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Interdisziplinäre Managementforschung XII

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FOREWORD

It is our pleasure to introduce the book “Interdisciplinary Management Research XII/Interdisziplinäre Managementforschung XII” to you. The first volume appeared in 2005 as a result of co-operation between the Faculty of Economics in Osijek (Croatia) and Pforzheim University (Germany), particularly through the postgraduate programme “Management”. The co-operation between these partnering institutions has been nurtured, amongst else, through annual scientific colloquia at which interesting topics in various fields of economics and management have been presented and later published in the proceedings. Over the years, the scientific colloquia have drawn the attention of academic scholars from other Croatian universities, as well as from other countries including Australia, Germany, Hungary, Poland, Romania, Slovenia, Montenegro, Bosnia and Herzegovina, Serbia, India, Ireland, Czech Republic, Israel, Italy, South Africa, Belgium, Switzerland, USA, Slovakia, Denmark, Macedonia, Mexico, Cyprus and the United Kingdom each making a contribution in academic and professional discussion about contemporary management issues. Actuality and importance of the issues discussed, the international character of the book in terms of authors and topics, the highest standards of research methodology and continuity in publishing have been recognized by the international academic community, resulting in the book now being indexed in world-known databases such as Web of Science, Thomson ISI, RePEc, EconPapers, and SocioNet.

The latest edition, i.e. “Interdisciplinary Management Research XII/Interdisziplinäre Managementforschung XII” encompasses 96 papers written by 211 authors. The success of former editions has echoed beyond the traditionally participative countries and authors and now includes new authors from Taiwan and Tunisia, each providing a valuable contribution to this interdisciplinary management forum.

As editors we hope that this book will continue to encourage academic scholars and professionals to pursue excellence in their work and research, and to provide an incentive for developing various forms of co-operation among all involved in this project.

Dražen Barković, professor emeritus

Prof. Dr. Bodo Runzheimer
HUNTING TOURISM IN CROATIA – POSSIBILITIES AND RESTRICTIONS – CASE STUDY VUKOVAR – SRIJEM COUNTY

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Abstract

There is a significant growth of all segments in hunting in the last decade in the Republic of Croatia (number of hunters, hunting lodges and similar). However, adequate offer of high quality, dedicated and attractively prepared hunting grounds, as well as inevitable contents that accompany this kind of tourist offer, still do not exist. Croatia has basic resources, but in hunting-tourist sphere it is not even close to the developed offer of the countries in the European Union.

It is more or less possible to develop hunting tourism of different levels in existing hunting grounds in Croatia. There are individual efforts of promotion of hunting tourism that are mostly based on enthusiasm of single hunting associations or county federations that try to represent the beauty and value of hunting destinations of this region, but they do not often come across the necessary sup-
port of competent local and state institutions. There are many problems the cre-
ators of such local development and marketing programs come across, but the
most significant are the lack of understanding by the competent authority for
the problems regarding hunting tourism and shaping of integral tourist pack-
age that comes with it. Due to that there are no necessary investments, there is
a lack of promotion in domestic and foreign media, and the local inhabitants
are not informed about possible use of their own resources.

It is possible to significantly change the situation for the better by creating ad-
ditional cooperation between more units of local self-administration, hunting
societies with the same or similar tourist features, tourist boards and develop-
ment agencies which are active in the region and other tourist subjects. It is
joining into "clusters" which present a great development possibility due to their
current financing by the competent ministries and the European Union. The
paper considers variations of possible development models, and on a specific
case of Vukovar-Srijem County shows how theoretical model can find its ap-
lication in a hunting-tourist underdeveloped region.

Keywords: hunting tourism, tourism product, triple helix, competitiveness of
the region, clusters in tourism

JEL Classification: Z3, Z32

1. CURRENT POSITION OF CROATIAN HUNTING
TOURISM ON EUROPEAN MARKET

Even though hunting tourism is not emphasized as a special tourist prod-
uct currently trendy, it is understood as a contemporary type of tourism that
belongs to rural tourism and has features of sports-recreation tourism, adven-
ture- and eco-tourism, i.e. features of the fastest growing segments in tourism.
According to that, hunting tourism as a contemporary type of tourism shows
trend in growth, which is indicated by enchanting numbers of consumption
and number of tourists-hunters, as well as increase of destinations that develop
hunting tourism as a recognisable form of tourist offer. (Kovačević & Kovačević;
2007, 233)

