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TOURISM AND DEVELOPMENT 2017: ACTIVE & SPORTS TOURISM: FEEL THE FREEDOM OF THE WATER

Editors:

Mitja Gorenak & Andreja Trdina



**TOURISM AND
DEVELOPMENT**

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TURIZEM IN RAZVOJ 2017: AKTIVNI IN ŠPORTNI TURIZEM: OBČUTI SVOBODO VODE

Mitja Gorenak & Andreja Trdina

POVZETEK

Pod naslovom Turizem in razvoj 2017 - aktivni in športni turizem: občuti svobodo vode je bila izvedena 4. mednarodna znanstvena konferenca, ki jo organizirajo tri partnerske fakultete, Fakulteta za turizem Univerze v Mariboru, Fakulteta za šport in turizem Univerza Educons iz Novega Sada in Poslovna šola Libertas iz Zagreba. Pričujoči zbornik razširjenih povzetkov predstavlja bogat nabor več kot 25 različnih prispevkov v okviru treh opredeljenih tematik, ki so bile obravnavane na konferenci. Uvodni del predstavljajo krajše misli vabljenih predavateljev, ki so vsak zase ponudili izhodišča in naslovili ključne dileme posameznega sklopa. Prvi sklop tako predstavljajo razširjeni povzetki s področja aktivnega turizma, ki obravnavajo raznolike vidike aktivnega preživljanja prostega časa, ki se v turizmu postavlja vse bolj v ospredje. Drugi tematski sklop zaobjema razširjene povzetke na temo športnega turizma, specifične vrste turizma, ki se ob rasti obiska športnih prireditev na eni strani in športnega udejstvovanja posameznikov na drugi strani, pospešeno razvija. V zadnji tretji tematski sklop pa so vključeni razširjeni povzetki prispevkov o dostopnem turizmu, danes prav tako vedno bolj pomembnem področju, ki izhaja iz načel zagotavljanja enakih možnosti in spodbujanja socialne vključenosti v turizmu. Vsi prispevki podajajo raziskovalne poglede na izbrane tematike in dopolnjujejo znanstveni spekter turizma na posameznih področjih.

KLJUČNE BESEDE: mednarodna konferenca, turizem, aktivni turizem, športni turizem, dostopni turizem.

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TOURISM AND DEVELOPMENT 2017: ACTIVE AND SPORTS TOURISM: FEEL THE FREEDOM OF WATER

Mitja Gorenak & Andreja Trdina

ABSTRACT

Under the title Tourism and Development 2017 – Active and Sports Tourism: Feel the Freedom of Water we have conducted the 4th annual scientific conference, organized by the three partner faculties, Faculty of Tourism of the University of Maribor, Faculty of Sports and Tourism, Educons University from Novi Sad and Libertas Business school from Zagreb. This book of extended abstracts presents over 25 different views on three topics that were discussed at the conference. The introductory part presents short summaries of thoughts discussed by our invited keynote speakers. The first section presents extended abstracts from the field of active tourism, addressing the diverse aspects of active vacationing as becoming increasingly important in tourism. The second thematic section includes extended abstracts on sports tourism, a specific category of tourism that has been developing rapidly with more and more visitors coming to major international sports events and also more and more visitors actively seeking sports related vacation. The last section is dedicated to accessible tourism, increasingly important area arising from the principles of ensuring equal opportunities and promoting social inclusion in tourism. All the extended abstracts provide scientific views on selected topics, and, thus, bring additional knowledge into the particular field of tourism.

KEYWORDS: international conference, tourism, active tourism, sports tourism, accessible tourism.

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EDITORIAL

By: Mitja Gorenak and Andreja Trdina

As David Crouch (2000, 68) claims, 'stopping and gazing at a 'view' is only a fragment of the way the material world is engaged in practice'. Also as tourists we encounter the world with our bodies multi-sensually and multi-dimensionally. As tourist practices expand increasingly to provide an ever more diverse array of sensations, the idea of tourism primarily characterized as a visual experience has become challenged by many accounts that foreground enhanced sensations of touch, smell, sound and also movement, as argued by Edensor (2016). Active tourism, fundamentally grounded in active recreational participation, then in particular transcends the prominent Urry's (1990) metaphor of the 'tourist gaze'.

While research on experience in tourism has been so far predominantly concerned with the visual on one side, the research focused on recreational activities on the other hand has been until recently primarily conducted within the leisure, sports and recreational studies, thus ignoring the tourism aspect (Kane & Tucker 2004). Yet, people nowadays do not just want a vacation, they want a mindful and embodied adventure. Focus of tourist products has moved from just providing relaxing free time for people on their vacations to providing exciting experiences whole days with less importance on location and more on activities that can be carried out. Times when all-inclusive was just over eating and drinking while on vacation are over and people today strive for very different all-inclusive engagements of exploring and discovering while travelling; an all-encompassing adventure or an in-depth experience. Furthermore, this rising importance of adventure-tourism practices, subcultures and facilities is interconnected with social spatialisation of places and landscapes (Cloke & Perkins 1998) that occurs at the level of social imaginaries (perceptions and discourses about places) as well as at the level of concrete interventions in the environment (built infrastructure). In these processes places become invested with meanings and acknowledged as being appropriate for specific activities and practices.

However, to meet different needs active-tourism offerings have to be adapted to specific access requirements of people of different lifestyles and living conditions. Responsible and sustainable tourism has to take into account the diversity of tourists in terms of age, mobility, sensory impairments, intellectual disability or health condition, and thus promote universal accessibility – promoting a tourism which can be enjoyed equally by everybody, regardless of one's abilities (UNWTO 2016). Such commitments are also guided by the Global Code of Ethics for Tourism as the ultimate frame of reference for responsible tourism development.

With the rising demand for adventures, all-encompassing and exciting experiences more and more research has been undertaken in the field of active tourism. With conference's contributions presented here we seek to broaden this interesting and purposeful research with a special attention devoted to the issues of accessibility and social inclusion.

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**SELECTED THOUGHTS FROM
KEYNOTE SPEAKERS**

ABOUT THE INVITED LECTURE OF KEYNOTE ONE

ACTIVE TOURISM – DEFINITIONS, USES, CHALLENGES AND OPPORTUNITIES FOR RESEARCHERS AND OPERATORS

By: Johan R. Edelheim (PhD), Head of Department for the Norwegian School of Hotel Management at University of Stavanger, Norway

Active tourism is, like so many other types of special interest tourism, harking back at a well-known concept in tourism research: '*tourism angst*', i.e. the fear people have of being seen as 'mere tourists', rather than as adventurous travellers who are finding their own ways around the globe. This angst is something tourism marketers are gladly using by playing up the distinctiveness of the type of tourism they are representing. However, my presentation will be querying this notion, and I will examine Active tourism's definitions and uses – I will point out challenges and opportunities for both tourism researchers and for operators / marketers dealing with so-called Active tourism.

Active tourism, as an own concept, is mostly used in connection with sports, adventure, and physical activities – but there are also definitions of active tourism that sees it as an alteration of responsible tourism, a development of ecotourism, or a version of local tourism. In the more common uses of the concept 'Active tourism', we regularly find 'action', the etymological cousin of active, and linked to action we often find 'adventure' mentioned. There is plenty of research that that combines sports, active leisure, and active tourism – and that is naturally one way of understanding the concept.

At the most basic level we need to accept that 'active tourism' is perceived to be the opposite of 'passive tourism', but then the question simply becomes "What is passive tourism?" It is impossible to create an all-enhancing definition of Passive tourism, because it is different things for different people. What we notice is that all kinds of special interest tourism are presented as opposites to mass-tourism, which is supposed to be an indistinct mass of mindless tourists *passively* consuming artificial and manufactured service offerings without knowing better. Active is therefore perceived to be better than passive, because somebody who is actively participating is not mindless.

A final use of the concept active tourism is by linking it to activities. Tourists visiting destinations and attractions are offered a range of activities to learn more about the destination, to cater to different needs and wants of tourists, and to present

experience on offer in the region. By having a repertoire of activities on offer destinations define that tourists selecting and consuming these activities are active – but this is a use of the concept, which might be in opposition to the two previously mentioned definitions of active tourism. For arguments sake, if a tourist has filled her days with activities, not being idle for any part of her holiday, but all the activities chosen are rather passive, allowing the tourist to be a sightseer and voyeur, and none of them requires active involvement – would that tourist then be considered to be an active, or a passive tourist?

My argument is that this final kind of active tourism is the most fruitful definition to work from, because it would go beyond snobbish inclusive/exclusive definitions of being active or passive depending on one's own interests, and would include tourists of all physical and mental abilities who are actively taking part of a holiday. One might suggest that virtual tourism would then be the only kind of tourism that is not active, but I can already hear the counter-argument to that where the activeness of the virtual tourist becomes the active component. My proposition is therefore to investigate the possibility of creating a *technical* definition of active tourism in this presentation, and to offer that to tourism researchers as a way of reaching a common understanding of the concept.

I will also discuss the importance for tourism operators and marketers to create their own *heuristic* definitions of active tourism, in order to set clear limiters for their preferred use of the concept. Active tourism, and tourism activities, are important for destinations because they are part of making destinations distinct, they allow a wider range of stakeholders to present their offerings to tourist, and they might act as reasons to stay longer in a region – all of which are important to limit the negative effects of travel that is exaggerated by short holidays. My final proposition will thus be to suggest that active tourism might be a way towards more responsible destinations that are aiming for more dispersed benefits of tourism for the whole community.

ABOUT THE INVITED LECTURE OF KEYNOTE TWO

SPORT AND TOURISM SHAKING HANDS – SLOVENIAN CASE

By: Damjan Pintar, M.A., Dandi d.o.o. – Sports and tourism counselling

Sport is phenomena that went out of its frames with commercialisation and professionalization in last decades, and tourism as industry that already exceeded expectations of the growth found synergies with sports in many fields. As Slovenia, Central European Country has excellent natural, infrastructural and HR backgrounds, for Sport tourism, it is natural that we developed parts of sport tourist products to its perfection and performed it for the benefit of stakeholders from sports, tourism and local population. Sport tourist products are connected with sustainable development when speaking about sport in the nature which is one of the most important benefits also for local population and tourists.

Many authors discussed and researched sport tourism when connected with competitions, training camps or preparation of athletes, but there are many other fields that is connected with active sport tourism products such as:

- Sport recreation in active holidays
- Prophylactic programs with inclusion of sports
- Rehabilitation with elements of sports and kinesiotherapy

One connecting sport tourism product in general with:

- Training camps for athletes and teams of different levels
- Competitions that are performed in urban or touristic areas from local sport events to Olympic games
- Congresses dedicated to sport topics that not need only standard facilities but in many cases also sport facilities to perform demonstration of sport practices after theoretical part

This all leads tourist companies, destinations or organisations, to study needs of sport and use their infrastructure to offer products to this specific market. Special importance for stakeholders that promote sport related products in tourist resorts or destinations, presents free media exposure, celebrities and more attention to those

resorts which provides, additional promotional channels not only to the resorts but also to destinations and whole country.

In the first part of presentation author presents Slovenia as ideal training destination that fulfils all the criteria that is needed for this specific product. After studying needs of athletes, clubs and federations, presentation explains expectations of potential customers, presents different products that could be offered at the field of Top sport environment and describes different climatic conditions for training of top athletes in Slovenia. A special attention is made for science and medicine and sport, related to top sport products. Chapter is concluded with top sport events.

Second part presents case study of sponsoring, Olympic and world championships medallist Petra Majdič. Slovenian tourist company, which on, one side developed new products for tourists, build new facilities and engage local community, government and even EU funds and on the other side, gain extraordinary free media appearance. As there were involved at the sport side federation, athletes and clubs, presentation shows, not only synergies, but also benefits for the stakeholders from sports. In win-win situation, athlete, who at the end also with support of sponsor, won Olympic and world championships medals seems to be one that open new horizons to the company.

ABOUT THE INVITED LECTURE OF KEYNOTE THREE

ACCESSIBLE TOURISM AND ITS CHALLENGES

By: Dolores Kores, MBA., Premiki d.o.o.

Accessible tourism is becoming one of the most important issues in the development of sustainable tourism. First In 1989, the tourism sector started to speak about accessible tourism or tourism for all, when Publication report titled »Tourism for all« was addressed to tour operators. The development of this inclusive tourism is rising due to the demographic changes, better awareness of equal rights for people with specific needs and also due to the market need to provide quality products in times of high competitiveness.

The target group of this part of tourism is very diverse. Only people with disability represent 15% of the population. But there are also others: families with small or a lot of children, families with prams, seniors, long-term ill people and many others who need specific adjustments in the build environment or services. Research shows multiply effect in the travel of people with specific needs. People with disability and seniors rarely travel alone and they are on average accompanied by 1,9 persons.

In 2011, there were 138.6 million people with access needs in the EU. It is anticipated that this number will grow for 1.2% every year and in 2020 we expect 154,6 million people with access need. The current tourism demand in EU 2012 generated €786 billion of gross turnover and €394 billion of GDP, equivalent to 3% of the total EU27 GDP.

Travel for people with access needs is often unpredictable, difficult or sometimes even impossible. These barriers can be avoided by the elimination of architectural barriers, cultural barriers, providing of reliable and up to date information and with focus on the customer's profile and needs.

Tourism sector struggles with some issues which are related accessibility and usually connected to a relatively unknown market where needs for requirements are unknown or misunderstood. Investment costs are usually misunderstood and exaggerated. Access is seen mainly as a problem rather than a golden opportunity.

By creating unbroken value chain of the accessible offer, the tourism sector will improve also in integration, comfort, security, sustainability and probably the most important: quality.

**SELECTED THOUGHTS ON
ACTIVE TOURISM**

EXTENDED ABSTRACT 1

ACTIVE TOURISM IN THE PLANING OF LOCAL DESTINATION MANAGEMENT WITH CASE STUDIES FROM SLOVENIA AND SCOTLAND

By: Marko Koščak and Tony O`Rourke

Purpose

In the paper we will suggest that in line with global tourism trends, destination managers are more and more likely to design their destination products in a direction where elements of active tourism – such as recreation and education, respect and contemplation, action, exercise and active involvement in company of an expert local friend or an academically competent tour guide - are an important part of their destination offer.

If as one of the potential definitions, Active Tourism is seen as responsible travel to foreign areas requiring both physical and mental participation from the tourist and following the maxims of sustainability, protection of biodiversity and conservation of culture, then the product preparation and management requires a highly professional and sensitive touch by destination stakeholders and managers. It is therefore a responsibility of both visitors and hosts, to take an active role in this process of responsible travel.

Active Tourism is no longer to be viewed as a new travelling philosophy that combines adventure, ecotourism and cultural aspects of a discovery tour. Active Tourism should be low-impact, ecological, socially compatible and of high quality. Active Tourism should aim to combine recreation, education and bring benefits to both the tourist as well to the visited destination. Active Tourism has many aspects in common with ecotourism and nature tourism and it also integrates some activities of action and adventure tourism. Additionally it also includes aspects of cultural tours and academic and scientific expeditions (see more at: [www. active-tourism.org](http://www.active-tourism.org), 2002).

Method – the case studies

In the paper we will present two case studies, which are seen as a formative component of the methodology. The first case study is from the region of SE Slovenia and the second from the Highlands of Scotland. In both cases the role of active

tourism is understood and defined as the "way of visiting", including the attitude of the tourist and the activities that are carried out during the tourist visit.

In the *Slovenian case study*, the concept commenced with the Heritage Trails initiative in the SE of Slovenia. The UK/Slovene Heritage Trail team conducted a 'Tourist Resource Inventorisation & selection', based upon natural, built and living cultural heritage resources in the selected region. Some 150 sites were identified and proposed by the different partners involved in the participation process for the Heritage Trail. From this large number, 28 sites were selected for networking in a trail system for the area. The idea was to develop a tourist product, which was capable of offering opportunities for stays of up to seven days in the region (Koščak, 2012).

Already at a very early stage of HT development, a number of initiatives were taken in order to support and encourage individual and private sectors to become important part of this development. The major idea behind this was to create opportunities for new jobs and economic diversification in rural parts of Dolenjska and Bela krajina, the SE region of Slovenia. With such initiatives and support of HT partnership in providing funding, some 600 individuals took different type of education and training such as meat and milk processing, bakery, bee-keeping, wine production and its marketing, tourist guiding, fruit drying on the traditional way, and many other activities (Koščak, 2002). All these individuals received certificates, which allowed them to open their individual business and on one side satisfy all legislative requirements and on the other side apply for further funding from Rural Development Programmes offered by the fact that Slovenia joined the EU in 2004.

Different local thematic routes, such as wine, fruit, cheese and others were created where local entrepreneurs started to create new tourism products and through the marketing of HT partnership offer them on domestic and international markets. All the above mentioned activities were conducted and implemented by HT partnership institutions, the Chamber of Agriculture (responsible for the organisation of all training and certification based on the national curriculum for supplementary activities) and the Regional Development Agency (offering support and expertise in providing know-how on business plans and other entrepreneurial activities needed for application on tenders of various EU funding).

After this initial stage of certification, which was important in order to assure that business will operate on a legal basis as well as according to new EU regulation and requirements, the next stage of more innovative and robust initiatives took place. Some individuals and even groups of partners decided to develop new products which had traditions back in the past and gave them a fresh and new outlook as required for modern EU tourism markets.

It was the demand side, which was identified by marketing managers of the well-accepted HT and developed some six years after this initial phase. This led to the next stage of the development, where main purpose was to develop products on active tourism.

The thinking was led by the facts that:

- More than 75 % of tourist from foreign markets were seeking active holidays,
- More than 50 % of the reservations were made by internet,
- More tourists wanted to change the destinations every couple of days, etc.

So, we determined that we would require to create a product that would:

- Be used by the individual traveller in the same manner as by a tour operator
- Connect into the actual tourist offer in the region
- Be supported by all new common and used technologies
- Support active holidays
- Be differentiated from other products in the field of active holidays.

This was the reason to inaugurate the EU funded project, "Thematic routes of SE Slovenia", where around 1,500 km of walking cycling, horse-back riding and water routes, were designed which enables visitors to multi-day itineraries either already prepared by regional tour providers or alternatively self-prepared and designed on line by potential visitors themselves. In this case idea was that Active Tourism requires and employs active physical and intellectual participation of the visitor, regardless of the local destination in the region (KOMPAS, 2012).

In the *Scottish case study*, we looked at the issues facing a tourism area that has had a relatively high degree of "active tourism", but within the traditional tourism season – i.e. April to October. This involved walking, white water rafting, canyoning and kayaking. In addition, the area also enjoyed other traditional "non-active" tourism activities given its critical role on a route between the Scottish coast, the large urban centres of Aberdeen, Edinburgh and Glasgow and the mountainous interior. The major issue had been the lack of local tourism businesses engaging in the area Destination Management Organisation (DMO). The DMO had significant success in attracting public and self-funded pump-priming, but as with such funds, once they are spent there may be little local appetite to take on the ongoing funding burden. As a result, the local area DMO had to seek new potentials to expand a tourism structure closely connected to the traditional Scottish tourism April/October season. A subsidiary issue, yet a primary concern for any DMO, was the complexity of the regional tourism and economic planning structure above the immediate local level. In this case study, the DMO is located in 2 local government areas, 2 regional tourism areas, 2 economic development areas and has a Scottish National Park in part of its area.

