balance of payments was created in the narrow and wider sense of the term.

The tourism balance in the wider sense should include all forms of the international transfer of value, the total turnover of goods and services and other forms of transactions in terms of the balance of payments of which tourism is a part. The following model would be the result (according to W. Hunziker & K. Krapf, and Samutny):

A. Assets

- I Export of goods for tourism purposes, and export realised by foreign tourists.
- II Services of:
 - 1. hospitality companies,
 - 2. transport companies and institutions,
 - 3. tourism companies,
 - 4. other firms and agencies which work with foreign tourists and in international tourism.
- III Income from capital invested in foreign tourism instruments.
- IV Transfers (e.g. foreign remittances from domestic workers employed in tourism organisations abroad).

I taj obrazac, koliko god bio teoretski povoljan i pogodan za utvrđivanje salda turističke bilance, nailazi u praksi na gotovo nepremostive teškoće u utvrđivanju pojedinih stavaka i brojaka. To bi trebalo obavljati na temelju veoma složenih metoda anketa i procjena, što stvara velik posao, a smanjuje sigurnost u slučaju međunarodnih usporedbi bilanca izrađenih pomoću raznih metoda. Većina stavaka nije “čista” i morala bi se određivati izlučivanjem iz pojedinih globala.

Zbog svega toga ne preostaje drugo nego da se obrazac suzi i da se turističkim bilancama ne obuhvate neke stavke aktive, odnosno pasive. Ipak treba ostaviti mogućnost procjene u okviru opće platežne bilance (npr. kod robe). Tako se dolazi do mnogo jednostavnijeg i praktičnijeg obrasca turističke bilance u užem smislu, koji bi morao obuhvatiti uglavnom ove stavke:

A. Aktiva

- I Prihodi ugostiteljskih objekata za smještaj, realizirani na temelju boravka (smještaja, opskrbe i ostalih usluga) inozemnih turista. Ovamo pripadaju prihodi hotela, motela, pansiona, turističkih naselja, svratišta, prenoćišta, odmarališta, domova i td.
- II Prihodi od ostalih vrsta i oblika turističke smještajne djelatnosti kojom se koriste inozemni turisti, i to:
 1. sanatorija i drugih oblika zdravstvenog turizma (smještaj, opskrba, medicinske usluge, ostalo),
 2. odgojno-obrazovnih ustanova (smještaj, opskrba, upisnine, školarine i sl.),
 3. privatnog najma soba, stanova ili kuća.
- III Prihodi od prehrane, pića i sličnih usluga ostalih vrsta ugostiteljstva.
- IV Prihodi od prijevoza inozemnih turista upotrebom domaćih prijevoznih kapaciteta, kao i prihod od tranzitnog prometa, i to:
 1. općih transportnih poduzeća i njihovih usluga,

B. Liabilities

- I Import of goods for tourism purposes.
- II Services:
 1. tourism services abroad during the stay of domestic residents in a foreign country,
 2. services for a particular tourism purpose (advertising, fees, commission, etc.)
- III Liabilities on income from foreign capital invested in domestic tourism.
- IV Transfers (e.g. remittances of foreign labour employed in domestic tourism).

This model, regardless of how favourable it is in theory for establishing the bottom line of the tourism balance, faces almost insurmountable difficulties in practice in determining individual items and figures in the balance. This should be done on the basis of very complex surveys and evaluations, which is a huge task. On the other hand, it jeopardises the international comparison of balances worked out with different methods. Most items are not “clean” and would have to be determined by extracting from certain global values.

