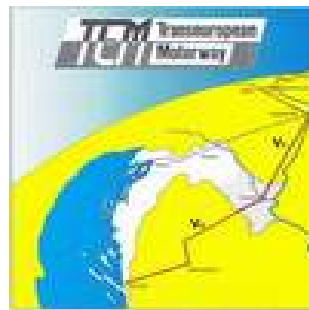




EKONOMSKI FAKULTET U OSIJEKU

**3. MEĐUNARODNI ZNANSTVENI
SIMPOZIJ**

**KORIDOR V.c
KAO EUROREGIONALNA POVEZKNICA NA PROMETNOM PRAVCU
BALTIC – SREDNJA EUROPA – JADRAN**



**Etička dimenzija turizma u novootkrivenim turističkim destinacijama:
kako postići ravnotežu između pozitivnog i negativnog?**

**Ethical Dimension of Tourism in Newly Discovered Tourist
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Zagreb, listopad – studeni 2006.

Etička dimenzija turizma u novootkrivenim turističkim destinacijama: kako postići ravnotežu između pozitivnog i negativnog?

Jill Benderly, Gordana Ćorić i Iva Podgorčić¹

Izgradnjom prometnog pravca Koridor Vc, Istočna Hrvatska će postati brže i lakše dostupna za robni promet i izgradnju novih proizvodnih pogona. Osim toga, ovaj će joj prometni pravac omogućiti i puno iskorištavanje ogromnog turističkog potencijala u do sada turistički zapostavljenim i nedovoljno razvijenim slavonskim i baranjskim turističkim destinacijama, uz odgovarajuće povećanje prihoda. Turizam kao agregat djelatnosti koje su na raspolaganju onima koji privremeno mijenjaju mjesto boravka, donosi Republici Hrvatskoj godišnji prihod od oko 6,3 milijarde eura². Ugledna međunarodna organizacija *World Tourism and Travel Council* procjenjuje da će do 2010. godine naš turistički kolač porasti na 30% BDP-a te da će od njega posredno i neposredno živjeti oko 320 000 ljudi³. No, činjenica da na županije Slavonije i Baranje otpada manje od 0,1%⁴ turističkih dolazaka, ne nagovještava svijetlu budućnost.

Međutim, novi turistički trendovi poput kontinuiranog rasta ponude i potražnje, segmentacije ponude i programa, prilagođavanja programa različitim ciljnim skupinama, i osobito traganje turista za autentičnim doživljajem turističke destinacije, omogućit će Istočnoj Hrvatskoj iskazivanje *konstruktivnog revolta* prema razvojnoj centralizaciji Hrvatske. Među preduvjetima solidnog turističkog razvoja svakako su i pravovremena reakcija, promišljeno planiranje i osmišljavanje posebnih programa specijalnog interesa. Selektivni oblici održivog turizma poput etičkog, seoskog, agroturizma i ostalih oblika primjerenih podneblju Istočne Hrvatske, manje su podložni negativnim tržišnim kretanjima od masovnog turizma. Njihov razvoj će znatno pridonijeti povećanju popunjenosti smještajnih kapaciteta Slavonije i Baranje koja u ovom trenutku prosječno iznosi ispod 60 dana popunjenosti godišnje.

Osim nesumnjivih pozitivnih strana dolaska turista i razvoja turizma, treba se pozabaviti i negativnim stranama koje uključuju: onečišćenje okoliša, narušavanje vizualnog sklada i arhitekture, donošenje poroka i štetnih navika modernog društva, prebrzo uvođenje promjena u načinu življenja mještana (a za koje domicilno stanovništvo još nije spremno), ali i globalno razarajuće posljedice – *trafficking* (trgovanje ljudima), droge, alkoholizam, i sl.

Turisti nameću nove parametre za vrednovanje kvalitete življenja i donose nove, ponekad upitne vrijednosti, a lokalno stanovništvo počinje prezirati svoj dotadašnji način života, smatrajući da turisti žive bogatiji, bolji, interesantniji i smisleniji život. Nesklad između želja i mogućnosti dovodi do frustracija, te erozije socijalnog kapitala. Također, susret različitih kultura i međusobno nerazumijevanje dovode do pokazivanja nedostatka tolerancije prema razumijevanju drugačijeg.