In the case study we have examined the potential for expanding the critical mass of membership; primarily to finance professional tourism inputs into the DMO structure as well as developing unique autumn and winter tourism pursuits that are based on outdoors and indoors activities. This includes - for example - archaeological and heritage lectures combined with walking field trips as well as developments connected to pilgrimage routes. It is noteworthy, that an area of growing interest was the crossover or interaction between Active Tourism and Eco-Tourism. Often eco-tourism providers will tend to offer a range of products and experiences including those at an active level. For example, in the Scottish case study we have included a benchmark eco-tourism operation, with strong activity content. This is based on a site with ecological and Fair Trade accommodation (tea-room/cafe, farm shop, market garden, hostel, facilitated camping and "rough" camping). The offer includes ecology field trips and trail paths, as well as more strenuous activities such as mountain biking, orienteering, hill running and even horse logging. Of interest in terms of the sustainability content, is that the entire site is focused on rural regeneration, local economic sustainability and ecologically focused actions. Importantly, many of these activities are not wholly weather-dependent and may not necessarily be required to take place during the standard April-October tourism season.

We are suggesting that there are two critical success factors in this case study –

1. engaging the tourism community in building a sustainable tourism product whilst enabling environmental and eco-system controls that ensure that the flow of visitors does not damage a fragile environment
2. promoting a strong level of bottom-up driven community cohesion - underpinning a driving force of self-reliance and self-support

Issues: the role and concept of Ecotourism interacting with Active Tourism

If we see Active Tourism as responsible travel requiring both physical and mental participation from the tourist and following the maxims of sustainability, protection of biodiversity and conservation of culture, then Eco-Tourism may be seen as aligning with those stated maxims. Indeed the International Eco-Tourism Society defines eco-tourism as "responsible travel that conserves the environment and improves the well-being of local people" (see more at: <http://www.ecotourism.org/ties-overview>). From our perspective we see some important "cross-over factors" between eco-tourism and Active Tourism. As an example we would suggest that this particular market segment is potentially attractive to two lifestyle components of the extended, year-round-tourism market:

- the "silver tourist" (aged 60+)
- the "backpacker tourist" (aged 16-25)

Whilst their inputs into to active eco-tourism will generally be located at different ends of the physical and risk activity scales, they tend to share a common interest in the total tourism environment (nature, people, culture, heritage) as well as the common need to engage in a meaningful experience. Such tourists are also discerning about the qualities and scale of sustainability impact. Another important area is that Eco-tourism and Active Tourism show tendencies of developing in tourist location that have previously been poorly developed or are distant from mass tourism locations. In many ways, underdeveloped capacity and peripherally may considered as positive advantages in shaping tourism markets that are environmentally sustainable and sensitive to capacity controls.

Challenges for active tourism

We would suggest that there are three critical challenges for Active Tourism when operated at a local level within concurrent support at a regional and national/EU level. These challenges are:

- *Low financial capacity* - local Active Tourism providers will tend to be micro/small enterprises which do not have immediate and medium/long term access to funding for both ongoing cash-flow and business development
- *Low promotional capacity* - again given the size of these enterprises, unless they are able to combine at either a local or sectoral level, they lack the capacity to promote themselves at the necessary marketing level to attract new business
- *Low management capacity* - Active Tourism enterprises inevitably require "active engagement" by the owners, whether leading walking/cycling tours, white water rafting etc. Such engagement mitigates very strongly against their ability to provide strong management capacity at a strategic, financial accounting and human resources level

Necessarily our fundamental question should be "How may such challenges be addressed?" In the paper, we will suggest that the value of strongly organised, professionally competent and dynamic local Destination Management Organisations should not be overstated or overvalued. There is ample evidence not only from tourism, but from other sectors of small business activity, that entrepreneurs combining for mutual and collective benefit may achieve a great synergistically driven result than the sum of all individual entrepreneurs.

Potencial conclusions - outcomes and concepts

In both case studies, Active Tourism occurs and combines both natural areas as well as rural & urban areas - such as rural market towns, villages and smaller cities. The product is designed in the way of "slow travel"; it offers interesting cultural experiences and close human interaction between guests and hosts, despite the fact that visitors may speak another language. This is an essential part of what the tourist

seeks to achieve, in terms of the nature of experiences offered by these two regions. The almost intact nature, the local architecture, archaeological ruins, both rural and urban features and civilization products may all be objects of visiting in Active Tourism markets - be it domestic or international. Furthermore, to discover the diverse results of human creativity as living culture elements - local traditions, language, music, dancing or cooking – may be the most interesting ingredients of the Active Tourism experience in these two contrasting regions within both Slovenia and Scotland. The idea of the products offered is that visitors not only go to visit a natural and beautiful site, but they practise exercise, activate their body energy and enrich their mind. This means that body and mind are in harmony with nature and at the same time connected to human civilization. As visitors wander through the untouched forest, they should listen to the local guides who will inform them of the most interesting facts about animal and plant species, about the ecosystem, about conservation issues and explain local history and legends.

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EXTENDED ABSTRACT 2

VALUES AND THEIR ROLE IN ECO-FRIENDLY AND ACTIVE VACATION

By: Katja Kokot

The environment is an indispensable asset to active and adventure tourism as it is often regarded as one of the most important pull factors, contributing to the attractiveness of a tourist destination. Nature-based tourism destinations in particular strive that their green and healthy settings incite tourists to adopt pro-environmental behaviours at sites. Understanding pro-environmental behaviour and its predictors is therefore crucial as it contributes to the successful pro-environmental behaviour management. The growing interest of tourism industry is to find ways to be more proactive in engaging and encouraging tourists in their pro-environmental activities. The purpose of this study is to investigate how different value orientations influence ecological behaviour of tourists at destination.

Musek (1993) defines values as value categories that we strive towards and that present certain goals and ideals to us. We can consider them as generalised and relatively permanent conceptualizations of goals and occurrences, that we highly appreciate and that are guiding our interests and behaviour. Schwartz (1992) defined values as "desirable transsituational goals varying in importance, which serve as a guiding principle in the life of a person or other social entity". Allport and two colleagues developed an objective self-report assessment test called the Study of Values (Allport, Vernon, & Lindzey, 1960).

Allport believed that everyone possesses some degree of each type of value but one or two will be dominant in the personality. The categories of values are as follows:

1. Theoretical values are concerned with the discovery of truth and are characterized by an empirical, intellectual, and rational approach to life.
2. Economic values are concerned with the useful and practical.
3. Aesthetic values relate to artistic experiences and to form, harmony, and grace.
4. Social values reflect human relationships, altruism, and philanthropy.
5. Political values deal with personal power, influence, and prestige in all endeavors, not just in political activities.
6. Religious values are concerned with the mystical and with understanding the universe as a whole.

Hines et al. (1987) developed a model of environmentally responsible behaviour, that involves cognitive knowledge and cognitive skills as important determinants for environmental behaviour. They identified factors as: intention for action, preliminary knowledge of a problem and a wish of acting, that influence actual ecological behaviour of individuals the most. A more extensive model of environmentally responsible behaviour was suggested by Kollmuss and Agyemang (2002). They identified demographic, external and internal factors that form environmental responsible behaviour. External factors are institutional, economic, social and cultural. Internal factors are motivation, environmental awareness, attention, values, opinions, emotions, responsibilities and priorities. Stern (2000) explains that with his behaviour the individual influences the quality of life of all living creatures, therefore environmentally friendly behaviour is necessary for present and future generations.

In environmental literature values are divided into three basic value orientations: egoistic, altruistic and biospheric (Stern & Dietz, 1994). An individual tries to gain extremely larger advantage for himself with egoistic value orientations, his decisions are based on assessment of his own costs and advantages. This value orientation is being reflected in values such as strength and wealth. Altruistic value orientation is reflected in care for welfare of all people, presenting social justice, peace and equality. Concern for the inhuman living creatures, ecosystems and biosphere derive from biospheric value orientation, such as environmental conservation and respect for our planet. People with strong egoistic value orientation will analyse costs and advantages of environmental behaviour especially for themselves. If benefits are higher from the calculated costs, they will act environmentally friendly. Humans governed by strong altruistic values will decide also based on cost analysis, however they will apply it in relation to other humans' advantages. And people with predominately biospheric values will mostly decide through a cost-benefit analysis for the ecosystem and the biosphere as a whole. All people have all three types of values present, but the dominant ones are those which decide how the individual will behave (De Groot & Steg, 2007).

In the field of value evaluation in relation to environmentally friendly behaviour, researchers mostly derived from Schwartz's theory of values (1994). Schwartz's theory suggests that the different motivational types of values are organized into a dynamic structure of compatibilities and conflicts, based on the psychological and social consequences experienced when a person seeks to pursue them simultaneously. Theory defines two basic dimensions and their higher order value types in term of the available values: (i) Self-Transcendence (Benevolence and Universalism) versus Self-Enhancement (Achievement and Power); (ii) Openness to Change (including Self-Direction and Stimulation) versus Conservation (Security, Conformity, Tradition). Hedonism has elements of both Openness to Change and Self-Enhancement. Biospheric values that focus on the environment and nature are in Schwartz's theory supported only to a lesser degree, which makes it more difficult to distinguish a biospheric value orientation from altruistic values (De Groot & Steg,

2008; Steg & de Groot, 2012). J. de Groot and L. Steg (2008) formed new measuring scale with larger number of items about significance of environmental values and succeeded to distinguish biospheric values from altruistic. They more effectively predict environmental beliefs, attitudes and environmentally friendly behaviour as altruistic values. The aforementioned instrument, which measures the expression of three value orientations (egoistic, altruistic and biosphere) on the 9-point scale in 13 items, was later supplemented by L. Steg et al. with three items on hedonistic values and found that hedonistic value orientation is more important predictor of environment unfriendly behaviour as an egoistic value orientation (Steg et al., 2014). Research so far shows that individuals who greatly emphasize values from which they do not benefit, such as altruistic or biospheric values, are more environmentally friendly (Steg & Gifford, 2008). Both value orientations reflect the concern for others. In the case when there are conflicts between biospheric and altruistic values, biospheric ones have a greater influence on environmentally friendly behaviour (De Groot & Steg, 2007).

Environmental or ecological awareness represents a responsible attitude of the individual to his or her living environment; perceiving and recognizing the effects of humans on the environment. It is based on knowledge and the desire to maintain the original natural function of the ecosystem (Hłuszyk, 1998). The main purpose of traveling eco-conscious tourists is learning about nature and culture at a particular destination. They are always informed about the nature and culture of the places where they are going. In the natural environment, they merely observe animals and do not encroach on their habitat, while maintaining nature reserves through the purchase of tickets. Eco-tourists are already ecologically aware in their home environment, which is reflected in the waste recycling and purchase of organic products. They are also focused on eco-friendly tourism providers with various certifications as a prove that they are trustworthy. They do not buy products that are made from endangered animal or plant species. When choosing souvenirs, they are wary of where and how they are made. Thus, they can support the social justice of work and lessen the environmental damage caused by the production of things through their purchase. They prefer to shop at local shops and eat in local restaurants where locally produced foods are served (Packer & Ballantyne, 2013).

To answer the research question on how different groups of values influence ecological behaviour of tourists on vacation we conducted an online survey (N=65). We set the following hypotheses: hypothesis 1: Tourists with dominant biospheric values act the most pro-environmentally; hypothesis 2: Tourists with dominant egoistic values behave the least pro-environmentally.

Results were somewhat surprising, as according to all existing research we expected that tourists with predominant biospheric values would be the most inclined to pro-environmental behavior. However, the results indicated that the most environment friendly (mean=3.51) are tourists with the most expressed altruistic values; then

there are those with prevailing biospheric values who still act in a very environment friendly way (mean=3.39). It should be therefore noted that this dominance is not so obvious, as both altruistic and biospheric values are quite powerful predictors of pro-environmental behaviours at destinations. Perhaps it is not so unusual that tourists with dominant altruistic values nonetheless landed first in terms of their ecological behaviour at destination. Research has already proved that individuals who greatly emphasize the values that do not bring them any advantages are more environmentally friendly (Steg and Gifford, 2008). Both value orientations (altruistic and biospheric) are reflecting the concern and care for others. Equally, pro-environmental behaviour is linked to high social and environmental benefits, which is also perceived as morally appropriate; empirical research suggests that this behaviour is a function of moral norms or thoughts and the supremacy of altruistic or biospheric values (Schultz et al., 2005). As we expected, tourists with egoistic/material value orientation act at least ecologically (mean=2.85) and the difference in comparison to other groups is quite obvious. Therefore, we can confirm the theory put forward by De Groot and Steg (2007) that egoistic people behave the least environmentally friendly because they evaluate environmental protection costs as higher than their personal benefits from such behaviour. However, as our results suggest, even egoistic people behave fairly pro-environmentally, as the arithmetic mean of 2.85 is not very low (scale 1-5).

It must be noted that the level of ecological behaviour for both the biospheric and altruistic value orientations is almost equal. The differences in average means for majority of specific items of pro-environmental behaviour are negligibly small, for example for items »Buy locally produced food« and »I decline frequent change of towels and bedding«. On the other hand, we can see that the level of pro-environmental behaviour is in all items obviously lower for ego-oriented people in comparison to tourists with other dominant values. In conclusion we then rejected our first hypothesis that tourists with dominant biospheric values act the most pro-environmentally, as it turned out individuals who behave most ecologically are the ones with prevailing altruistic values. However, we can retain the second hypothesis that the presence of pro-environmental behaviour was the lowest among tourists with dominant egoistic/material values.

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EXTENDED ABSTRACT 3

WORLD`S MOST FAMOUS CAVE AND ITS DRAGONS WELCOME ALL TOURISTS

By: Jasna Potočnik Topler and Larisa Žibert

This article is focused on the Postojna cave as the accessible attraction and a sightseeing place suitable also for physically impaired tourists. Research articles argue that despite the rapidly increasing number of visitors with disabilities, the tourism industry has paid little attention to the distinctive needs and preferences of these tourists (Lyu, 2017). In the introductory part of the paper, the Postojna cave, which is one of the most significant and most popular Slovenian tourist attractions, is presented, followed by the short introduction of the accessible tourism demands and the solutions to these demands offered by the company operating the Postojna cave. In the classic Slovenian Karst area near the Postojna town lies a unique natural monument – the Postojna cave, which is known as one of the greatest among many of Slovenia`s cave systems. This particular cave is also Slovenia`s most famous tourist attraction and one of 22 Slovenian caves that are open to tourists. A system of the Postojna cave 24 kilometers long underground passage was created throughout thousands of years by the river Pivka, although the very beginning of the Karst surface transformation we know today dates back 3 million years. A typical element of Karst is limestone and its presence in the rocks enabled the growth of magnificent formations in the underground passages of the Postojna cave, such as the stalactites, stalagmites, curtains, pearls and many other dripstone forms. For its richness in formations and size, the Postojna cave is known as the queen of Karst caves (Kranjc et al., 2007). Thousands of dripstones or flowstones that might reach amazing heights even though it takes them 10 years to grow just 1 millimetre are not alone in the complete darkness of the Postojna cave. Far from the sunlight the depths of the Postojna cave are home to amazing cave animals, organisms that have completely adjusted to living in the darkness. The Postojna cave is also famous for its incredible biotic diversity as a high amount of cave-dwelling animal species have been found in it. It is also famous as the cradle of speleobiology - because the discovery and exploration of life in the underground started just here. The most famous inhabitant of the Karst underground is most definitely the olm, which is also the largest cave animal in the world even though it only reaches up to 30 centimetres in length (Čuk, 2008). Recently, the olm caused quite a lot of excitement and became a phenomenon that even attracted the attention of world famous media, such as the UK`s BBC and the New York Times. In 2016, the olm laid eggs that later successfully developed and the news about the event went viral. It was declared a »biological miracle« due to the fact that the successful reproduction of the olm in the captivity

has never been witnessed before and it happened right in the heart of the Postojna cave, where they carefully observed, monitored and documented every phase of the Olm`s development. »Baby dragons«, they named the offspring of the Olm, and strangely, the creature`s resemblance to a dragon is quite accurate (Webb, 2016). These events unfolding in 2016 actually contributed positively to the enhanced recognition of Slovenia and the Postojna cave, not to mention the Olm itself.

The long tradition of organizing guided tours and events inside the Postojna cave started back in the year 1819, only a year after the cave was discovered by a local resident. Nowadays, the Postojna cave is known as the most famous tourist cave in the world. It accumulated more than 37 millions of visitors over the course of almost 200 years since the beginning of its cave tourism. The 37 millionth tourist stepped into the cave in the summer of 2016. At the Postojna Cave Park they offer standard guided tours of the cave underground in four languages and audio-guided tours in 15 different languages. Visitors are at all times accompanied into the cave by friendly guides that provide an explanation and point out the most remarkable sights during the tour. A special attraction is the underground train that picks up the visitors at the beginning of the tour, delivers them in the centre of the cave, and drops them off at the end of the tour. Tourists do part of the tour on foot to be able to observe the most beautiful parts of the cave more closely. Altogether visitors observe roughly 5 kilometres of the cave in an hour and a half. The Postojna Cave Park is a large complex that offers other experiences apart from the cave itself. Visitors can choose to see the Vivarium – a ZOO exhibiting small cave animals that can be hardly spotted in their natural environment because of their size. The Vivarium is located in a side passage of the Postojna cave so that its visit takes place in the underground still. Another product and a recent addition to the offer of the Park is the EXPO – an exhibition explaining the formation of the caves and Karst area along with a butterflies exhibit. There are some other objects in the area such as the Jamski dvorec Mansion, the Modrijan homestead, food and beverage facilities, and a variety of souvenir shops – one is even located deep in the cave. The tourists even have an option to leave their pets in secured dog kennels during the visit of the cave. In the summer of 2016 a newly renovated four-star hotel Jama started operating in the immediate proximity of the cave entrance. It offers 80 rooms with a private bathroom, 2 restaurants and congress halls that can satisfy the need of business guests as well. With the renovated hotel back in business, the offer of the Postojna Cave Park is upgraded to please even the most demanding visitors. Visitors of the Postojna Cave Park can enjoy a relaxing walk along beautifully maintained walking paths by the Pivka river and bask at the glorious sight of the Nanos plateau rising above the horizon. Sufficient parking spots are also provided for personal vehicles, campers and buses. Other exciting sights await the tourists not far from the main Postojna cave complex. Visitors are invited to also see the Pivka cave, Black cave and the famous 700 years old Predjama castle that is carved in the rock. At the castle they offer a tour of the interior, but for the more adventurous types a visit to the cave hiding underneath the castle is a must do.