According to research results conducted by the European Commission cul-
tural tourism (39%), eco-tourism (28%) gastronomic tourism (26%) are the
most numerous whereas respondents from adventure, social tourism, wellness
tourism, fishing/hunting are less represented. According to conclusions the pri
orities for future EU policies and actions the support is given to the promotion and the development of EU tourism products fishing/hunting has priority. (European commission - Results of the public consultation “European tourism of the future”, 2014)

Hunting tourism market is just as any other market under the influence of demand and offer, costs and benefits and national and international legal regulation system. Demand is led by wishes, needs and motifs of hunters, i.e. tourist-hunters who wish to travel abroad for special hunting experience. Offer is created under influence of demand (domiciling of wild species for hunting, habitats suitable for domiciling wild species and thus contributing to hunting experience).

Hunting market is special regarding other markets and selective forms because hunters-tourist, who are above all traditional, give advantage to familiar hunting methods and species they are already acquainted with. On the other side, they are attracted to novelties, enjoy their hunting achievements, and enjoy selecting a destination with a successful hunt and high-quality game. Additional mechanisms of market regulation include general safety and stability of political system and international regulation application quality. Tourist-hunters are interested in what happens with the money they pay for hunting, how much is invested into hunting and wild life protection, and what is done regarding illegal hunting and illegal trophy trade.

Recent available analysis of the European market of hunting tourism indicates that there are about 7 million hunters in the European union, about 1.5 million of them travel abroad once or twice for hunting in their lives, which is approximately 25%, so around 350,000 hunters hunt abroad in a year, and that annually hunters spend around 10.000 million EUR in 80,000 to 90.000 huntings in Europe. This is a significant amount of financial resources that can be attracted to Croatian hunting destinations with a suitable hunting offer. (The European Federation of Associations for Hunting & Conservation - official website; 2016)

The number of foreign hunters differs from country to country. The majority of available data showing the number of foreign hunters' circulation is estimated, whereat some of the data are based on official sources, and some on expert's estimates. According to Hofer, from 300 to 500 foreign hunter visit Croatia which brings annual income less than 500.000 EUR, unlike Hungary, which is visited by 15.000–25.000 foreign hunters annually. (Hofer; 2002, 27)
There is a problem that arises during research – lack of available official statistics on current number of hunters in individual European countries, therefore the data have to be collected through national hunting associations, which makes it more difficult to evaluate financial potential of a single market of this selective form, but data synthesis from existing official statistics and single data make up the statistics as presented in the (Table 1).