Due to all the above-mentioned difficulties, what remains is to reduce the model and omit some assets or liabilities from the tourism balance. However, the estimations should be possible within the general balance of payments (in the goods items, for example). Thus, a much simpler and more practical model of the tourism balance in the narrow sense could be drawn up which should mainly include the following items:

A. Assets

- I Income of facilities which provide hospitality, realised through the stay of foreign guests (accommodation, food and other services), e.g. hotels, motels, tourist settlements, guest houses, boarding houses, recreation centres, etc.
- II Income of other types and forms of tourism accommodation facilities used by foreign tourists:

2. posebnih transportnih poduzeća (WL-a, WR-a, plovidbe, zračnog prometa itd.),
 3. cesta i drugih javnih prometnih uređaja (cestarine, pumpne i servisne stanice, garaže, parking i sl., uzletišta, luke itd.).
- V Prihodi posebnih turističkih djelatnosti u vezi s boravkom ili zahtjevima inozemnih turista. To su prihodi:
1. turističkih komercijalnih organizacija,
 2. turističkih društvenih organizacija,
 3. posebnih turističkih službi (npr. vodiča, sportskih učitelja, tumača),
 4. ostalih uslužnih djelatnosti, ako služe neposredno inozemnim turistima (ptt, banke, osiguranja, objekti za razonodu, muzeji i sl.).
- VI Prihodi posebnih trgovinskih poduzeća ili radnja u službi turizma (npr. kolodvorske trgovine, specijalne turističke trgovinske radnje, trafike na turističkim punktovima i sl.).
- VII Prihodi državnih organa, realizirani u vezi s inozemnim turizmom (od putnih isprava, boravišne pristojbe i sl.).
- B. Pasiva**
- I Izdaci u devizama domaćih turista za turističke potrebe u inozemstvu.
- II Izdaci u devizama za aktivizaciju inozemnih turista, izvršeni u inozemstvu:
1. propaganda,
 2. komisiona provizija i sl.
- Tako uspostavljena turistička platežna bilanca, unatoč svojoj nepotpunosti, ipak daje približnu sliku o efektu inozemnog turizma zemlje. No posebno joj je dobra strana u tome što pri sastavljanju ne postavlja zahtjeve kojima se ne bi moglo udovoljiti, i to pretežno putem efektivnih podataka, a samo manjim dijelom procjenom. A i ta procjena može biti prilično točna i obavljena po jedinstvenim načelima u raznim zemljama. Time ovaj oblik bilance omogućuje i međunarodnu
1. sanatoria and other forms of health tourism (accommodation, food, medical treatment and others),
 2. educational institutions (accommodation, food, enrolment fees, tuition fees, etc.),
 3. the renting out of private rooms, flats and houses.
- III Income from food, beverages and similar catering services.
- IV Income from the transportation of foreign tourists by domestic transportation facilities, and the income from transit traffic as follows:
1. general transport companies and their services,
 2. specialised transport companies (WL (wagons-lit), WR (wagons-restaurant), sea and air transport, etc.),
 3. roads and other public transportation facilities (income from tolls, petrol stations, garages, parking lots, etc., airports, ports, etc.)
- V Income from specialised tourism activities related to the stay or needs of foreign tourists. This includes the income of:
1. tourism commercial organisations,
 2. tourism social organisations,
 3. specialised tourism services (e.g. guides, sports instructors, interpreters),
 4. other service industries if they directly serve foreign tourists (postal services, banks, insurance, entertainment facilities, museums, etc.)
- VI Income of specialised trading companies or shops which are a part of tourism (outlets on railway stations, specialised souvenir shops, newspaper shops and tobacconists in busy locations with lots of tourists, etc.)
- VII Income of government bodies related to foreign tourism (issuing passports, tourist tax, etc.).
- B. Liabilities**
- I Foreign exchange expenditure of domestic tourists abroad.

usporedbu, a na njemu se uglavnom i temelje neslužbene turističke platežne bilance u nekim zemljama (npr. u Švicarskoj i Italiji).

Kao dopunu navedene bilance trebalo bi još utvrđivati i iskazivati slijedeće podatke o prihodima, ako se odnose na poslovanje s inozemnim turistima:

1. promet trgovačkih poduzeća i prodavaonica koje frekventiraju inozemni turisti,
2. prihode obrta,
3. prihode lokalnog poljoprivrednog stanovništva ostvarene izvan trgovačke mreže,
4. prihode od zdravstvenih usluga i kulturnih ustanova, ako nisu obuhvaćeni turističkom bilancom, i
5. ostale komunalne i druge prihode, povezane s inozemnim turizmom.