At the Postojna cave they aim to provide the best experience of this natural sight for everybody, including the disabled. Wheelchair users are welcome to visit the cave and get a discount for the ticket, for which they only have to pay a symbolic amount of money, that is 1 Euro. It is also recommended for them to come with a personal assistant because the employees might not always be able to provide help with lifting and pushing wheelchairs due to large numbers of visitors of the cave, and the personal assistants accompanying the disabled have a free entrance to the cave. Accessibility is provided fully straight to the entrance of the cave, although taking the actual tour of the cave has its limits. Disabled visitors cannot board the train while on a wheelchair because of the protective railing on the train car. That is where assistance with lifting and sitting the disabled on the train is needed. In this case the visitor sees only part of the cave and skips the tour on foot. The wheelchair waits for the user to return from the train tour. If the user comes with a foldable wheelchair, it can be put on and off the train easily, allowing the disabled to see the whole tour of the cave, assuming he has a personal assistant or one of the staff helping to push them through the cave terrain, which can be hilly and hard to overcome. Same applies to visitors bringing their children to visit the cave with strollers. For this purpose, the path leading all through the cave has been designed to be without any steps and is suitable for pushing wheelchairs or strollers from the start to the finish. The complex of the Postojna Cave Park is otherwise designed to be wheelchair user friendly as all other needed facilities are fully accessible, such as the toilets, parking spots, restaurants, shops, EXPO, and the hotel. To ensure better organization a previous notice is desired in case a bigger group of disabled should come to visit the Postojna cave. Apart from that there is always the possibility to organize a private tour, meaning the group gets its own personal guide and is provided a separate train (Postojnska jama, 2016).

Nature has been generous in gifting Slovenia with the wonderful Postojna cave and therefore, it is significant to provide proper accessibility and thus allow everybody to see this world famous tourist attraction and home of the »dragons«. Tourism industry in general will need to pay more attention to travel demands of people with disabilities as almost ten percent of the world`s population is either physically or cognitively impaired. Elderly population, especially in well developed countries, is increasing due to medical advances and represents a big percentage of people with disabilities. These numbers are expected to grow in the future and will need to be approached appropriately (Lyu, 2017).

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EXTENDED ABSTRACT 4

THE ACTIVE TOURISM POTENTIAL BASED ON LOCAL WATERS IN THE MUNICIPALITY OF BREŽICE

By: Maja Rosi and Jasna Potočnik Topler

Nowadays, tourism is more than lying on the beach, staying in a hotel, swimming in the spa, relaxing and eating dinners in the restaurants at a tourist destination. Tourists are increasingly eager for adventures and spending their holidays actively, such as hiking, doing water sports, adrenaline activities, etc. World trends show that active tourism is in the ascent and an increasingly popular form of tourism, even in Slovenia, which may still underuse its potential for the development of this type of tourism. In our paper we will focus on the water-based tourist offer, especially based on local waters in the Municipality of Brežice, which as a natural feature besides thermal tourism represents a great potential for the development of active tourism. By analyzing the existing tourist offer in the Municipality of Brežice based on the natural characteristics of local waters, the study of good examples from abroad and interviews among citizens of Municipality of Brežice, our goal is to determine the potential of local waters for shaping the tourist offer of active tourism and examine whether this potential is already used and to what extent.

There are many definitions of active tourism. A lot of them connect active tourism to leisure time activities, but Michalkó et al. (2011) argue that this form of tourism is more intensive and more active than the traditional tourists' activities. According to Active Tourism Organization (2002) "active tourism is a special way of spending vacation and is a new travelling philosophy that combines adventure, ecotourism and cultural aspects of a discovery tour." Travel Industry Dictionary (n. d.) upgraded this definition adding that active tourism has also an "... emphasis on low-impact and sustainable tourism and the use of local guides." Michalkó et al. (2011) summarize definition of active tourism as "...a form of tourism where the motivation of the travel by the tourist is the pursuing of some leisure or sport activity requiring physical efforts" (Magyar Turizmus's Rt., 2003).

Active tourism is related to active people, who like actively exploring new places and love to combine (Active Tourism Organization, 2002): (1) Recreation that provides pleasure, relaxation and distraction from daily working routine; (2) Education that through process of learning, meeting new people, new culture, foreign language etc. broadens people horizons; (3) Benefit: Active tourism has many positive sides, since it brings benefits to the destination itself and also tourists (Word Press, n. d.): (a) it promotes development of visited destination, (b) has a low impact on nature, (c) is

ecologically and socially sustainable, (d) it contributes to economy of visited land, (e) offers jobs to local people and (f) protects biodiversity and nature.

Due to the fact that there is a lot of time confusion in interpretation of active tourism, which some equate to adventure tourism, hereinafter we summarize definition of adventure tourism. Adventure tourism is an important part of active tourism and is rising in prominence. For example, between 2009 and 2012 adventure tourism had an estimated growth of 65 % (TDI, 2016). Similar to definition of active tourism, adventure tourism also includes some elements, which define this kind of tourism. According to definition of Adventure Travel Trade Association (ATTA) (UNWTO, 2014), adventure tourism is " /.../ a trip that includes at least two of the following three elements: physical activity, natural environment, and cultural immersion." Because of these three elements that are correlated to healthy-physical activities, an appreciation for the fragility of places and cultural exchange with different people, adventure tourism is gaining favor (ATTA, 2011), also in Slovenia that is listed at 6th place among developing countries for adventure tourism potential in 2016 (according to ATTA and The George Washington University, which are on yearly basis evaluating adventure tourism potential in developed and developing countries (ATDI, 2016)).

Adventure tourism combines two of three main elements – physical activity with nature and/or cultural learning, which can be defined as soft adventure or hard adventure. Identifying an adventure trip as soft or hard adventure depends on its primary activity. Soft adventure is more common, since is prompting many tourist market stakeholders to develop family-friendly itineraries that combine excitement and adventure with comfort and security and is related to adventure tourism activities for (usually) beginners as a part of a vacation. Hard adventure is listed to adventure tourism activities for advanced adventure travelers and present the main activity on their vacation (Beard et. al, 2012; CBI, 2016; Luxury Media, 2015; UNWTO, 2014). Example of soft adventure tourism are: water tourism (kayaking, sea, whitewater activities, rafting, fishing, canoeing), hiking in nature, camping, cycling tourism, birdwatching, eco-tourism etc.

In correlation to active tourism, adventure tourism and action and sport tourism (that has become one of the hottest businesses in sports, especially active sport is water-based tourism that is related to soft adventure tourism activities and therefore also with active tourism (Tomik, Kosmala, & Ardenska, 2017; Bánhidi, Šimonek, & Dobay, 2014). Nowadays, there is a rise of niche tourism that are related to sport, leisure, recreation and include adventure tourism, sport tourism, recreational tourism, event tourism, national park tourism "sun, sea, and sand" tourism, marine tourism ... and lot of them offer variety of water-based experiences (Jennings, 2007). Water has long been associated with restoratives qualities and medicinal benefit for balancing ardor of work, life in the city etc. and in last decades' water-based experiences are gaining their popularity in different forms: sport, leisure recreation and tourism. Water-based tourism is defined as "/.../ any touristic activity undertaken in or in relation to water

resources, such as lakes, dams, canals, creeks, streams, rivers, waterways, seas, oceans ..." (ibid.). This water resources represent a picturesque and attractive places with natural potential and wide applicability for sports recreational and other leisure activities.

Global Report on Adventure Tourism by UNWTO (2014) listed Slovenia as an example of a destination incorporating adventure into brand identity, together with examples from Norway, Greenland and New Zealand – destinations that gear their taglines and messaging to appeal to adventure traveller: (1) Slovenia: beckons with hiking, mountains and caves in its "I Feel Slovenia" campaign; (2) Norway: capitalizes on its towering fjords and glaciers with the slogan "Powered by Nature"; (3) Greenland: emphasizes its ruggedness with "Green-land, Be a Pioneer" and (4) New Zealand: touts its culture, mountains, wildlife and hiking with "100% Pure New Zealand.

Brand I Feel Slovenia is a good example of promoting different types of tourism activities, from leisure, sport tourism, spa, adventure tourism, water-based tourism etc. Last one, is our main research interest and will be further on analysed in relation to example of the Municipality of Brežice.

Slovenia is rich in natural water resources and offers many water-based activities, vacation by thermal spas, rivers, lakes or at the seaside, and of course, the development of tourism. Natural values associated with water-related tourism in Slovenia are related to surface and underground karst phenomena, underground caves, gorges, glaciers, waterfalls, springs, lakes, seas, streams and rivers with shores, water-connected living spaces, ecosystems and other landscaped. Many events are related to water, and events on and around the water. Unfortunately, the Strategy of Slovenian tourism only partly examines the integrity of waters and their contribution to the tourism and ignores the situation and development possibilities in this area (MOP, 2017).

The Municipality of Brežice is a well known tourism destination, especially famous for the Terme Čatež Spa, popular for healing effects of thermal water. In the last year the Municipality of Brežice is ranked among the first five municipalities in Slovenia according to the number of overnight stays and arrivals. The municipality is rich in diverse natural and cultural sights, ethnological features and entertainment events, although the Terme Čatež Spa has monopoly share. According to Tourism Strategy of the Municipality of Brežice 2017-2021 (2017), the Terme Čatež Spa creates 99 % of all tourism arrivals, overnight stays and incomes from tourism in the Municipality of Brežice and provides tourist visibility, and thus accelerates the tourist pulse in Brežice (Tourism Strategy of the Municipality of Brežice 2017 - 2021, 2017).

Water-based tourism is more than just thermal water and the Municipality of Brežice, with many water-based resources (as identified in our research) like the confluence of Sava and Krka (slo. sotočje Save in Krke), the hydro powerplant lake Brežice, raft

in Mostec (slo. Brod na Mostecu), Jovsi Nature Park (slo. Naravni park Jovsi), the source of Gabernica above the Duplo Cave (slo. izvir Gabernice nad jamo Duplo), can build its visibility, enhance its brand and upgrade the (existing) offer on numerous local waters, as it can be found in other parts of Slovenia (for example: stand-up paddle-boarding on the river Drava, boating and rafting on the river Mura, fishing on the river Soča) and foreign countries (for example Colorado River rafting, US, the Tara River canyoning, BIH). All these examples have all the crucial elements for active tourism, since they involve recreation, education and benefits possibilities. Some of these elements are already included in the current tourism offer by some of the providers, but not comprehensively enough which is essential for the active tourism products.

For the purpose of our paper, we have carried out interviews with 23 local people from the Municipality of Brežice, aged from 18 to 53 years. We asked them what is their opinion about water-based tourism in the Municipality of Brežice and its (un)used potential. They were also asked to give their opinion about the possibilities for improvement of tourism offer of water-based activities in Brežice. Findings reveal that the Municipality of Brežice only partially exploits local water (especially rivers) for the purpose of active tourism; there are still many untapped potentials. According to the interviewees, a more focused approach (regulation of the bypass and water sphere) is needed, which will enable the prospects for progress in this field of tourism. Therefore, the solution is seen primarily in the establishment of water-based activities (such as stand up paddling, kayaking, small boat/kayak rental, fishing) and arrangement of river quays for walks, nature and water observation etc., with emphasis on all stakeholder collaboration for designing attractive new tourist packages related to local waters of the Municipality of Brežice.

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EXTENDED ABSTRACT 5

BIKE SHARING IN TOURISM FROM SOCIAL RESPONSIBILITY PERSPECTIVE: CASE OF INNOVATIVE APPROACH IN PODČETRTEK

By: Sonja Mlaker Kač and Irena Gorenak

The bike-share systems concept has existed since 1950s (Larsen, 2013), but the interest in using it is growing rapidly in last decade all over the world. It is in most cases the most suitable, economical, flexible, carbon free, easy and alternative transport way.

"A typical bike-sharing system includes a communal stock of sturdy, low- maintenance bikes distributed over a network of parking stations" (Kabra, Belavina & Girotra, 2015). The adoption of bicycles by consumers remains most low. According to researches (Kabra, Belavina & Girotra, 2015) mostly disadvantages of using bikes for transfer can be gathered in following points: lack of safe parking spaces for bikes, vandalism and theft of bikes, inconvenience and cost of owning and maintaining bikes.

A typical bike sharing system includes (Kabra, Belavina & Girotra, 2015): (1) a communal stock of sturdy, (2) low maintenance bikes distributed over (3) a network of parking stations. Commuters should usually register and pay security deposite and then can "check out" any available bike from a station and at the end can return the bike to any station in the network. Usually a short distances or time limitations are for free (Sayer & Riley, 204; Kabra, Belavina & Girotra, 2015).

Bike sharing systems can be researched from accessibility, availability and service level, facility locations, demand estimation etc. point of view. For our research the social responsibility in connection to tourism in small destination is central.

Social responsibility consists from economic, legal, ethical and philanthropic responsibilities (Carroll, 1991). The most important for our research are economic and ethical responsibilities. Economic responsibility in bike sharing system is important in terms of "resource distribution systems in which individuals may provide and obtain temporary access to resources, either free or fo a fee" ((Arnould & Alexanders, 2016). Ethical responsibility in bike sharing is mostly connected to the sustainability. Both of these responsibilities are very deeply connected to the notion of collaborative consumption and sharing economy and all these concepts together

with positive effects of sustainability of bike sharing will be presented in article in details.

As already mentioned, bike sharing concept is not new, and we can claim the same for bicycle tourism, which has existed from 19th century but remained niche tourism until last decade. Current trends indicate a significant market potential for holiday cycling (Lamont, 2009; Kaplan, Manca, Sick Nielson & Prato, 2015). It is also describes as one of the new hot trends in which enables users to pick up a bike at one docking station and ride it over a short distance to another station (Sayer & Riley, 2014).

Holiday cycling (unlike cycling holiday, where cycling is the main purpose of holidays) means occasional use of the bicycles as an alternative source of transportation for exploring a destination. Holiday cycling is widely accessible because many destinations are investing in bike paths and bike sharing systems (Downward & Lumsdon, 2001; Kaplan, Manca, Sick Nielson & Prato, 2015).

Behavioural factors that influence bike sharing use for recreational cycling are very important not only in major tourist destinations but also in small ones. Bike sharing systems from tourism point of view provide the possibility to use a healthy, enjoyable and inexpensive door-to-door transport mode at holiday destinations which has also many physical and mental health benefits (Tescke, Reynolds, Ries, Gouge & Winters, 2012; Kaplan, Manca, Sick Nielson & Prato, 2015).

Recent study (Kaplan, Manca, Sick Nielson & Prato, 2015) has shown that bike-sharing is highly attractive for potential tourists as part of their short (usually one week) holiday and tourist destinations could benefit from bike-sharing systems as an integral part of the touristic experience and could use bike sharing experience as their branding strategy. Furthermore, benefits described by tourists are related to physical activity on holidays, having an environmentally friendly holidays and saving money and time, especially for short distances.

The best known tourist friendly bike sharing systems across the world are usually connected to huge capital cities, like Hnagzhou in china, Velib in Paris in France, Boris Bikes in London, Verturilo in Warsaw in Brussels in Belgium, Tel Aviv Israel and Bixi in Montreal in Canada (Mikel, 2015). The studies in last five years have shown that bike tourism is gaining and generates several billions in economic impacts annually. So, more cities, regions and states charted bike tourism's impact (Sayer & Riley, 2014). In most cases we can see that these are huge cities, where bike sharing system includes mostly thousands of bikes in more hundreds bike sharing stations. In Slovenia several different bike sharing systems could be found. One of the first was such bike sharing systems "BicikelJ" established in 2011 for better town mobility in Ljubljana. This is one of the most successful cases in Slovenia, with more than 300 bikes, 36 bike stations and 700.000 rents per year. Piran has also such small system,

but bike have to bit returned on the same station where they were rented, other costal turist destinations are thinking in including it into offer, but the system of bike sharing is not fulfilled yet. Velenje has 13 stations and 61 bicycles. Murska Sobota and Ptuj have also such small bike sharing systems (Š. Š., 2017).

Small tourist destinations do not have such systems in Slovenia yet, they more or less offer different "rent a bikes", but not bike sharing system.

In our article qualitative research is used. We research and describe all important points that could be included in bike sharing system in Podčetrtek region. We will present strengths, weaknesses, opportunities and threats of bike sharing system in Podčetrtek.

The research include all important tourist destinations of Podčetrtek and the efficiency of bike sharing system and network in before mentioned destination.

It is well known, that "a large part of the area of Obsotelje and Kozjansko can be explored by bicycle. Here are many bike routes suitable for Mountain and road cycling. Some bike routes also follow the pilgrim paths of St. Emma, Slomšek and St. Mary "(Turizem Podčetrtek, Bistrica ob Sotli in Kozje GIZ, 2017b). Inside that cycling area there are some tourist attractions that would (according to the position and attractiveness) be suitable for bike sharing system. We will present them into detail.

One of the biggest and most important ones are Wellness Orhidelia, Wellness center Termalija, Thermal park Aqualuna and Aquajungle. (Turizem Podčetrtek, Bistrica ob Sotli in Kozje GIZ, 2017a).

Furthermore, one of the very popular touristic sightseeing is Olimje minorite Monastery (stated 4.5 km from Terme Olimia in the midst of green lawns, orchards, gardens and fields, under the mountain Rudnica), where Church of Mary's Assumption, Old Pharmacy, herbal remedies shop and Garden of healing plants and Betanija are stated. Chocolatier Olimje (with homemade chocolate products) can be find right next to monastery. The destination is also attractive because it is a part of Olimje village, which was nominated and titled for the most beautiful village in Europe« (Turizem Podčetrtek, Bistrica ob Sotli in Kozje GIZ, 2017c).

Podčetrtek is also family friendly and offers many additional activities for children and families. One of them is Land of Fairy tales and Fantasy (located 6 km from Terme Olimia in the direction of Olimje, above the monastery, approximately 1 km into the forest), where the logo is »nature is the best teacher« and visitors can meet the Slovenian and international fairytale heroes such as Kekec, Bedanec, Martin Krpan, Snow White, Pipi Longstocking, witches and wizards (Turizem Podčetrtek, Bistrica ob Sotli in Kozje GIZ, 2017d).

Museum of farm equipment is also one of attractions in Podčetrtek (placed 1 kilometre from Terme Olimia in the centre of Podčetrtek), where country life in the past, including some exceptionally old and valuable pieces, is presented (Turizem Podčetrtek, Bistrica ob Sotli in Kozje GIZ, 2017e).

A golf is located in the beautiful Olimje valley, 4,5 kilometres from Terme Olimia. "The Amon family estate boasts a golf course with 9 holes and a driving range. A walk between sand and water hazards in the unspoilt nature can be a real challenge for a golfer. Due to shorter distances the court may be less difficult, but at the same time it requires extreme precision to achieve top results because of the specific location. Golf course in Olimje combines recreation, competition, relaxation and pleasure" (Turizem Podčetrtek, Bistrica ob Sotli in Kozje GIZ, 2017f).

On the way to A golf, only a few metres above the Olimje monastery, deer farm Jelenov greben is placed (4,5 kilometres from terme Olimia). A hundred deer and mouflons move freely across the 8 hectares estate. Animals are friendly and you can feed them with corn (Turizem Podčetrtek, Bistrica ob Sotli in Kozje GIZ, 2017g).

As already mentioned, SWOT analysis will be made. Some strengths, weaknesses, opportunities and threats of bike sharing system in small touristic destination are presented here. The detailed analysis which will include all specifics of Podčetrtek and all aspects of social responsibility (with emphasis on economic and ethical responsibilities), sustainability, economy sharing and collaborative consumption will follow in the article.