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of hunters</th>
<th>Number of inhabitants (million)</th>
<th>Inhabitants on km²</th>
<th>Share in population</th>
</tr>
</thead>
<tbody>
<tr>
<td>France</td>
<td>1,331,000</td>
<td>64.1</td>
<td>100</td>
<td>1.48</td>
</tr>
<tr>
<td>Germany</td>
<td>351,000</td>
<td>82.5</td>
<td>230</td>
<td>1.233</td>
</tr>
<tr>
<td>Italy</td>
<td>750,000</td>
<td>58.1</td>
<td>193</td>
<td>1.77</td>
</tr>
<tr>
<td>Spain</td>
<td>980,000</td>
<td>40.5</td>
<td>85</td>
<td>1.41</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>800,000</td>
<td>61.1</td>
<td>248</td>
<td>1.76</td>
</tr>
<tr>
<td>Denmark</td>
<td>165,000</td>
<td>5.5</td>
<td>126</td>
<td>1.33</td>
</tr>
<tr>
<td>Finland</td>
<td>308,000</td>
<td>5.2</td>
<td>15</td>
<td>1.17</td>
</tr>
<tr>
<td>Norway</td>
<td>190,000</td>
<td>4.7</td>
<td>14</td>
<td>1.24</td>
</tr>
<tr>
<td>Sweden</td>
<td>290,000</td>
<td>9.0</td>
<td>20</td>
<td>1.31</td>
</tr>
<tr>
<td>Estonia</td>
<td>16,600</td>
<td>1.3</td>
<td>29</td>
<td>1.78</td>
</tr>
<tr>
<td>Latvia</td>
<td>25,000</td>
<td>2.3</td>
<td>35</td>
<td>1.92</td>
</tr>
<tr>
<td>Lithuania</td>
<td>32,000</td>
<td>3.6</td>
<td>55</td>
<td>1.112</td>
</tr>
<tr>
<td>Poland</td>
<td>106,000</td>
<td>38.5</td>
<td>123</td>
<td>1.963</td>
</tr>
<tr>
<td>Belgium</td>
<td>23,000</td>
<td>10.4</td>
<td>341</td>
<td>1.452</td>
</tr>
<tr>
<td>Ireland</td>
<td>350,000</td>
<td>4.2</td>
<td>58</td>
<td>1.12</td>
</tr>
<tr>
<td>Luxembourg</td>
<td>2,000</td>
<td>0.5</td>
<td>192</td>
<td>1.250</td>
</tr>
<tr>
<td>Netherlands</td>
<td>28,170</td>
<td>16.7</td>
<td>395</td>
<td>1.618</td>
</tr>
<tr>
<td>Austria</td>
<td>118,000</td>
<td>8.3</td>
<td>98</td>
<td>1.70</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>110,000</td>
<td>10.2</td>
<td>129</td>
<td>1.93</td>
</tr>
<tr>
<td>Hungary</td>
<td>55,000</td>
<td>9.9</td>
<td>109</td>
<td>1.190</td>
</tr>
<tr>
<td>Slovakia</td>
<td>55,000</td>
<td>5.4</td>
<td>110</td>
<td>1.98</td>
</tr>
<tr>
<td>Slovenia</td>
<td>22,000</td>
<td>2.0</td>
<td>100</td>
<td>1.91</td>
</tr>
<tr>
<td>Switzerland</td>
<td>30,000</td>
<td>7.6</td>
<td>185</td>
<td>1.253</td>
</tr>
<tr>
<td>Cyprus</td>
<td>45,000</td>
<td>0.8</td>
<td>89</td>
<td>1.17</td>
</tr>
<tr>
<td>Greece</td>
<td>235,000</td>
<td>10.7</td>
<td>84</td>
<td>1.45</td>
</tr>
<tr>
<td>Malta</td>
<td>15,000</td>
<td>0.4</td>
<td>1.333</td>
<td>1.27</td>
</tr>
<tr>
<td>Portugal</td>
<td>230,000</td>
<td>10.7</td>
<td>116</td>
<td>1.46</td>
</tr>
</tbody>
</table>
Table 1 Number of hunters in European countries according to FACE in 2010-2013

<table>
<thead>
<tr>
<th>Country</th>
<th>Number (1000)</th>
<th>Ratio</th>
<th>Demand (1000)</th>
<th>Demand %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albania</td>
<td>14,000</td>
<td>3.6</td>
<td>124</td>
<td>1.257</td>
</tr>
<tr>
<td>Bosnia-Herzegovina</td>
<td>50,000</td>
<td>4.6</td>
<td>90</td>
<td>1.92</td>
</tr>
<tr>
<td>Bulgaria</td>
<td>110,000</td>
<td>7.7</td>
<td>69.5</td>
<td>1.70</td>
</tr>
<tr>
<td>Croatia</td>
<td>55,000</td>
<td>4.5</td>
<td>79</td>
<td>1.73</td>
</tr>
<tr>
<td>Moldova</td>
<td>14,000</td>
<td>4.3</td>
<td>126</td>
<td>1.200</td>
</tr>
<tr>
<td>Montenegro</td>
<td>60,000</td>
<td>22.2</td>
<td>94</td>
<td>1.361</td>
</tr>
<tr>
<td>Romania</td>
<td>80,000</td>
<td>10.2</td>
<td>132</td>
<td>1.126</td>
</tr>
<tr>
<td>Serbia</td>
<td>300,000</td>
<td>73.2</td>
<td>94</td>
<td>1.244</td>
</tr>
<tr>
<td>Turkey</td>
<td>7,345,770</td>
<td>604.5</td>
<td>4,225</td>
<td>1,4910</td>
</tr>
</tbody>
</table>

Source: Calculation made by the authors based on available data from The European Federation of Associations for Hunting & Conservation

Using the ratio of hunters to overall population of a country, and according to literature, it is possible to identify four regions (Pinet; 1995, 2): The Nordic Region, with the highest ratio (1:26 on average). Hunting is a spontaneous leisure pursuit across all social classes, regardless of geographical origin (rural or urban). Nature is very present in Scandinavian hunting practices.