Osim tih pojava kod domicilnog stanovništva, negativnost se ogleda i u različitom ponašanju turista: na jedan način se ponašaju u svojim sredinama, a na drugi u novootkrivenim destinacijama. Djelomice radi nedorečene legislative i slabog sustava informiranja o njoj, a donekle i radi namjernog ignoriranja pravila ponašanja i manjka poštovanja prema destinaciji koju posjećuju, turisti si dozvoljavaju ponašanje koje dugoročno može dovesti do smanjenja turističke privlačnosti destinacije i neodrživosti.

Poštujući činjenicu da putovanja postaju sastavni i nezaobilazni dio života te da turizam pokazuje visok stupanj tolerancije na negativne utjecaje, ipak je važno biti svjestan takvih pojava, na njih pravovremeno reagirati te na kraju uživati u razvoju i mnogih drugih gospodarskih i negospodarskih djelatnosti radi multiplikatorskog efekta turizma.

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² Predviđanja za 2006. g.: Gatarić, Ljubica: „Turistička sezona ipak nije podbacila“, Večernji list, <http://www.vecernji-list.hr/home/manager/624321/index.do>

³ ibidem

⁴ Državni zavod za statistiku, „Turistički promet po županijama u godini 2005.“, www.dzs.hr

Ethical Dimension of Tourism in Newly Discovered Tourist Destinations: How to Attain Balance Between Its Positive and Negative Aspects?

Jill Benderly, Gordana Ćorić and Iva Podgorčić⁵

The construction of traffic corridor Vc will make Eastern Croatia's tourism potentials more accessible and usable and in particular so far neglected and insufficiently developed tourist destinations of Slavonia and Baranja, which change will bring them adequate income increase. The fact that the counties of Slavonia and Baranja share less than 0,1%⁶ of all tourist arrivals does not forecast a bright future.

New trends in tourism tending to accommodate their programs to different target groups as well as the search of tourists for authentic experience of tourist destinations, will empower Eastern Croatia to express its constructive rebellion against economic centralization of Croatia. Among the prerequisites for a solid development of tourism there are certainly a timely reaction, well-thought planning and development of special programs. Selective forms of sustainable tourism such as ethical, rural, agricultural and other forms of tourism adequate for the specifics of Eastern Slavonia, are less subject to negative trends in the market than mass tourism. Their development will contribute to the fill-up of accommodation capacities of Slavonia and Baranja which currently counts less than 60 days per year.

Beside its apparently positive aspects, tourism also creates negative effects such as environmental pollution, disturbance of visual harmony in architecture, brings bad habits of modern society, makes abrupt changes in the living style (with local inhabitants unprepared for it), and also globally devastating consequences – trafficking, prostitution, drugs, alcoholism, etc.

While traveling is becoming an integral and inevitable part of life, and tourism offers a high degree of tolerance to negative impacts, it is important to be aware of them, react in a timely manner and ultimately enjoy in the development of many other activities not necessarily tied to economy but having a multiplying beneficial effect on tourism.

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⁶ Central Bureau of Statistics, «Tourist Arrivals per County in 2005», www.dzs.hr

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Jill Benderly, Gordana Ćorić and Iva Podgorčić⁷

“Places in trouble are not just those whose primary businesses or industries are declining, but all places that may think tomorrow will be much the same as today.” (Nykiel)

Over the past half century, tourism – travel for leisure and for business – has grown into a mainstream global activity. It is one of the largest, fastest growing industries and the dominant service sector. It brings pleasure and added value to the lives of hundreds of millions of people. Tourism is also recognized as one of the key ways to bring wealth and experience from the richest to the poorest countries.⁸

Economic, Social and Cultural Benefits of Tourism⁹

Tourism is perceived as a branch that provides employment opportunities. It also develops an infrastructure that will help stimulate local commercial and industrial activities. It can be developed with local products and resources and certainly have one of the highest multiplier impacts of all industries. Tourism also improves quality of life of both tourists and local community members (domestic inhabitants). While tourism spurs provision of facilities, it allows local population to use them as well. Tourism reinforces preservation of heritage and tradition, and visitors' interest in local culture provides employment for artists, musicians and other performing artists enhancing cultural heritage.