Strengths of bike sharing systems in tourism are for sure all perspectives of social responsibility, which means environmental friendly, good for health, minimizes carbon content in atmosphere and help in promoting healthy and active way of spending free time. One of the biggest strengths in our case of Podčetrtek that the infrastructure is well developed (only dock stations should bikes should be added additionally). The distances and bike network is built in such way that all important tourist attractions could be included in bike sharing system, which means a big advantage for the destination and of course for tourist who want to spent their time actively and healthy. Strengths could be found especially in economic parts of responsibility (small fee or even no fee for using a healthy and sustainable way of transport) and ethical parts of responsibility (again from sustainable point of view). Weaknesses are at the moment for sure, that Podčetrtek should invest in stations and bikes and also adequate information systems that could support bike sharing in tourists' friendly way.

One of the biggest opportunities for Podčetrtek is to become the modern, society and environment friendly tourist destination, where bike sharing represents the added value for all stakeholders: tourists, domestic people, untouched nature and several local farmhouses and micro eco destinations which could be more accessible through

bike sharing systems. Another opportunity is also promoting physical activity within the community, leading to improvement of overall health in community. Podčetrtek has a good opportunity to offer people to overcome short distances in their touristic destination (the distances between one and another part are from 1 to 6 kilometers) in social responsible way. Threats are in general in bike sharing system connected to thefts and vandalism. The threats are also in establishment of the whole system and establishment of information system in Podčetrtek and financing the start of the whole bike sharing system.

The SWAT analysis will be presented in the article more in details. So, to conclude, bike sharing system is very interesting concept and his use is growing rapidly in last years. The concept is extremely interesting also for micro well developed tourist destinations like Podčetrtek is. The strengths are mostly connected to economic and ethical social responsibilities. But also sustainable and health improving perspectives should be taken into consideration.

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EXTENDED ABSTRACT 6

CONTRIBUTION OF VISUAL MESSAGES IN SOCIAL NETWORKS TO PROMOTE ACTIVE TOURISM

By: Filip Cvitić and Mario Plenković

The aim of this paper is to determine the impact of researched parameters on the attractiveness of visual messages. Therefore, this paper discusses factors which affect the attractiveness of the recipient's message. The authors set the hypothesis that the combination of photographs and illustrations give the user – the message receiver – greater attractiveness than the photograph itself. Visual content has more total views and is more likely to be shared on social networks than pure text. When promoting a tourist destination and its products it is important to have a visually attractive message. It is therefore not only important to have a paid space and ads on social networks for product promotion purposes, but is also important for the customer to know what is being sold, to whom and how the content differs from other messages potential customers see every day.

By researching five variables related to the hypothesis of this paper, a survey will be conveyed to educated young people from 19 to 35 years, Internet and mobile technology users, to users who use smartphones and social networks and intensively photograph themselves on different occasions and in different places. Educated users use the latest technology more often, have higher income and have greater consumer habits than older users. Nonprobabilistic sample for choosing examinees is used, ie. a sample which includes a group of individuals available in a certain situation. Examinees represent a target group ie. users which use social networks the most. Therefore the sample is an optimal choice and the sample is homogeneous. Each examinee has independently determined the time which he finds optimal to fulfill the survey, and has chosen the space in which he had taken it.

Researched visual message is designed with sea, vacation and relaxation in mind. As active vacation is important to young people, displaying motives for vacation, relaxation can attract their attention. Through different variables, parameters which effect the attractiveness of photography will be researched (people, background, product, element composition). Each variable will be permuted with another in order to find which element will impact the message attractiveness the most. In order to conduct a research the same design for the visual message must be applied. Therefore the examinee had to answer the questions for 19 pictures. For answers a Likert scale with 5 stages will be used in order to determine the inclination to one type of question or another. For each figure, each user will be asked the same

question. In the research 100 examinees have participated, from which 80 were in the age range of 26-35 years, and 20 of them in the age range of 19-25 years.

The results of this study will help better understand which message combination gives the highest likelihood of user action towards a received message. The results of the paper have shown the following. For the examinees who found the content visually attractive, what also implies that they understands the visual message, in 62,5% of cases they would want to share the same content with friends. That means that attractive content increases its possibility of sharing on social. It is possible to make a relation to Buscall's research who states that *the possibility of sharing content on social media is 40%* (Mhlanga & Tichaawa 2017). From this paper's research 31,6% of examinees think that the content is attractive. From the users who consider the visual message attractive 62,5% of them would share the content with friends. That means that 19,75% of social media users who saw the content, and find it visually attractive, would want to share it with others. Social media empowers customers to actively contribute to the content creation and freely communicate with each other (Alizadeh & Isa, 2015). 75% of users who read social sharing comments have clicked on the product link in their friends' Facebook posts, taking them to the product's website. And 53% of the users who have clicked through to the product's website have made a purchase (Bullas 2012).

This study proves that the most attractive visual message has the greatest probability of sharing. At the same time the least attractive visual message has the lowest probability of sharing. The same combination has the highest possibility to share the content with others. Also the research shows that the combination of photographs and illustrations has the highest probability for the user to spend more time on the visual message than on other combinations, in order to comprehend it and to make the necessary action which is asked of him. Mhlanga & Tichaawa (2017) confirms that positive comments on social media increases customers' intentions regarding the purchase, because of risk reduction. Moreover a satisfied customer would be likely to tell three other customers on social media about their experience (Ulusu, 2010). This is also confirmed in this paper.

The same study will help companies in marketing who use photographs in their business on social networks for creating campaigns and attracting the attention of certain target groups. According to the World Tourism Organization (UNWTO) tourism ranks fourth worldwide, after fuels, chemicals and food. Tourists' demand for accommodation, food, transport, entertainment, leads to the need for greater employment opportunities (Balaguer & Cantavella-Jorda, 2002). That means that all the countries in the world are competing for tourists. And with the advancement of technology as well as the way people get information from traditional methods of marketing are not enough. During the last two decades, the use of information technology is increasing, which characterizes speed, visual impression, ease of use, global availability and maximum efficiency (Kučiš 2010). Each nation wants to keep

its independence and cultural identity. So to attract tourist's attention it is necessary to give it an individual approach on social networks. By understanding tourist's background a chance to attract his attention is higher (Kučiš 2010).

Social media has a massive influence on the travel industry. On Facebook, 42% of users share information about where they travel, 60% consider online opinions when making travel decisions, while 83% trust the recommendations of their families and friends (Alizadeh & Mat Isa, 2015). This proves that social media drives customers' buying behaviour. This knowledge created from this paper is later possible to apply in creating attractive visual messages which opens the potential of creating content for intensive sharing.

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EXTENDED ABSTRACT 7

IMPACT OF SOCIAL NETWORKS ON THE INCREASE IN TOURISM WEBSITE VISITS

By: Natalija Parlov and Željko Sičaja

The importance of social networks as online platforms for socialization and sharing of interests and as concrete and directly measurable marketing tools for the demographic, sociographic and psychographic segmentation of target groups in the planning of marketing placements, increase of sales and key success factors (KSF) is immeasurable.

Recognizing the target group's social preferences and defining communication goals are the basic determinants for making decisions about budgeting, allocation of funds per channel and a predictive analysis of the feasibility of set goals and return of investment (ROI). Social networks are an unavoidable marketing channel in the placement of tourist messages because of the ability of concrete and unambiguous segmentation of the narrowest target group. More than 2.8 billion users are active on social networks, which is 37% of the total global penetration, with an annual growth tendency of 22%. In planning digital campaigns it is important to take into account that not all users are present only on a single network and that for the realization of the communication goal it is important to take into account that an individual user will see a publication on several social networks. Likewise, the message itself must not be inconsistent or contain different promotional packages within the same offer. Only 28% of the total number of users use one social network, 24% users are present on two social networks, 16% are present on three and 8% on four social networks.

In the area of demographic indicators, the most represented target group in tourist digital campaigns are the Millennial and Generation X generations, where members of Generation X spend almost seven hours per week on social networks.

The size of a social network is measured by the total number of unique users where Facebook is still in the lead with the biggest global impact and a number of 1.9 billion unique monthly users, where 83% of the total number of women and 75% of the total number of men are in the age of 18-49. YouTube as the second social network by size has more than 1 billion unique monthly users, which are predominantly male, i.e. 55% of the total number of online men and 45% of the total number of online women. Around 2 million video clips are viewed in one minute on YouTube. The third largest social network is Instagram with 600 million unique monthly users,

predominantly female, i.e. 38% of the total number of online women and 26% of the total number of online men. 90% of Instagram users are under 35 years of age and 53% of them follow brands.

The trend of social networking in the tourism and hospitality sector brings into correlation an increase in website visits and the consequent significant increase in Internet booking. Analytical data on reach offered by social network platforms upon publishing combined with analytical data on website visits are an optimal basis for creating marketing and communication strategies directed towards increasing sales, rather than merely towards destination and object branding. The success of the placement of a certain tourist product is directly dependent upon the adaptation of a message to the primary target group, the timing of a publication and the choice of a communication channel.

It is possible to achieve the desired perception and strong associativity in the consumer's mind through branding on social networks based on proactivity and simplicity of expression, all with the goal of achieving unique market recognition and reducing the seasonality of the demand itself.

Marketing strategies on digital media with a special focus on social networks also include communication strategy plans with clearly differentiated channels for the distribution of messages which also contain a microlevel distinction in defining communication goals and modes, i.e. a distinction of communication depending on the social network on which the message is placed. The same message is transferred through seemingly similar channels, but sometimes in a completely different manner, depending on the target group, i.e. the users of a certain social network.

The form and layout of a publication also affect how much it is read. Designing publications with an enabled visual content significantly increases how much they are shared and this in turn algorithmically increases a publication's readership without additional costs. Publications with coloristically interesting pictures increase their readership by 80%.

The readership ratings of the publications, their sharing and users' clicks on links leading to content on the subject's primary website also positively affect the website's placement on the main search engines which due to the increase in visits rate its content as interesting and useful for the audience and therefore automatically place it on a higher-rated position.

The goal of this paper is a quantitative analysis of website visits in the tourism and hospitality sector and a quantitative and deductive analysis of social network activity in a given period, discourse analysis, as well as the sampling and interpretation of the traceability of the results. The purpose of the paper is to point to the importance of digital marketing and an integrated marketing strategy by including unpaid

publications on social networks in order to achieve better recognition of each individual tourist brand and to increase sales in a global digital environment.

The authors have conducted a one-year quantitative research on 30 hotels with pseudonymized names, i.e. data subjects in the tourism and hospitality sector segmented into large and small/medium-sized providers of hotel services in the 4 and 5-star category. The hotels were chosen randomly and classified into large and small&medium hotels in a ratio of 1:2. The hotel classification was carried out according to the following model: small hotel – capacity of up to 150 rooms, medium hotel from 151 to 300 rooms and large hotel from 300 rooms upwards. The research included open and closed sources. The open sources were Facebook profiles of all chosen hotels, while the closed sources were Google Analytics of each individual hotel website, with the condition of giving pseudonymized names to hotels during the placement of results.

In the period of one year, October 2016 to October 2017, the authors monitored Facebook pages, publications, the number of followers, followers' engagement, i.e. the number of likes, shares and representation by number and type of other social networks for a total of 10 large hotels and 20 small & medium hotels. At the same time, website visits for 27 out of 30 subjects were also followed in correlation with publications on their social networks. Three subjects have active significant year-round GoogleAdwords campaigns with insufficiently specified conversion scripts, i.e. visitor engagement, so it was not possible to discern if the increase in the number of website visits was due to the GoogleAdwords campaign or interest generated through Facebook publishing.

The research showed that all subjects are present on Facebook. However, Instagram is the third largest social network with a great social impact and tendency of daily growth in the number of users and in the Croatian hotel sector it is recognized and used as a marketing tool by all analyzed large hotels, but it is barely represented in the category of small & medium hotels. YouTube channel is completely unrepresented in small & medium hotels, and it is used by only half of the analyzed large hotels.

In the analyzed period a total of 2820 Facebook publications were processed, where 1728 or 61% were published by 10 large hotels, and 1092 were published by 20 small & medium hotels, i.e. 39% of the total number. The average annual number of publications by large hotels is 172.8, while the average annual number of publications by small & medium hotels is only 54.6 or 32% of the total publications by large hotels. The average monthly number of publications by large hotels is 14.4, and by small & medium hotels it is only 4.55.

The total number of Facebook followers of the 30 hotels is 156822, where 114108 are followers of 10 large hotels and 42714 are followers of 20 small & medium hotels.

The average number of followers per large hotel is 11410.8, while the average number of followers of small & medium hotels is 2135.7, i.e. 19% of the total average number of large hotel followers.

Followers of hotels' Facebook pages have the opportunity to react to publications with likes and shares and these tools are also used to follow their engagement. The followers reacted positively 105056 times in total, where the total number of likes was 103028, while the total number of shares was 2028. Segmented per category, publications by large hotels were liked 81704 times in total, while publications by small & medium hotels were liked 21324 times. The total number of shares was 2028, of which publications by large hotels were shared 1224 times, and publications by small & medium hotels 804 times. Average number of large hotel likes were 8170.4, while average number of small & medium hotel likes were 1066.20.

The followers' engagement is an important item because of its target group reach which is wider than the group of followers of the hotel itself. With each follower's like on their personal Facebook profile information about the publication they liked appears, which thereby becomes available to the entire social capital of the follower's private profile. Considering the engagement of the followers, i.e. the target group, an average social network impact factor of the publications was calculated with the formula being number of likes plus number of shares divided by the total number of followers. Due to the continuity of publications, the social network impact factor for large hotels managed to keep the audience engaged with a coefficient of 0.73, while this coefficient was 0.52 for small & medium hotels, or in other words, it was present on average only on half as many publications in relation to large hotels. It is possible to conclude that more frequent publications are more engaging for the audience and have a much more favorable social network impact factor, as well as a great potential for an organic, i.e. unpaid, widening of the target group.

With every significant engagement from a follower per published post, an increase in visits to the hotel's website was apparent. With the auto-crosslinking model, i.e. posting a link to the information about a current event placed on a subject's own website, a significant increase in traffic was apparent with a bounce rate of 27%, while retention on the page itself was over 2 minutes, and inclination towards further surfing and offers grew to 4 pages. The advantages of auto-crosslinking were recognized only by large hotels and used in 2% of the total number of publications. With publications about hotel and destination topicalities which did not have a direct link to the hotel's website a significant increase was observed in organic searches and arrivals at the website itself from search engines, with the key words being names of the hotel and the destination.

From the analyzed materials it is possible to conclude that small & medium hotels have not yet recognized the potential of organic widening of the target group and its segmentation via social networks, as well as the benefits of increasing sales through

own booking systems which can be stimulated by social networks, but are rather still oriented towards big intermediary booking systems focused on commissions. Intermediary booking systems definitely have their consumer-perceptive justification and a great share in the target group reach and thus must not be excluded or ignored, but a greater focus on own web booking systems or direct bookings would generate a larger increase of profit due to the exclusion of paying high commissions to intermediary systems.

A properly and continuously maintained Facebook channel combined with a technologically advanced, i.e. responsive mobile website and up-to-date information about a destination's geolocation itself, the destination's history and current events with a minimum system maintenance cost which can be completely led in-house, are able to generate and increase the perceptive value of the brand itself, the interest, loyalty and arrival of visitors, as well as increasing booking with own booking systems without endangering the booking status on intermediary booking systems and their marketing benefits.

Understanding the functioning of social networks and responsive mobile web technologies combined with knowledge about psychology and the preferences of your consumers, as well as the cost attractiveness of digital channels as primary distribution channels for communication messages are crucial for inducing a stable brand awareness index and increase in sales. In the narrowest sense this can be interpreted as maintaining rating and the loyalty of existing guests, as well as a continuous attraction of new guests, which is of immeasurable importance for the survival of tourist services providers.

EXTENDED ABSTRACT 8

CROSS-BORDER EDEN DESTINATIONS NETWORKING FOR OFFERING HOLISTIC PROGRAMS FOR ACTIVE SENIORS

By: Tanja Lešnik Štuhec and Špela Štuhec

UNWTO (2002) stated that "*destination* is a physical space with or without administrative and/or analytical boundaries in which a visitor can spend an overnight. It is the cluster (co-location) of products and services, and of activities and experiences along the tourism value chain and a basic unit of analysis of tourism. A destination incorporates various stakeholders and can network to form larger destinations. It is also intangible with its image and identity which may influence its market competitiveness."

Quality of a Tourism Destination is the result of a process which implies the satisfaction of all tourism product and service needs, requirements and expectations of the consumer at an acceptable price, in conformity with mutually accepted contractual conditions and the implicit underlying factors such as safety and security, hygiene, accessibility, communication, infrastructure and public amenities and services. It also involves aspects of ethics, transparency and respect towards the human, natural and cultural environment. Quality, as one of the key drivers of tourism competitiveness, is also a professional tool for organizational, operational and perceptual purposes for tourism suppliers. (UNWTO, 2003)

Tourism product is a combination of tangible and intangible elements, such as natural, cultural and man-made resources, attractions, facilities, services and activities around a specific center of interest which represents the core of the destination marketing mix and creates an overall visitor experience including emotional aspects for the potential customers. A tourism product is priced and sold through distribution channels and it has a life-cycle. (UNWTO, 2002)

According to UNWTO (2002), *tourism value chain* is the sequence of primary and supporting activities, which are strategically fundamental for the performance of the tourism sector. Linked processes such as policy making and integrated planning, product development and packaging, promotion and marketing, distribution and sales and destination operations and services are the key primary activities of the tourism value chain. Supporting activities involve transport and infrastructure, human resource development, technology and systems development and other

complementary goods and services, which may not be related to core tourism businesses but have a high impact on the value of tourism.

As claimed by Travel Industry Dictionary (n.d.), *active tourism* means a style or philosophy of leisure travel that combines elements of adventure, nature, and cultural tourism, with an emphasis on low-impact and sustainable tourism, as well as the use of local guides.

Senior tourists are a growing potential, because of the improved life quality and the quality of medical technology, increasing income, as well as other factors that have an impact on the growing human life expectancy. People in the third age group are an increasingly developing segment of tourist demand in the world. A healthier and longer life, more free time, a realized social status and personal development are the key pull factors for the persons in third age to decide to go on a tourist trip (Tomka, Holodkov & Andjelković, 2015). According to Patterson (2006), the number of seniors aged 65 years and over in the northern Europe has increased for 16.2 percent compared to the numbers in 1960 (Bagus & Utama, 2012). In 2016 there was 19.2 percent of the population in EU aged over 65 years and till 2020 this percentage should increase up to 20.4% (Eurostat, 2016). Senior German and British tourists present the largest market share while talking about domestic and international tourists. On the other hand, senior travelers in the area of Scandinavia and Spain show the highest propensity to travel in addition to the senior tourists in other European regions (Bagus & Utama, 2012).