- The Atlantic Region, with a lower ratio (1:333), forms the largest pool of hunters in the Union. Hunting is regularly practiced here, even more so among rural people and in the middle to lower income bracket (blue-collar workers). They are primarily interested in small game, migratory or sedentary.

- There is still a large number of hunters in the first group, but their ratio to population (1:99) is lower. Hunting traditions and disciplines are probably more closely linked to land ownership and there is a more "sporting" approach: good, stylish shooting is particularly appreciated. Pheasants and partridges are the most sought-after game species. France (1:48), Germany (1:233), Italy (1:77), Spain (1:41) and the United Kingdom (1:76) are influenced by long-standing aristocratic traditions and heavily urbanized territories. Standard hunting practice calls for high income. Big-game hunting is subject to complex, efficient codes of conduct. The game management aspect of hunting originated in this area. Poland and Hungary are in a class of their own because of the deep political changes that have taken place there in recent years. It would be interesting to see if,
a few years from now, hunter population trends bring these countries into line with their "natural" hunting area (Austria, Slovenia, Czech Republic, Slovakia) and its ratio (1:88)

There are, however, no watertight borders between these areas. Whatever their country of origin, all hunters have common characteristics that stretch beyond the basis of hunting (quartering, finding, shooting and retrieving).

Throughout Europe and in many other countries around the world, hunting is a leisure activity or sport - although hunters may not always refer to it as such. Hunting is the opportunity to capture and kill game in open spaces while keeping to a set of defined rules. These rules are progressively being modified through the gradual evolution of long-standing hunting traditions and the implementation of Community regulations.

2. ANALYSIS OF POSSIBLE FORMS FOR A BETTER APPEARANCE IN EUROPEAN TOURIST MARKET

In the last ten years hunting in the Republic of Croatia records steady growth of all segments (number of hunters, number of hunting lodges and similar). However, there is still no suitable offer of high quality, dedicated and attractively prepared hunting grounds, as well as essential contents that accompany such form of tourist offer. There are essential resources in Croatia, but in hunting-tourist sphere it is not as close as developed as in countries of the European Union.

With the insight into the Statistical chronicle of the Republic of Croatia as well as into the data from the Croatian Hunting Association, Ministry of Agriculture of the Republic of Croatia and individual county hunting associations, it is not possible to find out how many shootings came from foreign hunters and how many from domestic, and the total financial result of such hunting.

Continental Croatia disposes with exceptional natural resources which both domestic and foreign tourist hunters find interesting. However, solely the affluence of game and hunting areas present insufficient utilised potentials for development of hunting and hunting tourism. There are around 3,021,509 ha in Continental Croatia, which represents 55% of hunting area of the Republic of Croatia, i.e. 682 hunting grounds. (Information system of central hunting records, Ministry of Agriculture; 2016)
First category represents hunting grounds with realised planned or realised spring number, accession, shooting list and waste. Their number is the smallest, there are only 41 of them in Continental Croatia, and they are mostly under state management, i.e. Hrvatske šume (Croatian Forest Administration). The second category represents hunting grounds with data on planned shooting list, spring number and accession to the hunting-economy basis, but without realised shooting list and waste. There are 137 of them in Continental Croatia. Third category are hunting grounds with data on planned shooting list, spring number and accession which includes 125 hunting grounds, whereas the forth category represents hunting grounds with no data at all, 378 of them. (Table 2).