However, one of the least exploited benefits of tourism is the fact that it provides foreigners with an opportunity to be pleasantly impressed by little-known nations or regions. Tourism is also a very important tool for promotion of international understanding and peace. But, is that always the case...?

Some of the recent headlines in Croatian newspapers included the following ones: «A Group of Teenage Boys Attacks Gay Tourists», «400 KN Penalty for Promiscuous Spanish Women», «Skinheads Attack French Tourists of Arabian Origin and a Cameroonian».... The most disturbing one was the situation of the respected Dutch journalist and photographer Add van Denderen, who was mistaken for a pedophile. He said for the Jutarnji list: *“Police in Split handled the situation badly. I was brutally attacked and then treated as a suspect (not a victim). No one bothered to explain the reason for such a treatment... I want to*

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⁸ <http://www.world-tourism.org/>

⁹ „Tourism: Principles, Practices, Philosophies“, 9th edition 2003, Part One: „Tourism Overview“, Chapter 1: *Tourism in Perspective*, Matt Smith, University of Calgary, Copyright © 2003 John Wiley & Sons, Inc

be sure that someone will get punished for what happened, for it is about unlawfulness and open violation of basic human rights, in a country aspiring to join the EU!”¹⁰

Trafficking Alert in Croatia¹¹

Croatia, until recently only a transit country for trafficking in human beings, is becoming a seasonal destination for trafficking in women from Bosnia and Herzegovina for the purpose of sexual exploitation in tourist destinations. It is widely regarded as the main bridge linking increasingly sophisticated traffickers from Southeastern Europe and the former Soviet states to the rest of the continent, particularly to Italy, France, Switzerland, and Spain, according to the Protection Project’s 2003 Human Rights Report. Recent years have witnessed an increase in illegal crossings into Croatia, with only limited success in identifying trafficking victims and bringing traffickers to justice. Although exact numbers are unknown, an estimated one to two million men, women, and children around the world are bought and sold as prostitutes, domestic workers, sex slaves, child laborers, and child soldiers. It is estimated that more than 100,000 women are trafficked yearly from the former Soviet Union, 75,000 from Eastern Europe, and 1,000 in Bosnia-Herzegovina alone¹². Escalating evidence from heavily trafficked border communities reveals that many of these victims are shuttled through Croatia.

With rising evidence of Croatia’s central role in European trafficking routes, the Government of Croatia signed the UN Convention against Transnational Crime in Palermo in December 2000, along with the UN Protocol to Prevent, Suppress, and Punish Trafficking in Persons, Especially Women and Children. Where many governments are struggling to combat highly organized, trans-national traffickers in environments of extreme poverty and corruption, some even failing to differentiate it from ordinary prostitution, the Government of Croatia has demonstrated willingness and capability in fighting traffickers. The government’s greater attention to trafficking has brought to light increasingly detailed reports of trafficking into Croatia from poorer neighboring countries, especially Bosnia-Herzegovina, Serbia, and Montenegro. The report identifies Croatia as primarily a country of transit, but also increasingly one of destination as Bosnian women in particular are trafficked through border communities to Croatia’s popular seaside resort towns, like Dubrovnik, Cavtat and Split. There is also some evidence that Croatia is, to a limited extent, a source country as well, and this problem may be growing. Although the government has created a National Committee for the Suppression of Trafficking in Persons¹³, more integrated support and technical assistance is needed to take concrete strategic action leading to tangible progress in the fight against human trafficking. The overall objective is to maximize cooperation between government and civil society nationally and in selected communities along Croatia’s

¹⁰ Jutarnji.hr, http://www.jutarnji.hr/dogadjaji_dana/clanak/art-2006,7,4,pretucen_fotograf,34051.jl (03.10.2006.)