EDEN, European Destinations of Excellence, aims to promote sustainable tourism development models across the EU. The initiative was launched in 2006 by the European Commission and is based on national competitions and promotional campaigns that result in the selection and promotion of a tourist "destination of excellence" for each participating country. It enhances the visibility of emerging, non-traditional European destinations in the 28 EU countries, as well as creates a platform for sharing good practices across Europe and promotes networking between the awarded destinations. This European quest for excellence in tourism is developed around an annual theme, chosen by the European Commission in conjunction with the national tourism bodies. Each theme serves to showcase Europe's diversity, including its natural resources, historical heritage, traditional celebrations and local gastronomy. The topics are always related to sustainable tourism development, whether from a cultural, economic, environmental or local involvement point of view. (EDEN, European Commission, 2017)

This project, *EDEN55plusNW*, connects four neighbouring countries (Austria, Slovenia, Croatia and Italy) and five pilot EDEN destinations in Austria (Vulkanland), Slovenia (Idrija, Solčavsko and River Kolpa) and Croatia (National Park Northern Velebit) and targets seniors 55+ from Italy (two pilot product testing groups of senior

tourists – women and couples). The project was active from March 2016 until July 2017.

For all EDEN destinations it is important to enhance a sustainable tourism development and tourism flows in low/medium seasons, as well as strengthen the whole EDEN network and transnational cooperation. Project partners of the COSME Project EDEN55plusNW have chosen the seniors aged 55+ for their target group. Five EDEN destinations and three other partners from Austria, Croatia, Italy and Slovenia realised, that they can achieve better results, if they work together. The main focus was to design suitable cross-border tourism products in pilot EDEN destinations for seniors 55+ (women and couples) to increase tourism flows in low/medium seasons. Furthermore, the focus was also on facilitating the internationalization of tourism businesses – mainly Small and Medium-sized Enterprises - SMEs, Senior Organizations - SOs and their introduction into the senior tourism market. The thematic focus concentrated on the natural and cultural heritage and increases the awareness about it in each EDEN destination.

Which are the pilot EDEN destinations of this project?

Idrija - EDEN 2011, Slovenia

(<http://www.visit-idrija.si/en/>)

Mining. Lace-making. Wild waters. Action-packed trails. Luxurious flavours. After exploring the world-renowned mine and its technical heritage allow your delicate side to take over — get to know the Idrija lace! After hiking outdoors pamper your tummy with the true “idrijski žlikrofi”, which will give you new strengths to experience the town, which might soon be on the UNESCO World Heritage list. (ProjectEDEN55plusNW, 2017)

Northern Velebit National Park – EDEN 2009, Croatia

(<http://www.np-sjeverni-velebit.hr/?lang=en>)

Warm, sultry seaside weather combined with mountains raising into the sky make the Northern Velebit Park a truly extraordinary region for Mother Nature. As an explorer’s paradise the park attracts visitors with its sinkholes, caves, hiking, cycling and cross country skiing trails through the mountain. (ProjectEDEN55plusNW, 2017)

River Kolpa – EDEN 2010, Slovenia

(<http://www.belakrajina.si/en/bela-krajina/kp-kolpa/>)

The River Kolpa is a destination in the far south-eastern part of Slovenia. This green beauty is comprised of a 113 km-long strip of land which borders the Republic of Croatia. The river is considered the longest Slovenian “coastline” and one of the warmest and intact rivers in Slovenia. The river is particularly popular in the summer months, as the water’s temperature rises up to 30°C. You can choose among a wide range of sports and recreational activities, such as boating, canoeing, kayaking or rafting. (ProjectEDEN55plusNW, 2017)

Solčavsko – EDEN 2009, Slovenia

(<http://www.solcavsko.info/index.php?jez=EN>)

Three valleys in harmony. The stunning Alpine peaks, the idyllic beauty of three glacial valleys, a nature park containing countless natural and cultural sights of interest, the hospitality of the people, the profusion of traditional crafts and dishes: these are just fragments of the big picture of the coexistence of unspoilt nature and human creativity. The Solčava District (Solčavsko) is three valleys in harmony and at the same time the unison of outstanding natural beauty and carefully considered tourism. (ProjectEDEN55plusNW, 2017)

Steirisches Vulkanland – EDEN 2008, Austria

(http://www.thermenland.at/de/region-ausflugsziele/steirisches-vulkanland#.Wbr_E9FvHIU)

People are in close communion with nature at Styrian volcano land which is characterised by stunning volcanic formations, thermal water resources, architectural monuments, folk art and publicly accessible glass factories. (ProjectEDEN55plusNW, 2017)

Small and medium sized enterprises (SMEs) need to get some guidance in order to provide the best possible services and experiences from chosen target groups. Destination management organizations (DMOs) need to guide the SMEs, as well as prepare and market the holistic offer. Therefore, the model for creating the tourism programs named “*Tourism Product Transnational Mobility Model for Seniors in pilot EDEN destinations (TPTMMSE)*” was designed.

In order to successfully manage and implement the project, the model with nine steps was developed. The last four steps of this model are presenting the “TPTMMSE”. Partners from pilot EDEN destinations don’t have the experience needed in designing the tourism program, so there was the necessity for developing such a model, which has/will offer them a great support.

1. Presentation of pilot EDEN to partners
2. Identification cards and questionnaires (EDEN, SO, SMEs, ITA/TIC) – demand and supply of pilot EDEN for seniors 55+
3. Study tours for SMEs – sharing good practices between pilot EDEN for SMEs
4. Networks of: pilot EDEN, SOs, SMEs, ITAs/TICs
5. Workshops for SMEs in three pilot EDEN countries
6. Program development for women and couples – TPTMMSE
7. Pilot testing of programs for women and couples
8. Data processing
9. Upgrading of TPTMMSE and programs for women and couples

The first meeting for the partners took place in Solčavsko, where all of them have met. The destinations were presented and each partner was assigned with a role in the project. The above model was approved by all of the participating stakeholders.

All stakeholders took part at gathering the data needed for designing the TPTMMSE, networks and preparing tourism programs. Identification cards of pilot EDEN, SOs, SMEs and ITAs/TICs were made, in order to get basic data of demand and supply. For all before mentioned parties' questionnaires were designed and the answers were analyzed, providing results which were the starting point for designing the study tours, networks, workshops, pilot testing tours and programs.

Representatives of SMEs cooperated on two study tours, where they exchanged their knowledge and experiences. They visited Vulkanland, Austria and Solčavsko, Slovenia as two examples of good practice. Four networks of EDEN, SOs, SMEs and ITAs/TICs were established in order to connect the stakeholders and to ensure that the cooperation will not end when the project is over. The representatives of EDEN, SOs, SMEs and ITAs/TICs, all part of the four networks have signed the letter of intent, which binds them to fulfill the assignments they were given. The participation of SMEs in the project was even deeper during the three workshops in each country. They got familiar with the status quo of the project and the examples of EDEN destinations and were shown how to design their own offer and the offer of the destination. The Green Economy model was designed for each pilot EDEN destination, showing the highlights, unique experiences of each destination. The following five points were discussed and were a basis for the tourism programs:

- 1 Intrinsic motivation - Moral Core
- 2 Realm of Relationship – Nature & Community
- 3 Realm of Inspiration – Culture and Consciousness
- 4 Realm of Knowledge – Science & Technology & Innovations
- 5 Realm of Action – Entrepreneurship & Economics

SMEs together with the coordinators of EDEN destinations, professionals and partner Tourism agency, designed the tourism programs for seniors 55 plus, which were used for the pilot testing tours.

TPTMMSE is a tool for comprehensive and coordinated development, implementation and evaluation of the tailor made tourism product (program). It is designed in a manner, which allows a contemporary planning of the programs by the designers (program coordinators) of several destinations for the selected target group which in our case were elderly people (seniors 55+) in three cross-borders pilot EDEN (destinations). The fact that the planning can be performed simultaneously is crucial, since this enables the uniqueness of each destination, without including the same tourist products as the partnered destinations offer. TPTMMSE consists of three steps - development, implementation and evaluation; and two phases - design and upgrading. For the first and second step the Google docs five-document tool was designed. With help of these five documents, the tourism program for seniors was developed, implemented and evaluated simultaneously by several parties. Project partners have filled out the tables in the documents and together we have created

two pilot testing tours for women and couples 55+ and three days' programs for women and couples in each pilot EDEN. The basis for the programs was the data gathered from the identification cards, questionnaires, study tours and workshops that we have implemented between July 2016 and February 2017.

In order to test the programs, two pilot testing tours were designed and implemented. The experiences for the target group are focused on well-being, experiencing the nature, cultural heritage, handicraft, soft mobility, great local gastronomy, etc. Twelve women 55+ and six couples 55+ from Italy have experienced the uniqueness of the EDEN destinations in Austria, Croatia and Slovenia on two separate five-day pilot testing tours. With their feedbacks and the reports from the evaluation group and the involved SMEs, the tourism programs were upgraded. The final "product" were the three days' programs, which were upgraded from the five days' programs for both pilot testings'. They could be combined into several days' cross-border tours.

The extensive research has provided the basis for understanding and identifying the needs and expectations of the target group of seniors 55 plus to design the in-depth experiences. This information is an important achievement for all rural destinations and especially those with a protected nature and community that lives a traditional and rich life in contact with nature and cultural heritage.

The project EDEN55plusNW has pointed out the uniqueness of each pilot EDEN destination. The designed TPTMMSE model could be used in each EDEN and other destinations for designing the tourism programs, not just for target group of seniors. We can say that the project has shown that working together with other destinations can bring wider perspective and better results. Together we are stronger and the outputs carry a greater value.

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EXTENDED ABSTRACT 9

REAL-TIME MARKET RESEARCH OF DIGITAL MEDIA FOR THE PURPOSES OF DEMAND FORECASTING

By: Stanislav Levičar

Tourism as an industry is gaining the importance in many countries since its share in GDP is growing in many of them. Numerous companies, local administrations, national governments and other agents are trying to find synergies in certain areas, while competing in others. Since the various tourist capacities are limited and cannot be easily scaled in the short term it is crucial for the tourist service providers to be able to plan as precisely as possible the future demand, so that they can adapt as much as feasible. More accurate predictions also allow them to adjust other parameters of their business such as pricing policy, which enables them to maximize revenue and increase the return on the investments of the enterprise (Kamel et al., 2014, pp. 1). But while certain events can be easily anticipated (such as the spikes of new tourist visits due to beginning of the vacations) there are also scores of other possible factors that are difficult to account for in advance due to their diversity and the lack of structured sources of the information about them. The fragmentation and embeddedness of this information makes it costly and time consuming to extract and process reliably. The issue of demand forecasting is therefore frequently left to the intuition of the management and to other suboptimal methods that omit the long tail of the possible data inputs. The decision makers usually try to acquire the information about the future events (in their area of operation as well as in the area of origin of the tourists), and assess the impact those events will be having on the demand. The problem is, such assessments are often not quantified and they also fail to take into account more complex interdependencies of the companies.

On the other side the amount of the data that is being produced, published and recorded augments exponentially and surpassed some time ago the service providers' capabilities to processes them timely and in adequate scope to be able to base their business decisions on them. Besides various articles in news media, there are countless posts on social media, blogs, classified ads, forums, comments, reviews that are for the most part accessible publicly, but are spread too far and wide to be attainable non-automatically. The same can be said for the data that is enclosed in different databases of the apps and closed IT systems that may be available to some tourist service providers.

The majority of the individual companies in the tourism industry lack the necessary resources and the knowledge to develop systems that would be able to capture and extract meaningful information from those data sources – if possible in realtime. They are thus unable to respond promptly to the changes in their environment and fail to seize the market opportunities in full. We aim to address this issue firstly by researching the current state of the methods and information systems that are being used by those companies, and, secondly, by trying to gather a list of the concrete information technologies that are openly and freely available even to SME. The information technology has been identified as an instrumental regarding expanding their markets internationally as well as crucial on the subject of optimization of their operation processes (Kokming, 2017). We therefore try to propose an example of possible combination of those technologies which would serve as a proof of concept of how the real time collection and processing of data from dispersed sources would be made possible for wider scope of companies in tourism industry.

To achieve this aim we will identify the current state of the decision making processes at companies in tourism industry, followed by trying to discern the attempts of those companies to tackle the challenge of using the available data sources and processing resources to analyze these data. Afterwards we will determine the available tools and methods that could be used to resolve this issue and that are publicly available to those companies. For the purpose of defining other key aspects that may affect the adoption of those techniques and methods by various companies in the tourism sector, we develop partial example that tries to illustrate how such model might be put in place. For this case we use exemplary data, which we feed to one of the machine learning algorithms (Brownlee, 2013) that will result in actionable information. Additionally, we will try to identify further areas and examples where the machine learning software (Lantz, 2015, pp. 3) might improve efficiency of decision making process in the tourism industry.

The research showed that the majority of the companies in the tourism industry do not employ advanced methods or information technology solutions with the aim to help them gain deeper understanding of the future dynamics of demand for their services and capacities. Therefore, an important part of the decision making process at those companies is relying on inaccurate, vague and obsolete data. We also identified deep deficiency in utilization of systematic methods that would try to predict the future demand based on real time data sources. The reasons for this are various, and lack of knowledge about those methods is one of the most significant ones. Another challenge is cleaning and standardization of collected data, since this is one of the most important factors regarding the efficiency of the algorithms that are being mentioned. But nevertheless we recognized those methods as being quite accessible even for smaller and medium companies. Those methods might not be as effective as they could be if they would be developed specifically for the intended usage, but are still capable to offer numerous advantages merely by being able to scan vast amount of online data in real time. The provided example of those methods in action

tries to show the range of capabilities that could be used in various companies in the tourism.

By identification of current state and current possibilities of the freely available information technologies we tried to open a discussion about how to make those technologies even more accessible to the wider scope of companies. We determined the knowledge that would be necessary to start applying those methods, and we tried to make a proof of concept that opens up the wider array of possibilities regarding enhancing optimization of business operations in the tourism industry. In regard to obtaining data from various sources we also must not ignore the fact that the terms of use of those data might differ and have to be taken into account as well. Another fact that was established was also that the data sources change over time, and therefore the system that we use for demand prediction must be updated continuously. Even though certain applications of machine learning might be controversial, and will need to be regulated, those methods have nevertheless proven to contribute to the further increase in productivity due to the technological advancements (Ark et al, 2000, pp. 2) and consequentially to the growth of individual companies as well as entire economies (Thirwall, 2002, pp. 3). We hope that findings will encourage further exploration of possibilities that are available due to the vast amount of public data and the progress of machine learning techniques that will bring even more easily accessible solutions to the companies as well as customers.

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EXTENDED ABSTRACT 10

THE ROLE OF INTERGENERATIONAL COOPERATION AND THE IMPORTANCE OF KNOWLEDGE TRANSFER IN ORGANIZATIONS OF TOURIST SECTOR

By: Suzana Košir and Gregor Jagodič

The purpose of the article is to identify, analyse and suggest the main strategies of intergenerational cooperation in the transfer of knowledge in tourism. The methodology of the research is based on an integrated approach of a literature review and research, identification and analysis of the existing situation and the structured interview with organizations with tourism activity. Findings show that organizations are aware of the importance of knowledge transfer, but they do not have mechanisms and strategies for effective transfer of knowledge between generations in organizations. The main limitation in a research was a sample of the survey, since we interviewed a small number of tourist organizations. The findings are intended primarily for organizations with an aged workforce and increasing differences between generations and who want to transfer knowledge more efficiently and effectively, and to assure the organization against knowledge loss. The main idea is to establish an efficient system of knowledge transfer and to encourage organizations for develop effective intergenerational cooperation, intergenerational learning and to prevent the knowledge loss of the organization.

Knowledge (Gomezelj Omerzelj et al., 2010, p. 21) is divided into two forms in terms of organization: individual knowledge and team knowledge. Individual knowledge is part of a knowledge in an organization that is the property of the individual, usually specific knowledge. Team knowledge is owned by an entire group or organization and is transmitted among all employees in the form of procedures, rules and processes.

Individual knowledge of the individual is primarily implicit knowledge acquired on the basis of work and life experience and is difficult to document and edit it. In order to retain knowledge, companies are trying to transfer knowledge with education and mentoring. Implicit knowledge is also the most important source of information in the company (Krogh et al., 2000) and at the same time it is very difficult to recognize it directly (Paavola, Lipponen & Hakkarainen, 2004). In acquiring organizational knowledge the most important is the implication of implicit knowledge that employees have. When employees leave the organization, they take their implicite knowledge, and thus the organization suffers the important knowledge loss. Therefore, this form

of knowledge should be transmitted within the whole organization in a timely manner to the greatest extent possible and to the maximum extent possible, to ensure or maintain the highest level of innovation and development of the organization (Nikl, 2003). In addition, implicit knowledge is very important for the company's innovation ability and enables the creation of closer relationships and to obtain new implicit knowledge from other companies (Cavusgil, Calantone & Zhao, 2003). An implicit or tacit knowledge of employees has a very important role in creating a competitive advantage of companies (Krogh, Ichijo & Nonaka, 2000).

There are no general guidelines for the transfer and use of knowledge in the organization. The emphasis is not on the quantity of knowledge provided by the company, but on finding the knowledge that employees have in the organization, and finding ways to increase the flowability of this knowledge. It is important to overlap the three areas in the organization - employees, processes and technology. In the process of transferring and using knowledge, it is important to connect people who have knowledge, and they can share knowledge and share their experiences with others. Within business processes, activities that support learning, sharing and upgrading knowledge should be implemented. The technology allows better communication, knowledge sharing and connecting people. All three areas, employees, processes and technology must interact with one another, and the junction of all three means transfer of knowledge. The interweaving of employees, processes and technology must be supported by an appropriate organizational culture, but the consistency of all of these means the best performance of the organization (Kavčič, 2006, p. 11). Hofstede, Pedersen and Hofstede (2006, p. 54) are pointing out that in knowledge transfer the problem often arises that someone who has already adopted a certain organizational culture is unaware of this or can not explain or express in such a way that others can understand and accept it. This gap is particularly relevant in cooperation or communication between different generations in the organization.

Many organizations strive to develop a simple exchange of knowledge and culture among members of the organization through social and electronic networks. This tendency is also expressed in various literature, but the question arises as how to incorporate this tendency into the key values of individuals (Jashapara, 2004, p. 199-200). Above all, there is a problem in ICT literacy of the older generation of employees. We assume that different organizational cultures, especially the difference between the generations and the associated organizational culture in many organizations, can refuse the exchange of knowledge and lead them more into unwillingness to cooperate.

At first it seemed that the adoption of the concept of generations at the workplace in the field of human resources management had increased enthusiasm. Despite the increasing use of this concept and researches, this area is still underdeveloped in terms of the precision of definitions. This means avoiding the confusion of

generations with age groups, removing inconsistencies in the operational capabilities of the concept of generations, avoiding excessive generalization of the concept, looking for positive and negative consequences of generational differences, and focusing on how historical events can identify generations in ways that are specific to a particular work domain (Marshall & Wells, 2013, p. 194).