<table>
<thead>
<tr>
<th>No of hunting grounds</th>
<th>Hunting grounds</th>
<th>Hunting ground area (ha)</th>
<th>Share in total hunting ground area in Croatia (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zagreb county</td>
<td>83</td>
<td>0 3 3 3 77</td>
<td>298,531 (5)</td>
</tr>
<tr>
<td>Krapina-Zagorska county</td>
<td>31</td>
<td>0 0 0 0 31</td>
<td>122,639 (2)</td>
</tr>
<tr>
<td>Varazdin county</td>
<td>32</td>
<td>0 0 1 1 31</td>
<td>127,739 (2)</td>
</tr>
<tr>
<td>Koprivnica-Križevci county</td>
<td>14</td>
<td>0 1 1 1 11</td>
<td>168,471 (3)</td>
</tr>
<tr>
<td>Medimurje county</td>
<td>21</td>
<td>0 0 1 20</td>
<td>74,630 (1)</td>
</tr>
<tr>
<td>Bjelovar-Bilogora county</td>
<td>62</td>
<td>0 2 9 53</td>
<td>273,930 (5)</td>
</tr>
<tr>
<td>Virovitičko-Podravina county</td>
<td>34</td>
<td>1 8 18 7</td>
<td>198,266 (4)</td>
</tr>
<tr>
<td>Požeško Slavonija county</td>
<td>43</td>
<td>2 6 13 22</td>
<td>156,004 (3)</td>
</tr>
<tr>
<td>Brod-Bča county</td>
<td>40</td>
<td>10 19 0 11</td>
<td>192,229 (4)</td>
</tr>
<tr>
<td>Osijek-Baranja county</td>
<td>107</td>
<td>8 37 41 22</td>
<td>365,708 (8)</td>
</tr>
<tr>
<td>Vukovar-Srijem county</td>
<td>73</td>
<td>7 18 6 42</td>
<td>191,659 (4)</td>
</tr>
<tr>
<td>Krapina county</td>
<td>76</td>
<td>1 16 15 40</td>
<td>363,340 (6)</td>
</tr>
<tr>
<td>Osijek-Baranja county</td>
<td>66</td>
<td>12 27 17 11</td>
<td>432,063 (8)</td>
</tr>
<tr>
<td>Total Continental Croatia</td>
<td>682</td>
<td>41 137 125 378</td>
<td>2,965,209 (55)</td>
</tr>
</tbody>
</table>

Table 2 Overview of hunting grounds in Continental Croatia

Source: Calculation made by the authors according to the data available in the Ministry of Agriculture, Croatian Bureau of Statistics, Croatian Hunting Association

The bad thing is that the current development relies only on enthusiasm of individual hunting associations or county associations, which try to represent the beauty and value of hunting destinations with great effort, but do not get the necessary support of competent local and national institutions, especially for problems with forming an integral tourist package. Hunters, i.e. tourists, travel within or across the borders of their countries to acquire certain hunting
experience and/or trophies and are willing to pay an adequate price for that. Agencies represent travel agencies which represent organisers, owners of hunting grounds or other receptive agencies in domestic and/or foreign hunting market, and they offer and sell hunting. They mostly do not organise hunting in the destination, but function as agents. Natural resources have to be available to hunters. Therefore, hunting tourism needs to be (Hofer; 2002, 18):

- politically and socially accepted in the country of hunting destination,
- certified in legal national and international organisational provisions,
- transformed into products which satisfy hunters’ needs at a reasonable price.

According to the stated definition it can be concluded that there are certain subject in hunting market, too: hunters, agencies, organisers and regulation system, as shown in figure (Figure 1.)

**Figure 1** General model of hunting tourism model


At the European Union level, acquisition and possession of weapons and related matters are regulated by two Directives: Directive 91/477/EEC and Directive 2008/51/EC. These Directives are designed to ensure control of acquisition and possession of weapons, facilitate the flow of firearms in a single market, and transpose into EU law the United Nations Protocol Against the Illicit Manufacturing and Trafficking of Firearms. Both Directives contain minimum requirements; EU Members are free to impose more stringent rules.
pertaining to firearms and many have done so. (Firearms-Control Legislation and Policy: European Union; 2016)

Apart from these, there are also laws, ordinances and directives defined within national legislature, as shown in the table (Table 3).

<table>
<thead>
<tr>
<th>Acts</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
</tr>
<tr>
<td>2.</td>
</tr>
<tr>
<td>3.</td>
</tr>
<tr>
<td>4.</td>
</tr>
<tr>
<td>5.</td>
</tr>
<tr>
<td>6.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Regulations:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Regulations on use of weapons and ammunition NN 68/06</td>
</tr>
<tr>
<td>2. Regulations on closed season NN 155/05</td>
</tr>
<tr>
<td>3. Regulations on conditions and hunting methods NN62/06</td>
</tr>
<tr>
<td>4. Regulations on game warden service base NN 63/06</td>
</tr>
<tr>
<td>5. Regulations on professional service for implementation of hunting-economy NN 63/06</td>
</tr>
<tr>
<td>6. Regulations on trophy assessment NN 62/06</td>
</tr>
<tr>
<td>7. Regulations on dogs NN 62/06</td>
</tr>
<tr>
<td>8. Regulations on implementation method of hunting-economy base NN 40/06</td>
</tr>
<tr>
<td>9. Regulations on hunting method in border area NN 67/06</td>
</tr>
<tr>
<td>10. Regulations on hunting method with birds of prey NN 62/06</td>
</tr>
<tr>
<td>11. Regulations on writing method and implementation of study for import and breeding of wild boors NN 35/08</td>
</tr>
<tr>
<td>12. Regulations on content and manage of keeping hunting records NN 67/06</td>
</tr>
<tr>
<td>13. Regulations on official inspector badge NN 11/06</td>
</tr>
<tr>
<td>14. Regulations on education of hunting staff NN 78/06</td>
</tr>
<tr>
<td>15. Regulations on labelling big game NN 54/06</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Provision:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Game price list NN 67/06</td>
</tr>
<tr>
<td>2. Compensation tariffs for calculation on game loss NN 67/06</td>
</tr>
<tr>
<td>3. Decision on shortening brow bear closed season</td>
</tr>
<tr>
<td>4. Croatian hunting associations Statute</td>
</tr>
</tbody>
</table>

