

ÚLOHA CESTOVNÍCH KANCELÁŘÍ A CESTOVNÍCH AGENTUR V ROZVOJI VENKOVSKÉ TURISTIKY V KRAJI ISTRIA THE ROLE OF TRAVEL AGENCIES AND TOUR OPERATORS IN THE DEVELOPMENT OF RURAL TOURISM IN ISTRIA COUNTY

ROBERT VELENÍK, DESIMIR BOŠKOVIĆ

Abstract:

Although a certain forms of selective tourism like health, weekend, excursion and gastronomic tourism in the rural region of Istria County appeared approximately contemporaneously as in the coastal zone, the rural tourism became a serious consideration subject only in the nineties of the 20th century.

Rural tourism in the Istria is developing intensively, and different canals for sale and promotion are used, which do not give appropriate result. Development of this selective and nature close tourism has not come up to more significant uses of intermediaries in sales of rural tourist product. Elimination of offer limitations, enhancement of interconnection and more active participation of intermediaries would enable better results of rural tourism in Istria.

This paper explores the role and the importance of travel agencies and tour operators in the rural tourism of Istria County. Authors in this paper explore and explain reasons of current weak interests of including travel agencies and tour operators in the sale and the promotion of selective form of tourism in rural areas of Istria County. Authors suggest measures for cooperation intensification between the offer and intermediaries, and including the travel agencies and tour operators in the promotion and sells of rural tourism.

Key words: rural tourism, promotion, sales, travel agencies, tour operators, marketing, Istria County.

1. INTRODUCTION

The beginning of the 20th century saw the growing importance of the issues of protection and recognition of the value of environment. Historical buildings, traditional crafts and rural communities in general gained importance. Industrialization and urbanization dramatically changed the social and economic picture of rural areas. Population's income decreased and technological changes introduced in agriculture brought about higher unemployment. Industrialization of agriculture in many countries led to the disappearance of small family ventures, decreasing population figures and aging of population. In addition to the already mentioned phenomena, the number of general services, schools, churches or transport services also went down. In their search for better standards, people started the process of migration to towns. All kinds of efforts made to resist the new changes often did not achieve desired results. Due to these negative trends, the issue of rural development came under the spotlight of a wider community. Special attention was paid to strengthening economic activities in rural areas. Consequently, more attention was directed at tourism.

Tourism in rural areas grew and developed partly due to new trends in the industry itself as holiday makers demanded different holidays, and partly due to government initiatives. Rural tourism was seen as a tool to regenerate rural economy and a way to reevaluation and protection of environment.

The nineteen nineties saw a world promotion and strong development of the rural tourism product, which made rural areas extremely interesting to numerous tourists in search of peace and quiet, preserved nature, freedom, and a possibility to experience traditional life styles. Rural tourism spread and grew in importance considerably. Various estimates suggest that tourism in rural areas makes up 10-20% of all tourism activity. The research of EuroBarometer in 1998. reported that 23% of European tourists choose the countryside as a destination every year. Eurogites – European Federation of Farm and Village Tourism have estimated that in 2003. existed 200 thousand providers of Farm and Village Tourism in Europe.²³ They offered more than 2 million bed places. Accommodation in farms, private rural homes, and small family-run guesthouses or hotels attracts an annual direct tourist spending of about 12 billion euros. Eurogites also estimate that rural tourism offers 500 thousand direct and indirect jobs in Europe.²⁴

Throughout history, tourism as a social phenomenon has been closely linked with Croatia. Croatian tourism has more than a century-long tradition. However, it has been developing primarily along the coast, much less in rural areas.

²³ The European Federation of Farm and Village Tourism (EuroGites) represents 20 professional and trade organisations from 17 countries of geographical Europe, with an overall number of 160.000 establishments and about 1'7 million bed places. The product goes from the rural Bed&Breakfast and self-catering in private homes or farms, up to small family-run rural hotels and guesthouses.

²⁴ Eurogites, 1st European Congress on Rural Tourism, Jaen, Spain, 2003. Conclusion, <http://www.europeanrtcongress.org/congress/en/index.php>, 25.06.2006.

2. THE PAST AND PRESENT OF RURAL TOURISM IN ISTRIA

Rural tourism in Istria captured the attention of authorities at the time when mass tourism in Croatia reached zero growth, between 1990 and 1996. It was then when the county authorities started the project of rural tourism development in Istria. The first investors in rural tourism met with favourable financial conditions arranged with banks and were also aided upon their entrance onto the market. Major reasons for the initiation of this tourist offer were: expansion of offer to the interior of Istria, creation of a new range of services, expansion of tourist season, and stimulation of agricultural activities in comparatively small Istrian agricultural households. With the development of rural tourism over the years also came the more important role it now plays.