¹¹ Croatia Trafficking Prevention Activity (CTPA), World Learning, final report, 2006

¹² These statistics are based on a study conducted in 2003 by researchers at Harvard University’s Kennedy School of Government, prepared for the U.S. State Department (Nardi, Alessandro and Ososkova, Inna, “Promoting Effective Prosecutions and Convictions of Traffickers in Persons: Assessment of the Legal and Political Challenges,” presented to Sharon Tayt and Robin Lerner, Office to Monitor and Combat Trafficking in Persons, April 2003). But unfortunately, statistics on human trafficking are inconsistent and unreliable because organized trafficking circles are sophisticated and highly covert, and many countries have been slow to recognize and document the problem. According to the Government of Croatia’s National Action Plan, as many as four million people could be trafficked annually.

¹³ composed of representatives from NGOs, the State Prosecutor’s office, the media, the Government Office of Human Rights, and seven ministries, including the Ministry of Interior, Ministry of Foreign Affairs, and Ministry of Justice

heavily trafficked southern and eastern borders. Cross-border anti-trafficking cooperation by local NGOs and authorities are also critically important, and have begun to develop.

Some efforts by international organizations have been made to help local authorities from central and coastal Croatia on how to contribute to suppression of trafficking. Building up on the efforts made by NGOs already involved in anti-trafficking, they are to develop into a working network of local coordinators for suppression of trafficking in their communities. Several cities in Slavonia have been very active in it (Vukovar, Slavonski Brod, etc.) and thus make a base for fighting every future expansion of trafficking which might be caused by eased accessibility to be brought by the Corridor Vc.

Economic, Social and Cultural Disadvantages of Tourism:

Apart from the positive economic and cultural sides of tourism, the industry also creates social problems resulting from income differences, social differences, introduction of gambling, crime, and other crimes. After the initial excitement about tourism fades, the *penalty* for lack of planning and endless exhausting and degradation of the natural physical environment comes in the form of pollution problems. If not controlled and meticulously planned, tourism can also degrade the cultural environment and add to inflation of land values and the price of local goods and services¹⁴. A snowball effect facilitates development of excess demand and can result in unbalanced economic development. Besides that, one of the main complexities comes from creation of difficulties of seasonality. Part of the solution lays in the *selective* tourism, such as rural tourism, agricultural tourism, gastro tourism, cycle tourism, ecotourism... They can not only enrich the tourist supply, but also enhance local economy, diminish negative impacts of seasonality, and contribute to the competitiveness of the existing endeavors. With proper planning and marketing, the tourist season can also be significantly increased.

¹⁴ case of Istria and some parts of Dalmatia , particularly Dubrovnik

Suggested special forms of popular niche tourism¹⁵ for Eastern Slavonia as a newly discovered tourist destination:

<i>Niche tourism:</i>	<i>Definition¹⁶¹⁷¹⁸:</i>	<i>Why, where and how?:</i>
AGRICULTURAL TOURISM¹⁹	= the act of visiting an operating farm or any agricultural, horticultural or agribusiness operation for the purpose of enjoyment, education, or active involvement in the activities of the farm or operation.	✓ Visiting fertile plains of Baranja, educational farm and ranch tours, on-farm B&B, on-farm camping, wagon and horseback rides, farm homemade product purchases, ...
RURAL TOURISM	= recreational experience involving visits to rural settings or rural environments for the purpose of participating in or experiencing activities, events or attractions not readily available in urbanized areas, not necessarily agricultural in nature.	✓ Learning about life on a typical Slavonian farm: tilling the land, gathering harvest, mowing and stacking hay, grazing cattle and milking cows. Preparing homemade dairy products such as butter, cheese and yoghurt, according to old technologies, growing fruit and vegetables, picking herbs and mushrooms, preparing brandy and wine, etc. There is also plenty to do inside the home: cooking according to traditional recipes, embroidery, and knitting - depending on tourist's interest and possibilities.
ADVENTURE TOURISM	= a type of niche tourism involving exploration or travel to remote areas, where the traveler should <i>expect the unexpected</i>	✓ Adventure tourism is rapidly growing in popularity as tourists seek unusual holidays, different from the typical beach vacation. ✓ Jeep tourism and fishing in the backwaters of the Danube (possibility of catching European catfish and hundreds of kilograms of giant-like pike)
CYCLE TOURISM	= any experience, event or activity in which people are attracted to a particular location as tourists with a bicycle as a part of that experience.	✓ Cycle tourism is identified as an ecologically sustainable tourism product. It can stand alone or support other niche tourism markets, such as food and wine, the back packer market looking for more adventure and seniors markets wanting to supplement their holiday with some physical activity.
CULTURAL TOURISM	= includes urban tourism, visiting historical or interesting cities, and experiencing their cultural heritage. This type of tourism may also include	✓ Slavonia proudly bears the legacy of two exceptional baroque fortresses (Osijek and Slavonski Brod), the castle of the powerful family Eltz (Vukovar), the castle of the family Odescalchi (Ilok), the baroque castle of