The concept of the evolution of "generations at work" shows a different meaning and evaluation of older employees in the organization. As early as year 2000, it was possible to follow the use of the concept of generations in the workplace or workforce. At that time, the state administration in the United Kingdom published a report on the success of using older employees in the organization in various forms of assistance to younger people. This report focuses on ways in which older people are more likely to work longer than employed workers or as volunteers. The report uses the term "generations", which does not define generations or generation groups. Instead, it mentions workers older than 50 years of age, older and younger generations, and intergenerational relationships in terms of the age group of 45 to 64 years. In the report, the terms age group and generations are used as synonyms, for example, to engage in important work activities that help representatives of a particular age group or in communication between generations (Marshall and Wells, 2013, page 186).

In the 21st century, we are perceiving an intergenerational gap due to demographic change and the authority of knowledge. Conflicts are created primarily by the aging of the population, which represents a deep cultural gap between the generations. It is said to be the control of an individual generation, especially in terms of who has the power over knowledge, so "intergenerational learning is an important means of overcoming such a gap and additional solidarity and trust between generations" (Kump & Jelenc Krašovec, 2010, p. 43).

Intergenerational cooperation, and thus the knowledge transfer, is one of the most important factors in managing the organization. The knowledge of older workers is lost when retiring if it is not transferred to the next generation in a timely manner. In the study of intergenerational cooperation (Gavrilov, 2013, p. 13) and, consequently, intergenerational differences in the organization, we must first divide the whole population into several generations. The different characteristics of individual generations, their distribution and participation in each generation have a significant impact on the knowledge transfer, especially the tacit one, because it is transmitted hidden. This is also affected by the willingness of organizational cooperation and mutual communication. Multiple factors are influenced by the willingness of intergenerational cooperation in relation to different generations. These are for example fidelity, work values, culture, ability and willingness to communicate, coping with changes, independence and autonomy, ability to solve problems and family values.

Intergenerational cooperation is basically mostly dependent on mutual relations in the organization. On the basis of mutual cooperation, the company also builds connections between generations. All of this has a profound effect on the knowledge transfer between generations. It is therefore even more important for companies to pay special attention to this part of their work. Both knowledge transfer and intergenerational cooperation are included in two important elements: integration and coexistence. When transferring knowledge, the experience of the older people is transferred to young people. In particular, the young ones lack the practical skills that the elderly, as mentors, transmit it to them. The elderly can best transfer knowledge by giving instructions, observing performance in youth, and directing at work. This is also an important element of business in tourism, since satisfied customers are also returning here. Because older people, by their example and approach, show young people how practical activities are being carried out, many young people connect very closely with their mentor. The young ones in companies are also becoming more and more aware, since the acquired knowledge, experience and skills of the elderly represent a competitive advantage. For this reason, many companies are increasingly investing in intergenerational cooperation and knowledge transfer. They are aware that the competitive advantage derives from knowledge in terms of approaches to customers, innovation of employees, technologies used and, above all, employees' experience. It can be said that companies can also be successful in tourism only if they are able to ensure their progress, develop and take care of the knowledge transfer and skills between generations. Some organizations are aware of the value of the knowledge of older employees, and they already establish many effective HRM approaches, such as: mentoring older employees for the younger ones in the organization. However, numerous studies in Slovenia (Košir, 2010) show that employers do not distinguish between young and older employees in education and training of employees. (Košir & Šoba, 2016).

Tourism as an economic activity represents more than 5% of GDP in the EU and is one of the most important sectors of the European economy. In line with these findings, it can be noted that 1.8 million enterprises employing as much as 5.2% of the total workforce are working in tourism in the EU (Tomin Vučkovič, 2012). For this reason, a new EU strategy and policy for tourism in the EU was set up at the European Commission, aiming to improve the situation in the industry and accelerating its development with the aim of making Europe to become the first tourist destination (Košir, Jagodič, 2016). The main goals are to improve productivity and innovation, competitiveness and visibility. In order to achieve this, however, the knowledge transfer and skills between generations are necessary.

Employers and owners must show older and more experienced employees that they value them and that they adapting their jobs, while also employing younger staff who will take on knowledge and skills from the elderly, thus facilitating the with new skills and, consequently, work experience. Because of their experience, the older people develop new knowledge and strengthen the values of the company, with the most

important being loyal to the employer, to assume responsibility and the ability to lead, and to mentor and transferring knowledge to young people. Adaptation of jobs in this regard, above all, means encouraging the elderly to be able to successfully incorporate new technologies into their work, and in particular to link the theoretical knowledge of young people with their long-standing practical experience for the development of new ones and the upgrading of existing knowledge (Smole, 2008).

If we want to ensure efficient knowledge management in tourism, it will be necessary to include more technical equipment through which processes, information and knowledge will be monitored, stored, transformed, developed, transmitted and maintained. Appropriate support will also need to be developed and to provide incentives to acquire knowledge to manage these tools, which should become part of everyday tools within the work tasks and processes of employees through which new knowledge is created. Modern communication technology can thus facilitate the processes of creating and transferring knowledge also in tourism (Zehrer & Frischhut, 2011). New challenges for knowledge management in tourism are certainly also represented by social, technological and economic development, which provides new approaches and ways of acquiring knowledge, and its transfer to young people at the most appropriate time.

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EXTENDED ABSTRACT 11

ECONOMICS OF FARM TOURISM AND VISITORS PROFILE - CASE STUDY

By: Črtomir Rozman, Karmen Pažek, Valerija Hiter and Boris Prevolšek

According to Butler and Clark (1992) the rural tourism has usually involved people moving to the countryside. It also can be describe as the subset of tourism taking place in the rural area (Vanslebrouck and Huylenbroeck, 2006). Farm-based tourism is not a new phenomenon, it traces back to the 1870s. In recent years the numbers of farm-based tourism has increased, also in Slovenia. One of the aspect of farm tourism is their economic impact on family income.

The goal of our research was to assess the economics of tourism as a supplementary activity on a case study farm. The case study farm's primary activity is milk production, but since it is not bringing enough income, the farm is considering introducing a farm tourism as supplementary activity.

The first phase of the research was to develop calculations, based on total costs methodology techniques, for some particular farm products and produce, which will later on be used for the farm's tourist activity. The case study farm is located in municipality Radlje ob Dravi about 700 above sea level. The main farm product is milk (19 milking cows with average production 8900 L/cow). It has 17 ha or arable land and 15 hectares of forest. It also cultivates around 0,9 ha of traditional apple orchard on grassland. Apples are processed into cider and juice to be sold to farm visitors. We developed technologic economic simulation models for cost assessment. According to Alfirić and Goić (2001) the simulation models are set of equations that describe a business system in a simplified way. That means that we can use technological equation for any agricultural production and calculate inputs usage (Pavlovič, 1997). The amount of inputs used are calculated as a function of given production intensity, while production costs are ultimately calculated as dot products between the model's estimated inputs usage and their prices (Pažek et al., 2006).

Secondly, the comparison analysis of complete income expenses was provided and economic feasibility of each farm activity has been assessed. A survey for guests that

visit tourist farms was prepared too. The research assesses the economics of tourist activity and the economics of the service extent to provide one workplace on the farm. The results, based on the technological and economic parameters, have shown that the tourist activity on a farm is economically feasible. This fact can be confirmed after analyzes, since we calculated that the coefficient of economy for the production and processing of products for the needs of a tourist farm amounted to ($K_e = 1, 22$). We also assessed visitor profile using a survey. The survey has shown that 47% of responders visit tourist farm and 21% do it several times a year. Most of the farm visitors live in the proximity of a farm (56%). 66% give great importance to locally produced food sold on the farm, 66% find the prices acceptable and 77% get their information about tourist farms from people they know (mouth to mouth) while food and beverages are the main reasons to visit a tourist farm.

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EXTENDED ABSTRACT 12

DEVELOPMENT AND SUSTAINABILITY OF RIVER TOURISM IN TURKEY: THE CASE OF ANTALYA

By: Ömer Faruk Tekin

River tourism is an alternative type of tourism that includes nature trips and walks, swimming and sports activities such as amateur fishing, rafting, canoeing, river kayaking. The use of rivers for recreational activities is called river tourism. Like other types of nature-based tourism, river tourism is closely related to the principle of living in harmony with nature, integrating with the environment.

Sustainability, a concept which has gained importance in agriculture, tourism, urbanization or ecology, almost every area in recent years, is a principle for all economic activities. Sustainable tourism means that the values and resources necessary for tourism activities are protected so that future generations can benefit from it. Although alternative tourism types, and especially eco-tourism, are generally seen as environmentally compatible tourism, sustainable tourism in fact represents a valid principle for all types of tourism.

Tourism is a sector closely related to the level of development and economic prosperity of nations and countries. World countries, which are aware of the inputs that tourism provides to the economy, have started to invest more in this area. However, it is important to continue or complete the development of the tourism sector without harming the environment. In this respect, the concept of sustainability gains importance (Baykal and Çimen, 2015: 12). With the development of alternative tourism types, virgin natural beauties have begun to be offered to tourism and to people's interest. However, the rapid depletion of these resources in this process has brought the danger of loss of values to the agenda. Sustainability stands out as an important and vital concept at this point.

Sustainability concept in tourism is expressed with sustainable tourism concept. The United Nations World Tourism Organization (UNWTO) defines sustainable tourism as "tourism that takes full account of current and future economic, social and environmental impacts that meet the needs of visitors, sector, host communities, and environment" (unwto.org). Sustainable tourism certainly stands out as a new understanding in the economy. This is because the continuous consumption of natural resources is the main source of revenue for touristic regions (Bella, 2011: 151).

The protection of the environment and natural-cultural resources is necessary for all economic activities carried out by these resources. The same is true for the sustainability of tourism activities. In the world, it is known that many tourism activities consume, pollute and even destroy natural resources. Air, water and soil pollution are observed in the natural areas used for tourism purposes.

The purpose of this study is to propose solutions for the development of the river tourism in Antalya, the sustainability and the protection of the resources. In this study, firstly a general theoretical framework about river tourism will be presented. The general situation and potential of river tourism in Turkey will be examined. It will focus on the policies and strategies that need to be done in order to contribute to the development of river tourism in Antalya and the development of the region and the country. SWOT analysis will be carried out in order to determine the situation and potential of the rivers of Antalya and to contribute to tourism opening and development; strong and weak points; threats and opportunities will be determined.

The development of river tourism in Antalya and its transformation into a development economy must be within the framework of certain plans, programs, policies or strategies. In principle, sustainability approach should be adopted in these plans and policies. For example, a sustainable tourism approach has been adopted in the Turkey Tourism Strategy 2023 Action Plan (2007) prepared by the Ministry of Culture and Tourism. It is targeted that tourism will be a leading sector in securing rural and regional development and increasing employment. In order to ensure sustainability and to become tourism a leading sector, some points are emphasized in the action plan and even vision principles are set. Taking these principles into consideration, emphasis will be placed on the development of river tourism in Antalya, the provision of added value to the development of the region and the importance of tourism sustainability for all stakeholders.

Turkey is a country with various natural and cultural values. In the country, there are certain potentials for many of the alternative tourism types. People who work throughout the year and who want to get away from the stress and tiredness of modern urban life are keen on tourism activities such as nature walks, winter sports, water sports. Rivers from these alternative tourism demands are also affected. The rivers are prominent in the tourism sector with sports activities such as rafting, canoeing and river kayaking, which are expressed in the form of river tourism. A large part of the rivers in Turkey are suitable for river sports tourism. In Turkey, the river in which this tourism type begins is Çoruh River. River sports have been here for the first time. For many years, rafting has been done in this river thanks to foreign tour organizations. This situation is important in that it shows that this tourism trend can be done in the country. In addition, the tourism sector has also encouraged its members to resort to river tourism (Akova, 1995: 394). The Çoruh River, known as one of the fastest flowing rivers in the world, is world-renowned. In 1993 he hosted

the 4th World River Championship. 300 athletes, scientists and press members from 28 countries participated (<http://yigm.kulturturizm.gov.tr>).

Most of the rivers in Turkey are very convenient for rafting, canoeing and river kayaking, which is defined as "river tourism". It is important to develop this great potential for river tourism and promote it to appeal to large masses. River tourism does not require large investments. It forms an integral part of its surroundings with its historical, archaeological, cultural, authentic values and other types of tourism. For this reason, while the rivers are being examined for tourism potential, other tourist values around them should be examined. Tourism types should be developed in an integrated way. The rivers suitable for river tourism in Turkey and especially for rafting are: (Yeşil, 2015: 21; <http://yigm.kulturturizm.gov.tr>; <http://www.hurriyet.com.tr>): Altıparmak (Barhal) Stream (Artvin), Çoruh River (Artvin, Bayburt), Firtına Stream (Rize), İkizdere River (Rize), Köprüçay (Antalya), Manavgat River (Antalya), Dalaman River (Muğla), Göksu River (Adana, Mersin), Anamur (Dragon) Stream (Mersin), Zamantı River (Kayseri), Melen Stream (Düzce), Munzur River (Tunceli), Bekili Stream (Denizli) and part of the Fırat (Euphrates) River (Elazığ).

The most important of the rivers, which is suitable for tourism and especially for rafting, in Antalya is the Köprüçay. Köprüçay, born of the Taurus Mountains and passing through the high canyons, is poured from the south of Serik to the Mediterranean. Köprüçay, which is fed by underground waters in the canyons, whose sides are steep and almost impossible to escape, is one of the most beautiful natural recreation areas of Turkey. Besides, the historical Selge (Zerk) city located in the mountainous western part of the river. Many archaeological sources such as the ruins near the river, aqueducts, Roman bridges and historical roads are increasing the importance of Köprüçay Canyon. (Uğurlu, 2005: 72-73). The rafting route in Köprüçay starts on the field where the water is relatively stagnant 100 meters south of the historical Roman Bridge (Olukköprü). The route with a difficulty level of 3 and a length of 11 to 12 kilometers ends when a concrete bridge in the south of Beşkonak is reached (Akova, 1995: 402).

The second river that is suitable for river tourism is Manavgat River. Born from the eastern slopes of the Western Taurus Mountains, the Manavgat River is 90 kilometers long. Before coming to the gardens, pass over the hard conglomerate layers and form the Manavgat waterfall and pour into the Mediterranean. The speed of the Manavgat River, which is fed with underground waters in canyons that have become clearer in the spring, is being cut off by the Oymapınar Dam. Şahab Bridge is the starting point for rafting. The Manavgat River is a region that provides a rich variety of tourism opportunities. The lakes in Altınbeşik Cave are worth seeing with their stalactites and stalagmites. Ormana Village and İbradı are suitable for mountain biking, trekking and paragliding (<http://yigm.kulturturizm.gov.tr>). The rafting route in

the Manavgat River takes place on three separate sections, 19 km between Şahap Bridge and Sevinç Village (Akova, 1995: 404).

As a result, in the light of the Tourism Strategy 2023 Action Plan prepared by the Ministry of Culture and Tourism, the following points stand out:

- Eliminating deficiencies in terms of transportation, infrastructure, superstructure, health, safety and other basic services is a necessary condition for achieving sustainable development goal.
- For the development of river tourism, it is necessary to ensure that the central government, local governments, the private sector and non-governmental organizations work harmoniously within the framework of good governance principles.
- Development goals expected from river tourism should be consistent with sustainable environmental policies. It will be a good strategy to monitor global trends and requests so that policies and targets related to river tourism are in line with national and international policies and targets.
- The planning and implementation of river tourism should be carried out in such a way that it can be integrated with other tourism types (rural tourism, hunting tourism, highland tourism, sports tourism etc.). Extension of the tourism season by product diversification and even the establishment of tourism cities which can be reached to different tourism products will provide an advantage.
- It is necessary to develop accommodation facilities suitable for individual or small group tours and to support guest house management. Establishment, preservation and development of a certain quality and standardization in services are important.
- People living in the region need to be educated about tourist products, souvenir production, service, lodging, quality and business management. The standardization of the labor quality and the application of the certification system will provide the standardization. It is necessary to cooperate with the universities or professional organizations that provide training to tourist guides.
- Admission points should be established at the entrance to the tourism areas. Maps showing recreation and accommodation, tourist routes and destinations, walking routes should be presented. Information and directional signs should be placed.

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EXTENDED ABSTRACT 13

SEVNICA'S ACTIVE TOURISM ON THE WAVE OF NEW MEDIA

By: Jasna Potočnik Topler

The purpose of this paper is to point out the significance of new media in tourism discourse and branding destinations, especially in branding new micro-destinations, such as the Slovene rural town of Sevnica, which can be considered a destination according to Kiralova & Pavliček (2015), who state that destinations are territories, geographical areas, such as a country, an island or a town with some political and legislative framework for tourism marketing and planning. In fact, as the analysis shows, this turned out to be a very interesting example. Namely, the discourse and content analyses lead to the conclusion that traditional media such as newspapers and television put Sevnica as a new destination on the world's tourist map, but branding of this rural destination continues mostly through new media. Tourism is highly dependent on media reporting also "because the vast majority of travel decisions are made by people who have never seen the destination first hand for themselves," points out UNWTO Secretary-General Francesco Frangialli. (www.un.org)

The mass media, which co-create tourism discourse, play a significant role in „shaping the individual and collective consciousness by organising and circulating the knowledge which people have of their own everyday life and of the more remote contexts of their lives“ (McQuail 1972 in Adoni & Mane 1984: 325). In the last decade, advances in the Internet and social media are changing the ways information are disseminated (Munar & Jacobsen, 2014), and this contributes to greater interest in research studies examining the role of new media in tourism.

As far as tourism discourse is concerned, in recent years, the term has been established in tourism and linguistic studies (Calvi, 2000; Jaworski and Pritchard, 2005; Thurlow and Jaworski, 2010, Potočnik Topler 2017), also as a means of exploring "tourism reflexivity" in Urry's term (2002, 142) and representation of the tourism world in meaningful ways. Of course, tourism meets the several conditions for the constitution of a discourse community (Swales 1990, 24-27). Among the conditions are that the use of languages in tourism performs certain functions and follows certain grammatical, lexical and textual rules and requirements. Consequently, in recent years, professionals in the fields of tourism have become more aware of the fact that, in tourism, communication and discourse are crucial concepts, significant for the positioning of people and destinations (Potočnik Topler, 2017). What is more, the language of tourism is not only considered a specialised

discourse, but also a tool of branding tourism destinations and means of making profits. According to Jaworski and Thurlow (2011, 287-288) "language and languages sit at the very heart of the tourist experience, its representation and its realization, its enculturation and its enactment", and taking this into consideration, tourism can be defined as a "communicative business". Thus, tourism discourse is significant not only for reflecting, but also for forming reality, and for creating destinations. When tourism and media discourse are successfully intertwined, destinations can benefit a lot.

As co-creators of tourism discourse, media, and particularly news, because of their high credibility and market penetration may be the only image formation agents capable of changing an area's image dramatically in a short period of time (Gartner, 1994; Tasci & Gartner, 2007).