The first specialized catalogue with services offered in rural tourism came out in 1998. It presented the offer of 27 Istrian households which had an accommodating capacity of 108 beds. In addition to accommodation, the catalogue also presented the services of catering industry in Istria's rural areas.

In 1999 there were 37 households engaged in rural tourism in Istria County. Favourable loans continued to be offered and, together with a positive developmental atmosphere created in Istria at the time, they led to further development and expansion of rural tourism in Istria. In 2000, 45 households offered 280 beds for this kind of tourism. The same year saw 5,500 overnight stays and 740 tourist arrivals. The average stay in rural tourist facilities was 7.5 days, and the average occupancy was 70 days.²⁵ Table 1 shows the development of rural tourism in Istria.

Table 1. The development of rural tourism of Istria County from 1999 to 2005

| Year | Number of facilities | Number of bed | Number of arrivals | Number of overnight stays |
|------|----------------------|---------------|--------------------|---------------------------|
| 1998 | 27 | 108 | - | - |
| 1999 | 37 | - | 179 | 1.380 |
| 2000 | 45 | 280 | 740 | 5.550 |
| 2001 | 72 | 504 | - | (estimate)10.000 |
| 2002 | 126 | 972 | 5.500 | 16.300 |
| 2003 | 184 | 1.460 | - | 56.100 |
| 2004 | 261 | 2.188 | 5.471 | 50.018 |
| 2005 | 248 | 2.098 | 8.110 | 71.157 |

Source: *Istria Tourist Board, 2006*

Note: In 2005 a change occurred in the number of facilities and beds because certain kinds of accommodation facilities were left out. In order to preserve the authenticity of Istrian architecture, the category of "rooms and apartments - modern building" was not included among the overall indicators.

The table shows that the number of facilities and beds grew annually. Such continuing growth and development of rural tourism in Istria was aided by government incentives for reconstruction of old houses and development of small and middle-sized businesses.

Due to a large number of natural and cultural sights and events, developed infrastructure, geographical position, and tradition in tourism, Istria now has a wide and varied range of rural tourism products, such as agritourism, gastronomic tourism, wine tourism, hunting tourism, ecotourism, health tourism, adventure tourism, cultural tourism and sports and recreational tourism. Among the facilities offering accommodation we should mention several family hotels, agritourism facilities, rooms and apartments built in the typical style and rooms and apartments built in the style of modern architecture.

3. TOUR OPERATORS AND TOURIST AGENCIES IN ISTRIAN RURAL TOURISM

When the promotion of new tourist offer in Istria began, in 1998, the time when the first catalogue in Croatia appeared dedicated solely to rural tourism products, tour operators and tourist agencies did not show much enthusiasm for this novelty. The following year saw the appearance of the first intermediary offering rural tourism. It was a German tour operator already specialized for Croatian tourism. Six facilities offering rural tourism were marketed and they were being sold on German and Dutch tourist markets. In 2000, the said tour operator was responsible for 75% of all tourist arrivals in Istria's rural areas. The first contact established by the Istria County Tourist Board with other intermediaries interested in rural tourism occurred in 2002. Up to that moment, I.D. Riva Tours, as the first tour operator offering rural tourism in Istria, had been an important and indisputed partner for rural accommodation, responsible for up to 90% of all tourist arrivals to rural areas. The situation was not very different in 2005 either, when again, according to the figures and data collected by Istria County Tourist Board, credit for most arrivals and overnight stays went to the I.D. Riva Tours (Table 2).

²⁵ Istria Tourist Board, www.istra.hr

Table 2. Arrivals and overnight stays towards largest tour operators and travel agencies in 2005

| Tour operators/ Travel agencies | Arrivals 2005 | Share in % | Overnight stays 2005 | Share in % |
|---------------------------------|---------------|------------|----------------------|------------|
| ID Riva Tours(D) | 5.926 | 73,07 | 59.956 | 84,26 |
| Villasforum (HR) | 834 | 10,28 | 5.837 | 8,20 |
| Adriatica.net (HR) | 497 | 6,13 | 1.672 | 2,35 |
| Cottages to castles (GB) | 253 | 3,12 | 638 | 0,90 |
| Rest (estimation) | 600 | 7,40 | 3.054 | 4,29 |
| TOTAL | 8.110 | 100 | 71.157 | 100 |

Source: *Istria Tourist Board, 2006*

The data displayed in table 2 show clear dominance of only one tour operator, which was responsible for 73.07% of arrivals and 84.26% overnight stays in 2005. The share of other agencies and tour operators is insignificant. These figures lead to the conclusion that the role of tour operators and tourist agencies is a minor one. It also makes us conclude that tour operators and tourist agencies are not interested enough in rural Istria's tourism product.