¹⁵ *Niche tourism* is a small specialised sector of tourism which appeals to a correspondingly tightly-defined market segment (Beech J. and Chadwick, S: The Business of Tourism Management, PEARSON Education)

¹⁶ Wikipedia, <http://en.wikipedia.org/wiki/Tourism>

¹⁷ Čavlek, N.: „Osnove poslovanja ostalih djelatnosti u turizmu“, Sveučilište u Zagrebu, Ekonomski fakultet Zagreb, Zagreb, 1997.

¹⁸ Oxford Dictionaries, http://www.askoxford.com/worldofwords/bubblingunder/archive/bubbling_12/?view=uk (28.12.2006.)

¹⁹ Agricultural tourism represents less than 1% of the tourism sector in Croatia

<i>Niche tourism:</i>	<i>Definition</i> ¹⁶¹⁷¹⁸ :	<i>Why, where and how?:</i>
	specialized cultural experience, such as art museum tourism where the tourist visits many art museums during the tour, or opera tourism where the tourist sees many operas or concerts during the tour.	<p>the Counts Noraman-Prandau (Valpovo), the castle of the diva of Croatian music Dora Pejačević (Našice) - composed music and a memorial room for her is open for visitors, ...</p> <ul style="list-style-type: none"> ✓ St. Peter's Cathedral in Đakovo "...is the most beautiful church between Venice and Constantinople" (Pope John XXIII) ✓ Manifestations like: Đakovački vezovi (folklore festival), Vinkovačke jeseni (Vinkovci Autumn Festival), Ljeto Valpovačko (Valpovo Summer Festival), Days of Croatian Forests (Našice), Zlatne žice Slavonije (Golden Strings of Slavonia), Olimpijada starih športova (Olympics of Old Sports) in Brodanici near Osijek - competitors compete in almost forgotten sporting games of Slavonian shepherds and villagers.
NATURE TOURISM	= is tourism based on the natural attractions of an area, like bird watching, photography, stargazing, camping, hiking, hunting, fishing, and visiting parks.	<ul style="list-style-type: none"> ✓ Focus on achieving habitat conservation by providing information and assistance to private landowners, communities, businesses, and local community leaders wishing to make nature-based tourism an integral part of their business and community. By empowering people at the local level, the aim is to build and provide guidance to a growing industry that holds great promise for sustainable economic development and conservation of wildlife habitat. ✓ Nature park Papuk, destination for walkers and hikers, accessible water springs, tidy vineyards maintained by local wine growers, mountain lodges and other visitors facilities <ul style="list-style-type: none"> - <i>International American School in Papuk</i>: students attended educational program and workshops named: «Adopt a forest», «Stream life», and Geological workshop. They took courses of archery, astronomy, karaoke party, camp-fire and had organized morning exercises. They stayed at the newly rebuilt Mountain lodge Jankovac. - <i>21.09. International bat night</i> - Active vacation on the climbing site of Sokoline – possibility of organizing team buildings²⁰
ECOTOURISM	= the practice of touring natural habitats in a manner meant to minimize ecological impact.	✓ Encourages heritage and environmental education, preservation and enhancement

²⁰ Park prirode Papuk, <http://www.pp-papuk.hr> (18.11.2006.)