**Table 3** Acts, Regulations and Provisions for regulating hunting in Croatia

Source: authors

Development of hunting, and especially hunting tourism, represents a successful application of interdisciplinary expert and scientific profession in prac-
The precondition for that is achievement of a significant transformation in staff education. It is necessary that the professional staff that does business in hunting, and especially in hunting tourism, through education system receives basic professional knowledge besides that in forestry, veterinary science, agronomy, biochemistry and ecology also in ecology, tourism, economy etc. Besides that, it is necessary to ensure better employment of highly professional staff in that activity. Employees at the hunting ground as a tourist destination should be a well-played team of interdisciplinary professional profiles with various roles, i.e. tasks. According to the rule, the following staff should be represented in its systematisation: hunting ground manager, guides (attendants) to the tourist in hunting, game warden, interpreters, ballistics, administration staff, catering staff, drivers, butchers etc. (Prentović; 2007, 230)

Organisers, according to national regulation, can be private persons, government agencies or commercial companies that own the right to sell hunting (authorised for hunting) to foreigners in a destination, operate business locally and obtain price according to the costs and gain according to legal frame and readiness of the hunters to pay for a hunting service. They usually pay for the right i.e. the permit to the agencies to sell their hunting. Additional secondary jobs are made up of jobs which are important for a foreign tourist-hunter in a destination, like renting hunting equipment, trophy transport, accommodation, translation service, guide and similar.

3. CLUSTERING OF HUNTING SUBJECTS OF VUKOVAR-SRIJEM COUNTY

Hunting grounds in Vukovar-Srijem County are of lowland type, and in Vukovar and Ilók area they pass into hilly Syrmian landscape, which makes almost one third of county area under forest, making it suitable for habitats and abundance of food for game breeding. There are 53 common hunting grounds and 20 state hunting grounds formed in the area of Vukovar-Srijem County. Major game types bred here are common deer, hare, pheasant and partridge, and in smaller hunting grounds there are wild boar, fallow deer, moufflon and common deer. Hunting Association of Vukovar-Srijem County manages development of hunting, with a total number of 1919 hunters in 2014, and with a total area of 191.659 ha. There is a total number of 58 hunting objects in the area of the county, and according to a research conducted by Vukovar-Srijem...
County only 27 hunting objects have such a level of arrangement to provide simple catering services. It means that there is an access road to the object, water system, furnished kitchen with fridges, dining room, sanitary works, furnished yard with a terrace, arbour with a barbecue. Some associations already have, and some are building rooms for rest and overnight stay. (Information on condition of hunting in the area of Vukovar-Srijem County for the hunting year 2013./2014; 2016)

Clusters are geographically concentrated, mutually connected economy subjects, specialized suppliers, service providers and adjoining institutions that in certain areas represent region or country. According to Porter, there are five competitive forces which need to be influenced by competitive advantages of the destination in order to secure the future of tourist destinations. So, clusters represent a group of all economic subjects which make a destination competitive. Together they make the competitiveness diamond that includes four strengths group, which define competitiveness in mutual relation: demand conditions, tourist subjects and their competitors, inputs and support sector (Porter; 2000, 8).