It needs to be emphasized that innovations in new media have influenced and still continue to influence people's ways of thinking and living, and have brought human interaction and society to a highly interconnected and complex level (Chen, 2012: 1-2), which is demonstrated also in the tourism sector. Sevnica started appearing in the world media in 2016, when a great number of media representatives expressed interest in Sevnica due to the fact that Donald Trump's current wife Melania originates from Sevnica. In the beginning of media intrusion into the calm countryside town, the community of Sevnica felt pressured by this sudden intrusion of journalists who were wandering around, asking questions and wanting to know unusual things about Melania, her family and the town itself. Eventually, the community tried to be supportive to the media, and it saw reporting of all the world's most important media (Reuters, ABC, BBC, CNN, NBC, Washington Post, Frankfurter Allgemeine Zeitung etc.) about Sevnica as an excellent opportunity to push their tourism forward, but still, some of the members of the community started to point out the negative effects of Sevnica's exposure in the media. What is more, later on, especially the tourism stakeholders, saw the necessity of employing not only traditional, but new media as well, which turned out to be imperative for developing the offer, new products and future active tourism in terms of sustainability. It is the new media and new technologies that enable information transfer in the first place, and thus, tourism branding, tourism marketing, recommendations, feedback, keeping it up with recent trends etc. Sevnica is in the Posavje region, where the Sava River flows peacefully in wider and slower bends through the fertile valley between the Posavje hills on the left and the Dolenjska hills on the right side. The mild climate and favourable location for fruit and wine-growing make living amidst the numerous hills of this picturesque landscape an almost fairy-tale experience. Many old churches (in the Dolenjska and the Štajerska regions) and forts with the magnificent Sevnica Castle in the foreground all tell stories of the vibrant life in the past. The castle vineyard, winery, and granary, a cafe, an animated tour of the castle, magical wedding ceremonies in the castle park, etc. are just a few of the products that the central cultural and historical sightseeing site has to offer. The old Sevnica city centre, serene provincial squares,

and neatly ordered neighbouring village centres still present an ideal place for social gatherings and meetings. From the Lisca hill, the place with an extraordinary view, to vineyard cottages in Malkovec, there are plenty of activities to enjoy for those who seek recreation, ethnological sightseeing, or gourmet treats. In Sevnica, also personally tailored tours and trips are offered (www.dozivljaj.si).

Sevnica's surroundings are suitable for the development of active tourism, which is defined as "responsible travel to foreign areas requiring physical and mental participation from the tourist and following the maxims of sustainability, protection of Biodiversity and conservation of culture. Important elements are recreation and education, respect and contemplation, action, exercise and active involvement in company of an expert local friend, an academically competent tour guide" (activetourism.com). The research presented is based on the content analysis, which is, according to Boterill & Platenkamp (2012), one of the most commonly used methods in tourism research. This method has both quantitative and qualitative functions in the examination of texts (Nelson, 2014). It enables the researcher to identify the frequency of particular words, phrases, or images, however, the "complexity of 'meaning' portrayed in text and image requires a more subtle phase of analysis" (Boterill & Platenkamp 2012, 35). When the content analysis is used for qualitative research, as in the current research, the methodology involves a representative, but a small amount of data (Nelson, 2014, 46). For the purposes of this analysis, available online contents involving the key words "Sevnica" and "biking" published in various media have been analysed. (Online searches involving the key words "Sevnica" in combination with "sports tourism" did not have any results.) Employing content analysis, this paper thus provides information on the online available issues and facts presented to the general public about Sevnica.

The analysis shows that the media discovered the countryside town of Sevnica when reporting about the past of Donald Trump's wife Melania Knavs. Every report about Melania Trump involved mentioning the town of Sevnica as well, though sometimes using adjectives like "industrial" or "communist". It turned out that the representation of Sevnica in the majority of online reports – despite sometimes mocking - represented positive promotion and had positive effects. Some facts included in reports concerning Sevnica and Melania Trump were frequently repeated (for example: Melania Trump's donation, some facts of her childhood). All the analysed reports, however, influence the promotion of Sevnica directly because they have reached various audiences and many readers (some of the media are influential locally and other globally) or watchers, who heard about Sevnica for the first time, were reminded of the town again, or perhaps saw some leisure or business opportunity in Sevnica. The research also indicates the relation between the usage of new media and development of tourism. More and more often, tourists choose the destination and accommodation by themselves, based on the experiences shared by the social media users. The accelerated contemporary life pace requests a fast exchange of information for which the Internet and mobile applications are needed.

Digital campaigns feature a positive influence on tourism, and similar could be stated also for Sevnica, which is quite popular in the YouTube channel, one video featuring even a famous American actor and comedian Bill Murray, who visited Sevnica in 2017.

Recently, Sevnica has started its branding campaign under the slogan "Sevnica – the Treasury of Adventures". Thus, a simplistic keywords search was carried out to establish what kind of information are offered to potential tourists when they google for specific information related to active tourism. The search with the keywords "sevnica" and "active tourism" gave the following results: the official websites of the Slovenia's tourist organization under the slogan I feel Slovenia are the first results followed by TripAdvisor's websites and Airbnb rentals website. The search according to the keywords "sevnica" and "culture" offered results in the following order: website Culture and events in Sevnica Slovenia – In Your Pocket, Sevnica – the town where the First Lady of the United States grew up, Municipality of Sevnica – Culture of Slovenia, Sevnica Library – Culture of Slovenia, SI-8290 Sevnica – Culture of Slovenia. With the Google search involving the keywords "biking" and "sevnica", the following results appeared: S kolesom po Sevnici – Visit Sevnica, Sevnica biking trail, Bike Shops in Sevnica I Facebook, Kolesarski center Sevnica & Krško – Home I Facebook, Biking I I feel Slovenia. When the keywords were reversed, first appearing "sevnica" and then "biking", the results were similar, but not exactly the same, again starting with S kolesom po Sevnici – Visit Sevnica, following with Sevnica-the town where the first lady of the United States of America grew up, photographs, Biking I I feel Slovenia, Sevnica biking trail, Bike Shops in Sevnica I Facebook. According to the search results, the Internet promotion (as one of the possible available channels) of active tourism in Sevnica has quite some room for exploring and employing further possibilities.

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**SELECTED THOUGHTS ON
SPORTS TOURISM**

EXTENDED ABSTRACT 14

CONTRIBUTION OF VETERANS' COMPETITIONS TO DEVELOPMENT SPORTS AND RECREATIONAL TOURISM

By: Dušan Stupar, Romana Romanov, Tatjana Jezdimirović and Srđan Milošević

Introduction

The modernization of society and modern life style, now carry negative connotations human health. Due to the use of various devices, adjuvants and modes of humans (in terms of the use of transport vehicles: a car, a bus, a tram, etc.) where it is expressed under-human physical engagement, prospects for the development of civilization has constantly neglect of physical activity. However, an adequate level of physical activity, today is more important than ever a prerequisite for the normal function of the organism as a whole (Đorđević, 2005).

Industrialisation, urbanisation, exuasting work, atmosphere pollution, noise, improper diet and an insufficient physical activity have an extremely detrimental effect on the psychophysical development and human life. It is significantly contributed to by the chronical lack of time and changes in the hierarchy of life needs, as well as the increasing alienation of man from the nature and himself. The increasing need for engaging in physical activity, relaxation and active spending of time in nature is in accordance with the new forms of tourism. These new forms are related to the goals of travels and the choice of destination dominated by the programme content related to the care about health preservation and improvement. The numerous studies showed the importance of the application of physical activity in maintaining and improving health (Galper et al., 2006; Haskell et al., 2007; Hill, Peters & Wyatt, 2007; Irwin et al., 2008) but also the impact of physical activity on length of life, which has implications for the economic and social fields of the global population.

When the main subject is physical activity and sport, it can be seen that the WHO (World Health Organization) expressed their views press release titled "Health and development through physical activity and sport" (Health and Development Through Physical Activity and Sport, 2003). WHO attitudes are very explicit when it argues that the health and welfare of man can improve physical activities and sports.

Sport and tourism

Although the connection between tourism and sport can be observed even in the antics, it was not until the democratisation of society in the 20th century that the greater number of people could practise sport and engage in travel. It was in this period that special interest type of tourism called sports tourism started to develop in various forms (Škorić, 2012).

Sports tourism is defined as a specific travel outside of the usual environment for either passive or active involvement in competitive sport where sport is the prime motivational reason for travel and the touristic or leisure element may act to reinforce the overall experience. Another definition worth noting explains sport tourism as a combination of sports activities and travel. Tourism in which sport is the main motive for travelling and for staying in a certain destination is termed as Sports Tourism" (Bartoluci, 2004). The same author defined competitive sports tourism encompasses "all journeys that are initiated by the motive of participating in certain sporting events, from national to international competitions" (Bartoluci, 2004). The main motive for travel is a certain sporting event, whether the tourists are active (athletes) or passive participants (viewers).

The sports travel industry consists of many different forms of individual and team travel. There are regular season professional, collegiate, and scholastic events. There are championship events and an entire universe of participation based amateur events. Some travelers are part of a team, while others are parents and family of competitors: they are along to support their family member(s) and also enjoy the trip itself. Still others travel to participate in activities like climbing, camping, cycling, scuba diving, tennis, golf, birding, hunting and fishing. Nostalgia also plays a role: visits to sports halls of fame, participation in a fantasy camp, and tours of famous sports facilities. Still other travelers decide to purchase tickets to an event during a trip made for a very different reason (a business person goes to a baseball game while on a business trip). All can be included in the sports travel industry (National Association of Sports Commissions, 2015).

Veterans (Masters) competitions

Veterans competitions are intended for people older than 35 years (this is for sports events restricted to competitors older than those in the most competitive or open category. Some such event have "senior", "masters", or "veteran" in their title. The restriction may involve a formal minimum age (e.g. 50 for golf's U.S. Senior Open) but not necessarily (e.g. the tennis ATP Champions Tour allows players under 35 to compete after two years off the main ATP Tour). Although it is difficult to identify the specific „birthdate“ of Masters sport, it is generally accepted its origins were in mid-1960s (Baker, Horton, Weir, 2009).

The general rule is that the country is more economically developed and civilized, increasing number of people, athletes, and thus the athletes engaged in sports and later in life. One part of the athletes works exclusively for recreation and preservation of health, and a significant part of the athlete does the from competitive reasons. This particularly applies to those veterans in active competitive junior or senior age did not achieve top results and participated in a large competitions, but the veteran categories "compensate" the shortage of such success. Less common are cases that top athletes continue sports career as active in veteran athletes age due to saturation of competitions, training or due to injuries caused by intensive playing sports at a younger age (Puškar, Vitner Marković, 2012). If we compare veteran athletes and persons of the same age with sedentary lifestyle its indicate how the middle of aging in people involved in sports slow-paced declining VO_2 max and muscular strength. Researching training generally indicate that adaptations of the organism because exercises at elderly is relatively similar adaptations in young individuals of the same age if they practice the same training (Abernethy, Hanrahan, Kippers, Mackinnon & Pandy, 2005). Overall, masters athletes represent a unique population and should be cared for utilizing a multidisciplinary approach. This care should be implemented not only during competitions but also between events when training and injury are more likely to occur (Tayrose, Beutel, Cardone, Sherman, 2015).

There are many different veterans competition but the largest are The World Masters Games and The World Masters Athletics. The World Masters Games is an international multi-sport event held every four years which, in terms of competitor numbers, has developed into the largest of its kind. Governed by the International Masters Games Association, the World Masters Games is open to sports people of all abilities and most ages – the minimum age criterion ranges between 25 and 35 years depending on the sport Anyone can participate in the games so long as they are over the age of 35 though some sports will allow athletes who are younger than that. Participants compete for themselves – there are no country delegations. Beyond the age requirement and membership in that sport's governing body, there are no competition qualification requirement. The World Masters Games is the largest multi-sport event in the world. In terms of athlete numbers, it is bigger in scale than even the Olympics.

In Table 1 and Table 2 it can be seen hosts of previous games.

Table 1. World Masters Summer Games

Edition	Year	Host	Sports	Countries	Competitors
I	1985	Toronto (Canada)	22	61	8,305
II	1989	Aalborg, Aarhus and Herning (Denmark)	37	76	5,500
III	1994	Brisbane (Australia)	30	74	24,500
IV	1998	Portland (USA)	28	102	11,400
V	2002	Melbourne (Australia)	26	98	24,886
VI	2005	Edmonton (Canada)	25	89	21,600
VII	2009	Sydney (Australia)	28	95	28,676
VIII	2013	Turin (Italy)	30	99	15,394
IX	2017	Auckland (New Zealand)	28	100	28,571
X	2021	Kansai (Japan)	–	–	–

Table 2. World Masters Winter Games

Edition	Year	Host	Sports	Countries	Competitors
I	2010	Bled (Slovenia)	7	42	3,000
II	2015	Quebec City(Canada)	9	20	1,600

From April 21st to 30th, 2017, Auckland hosted the 9th edition of the World Masters Games, a multisport masters competition open to all countries around the world and accessible at all levels of performance. Over 10 days of competition, 28'571 participants from 100 countries competed in 28 sports. The games were supported by devoted 3500 volunteers.

Auckland tourism officials expect the World Masters Games to contribute 250,000 visitor nights and \$36 million to the local economy (Games have just been completed and there is no final report yet). That will have a GDP impact of about \$36m to the regional economy, according to Auckland Tourism Events and Economic Development (ATEED). This rises to \$53m GDP and 266,000 visitor nights to the wider New Zealand economy. The government (\$11m) and ATEED, on behalf of Auckland Council (\$11.8m), have invested approximately two-thirds of the \$35.9m required to stage the event with the remainder to come from registration fees (\$8.5m) and commercial sponsorship (\$4.6m) (Auckland Tourism Events and Economic Development, 2016).

For nine memorable days from 2 to 11 August 2013, Torino hosted the 8th edition of the World Masters Games where nearly 20.000 people from 107 countries competed in 30 sports and enjoyed the city of Torino and the region of Piedmont. In Table 3 and Table 4 it can be seen the total number and schedule of participants by events (International Masters Games Association IMGA, 2014).

Table 3. The number of participants

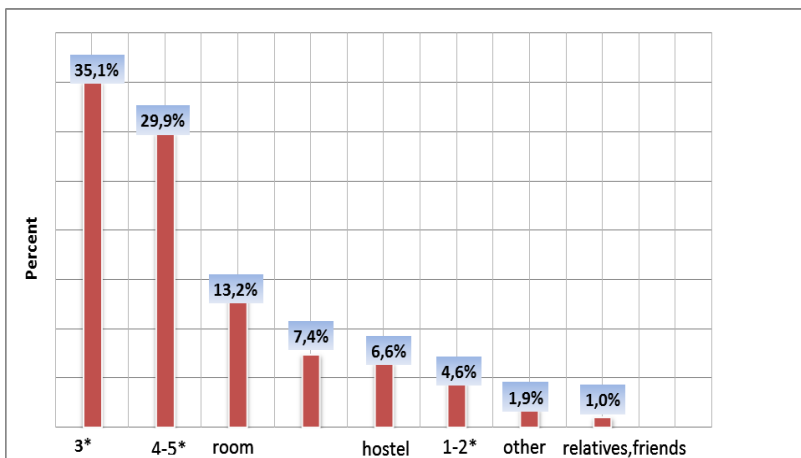
Category	Total
Accompanying Persons	2155
Competitors	15394
Guests	107
IMGA	11
Media	227
Services	2
Staff	455
Teams Personnel	745
Technical Officials	478
Volunteers	939
TOTAL	20513

Table 4. The participants by sports

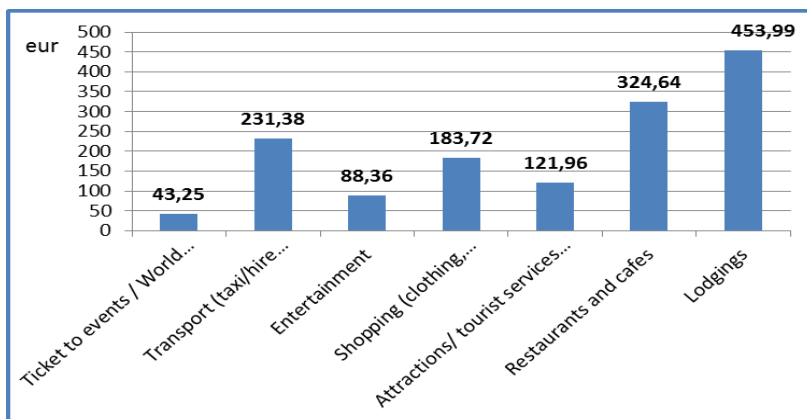
Sports	Competitor Entry
Archery	191
Athletics	1903
Badminton	348
Baseball	43
Basketball	1035
Beach Volley	406
Bowls	200
Canoe/Kayak	713
Clay Target Shooting	134
Cycling	492
Duathlon	184
Field Hockey	327
Football	1799
Golf	274
Judo	139
Karate	196
Orienteering	2514
Rowing	1005
Rugby	251
Sailing	60
Shooting Rifle & Pistol	165
Softball	734
Squash	120
Swimming	770
Table Tennis	148
Taekwondo	158
Tennis	249
Triathlon	292
Volleyball	1274
Weightlifting	521
TOTAL	16645

Ente Turismo Torino e Provincia was prepared a questionnaire and sent to approximately 10,000 athletes participants who competed at the event. About 6,000 read the questionnaire and 2,591 of them answered the questions, 2015 of whom were foreigners and 576 Italians (International Masters Games Association IMGA, 2014). The results showed that 94% foreigners visiting Torino for the first time. The

method of travel Foreigners was 50% by plane, 22% by train, 19% by car, 9% by bus. 58% of Foreigners wish to return to Torino, 29% maybe, and 13% do not wish to return.



Graph 1. Accomodation during the stage WMG Torino, 2015.



Graph 2. Average expenditure per capita – Foreingers, WMG,Torino,2015.

On the basis of the replies given in the questionnaire submitted to participants, it is reasonable to estimate the economic benefit for the region as a whole to be about Euro 35 million (accomodation about 18, restaurants and cafes about 8, attractions/tourists service about 2, shopping about 5, the entertainment about 1, transport about 3,tickets for Tours/WNG events,..) (Inernational Masters Games Assaciation IMGA, 2014).

Conclusions

- The organisation of the WMG confirmed that sport provides the tourism market with one of the main motives for travel. (International Masters Games Association IMGA, 2014).
- The organisation of sports events for mature athletes is cost effective and can have strong economic repercussions for the surrounding area. (International Masters Games Association IMGA, 2014).
- A world-class sports event is also an opportunity to enhance and promote the host city's artistic and architectural heritage and a powerful trigger to promote tourism (WMG, Final report, Torino, 2015).
- Factors which help veterans' competition to contribute to the development of sports tourism:
 - large number of people realize the importance of physical activities for elderly people.
 - development of the internet and easy access to information about competitions;
 - low cost accommodation;
 - low cost flights;
 - socialization, communication and integration of participants.
- Sport tourism has become one of the hottest businesses in sports. It is already one of the fastest growing sectors of the global travel and tourism industry with estimates of its value in 2003 alone as high as \$51bn, equivalent 10 per cent of the total international tourism market (Biddiscombe 2005).
- Estimated visitor spending associated with sports events was \$10.47 billion in 2016, an increase of 10% from one year ago (\$9.45 billion). Visitor spending has continued to increase for sports events over the past four years, signaling the health and strength of the sport tourism industry (NASC, 2017).