<i>Niche tourism:</i>	<i>Definition</i> ¹⁶¹⁷¹⁸ :	<i>Why, where and how?:</i>
		<ul style="list-style-type: none"> ✓North-east Croatia has great prerequisites for developing ecotourism (i.e. nature park Kopacki Rit, the center of great biological diversity and exceptional scientific and ecological values, and Eco Centre Zlatna Greda: a centre for education, ecotourism and the protection of natural and cultural values) <ul style="list-style-type: none"> - education of tourists on the protection of the environment and ecologically acceptable ways of living, organizing creative workshops, conferences, seminars, courses in nature, etc.
EDUCATIONAL TOURISM	= travelling to educational institutions or some other destinations in order to take personal-interest classes, such as cooking classes with a famous chef or crafts classes.	<ul style="list-style-type: none"> ✓Osijek has a very well-developed and managed entrepreneurship educational network in cooperation with other entrepreneurship supporting institutions in the region (possibility of visiting Entrepreneurship Incubator BIOS, Entrepreneurship Center, and Graduate Program at the Economics College where tourists can participate in the classes led by the world-known experts in the field of entrepreneurship (e. g. professor Allan Gibb). ✓Possibility of promoting Osijek as a European educational center on entrepreneurship
GASTRO and WINE TOURISM	<ul style="list-style-type: none"> = traveling for the sake of consuming special traditional dishes; = the visiting of wine-growing regions, vineyards, wineries, tasting rooms, wine festivals, and similar places or events for the purpose of consuming or purchasing wine. 	<ul style="list-style-type: none"> ✓Opportunity to present high level of eno and gastronomic culture of Slavonia and Baranja for tourists to enjoy: <ul style="list-style-type: none"> - hot goulash, regos (several sorts of meat with pasta), fish paprika-flavoured stew; - smoked and dried pork ham, sausages, kulen served as a specialty with cottage cheese, peppers, tomatoes and green onions or pickled vegetables (tursija); - plum brandy and wines, such as Kutjevačka Graševina, Kutjevo Chardonnay, the Rhine Riesling of Enjingi, the Graševinas of Krautheker and Zdjelarević, Ilok Thaminer, Pinot Blanc from Pajzos and Endent Riesling from Belje; - wines from the wine cellars of the Đakovo <i>diocese</i>²¹, famous for the production of wines used in liturgical services - wine-growing district of Erdut with the hilly landscape above the Danube, a famous wine area Ernestinovo ever since the Roman times,

²¹ The *diocese* is an administrative territorial unit administrated by a bishop

<i>Niche tourism:</i>	<i>Definition</i> ¹⁶¹⁷¹⁸ :	<i>Why, where and how?:</i>
		manifestations like wine-selling fair in Orahovica, etc.
ANCESTRY TOURISM	= the travel with the aim of tracing one's ancestry, visiting the birth places of these ancestors and sometimes getting to know distant family.	<ul style="list-style-type: none"> ✓ Re-awakening of Croatian cultural identity and sense of pride, fed by media interest in family history, has led to an interest from people across the world looking to research their Croatian roots ✓ Ancestral tourists usually travel in off-peak periods enabling development of all-year-round tourism ✓ Over 50% are 55+ years old, they use a wide array of research resources to investigate their family history, are extremely web-literate, need a certain amount of information to kick off their research before visiting²²
VOLUNTOURISM	= combining a holiday with charity work. <i>Voluntourists</i> travel to destinations where they help out in a local community and explore the area as a holidaymaker at the same time.	<ul style="list-style-type: none"> ✓ Helping cities like Vukovar develop and grow with help of good quality (tourist) programs which will build a better relationship with and within the local community²³ ✓ Volunteer tourist camps in Vukovar: cleaning the river Vuka and access to source of drinking water, providing summer kitchen for volunteers (kitchen on air) and painting the banks in organization. Organization of workshops, like eco-theatre or the art of recycling, excursion on river Danube, in local museums and villages. <ul style="list-style-type: none"> - help in preparing a program for the children on the project Croatia star-light night, manifestation of boat decoration on the river Danube to involve young people and children and to help the city express itself culturally and ecologically, etc.
HOBBY TOURISM	= tourism alone or with groups to participate in hobby interests, to meet others with similar interests, or to experience something pertinent to the hobby.	✓ Pursuit of a hobby, such as: collecting, cooking, games, gardening, photography, inventing, birdwatching, etc., may have calming or helpful therapeutic side effects. It is something people feel passionate about and is taking over other forms of recreation.