If we compare data concerning tourist arrivals and overnight stays in general and on the county level with tourist arrivals and overnight stays in the county's rural tourism solely, we shall again encounter interesting observations. In 2005, the whole county was visited by 2,505,017 tourists who spent 16,649,944 nights there. Further comparisons show that, in the same year, the rural tourism's share in the total number of arrivals was only 0,32% and its share in the total number of overnight stays was only 0,43%. A reasonable conclusion drawn from these figures is that the role of tour operators and tourist agencies is of immense importance for Istria's rural tourism's further growth and development. However, tourist agencies and tour operators avoid cooperation with owners of rural tourism facilities.

Tourist agencies and tour operators are not accustomed to working with rural tourism service providers since doing business with owners of rural tourism facilities differs from co-operation between tourist agencies and tour operators with major hotels, chains of hotels and recognized destinations. „Mass“ tour operators offer a standardised package, they operate under the „economies of scale“ principle they attempt to maximise the number of tourists in a destination where take a bad places. Mass-market tour operators are selling a mainstream product (i.e. generally the sea, sand, sun) to a large customer base and are not interesting in a rural tourism because it is a selective small scale form. Mass tour operators increase their profitability by enlarging their market share and volume, through offering inexpensively priced holiday packages.

Major problems that diminish the interest of tourist agencies and tour operators in rural tourism are the following:

- Major and middle-sized tour operators do not find economic interest in doing business with owners of a limited number of accommodation facilities as these are quite insignificant in number as opposed to major tourist centres.
- Istria's rural tourism offer has a limited number of accommodation facilities, which are not sufficient for major tour operators. In order to be included in tour operators' catalogues, rural accommodation facilities should have a larger number of beds, which is then contrary to the idea of the green kind of selective tourism to which rural tourism belongs.
- Tourist agencies and tour operators find it difficult to communicate with fragmented and geographically scattered providers of rural tourism services in Istria. Tourist agencies that do co-operate with rural tourism households put a great deal of effort into communication with a large number of rural facilities owners who are not adequately interconnected.
- The quality of the Istrian rural tourism product is not homogenous. There are plenty of facilities of different quality which do not meet the standards required by intermediaries. This gives rise to the problem of how to guarantee to partners an appropriate homogenous quality of service.
- Istrian rural tourism does not have a defined image. The interest tourist agencies and tour operators pay to rural areas depends, among other factors, on the image the destination has and the abundance of natural and cultural potentials of the area. Where there is no image or where it is negative, there is no interest shown on the part of tourist agencies and tour operators either. Unfortunately, rural tourism in Istria lacks an image.
- Rural tourism finds it difficult to adjust to the needs of intermediaries, and the majority of owners of rural tourism facilities lacks experience in dealing with tourist agencies and tour operators.

4. RESULTS OF RESEARCH ON INTERMEDIARIES IN ISTRIA'S RURAL TOURISM

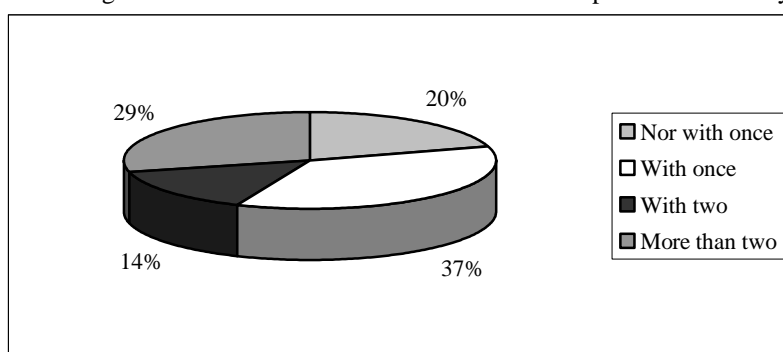
In order to confirm the accuracy of figures presented by Istria County Tourist Board, who only partially keep records of rural tourism, there is missing information about individual arrivals. A piece of research into Istrian rural tourism supply and demand was conducted in 2004. The aim of the research was to obtain precise information about the role of intermediaries in the promotion and sale of Istrian rural tourism product.