Ovi se podaci mogu utvrđivati prvenstven o približnom procjenom i ne mogu postići onu točnost koja se postiže podacima iz navedenog obrasca turističke platežne bilance. Takvu procjenu može istodobno olakšati, dopuniti i učiniti točnijom anketa o turističkoj potrošnji provedena među samim turistima. Dakako da su moguće i razne druge metode, odnosno kombinacije više njih.

Važno je upozoriti da ti podaci – iako manje točni od onih iz bilance i premda se odnose na djelatnosti koje ne postoje samo zbog turizma i ne žive isključivo od njega – nisu manje važni. Tek se putem njih može odrediti u kojoj mjeri turizam, posebno inozemni, oploduje pojedine djelatnosti određenih područja i koliko aktivira tamošnje proizvodne snage. Osim toga, samo će se na taj način dobiti punija predodžba o realnoj ulozi turizma u odnosu na platežnu bilancu.

Svrha dosadašnjeg izlaganja bila je da upozori na ozbiljne teškoće koje nastaju pri utvrđivanju točnih podataka o ulozi turizma u platežnoj bilanci, kao i na rješenje tog pitanja. Iz takvog se

II Foreign exchange expenditures abroad made in order to attract foreign tourists:

1. advertising,
2. commission, etc.

In spite of its incompleteness, such a tourism balance can present a fairly accurate picture of the effect of foreign tourism on a country. Its particular advantage is that there are no insurmountable difficulties in drawing up the balance, which can consist mostly of real figures, and to a lesser extent of estimates. What is more, these estimates can be fairly accurate and can be drawn up by observing uniform principles in various countries. Thus, the model allows for international comparisons to be made. In fact, it is used as an unofficial tourism balance in some countries (Switzerland and Italy, to name just a couple of countries).

The following data on income should be established and shown on the balance as additional items if this income is earned by doing business with foreign tourists:

1. Turnover of trading companies and shops visited by foreign tourists,
2. Income from handicraft production,
3. Income of local farmers realised outside their commercial network,
4. Income from medical services and income of cultural institutions, if they are not included on the tourism balance,
5. Municipal revenue and other income related to foreign tourism.

These data may be established primarily through approximations and cannot be as precise as the data in the stated model of the tourism balance. A survey on tourism consumption conducted among tourists can easily supplement such an estimate, making it more accurate. Other methods, or a combination of methods, are also certainly possible.

gledanja može zaključiti da apriori prihvaćanje podataka iz općeg obrasca platežne bilance i operiranje sa stavkom „inozemna putovanja“ kao mjerodavnom može dovesti do pogrešnih zaključaka. Najčešće će se dobiti rezultati koji znatno potcjenjuju i umanjuju ulogu turizma u vanjskoprivrednoj orijentaciji pojedinih turističkih zemalja.

U mnogim je zemljama utvrđivanje turističke platežne bilance ipak već tako usavršeno da se gotovo isključivo koristio takvim podacima u svim prilikama (OECD), a osobito prigodom vlastite ocjene važnosti i uloge inozemnog turizma i potrebe donošenja mjera za razvitak turističke privrede.

U svakom slučaju i bez obzira na teškoće u vezi s preciznim utvrđivanjem uloge turizma u platežnoj bilanci kod svih zemalja ostaje činjenica da je ta uloga vrlo značajna i da ona trajno i osjetno raste.

It is important to point out that these data – although less accurate than those on the balance, and although they relate to activities whose sole purpose is not to serve tourism and which do not depend exclusively on tourism – are of no lesser importance. Only with their help can it be determined to what extent tourism, in particular foreign tourism, augments individual activities in certain industries and how much it stimulates production in these segments. Only in this way will a clearer picture emerge of the real role of tourism in the balance of payments.

The purpose of this text is to indicate serious difficulties which arise from attempting to establish precise data on the role of tourism in the balance of payments, and to show how to solve this difficulty. It can be concluded that accepting in advance data from the general model of the balance, and recognising the item of “foreign travel” as a relevant one, can lead to wrong conclusions. The results obtained in this way most often underestimate and play down the role of tourism in the individual tourism countries that are oriented towards foreign markets.