²² There are on-line ancestry search websites available which are focused on finding Croatian ancestry

²³ EYH – European Youth House (Europska kuća mladih) is currently developing such programs

The overall aim for tourists is to answer the following question: What can I do to make my travel leave a positive impact and not just a neutral one? The answer could be found in *ethical tourism* which puts **social responsibility** higher up in its list of priorities. Some of the principles of ethical tourism are as follows: patronization of locally owned businesses, being aware of the economic realities of the destination's currency (as opposed to your own), learning to respect the traditions and taboos of your host country, leaving your media-based conceptions about destination at home, etc. Even though *ecotourism* is usually closely linked to sustainability, the importance of social responsibility is not considered enough. Still ecotourism is very interesting as it, according to the World Tourism Organization (WTO), makes up a 20% slice of global tourism and is growing three times as fast as the industry as a whole.

Belatedly the WTO, an intergovernmental global forum for tourism policy and issues, only in 2001 approved a "Global Code of Ethics for Tourism" and thus recognized ethics in tourism as an important issue. While it moves in the right direction, the document's conflicting statements point to the core dilemma of mass travel: According to the WTO interpretation of the Universal Declaration of Human Rights, the right to the freedom of movement and the right to leisure entitle everyone to travel for recreation wherever they please. Tourism can easily become a Pandora's box unless planned and clearly defined. Travel can certainly promote peace, mutual understanding, and friendship between the people of different cultures. However, it will also promote economic inequalities and cultural and environmental degradation which could leave fatal consequences on the destination.

Strategies which could help conserve, develop and manage resources and thus reduce the possible negative effects²⁴:

- Planning must be influenced in a profound manner by the principles of social justice and equity
- Development is a process in which people work together to create their future(s):
- Creative ways in locating funds available for conservation
- Research and Information Management are the basis for any sustainable development initiative like Natural and Cultural Heritage Tourism
- Education programs are not public awareness programs and must aim at challenging the existing values base and creating opportunities to vision alternatives
- Well developed and action-oriented membership makes an impact
- Cultural and Natural Heritage Tourism must maintain strong community links in order to remain genuine
- In "Turbulent Environments" where change is ubiquitous, a "Learning Organization" must be created to be successful

While traveling is becoming an integral and inevitable part of life, and tourism offers a high degree of tolerance to negative impacts, it is important to be aware of such impacts, react in a timely manner and ultimately enjoy the development of many other activities not necessarily tied to the economy but having

²⁴ Cultural Heritage Conservation and Tourism for Sustainable Development, <http://www.unescobkk.org/index.php?id=2752> (01.10.2006.)

a beneficial multiplier effect on tourism. Therefore, the fact that Corridor Vc will incrementally facilitate new access of tourists from Central and Northern Europe should result in increased activity of all stakeholders preparing the community, business entities, and local governments for coming development of new (business) activities. Readiness and openness of all stakeholders to embrace new possibilities should be preceded by broader discussion and preparation of plans on how to better define priorities, and ensure capabilities to respond the most suitable way and attain balance between the positive and negative aspect of increased and diversified tourist activity in Slavonia as a newly discovered tourist destination.

The Ministry of the Sea, Tourism, Transport and Development in cooperation with the Croatian National Tourist Board (CNTB) presented the project named "Look around"²⁵ whose aim is to upgrade competitiveness of the localities along the ten main traffic routes in the country. The cost of the first phase of the project study alone amounts to HRK 800 000 after which a more detailed analysis and production of promo material of specific locations will follow. CNTB is responsible for introducing appropriate tourist signalization. Its purpose is to direct passengers to take a visit and have a look around at localities situated along the main traffic routes that would otherwise be left unnoticed.

This project is extremely important for the tourism sector (i.e. renting rooms and apartments in small family-owned hotels, serving homemade drinks and food specialties, selling authentic handmade souvenirs, etc.) but it is also expected to leave a strong impact on the development of local infrastructure, raising living standard through strengthened local business opportunities and employment, lowering the trend of depopulation to the urban areas, and blossoming of the social and cultural life of local communities included in the Project.²⁶ Tourism will stimulate development of industries such as agriculture, furniture, construction, food processing, and fishing. The demand for hotel rooms and restaurants, for example, will generate secondary demand for packaged fresh and frozen food, dairies, carpets, building contractors, cabinet-makers, upholsterers, etc. In order to produce fresh food, farmers need to use fertilizers for the crop to mature, and the cycle continues. Finally, healthy tourism will stimulate development of other industries as well.