The basic instrument for collecting information from tourists was a questionnaire. The questionnaires had to be filled in by tourists themselves. The total number of questionnaires sent to 27 rural tourism facilities and two information desks was 1,320. The survey was carried out in the period between 15 June and 15 October 2004. 400 correctly filled in questionnaires were retrieved.

In addition to the questionnaire which inquired into the demand, in the same year we also conducted research into the supply. The reason underlying this procedure was a wish to compare the results obtained from tourists with the answers provided by facilities owners. Again, the instrument for collecting information was a questionnaire which had to be filled in by facilities owners. Here, a personal interview with the owner accompanied the questionnaire. The survey was carried out in the period between 15 June and 1 November 2004 in different facilities providing accommodation and food. The survey encompassed 75 owners of facilities providing rural tourism products, i.e. 41% of the total offer in 2004, and was carried out in the whole Istria County rural area.

In order to determine the number of agencies and tour operators the owners cooperated with, the question asked was the following: "How many agencies have you worked with in the last year in order to fill your capacities?" The owners answers are shown in graph 1.

Graph 1. Number of travel agencies owners of rural tourism facilities co-operated with in a year



Source: Authors' research

Most owners of rural tourism facilities co-operated with only one tourist agency. 29% of the respondents co-operated with more than two agencies. An in-depth questionnaire showed that, regardless of the number of tour operators and tourist agencies the owners cooperated with, the number of arrivals and overnight stays was not larger, which indicates intermediaries' insufficient effort..

20% of the respondents did not co-operate with any agencies. The total of 57% of the respondents co-operated with no agencies or with only one. This fact leads us to the conclusion that the channels for the sale of rural tourism products have not developed well as yet.

In order to confirm or reject the data received from the regional tourist board, a question was asked about the most common forms of booking accommodation in rural facilities. The results can be found in table 3.

Table 3. The most common mode of reservation of accommodation

| <i>Mode of reservation of accommodation</i> | <i>(%)</i> |
|---|------------|
| Direct contact with the tourist | 57,97 |
| Through the influence of the travel agency in the country | 11,59 |
| Through the influence of the travel agency abroad | 24,64 |
| Other | 5,8 |

Source: Authors' research

More than half of the respondents, i.e. 57.97%, replied that the direct contact with tourists is the most common form of booking accommodation. This piece of information confirms the lack of records concerning tourists' arrivals as kept by the regional tourist board. It also tells us that the owner plays a leading role in the sale of his capacities, and that the role of intermediary is less visible, which is not a good sign considering the first steps that rural tourism is making. Since rural tourism is only at the beginning on its path of development, it is essential to pay more attention to co-operation with partners (tourist agencies and tour operators). Rural tourism in Istria has not yet been fully recognized on the tourist market and thus co-operation with tourist agencies and tour operators is of utmost importance.

Lack of image is also one of major restrictions for rural tourism in Istria. Tour operator and travel agencies have been suggested as significant information sources and distribution channels influencing the images and decision of travellers.²⁶ Tour operator and travel agencies have very important functions in destination marketing efforts: they provide information to potential travellers and develop and promote destination packages. In some cases destination images held by tour operators and travel agencies are more likely to influence the vital processes for a tourist destination. Because tour operators and travel agencies are opinion formers for their clients, their images and knowledge about destinations will have a significant impact on potential travellers' decision. For McLellan & Foushee tour operators represent a primary source of information contributing to the image formation that the travellers base their decision upon. A lot of research suggests that travellers mostly rely on professional sources (tour operators, travel agents, travel agencies etc.) in their information search. For these reasons, the role of intermediaries at an early stage of development of rural tourism is significantly important.

The tour operators and travel agencies could also provide assistance in product design, promote and training of rural community offer.

Cooperation with the high number of intermediaries can appear the chance for the entry of rural tourism of Istria on different – highly fragmented markets. The major benefit provided by mainstream tour operators to rural community is that they can significantly increase the volume of tourist arrivals. They put a destination in the brochures for a large segment of tourists and thus facilitate access to a market.

Since owners of rural tourism facilities do not possess enough marketing skills and knowledge, co-operation with tour operators and tourist agencies could result in their acquiring knowledge of marketing activities.

It is interesting to compare the data from table 3 with the answers tourists gave about the modes of reservation. The tourists' answers can be found in table 4.