The tourism balance of payments has become so accurate in some countries that its data are almost exclusively used for various purposes (OECD), in particular when a country itself wants to assess the importance and the role of foreign tourism and the need to bring measures to develop the tourism industry.

Regardless of the difficulties in precisely measuring the role of tourism in the balance of payments, this role is important in every country and is continuously and markedly becoming more so.

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- ¹ P. A. Samuelson: *Economics – An Introductory Analysis*, prijevod u izdanju Savremene administracije, Beograd 1969, str. 8 i 9.
- ² J. Sirotković: Uvod u Ekonomiku Jugoslavije, “*Ekonomika Jugoslavije*”, Informator, Zagreb 1967, str. 17.
- ³ J. Sirotković, op.cit., str. 16.
- ⁴ W. Hunziker: *Betriebswirtschaftslehre des Fremdenverkehrs*, Bern 1959, str. 55.
- ⁵ U ovom procesu, koji se općenito terminološki tretira kao robna proizvodnja, uključene su i neke djelatnosti koje nemaju karakter robne proizvodnje, npr. uslužne djelatnosti.
- ⁶ J. M. Keynes je jedan od utemeljitelja suvremene teorije po kojoj je potrošnja u privrednom procesu ishodišna funkcija proizvodnje.
- ⁷ U svom djelu “Prilog kritici političke ekonomije” Marx je razradio misao o “proizvodnoj potrošnji” i “potrošnoj proizvodnji”.
- ⁸ J. Fourastie: “Le grand espoir du XXe siècle”, Paris 1952.
- ⁹ W. Rostow: “The Stage of Economic Growth”.
- ¹⁰ J. J. Servan-Schreiber: “Le défi américain”, Paris 1967.
- ¹¹ K. Krapf: “Der touristische Konsum”, Bern 1954.
- ¹² Zato se usluge ove vrsti smatraju “proizvodnim” uslugama.
- ¹³ O tim funkcijama biti će govora u posebnom poglavlju.
- ¹⁴ Dovoljno je spomenuti da se turistička privreda gotovo svuda razvija pod utjecajem posebnih, protekcionističkih mjera. Nepotrebno je naglasiti da npr. U liberalističkim privrednim sistemima, koji su, u načelu, protivni svakoj državnoj intervenciji u privredi, protekcionističke mjere u turizmu čine značajnu sistemsku iznimku. Na svoj način taj se problem javlja i u našoj ekonomskoj politici.

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- ² J. Sirotković, “Uvod u Ekonomiku Jugoslavije”, *Ekonomika Jugoslavije*, Informator, Zagreb, 1967, p. 17.
- ³ J. Sirotković, op. cit., p. 16.
- ⁴ W. Hunziker, *Betriebswirtschaftslehre des Fremdenverkehrs*, 1959, Bern, p. 55.
- ⁵ In this process, which I generally call the production of goods, some activities are included which do not have the character of goods production, e.g. the service industry.
- ⁶ J. M. Keynes was one of the originators of the theory whereby in the economic process consumption is the initial function of production.
- ⁷ In his work *A Contribution to the Critique of Political Economy*, Marx elaborated the idea of “production consumption” and “consumption production”.
- ⁸ J. Fourastie, *Le grand espoir du XXe siecle*, Paris, 1952.
- ⁹ W. W. Rostow, *The Stages of Economic Growth: A Non-Communist Manifesto*, Cambridge: Cambridge University Press, 1960.
- ¹⁰ J. J. Servan-Schreiber: *Le defi américain*, Paris, 1967.
- ¹¹ K. Krapf: *Der touristische Konsum*, Bern, 1954.
- ¹² That is why services of this kind are considered as “production” services.
- ¹³ These functions will be discussed in a separate chapter.
- ¹⁴ It will suffice to mention that the tourism industry has been developing almost everywhere with the help of special protectionist measures. It is not necessary to stress that in liberal economic systems, which are, in principle, opposed to any protectionist measures in the economy, protectionist measures in tourism are a significant systemic exception. In a certain way, this problem appears in our economic policy.