As Eastern Slavonia currently represents mainly a transit tourist destination, this project will be beneficial for the region as its aim is to encourage a transit passenger to become a visitor. Trends in the tourism market²⁷ are very welcome for the Eastern Slavonia region which will become easily accessible to international tourists with the construction of traffic corridor Vc:

✓ **Trips closer to home, to more familiar and easily accessible destinations.**

It is important to put emphasis on retaining domestic tourists. In Croatia, there are two types of prevailing domestic visitors: 1) travelers with unpaid overnight stays (46%) and 2) travelers excursionists on one-day trip, also with no overnight stays (49%). Domestic tourists with paid

²⁵ Slogan: „POGLEDAJ OKO SEBE, DOMA JE NAJLJEPŠE" (engl. „*Look around, there's no place like home*") - for Croatian market; „LOOK AROUND, FIND YOUR BEST WAY" - for international market

²⁶ HINA: „Novi turistički projekt „look around"" , Ministry of the Sea, Tourism, Transport and Development, www.mmtpr.hr (December 21st, 2005.)

²⁷ Cabrini, L.: Trends of International Tourism, Conference „Trends in Tourism“, World Tourism Organization, <http://www.world-tourism.org/regional/europe/PDF/SPEECHES/2004/Prague12Feb2004.pdf> , Prague, Czech Republic, 12 February 2004.

overnight stay account for about 5% and they clearly have the highest average daily expenditure of 30 USD (while the overall average daily expenditure of a domestic traveler in Croatia amounts to 7,80 USD). Interestingly, the average daily expenditure of foreign tourists is less than domestic travelers' average - about 24 USD.²⁸ Corridor Vc will certainly bring Southern and Eastern Croatia closer together, making Eastern Croatia more accessible via road travel. Due to the fact that 90%²⁹, of all tourists visiting Croatia use road travel when traveling to different Croatian destinations, construction of this corridor will enable them to do so much more easily, quickly, and less expensively.

✓ **Sensitivity to price; travel by car/ coach/ train instead of plane**

There is an obvious trend of traveling via road. Corridor Vc will enable international guests to explore continental Croatia, as it will become easily accessible by car, enabling tourists to reduce their trip expenditures.

✓ **Visiting family, friends and relatives**

Such visits make a significant contribution by promoting regional economic growth, improving local economic structures, driving the development of related industries, enhancing employment and activating domestic demands.

✓ **Accommodation other than hotel: apartments, country houses, private accommodation, etc.**

This option provides plenty of opportunities for utilizing existing and abandoned facilities all over the region, and in the same time offering a rich variety of accommodation choices to tourists.

✓ **A clean environment that is safe to visit**

In today's world, protected and clean environment, and enhanced biodiversity, providing easy access to experience the natural settings are becoming *rare commodities*. Therefore, they represent an invaluable competitive advantage of this region, even in global perspectives.

Corridor Vc will facilitate access from northern Europe to Slavonia, and thus bring not only positive, but also negative impacts. However, dealing with all problems addressed in this paper, work should start with heavier introduction of tourism in the strategic plans in the counties³⁰, enabling better conditions for its development and limiting its negative impacts. Good preparation of communities for both sets of impacts - openness to differences and clear set of boundaries to prevent the unacceptable - should be an initial step toward achieving full benefit from new and growing tourism activities in the region.

²⁸ Institute for Tourism, http://www.iztg.hr/iztg-eng/iztg-eng/croatian-tourism/inbound_domestic.htm

²⁹ Pirjevec, B.; Kesar, O.: **Počela turizma**, Mikrorad, Zagreb, 2002., page. 104.

³⁰ Quick search through available strategic plans for 3 counties belonging to the greater region Slavonia showed disappointingly small number (1—5) of word "tourism" mentioned.