Table 4. Ways of booking accommodation on the part of tourists

| <i>Method of reservation of stay</i> | <i>(%)</i> |
|--|---------------|
| Self reservation at the place of accommodation | 46,82 |
| Did not make the booking prior to my departure | 12,47 |
| Through a domicile travel agency | 27,74 |
| Through a travel agency at the destination | 3,05 |
| Other | 9,92 |
| Total | 100,00 |

Source: Authors' research

When we compare table 3 with the answers from the tourists, we can notice certain similarities. In most cases, the tourists booked their accommodation themselves, directly on the spot. Therefore, major part of arrivals belongs to individual guests and not agencies guests. This means that tourists in rural tourism do not register with tourist boards and that tourist boards do not keep a reliable record of arrivals. For their information they depend on inquiries made at tourist agencies and tour operators that offer rural tourism. Lack of records concerning the indicators of rural tourism is not limited to Croatia - it is a problem in other European countries as well. This confirms that rural tourism, especially in Croatia, is still in the initial phase of development.

27.74% of tourists booked their holiday in rural Istria through the mediation of a tourist agency from their country. This is confirmed by facilities owners' answers who put booking through a foreign agency on the second place among the most common ways of booking. Interestingly enough, 12.47% of the respondents did not book their accommodation in advance. It can only be assumed that they chose accommodation in a rural area by chance, owing to lower prices, or because they simply followed the signs along the road. The chart also shows that the role of tourist agencies in the destination is not worth mentioning.

5. HOW TO MAKE THE ROLE OF INTERMEDIARIES MORE IMPORTANT IN THE DEVELOPMENT OF RURAL TOURISM?

The role of tourist agencies and tour operators in the initial phase of destination's development is crucial. The research carried out and described above shows that tour operators and tourist agencies have not achieved significant results in the process of rural tourism development. Therefore, a question is posed as to how to win

²⁶ Baloglu, S. and M. Mangalolu (2001), „Tourism destination images of Turkey, Egypt, Greece, and Italy as perceived by US-based tour operators and travel agents“, *Tourism Management*, No. 22, pp. 1-9

over tour operators and tourist agencies to co-operate with a destination lacking image but possessing scattered and disorganized offer whose quality is not homogenous and whose accommodating capacities are limited.

Owners of rural tourism facilities, together with the regional tourist board and specialized rural tourism organizations, should co-ordinate their activities in attracting tour operators and tourist agencies. Waiting for intermediaries to become interested in a rural destination by themselves is not enough. Quite on the contrary, it is necessary to influence the creation of strategies to attract their attention. Besides that, it is necessary to eliminate the drawbacks of the product, wherever possible.

As for acting towards tour operators and tourist agency, a proactive policy is advisable, so that all those responsible for rural tourism (owners of facilities, other products and services providers, tourist associations and specialized organizations) should focus on the following activities:

- individual creation of destination image to draw the attention of intermediaries;
- presenting organizations and tourist associations as collective bodies which facilitate negotiations with the whole range of rural tourism products providers;
- offering intermediaries exemptions or privileges for bringing tourists to rural areas;
- inviting office holders in tourist agencies and tour operators responsible for the product to visit the destination;
- examining and studying tour operators and tourist agencies catalogues in order to adapt rural tourism products to the kind of products intermediaries commercialize;
- establishing direct contacts with tour operators and tourist agencies in nearby towns and planning participation at specialized fairs;
- creating materials that can present the area: maps, photographs, lists of natural and cultural attractions, catalogues of accommodation facilities, quality brochures, newspapers;
- creating a list of tour operators who are willing to include rural tourism in their offer.

In doing their business, tour operators tend to mass tourism in order to generate profit. However, rural tourism is not a kind of mass tourism since it is based on sensitive rural environment subject to degradation. Rural environment is easy to change and adapt and this fact makes sustainable development more present in rural areas. A question that needs to be answered is which channels of sale and which strategy to use in order to protect rural areas from mass "invasion" of tourists. A solution is found in the orientation of Istria's rural tourism towards specialized tour operators, non-mass response and product quality.

Specialized tour operators are small to medium-size independent companies, specialising in particular geographic areas or types of holiday. They are a rapidly expanding sector, reflecting the increasing fragmentation of tourist markets where consumers want to experience something different.²⁷ Specialized tour operators are mainly either in specific market niches or areas where they are less exposed to competition from major tourism intermediaries. Specialist tour operators have a product which might be considered more sustainable; their volumes are lower, they are more likely to use local accommodation, local guides and services, and attract more environmentally clients than mass tour operators. Operators who specialise in this type of tourism are represented by the Association of Independent Tour Operators (AITO). AITO have approximately 150 members, and in year 2005 have had more than 1 million passengers.