Clusters ensure institutional support that brings a lot of advantages to tourist subjects in coordinated work and can expand their activities using advantages of quicker access to market information, lower promotional costs, easier coordination with owners, and managers of hunting resources, higher number of experts in theoretical and operative plan, quality monitoring and evaluation, and many other facilities. Due to complexity of numerous legal regulations in hunting, relations in society and individual interests of different social groups, it is necessary to establish the so-called Triple Helix concept of cooperation between private, public and academic sector in order to build efficient institutional support and development model which will respond to future challenges. The balanced relationship between knowledge, social benefit and profit motivation arises from this form of cooperation. The efficient system of knowledge transfer will be obtained by connecting and cooperation between public and educational sector, and enterprise in hunting tourism will be based on knowledge, as shown in the figure, by connecting educational and private sector. (Figure 3)
Figure 3: Cooperation of public, private and educational sector in tourism according to Triple helix model.

Source: authors

Taking into consideration all previously mentioned models (General model of hunting tourism, Porter’s diamond of competitiveness, Triple helix model) the first step in development of a hunting-tourist product in Vukovar-Srijem County should be forming the institutional support for cluster development. Institutional support includes: Faculty of Economics in Osijek, Faculty of Agriculture in Osijek, Croatian Forest Research Institute, Country Hunting Association, county administrative departments, county and local development agencies, county tourist board, tourist subjects (catering and accommodation capacities, rent a car, hunting equipment shops, meat processing companies, etc.) When planning development of tourist product and establishing the offer, demand for that product it is extremely important to conduct a good tourist resources analysis. In order to make the analysis valid, it is also necessary to conduct an analysis of tourist market that the product is planned for, and the analysis has to be based on data and opinion of those experts from scientific community who are familiar with the area in which the tourist product is being developed. During analysis every cluster needs to pay attention to:

- hunting accommodation capacities;
- catering object: catering objects analysis, those with hunting gastronomy offer;
- hunting manifestations: fairs, competitions, dog shows;
other tourist subjects: weapons and hunting equipment shop, police, vet inspection, air-conditioning owners, dog breeders.

After detailed analysis of tourist resources and market possibilities, all tourist potentials should be placed into a central system that will be at disposal to all cluster members. The creation of theme routes (itineraries), event development etc. will be made from these resources according to previously defined criteria (legal regulation, various research studies of environmental impact, marketing plan, feasibility studies, promotional materials). Those which closely satisfy conditions of hunting tourist market (traffic, tourist and hunting infrastructure, location, activity) i.e. those which can join the tourist offer immediately should be developed as priority tourist products, whereas those which are not cluster should be a part of project preparation, improving accommodation quality, game breeding, education. Cluster for development of hunting tourism in Vukovar-Srijem County should aim at encouraging all subjects that influence the development of a tourist product.

4. CONCLUSION

The increasing interest in hunting tourism in Vukovar-Srijem County results from its economic significance, but individual hunting associations, especially at local levels, are not able to make a significant step forward despite the fact that they invest significant financial resources not only into hunting but also into tourist infrastructure, because they do not have enough organisational and financial strength to appear at the European tourist market. One of possible solutions could be joining with the goal of mutual actions i.e. clustering. The goal of clustering is to raise hunting as an economy segment to a higher level i.e. to create the possibility of opening new workplaces, and at the same time maintain measures of protection and preservation of nature, flora and fauna through hunting. By developing tourist offer, infrastructure building in Vukovar-Srijem County and by strengthening human capacities along with a suitable geographical position there are preconditions for intensifying the already existing traditional hunting and direct it into development of integral tourist product. Vukovar-Srijem County has enabled a great number of hunters, hunting associations, tourist agencies and guests to include into a program of development of hunting tourism by implementation of Act on hunting and awarding hunting grounds to the associations, by encouraging the Hunting Association and
Tourist Board. Introduction into institutional support by the scientific community ensures the following: interdisciplinary experts’ team with various roles, extremely rich hunting grounds with high grades game, area branding through hunting tourism promoted as ecologically acceptable, in harmony with nature, responsible, elite and exclusive form of tourist destination.

**LITERATURE**


Informacijski sustav središnje lovne evidencije, Ministarstvo poljoprivrede Republike Hrvatske, dostupno na https://lovistarh.mps.hr/lovstvo_javnost/Lovista.aspx access: (07-03-2016)


The European Federation of Associations for Hunting & Conservation http://www.face.eu/sites/default/files/attachments/data_hunters-region_sept_2010.pdf access: (07-03-2016)