In the future, an important role in securing Istria's rural tourism product towards intermediaries should also be played by rural tourism organizations, as is the case in Europe and the rest of the world. They should act like organizations that unite the complete offer and thus facilitate negotiations with tour operators and tourist agencies. Tour operators' communication with organizations would ease contact with individual product suppliers, and the process of creating package holidays would also be easier. In addition to organizations, negotiations and attracting interest of business partners (tourist agencies and tour operators) should also be conducted by tourist associations, primarily the Istria County Tourist Board, which is already active in the field.

6. CONCLUSION

Rural areas are becoming more and more attractive to an ever larger number of tourists. It is estimated that tourism in rural areas is responsible for 10 to 20% of all tourist activities.

Stimulated by the need to diversify tourist offer, to create new tourist products and services, to expand tourist season and to stimulate agricultural activities in Istrian agricultural households, in the second half of the nineteen nineties regional authorities started the development of rural tourism aided by favourable loans, advice and assistance on the tourist market. Since 1998 the number of facilities offering accommodation and the number of beds in Istria's rural areas have constantly been on the rise.

²⁷ Curtin, S. and G. Busby (1999), „Sustainable Destination Development: the Tour Operator Perspective“, *International Journal of Tourism Research*, No. 1, pp 135-147

Although rural tourism is rapidly developing, the research carried out and described in this paper clearly shows that tour operators and tourist agencies participation in promotion and sale is not satisfactory. The role of intermediaries in Istrian rural tourism is still subsidiary. Intermediaries are not interested in cooperation with rural tourism for several reasons. The problems that influence the interest of tour operators and tourist agencies in rural tourism facilities are the following: big and middle-sized businesses do not see economic justification for working with limited facilities, communication with fragmented and scattered service providers is difficult, the quality of the product is not homogenous, an adequate image of rural tourism is non-existent, and facility owners find it difficult to adapt to intermediaries requirements.

In order to arouse interest among tour operators and tourist agencies for co-operation, facilities owners have to, together with the regional tourist board and specialized organizations dealing with rural tourism (e.g. associations or societies), act in a co-ordinated manner towards the intermediaries and with a strategy leading to attracting their interest. In addition to elimination of the product's drawbacks, it is also necessary to act proactively towards intermediaries. Rural tourism in Istria has to turn to specialized intermediaries, non-mass tourism and quality products in order to achieve desired results, but always respecting environment, tradition and culture.

Literature

Books

1. Roberts, L. and D. Hall (2001), *Rural Tourism and Recreation: Principle to Practice*, CABI Publishing, Oxon
2. Middleton, V., T.C., Clarke, J. (2004), *Marketing in travel and tourism*, Third edition, Elsevier Butterworth Heinemann, Oxford
3. Page, J. S. et al. (2001), *Tourism: A Modern Synthesis*, www.thomsonlearning.co.uk/tourism, 15.6.2004.

Other source

4. Baloglu, S. and M. Mangaloglu (2001), „Tourism destination images of Turkey, Egypt, Greece, and Italy as perceived by US-based tour operators and travel agents“, *Tourism Management*, No. 22, pp. 1-9
5. Curtin, S. and G. Busby (1999), „Sustainable Destination Development: the Tour Operator Perspective“, *International Journal of Tourism Research*, No. 1, pp 135-147
6. Velenik, R. (2006), „Promocija i kanali prodaje u istarskom ruralnom turizmu“, Magistarski rad, Fakultet za turistički i hotelski menadžment, Opatija
7. Eurogites, 1st European Congress on Rural Tourism, Jaen, Spain, 2003. Conclusion, <http://www.europeanrtcongress.org/congress/en/index.php>, 25.06.2006.
8. Agroturizam; Izvješće o realizaciji razvojnog programa za 2004. godinu, Turistička zajednica Istarske županije, 2005.
9. IDA - Istarska razvojna agencija, 2002. godine, www.ida.hr
10. Radni materijali Turističke zajednice Istarske županije
11. Istria Tourist Board, www.istra.hr
12. Ministry of the Sea, Tourism, Transport and Development, <http://www.mmtpr.hr>
13. AITO, www.aito.co.uk

Contact

Mr. sc. Robert Velenik, Institut za poljoprivredu i Turizam Poreč, Hrvatska

Prof. dr. sc. Desimir Bošković, Institute of Agriculture and Tourism Poreč, Croatia

..