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EXTENDED ABSTRACT 15

PRACTICING KITEBOARDING IN LIFESTYLE DESTINATION TARIFA: A SCHOOL'S PERSPECTIVE ON DEVELOPMENT AND PROGRESSION

By: Timo Derriks

Purpose

Being known as the Wind Capital of Europe or even the world, Tarifa is a popular destination for wind and water sports enthusiasts. Formerly mainly drawing windsurfers to the coastal town in Southern Spain, today it is all about the kiteboarding lifestyle. The relatively small town of Tarifa attracts people to practice kiteboarding, but also those only looking for the surf vibe in the city centre, possibly combining it with other tourist activities in the surrounding. Kiteboarding is a popular extreme sport which seems to become more and more mainstream. Safety and fun are important key words in learning and practicing kiteboarding. Being still seen as an extreme sport, kiteboarding requires careful learning in order to practice it independently and, especially, in a safe way. In Tarifa, approximately fifty kiteboard schools are existing, operated to make profits by teaching how to kiteboard in a safe and responsible manner. The competition is hard, forcing schools to pursue various strategies and matching business models. At the same time, thousands of experienced kiteboarders visit Tarifa to practice their beloved sports. As a result, many kiteboard learners and practitioners, all with varying levels of skill. Following, safety and supporting infrastructure are under extreme pressure.

The main research question addressed in this study is how kiteboard schools in Tarifa sketch current situations, challenges and future ideas concerning the learning and practicing of kiteboarding in Tarifa. The focus is on kiteboard schools as they are the ones working day in, day out on the beaches, combining their general understanding of the sport with their local experiences. The objective of this research is to gain an understanding of 1) the popularity of kiteboarding in Tarifa; 2) the relation between motivations to kiteboard and the destination's reputation; 3) the organisation of kiteboarding to ensure safety and fun, and; 4) the collaboration of kiteboarding schools and its contribution to the sport's position.

Methods

The study has been designed as an exploratory case study with a mixed method approach. The researcher visited Tarifa in April 2017 for ten days. Within these days,

a kiteboard instructor course was being attended to understand what it takes to practice and teach kiteboarding in Tarifa. The researcher, being an experienced kiteboarder himself, also practiced at two different beaches to experience kiteboarding and visit the as a practicing tourists. Notes on both type of observations were being taken and, supported by earlier studies on kiteboard practices, used to create topic lists for semi-structured interviews. Four in-depth interviews with kiteboarding schools were being held, inviting additional desk research on tourism in general and kiteboarding in specific in or around Tarifa. This information were drafted into preliminary findings related to kiteboarders' motivations, Tarifa's reputation, the sport's organisation and the kiteboarding schools' association. The findings were shared in terms of discussion statements to validate and invite more insights. Seven out of the 43 known kiteboarding schools operating in Tarifa at that moment replied with their thoughts and additions to these findings.

Results

The results reflect a school's perspective on development and progression of practicing kiteboarding in Tarifa.

Kiteboarders' motivations to visit Tarifa

It is obvious kiteboarders come to practice their sport in Tarifa because of the favourable wind conditions. Although there is almost always a good quality of winds to kitesurf in Tarifa, its conditions for those beginners in search for a nice and relaxed learning curve are, however, not that great. Still, it is argued that if you learn to kiteboard in Tarifa, it would be possible to kite independently in the various conditions of Tarifa and basically allows somebody to kite almost anywhere. Like most popular kiteboard spots, some accidents do happen every summer. Taking into consideration the great amount of kiteboarders on the spot(s) and the rescue service in place, it is argued learning and practicing kiteboarding in Tarifa is relatively safe. Besides the conditions, it is believed kiteboarders are also attracted by the city itself, as to visit and spend money in its shops, accommodations, and bars/nightlife that are emphasizing the surf lifestyle. Tarifa offers many kitesurf brand (selling) shops and surf themed bars, restaurants and hostels that definitely seem to help to attract kiteboarders to Tarifa. Furthermore, other activities are also offered, both in and outside Tarifa whereas the ones that come to kiteboard are believed to be mainly concerned with kiteboarding and do not combine it often with participating in other outdoor sport activities for instance. Many activities and shopping possibilities are not offered during the winter period.

Reputation of destination Tarifa

The surf lifestyle with its surf bars and relaxed mind-sets does also attract people that are not surfing themselves. It is evident that other segments also visit Tarifa.

Some tourists like Tarifa for the party possibilities, and are part of or mix with higher income families that increasingly visit Tarifa as well. During the summer period, the beach in front of Tarifa is crowded and kiteboarding is not allowed. At night, during July and August especially, several of the city centre's charming streets transform into party streets. Stag and hen parties are seen and noise and littering a logical result. Driving in and around Tarifa and especially parking a car is one true challenge due to crowding and its pressured infrastructure. The municipality and its related tourism office hardly promotes kiteboarding and emphasizes more activities related to culture, dining, and nature. Perhaps it is a logical consequence of Tarifa being so known as wind capital already, emphasis is placed on the promotion of other things to do for wind sports enthusiasts, their company or those not in search for wind to practice their sport. Infrastructure and facilities supporting the practicing of kiteboarding could be better developed, especially to foster ease of travel from emergency services. On the other hand, too many facilities at the beaches, as argued, would help change the surroundings of Tarifa into 'one major campsite'.

Local organisation of the sport

In prior years, the municipality received yearly incomes for licenses paid by the official recognized schools that offer kiteboarding lessons. Concerning these licenses, they did not set and check logical criteria for, as for example having certified instructors. It is argued it was just some required paper work and if desired, every school could get such a license as long as they paid the fee. The received public income by these licenses was not used to progress the sport; it might be that the municipality was not that concerned with how kiteboarding around Tarifa was organized. What certainly did not help, was the idea of Tarifa being a poor town and a council with debts. One respondent argued kite schools were just 'money makers for the council', while no services were offered in return. It turned out that it was and still is mostly up to the schools to organise the kitesurf sport and spots in Tarifa. Roughly said, it seems there are three categories of schools: 1. Several larger kiteboard schools that employ many instructors, have effective marketing, and offer average to good quality; 2. A descent amount of smaller kiteboard schools with a few passionate instructors that are sometimes also the owners, who offer personal touch and good quality, but struggle(d) with effective marketing, and; 3. Kiteboard schools that come and go, sometimes offering good quality, sometimes offering poor quality, sometimes with a license and certified instructors, sometimes without them.

The competition in offering kiteboard lessons is hard but manageable for those who proof effective in marketing and/or those who are passionate and offer good value for an honest price. On the beach and when seeing each other in the city centre, there is a friendly and helpful atmosphere amongst school owners and instructors. Behind the scenes, competition for market share is really hard and collaboration almost non-existent. In most of prior kiteboarding years, schools in Tarifa were focused on their own business and protective. Recently, it is more and more

understood that collaboration is needed to better organize the sport and the destination in general. Collaboration for a better destination would result in benefits for those companies that successfully balance collaboration with competition. From 2016, things started to change by the birth of a kiteboard school association. The association would be (more) in control of the beach, stimulate collaboration and with that lobbies for better infrastructure in favour of wind tourism.

Association of kiteboarding schools

The recently initialized association of kitesurf schools is believed to potentially be a good thing. It has been argued it could or even should receive (more) financial support from the municipality, the regional and/or provincial state authorities to advance kiteboarding in and around Tarifa. Without receiving financial support, it will be hard to get anything done. Schools always paid for fees, but with an association including trustful, legal partners, it differs from earlier how the money will be spend. Financial resources obtained via license fees does not seem to be sufficient and doubts do exist whether it should be the schools in first place to pay parking officers and beach guards. The priorities of the association should be, as argued, on agreed criteria to issue yearly licences. These criteria could be related to teaching standards and certification, labour conditions, price setting guidelines, safety procedures, clear zoning and communication signs about this zoning. Zoning could better distinct those who are learning from those who are doing. Although setting a maximum amount of kiteboarders at various zones could, in theory, be an option, it would in practice be too hard to regulate and perhaps not necessary as it could regulate and balance itself. The amount of schools to give an operating license to might not be something for the association to work on as it relates in dubious ways to allowing for a free market economy. Eventually, this could also balance itself as those schools fulfilling the criteria offer value and keep the license could survive and those who don't, won't. The roads and parking are public and should therefore be of the public authorities' concern while the association could play an advising role in this as well.

Conclusion

By this study design, a better understanding has been realized concerned the popularity of kiteboarding in Tarifa and its appeal for kiteboarding tourists as well as other tourists. In addition, the relation between motivations to kiteboard and the destination's reputation is discussed as well. Detailed insights into the organisation of kiteboarding to ensure safety and fun at the same time are being shared. It has been shown that, although being the windy capital, the developing and branding a kiteboard lifestyle destination encounters various challenges related to safety, regulations and a supporting infrastructure. Fortunately, by means of a recent association that does need to find its ways and organisation, a better collaboration of kiteboarding schools with an effective legal and financial framework in place could benefit not only the sport's organisation but also Tarifa as a destination.

EXTENDED ABSTRACT 16

SPORT AND RECREATIONAL TOURISM AS AN AGENT FOR DEVELOPMENT OF RURAL AREAS

By: Ivana Mišković, Iva Škrbić, Vaso Jegdić and Dragana Tomić Pilipović

Instability of the world agricultural market, mass migrations of countryside population into urban centers, poverty, and bad living conditions in the villages compared with cities, all condition a substandard position of the population living in the rural areas of Serbia. In such circumstances, tourism is one of the alternative options for development of rural areas (Fesenmaier, Fesenmaier, & Van Es, 1995). Furthermore, it is a chance to set a better territorial balance in the economic and social sense by diversification of activities (Shtaltovna, 2007). Similarly, it is an instrument to mitigate the problem of poverty in rural areas, particularly in the developing countries (Saarinen & Lenao, 2014).

Rural tourism includes all tourism activities taking place in rural environments (Saarinen & Lenao, 2014). As a result, its development goes beyond a specific form of tourism, becoming a vehicle for development of rural environments (Holland, Burian & Dixey, 2003). Certain activities, particularly those in realm of sport and recreation, can be a successful impetus of rural tourism development. The bottom up concept of rural development opens a wide spectrum of possibilities for Serbian villages, taking into consideration their resource basis, primarily geo-morphological, botanical, and zoological diversity, which are the main characteristics of the rural areas of Serbia. As far as the highland regions are concerned, practice has shown that there is significant potential to initiate the development of rural tourism offering sport and recreational activities with relatively small investments.

Sports events, such as marathons, hiker summits, and bicycle races are associated mostly with rural areas, where there is almost no tourist infra and supra structure. This is particularly evident in the case of Eastern Serbia, which is believed to be the poorest region in the country. As the poorest and the least developed region, Eastern Serbia faces a particularly negative birth rate, and has been feeling the ramifications of migrations and aging population for decades. However, possibly precisely due to a lack of larger industrial, traffic and other economic activities, this region succeeded in great measure to preserve its natural environment and has managed to remain a relatively unexplored region. Such character and long term neglect very often leaves potential visitors with a feeling of mysticism and calls for an adventure. All of this is in the focus of modern day tourists that are tired of popular destinations and sights. Naturally, tourists that turn to such unexplored areas are fans of sports and

recreation, adventurers, mountain hikers, campers, and increasingly practitioners of yoga, meditation and consumers of organic food.

Primary rural (agricultural) activities that take place in these villages are a significantly valuable base for the development of rural and sustainable tourism, but they must also be viewed as an addition for enrichment of all other tourism products and contents in the region. Considering that rural tourism leads to the diversification of activities in agricultural households or in their environment and raises the income of countryside households (Andric, Tomic & Tomic, 2010), it is important that it is developed according to the principles of sustainability in its broadest sense with the aim of development of the region and becoming an attractive destination for modern guests.

Some authors (Krajnović, Ččin-Šain & Predovan, 2011) define sustainable development of rural tourism as preservation of the local culture and the identity of the local community, preservation of the countryside and the natural environment, sustainable development of rural economy. An emphasis is placed on the importance of the support of local, regional, and government authorities, but also as a balance between tourism and other activities in a specific rural space.

While in most villages in Serbia the number of inhabitants is decreasing, people continuously move to Vrmdža. It has attracted young, educated people, primarily those with jobs that do not require their physical presence in their work positions in big cities. With the influx of new population, the village gained new energy and ideas, restorations of old houses are planned, healthy lifestyle is more advocated, as well as sports activities, education, organic food production and eco-agriculture. Over 30 newly inhabited households consist mostly of medium and highly educated people, originating from urban environments (Tomić Pilipović, et al., 2015). One such household founded the *Centre for Socially Responsible Entrepreneurship – CSRP* in Vrmdža, the activity of which is focused on rural development and economic strengthening of the village through applying the bottom up principle.

Resource basis for the development of tourism in Vrmdža

Apart from the engaged local community, the resource basis of the village Vrmdža consists of intact nature with a number of water springs and creeks (the origin of the village's name, as vrm meaning water spring), a lake suitable for swimming, and a rich plant and animal life. The famous Mountain Rtanj, valorized by tourism, is located in the close proximity of the village.

A certain number of housing facilities were restored in this style, which create a modest, but satisfactory resource basis for the current tourism needs. The unusual ruggedness of the village presents an ideal potential for the development of rural, active and eco-tourism. Intertwined wild trails are ideal for hiking and mountain

biking, and steep rocks for free climbing and mountaineering. Additionally, the vibrant surroundings of the village and its rich history have made the numerous tales and legends give this village a unique note of mysticism.

Using Vrmdža village as an example, rural economy can be viewed as a combination of agricultural activities, and additional activities, such as tourism. Homemade food, produced and prepared in a traditional and ecologically sustainable way is one of the basic activities for the visitors.

Organic agriculture and tourism should be seen as parts of a whole that complete each other and are mutually conditioned. Agriculture and healthy food production will find a way to place their products precisely by using tourism, which will, on the other hand, use those products to sate one of the basic needs of tourists – nourishment. At the moment, feeding tourists in countryside households is the best solution for both the local community and the tourists.

If we chronologically analyze the development of tourism in Vrmdža village, we can conclude that the initiators of that development were precisely the sport and recreational events. Using the method of observation and analysis of secondary data, a list of all sport and recreational events taking place at the village area was created. Analysis of all available hard copy documents and internet sources (web sites, online journals etc.), as well as testimonies of local residents and the manager of the Centre for Socially Responsible Entrepreneurship, confirm that all of those events have multiple positive effects to the local rural economy and household budgets.

Sport and recreational events in Vrmdža village

Sports tradition in Vrmdža village consists of the “traditional” sports, such as mountaineering and hiking, but the last few years have seen the rise of some “newer” sports, particularly cycling and free climbing. Apart from these, yoga, meditation and organized thematic hikes through the forest, for example gathering medicinal herbs, all take a significant position. It is also important to mention that Vrmdža is becoming a recognized destination in the local market, therefore, numerous organizers choose this village to hold occasional events (for example, Nissan 4 elements race) (trcanje.rs, 2012).

The traditional yearly hiking summits are still the most numerous in terms of the visits, which are mostly organized in spring months and beginning of summer. Mountaineering hikes gather several hundred participants, cycling – several dozens, and yoga retreat camps gather smaller groups at least once a month. This has become an activity with a tradition spanning back a few years.

Sports climbing should be singled out as a newer, high-prospect activity that was initiated only this year, and for its needs, natural rock surface “Maiden’s rock”

(Devojački kamen) was arranged for this purpose. Therefore, this, almost 40 meters high climb, is an ideal combination of natural terrain and modern sport infrastructure. Over twenty climbing directions are marked on the rock, and the climbers named them after gods from Slavic mythology, such as Mokoš, Dajbog and Stribog. The climbers can conquer "Maiden's rock" throughout the summer, as the rock is located in opposition to the Sun and it is never too hot (Ljubisavljević, 2017).

The most interesting mountaineering event, the initiator of which, together with local mountaineering associations and local community center – Vrmdža, is "Vrmdžila", an activity with a purpose of promoting mountaineering freedom and dignity. At the final leg of the path, located next to the village school, the locals prepared lunch for all participants of the mountaineering event, and stands were prepared containing souvenir exhibits and local workshop products made by the women of Vrmdža (Nikolić S., 2017). Due to the numerous sport events, Vrmdža hosted around 8000 visitors in the year 2016, and the locals believe that this number will soon be greatly surpassed.

Each of the sports-recreational events in Vrmdža has multiple effects on the local community and the surrounding villages, considering that all tourism activities in this area rely exclusively on the resource basis consisting of the countryside households and domestic products. Innovative approach to enriching the standard sport and recreational offer – applying the storytelling concept. What is typical of Vrmdža is connecting the offer of sport and recreational tourism with material and non-material cultural heritage of the micro-destination. This is primarily manifested by naming the events themselves, but also important locations with terms related to local legends, folk tales and famous locals.

Looking back at the names of sporting events listed in Table 1, several unusual names can be noted ("Vrmdžila", "Saint John the Herbalist", etc.), the origin of which can be found in historical context, tales and local legends. For example, the name "Vrmdžila" alludes to a beast that supposedly lives in the Vrmdža lake (Nikolić, 2017).

The name of the "Saint John the Herbalist" event comes from a tale about Saint John the Baptist, who spent most of his life in the desert, eating exclusively herbs. On the day of his birth, people traditionally gather and go into the mountains to pick as many medicinal and edible herbs as possible. This custom is particularly present in the surroundings of Rtanj and Sokobanja (telegraf.rs, 2014).

Giving personal names of locals to certain tracks, locations and check points, but also naming them by terms from the local culture ("Maiden's rock"), creates a more intimate bond between the visitors and the village and its inhabitants, and it can also rouse interest for the local history, or even prolong the stay.

It is necessary to mention the specificity of the small village museum, where every showpiece has an inscription – a note of its former owner written by hand or with a

type writer, with a short tale regarding the history of the said item (origin, purpose, etc.). How carefully is crafted the connection of this museum exhibit with active tourism can be best seen by the fact that certain items exhibited in the museum get the role of "lost treasure" for a short time, when the participants of the race, using their motor and navigation skills, search for the house that the items originate from, solve riddles along the way, search for clues and assemble a cognitive puzzle trying to succeed in doing so before their opponents or opposing teams do.

Conclusion

Unfortunately, nowadays it is a rare occurrence to see examples of revitalization of villages such as Vrmđža. The answer to whether the sport and recreational tourism can shape the future of this village is definitely confirmative, but only in the case that the development of tourism is steered according to a plan in order to decrease any possible negative effects. It must be expertly guided and organized, and should be based on the principle of community, and with respect towards the interests of all stakeholders and the infrastructure construction standards. Sport and recreational tourism has a potential to become one of the primary forms of tourism that take place in this village. Of course, this requires great engagement of the local community and cooperation with experts in the field of tourism, ecology and destination management.

Tourism stay that has sport activities as its basis can be enriched with accommodation in countryside households, local gastronomy, and additional attractions, such as cultural heritage. Vrmđža is an example of micro-destination that has succeeded to connect all these resources into a rich and attractive tourism product, primarily due to the initiative and the creativity of its locals, but also due to projects of Centre for Socially Responsible Entrepreneurship - CSRE.

The results of this case study will be used to improve the processes of rural tourism development in a number of villages in other parts of Serbia, especially the Vojvodina region.

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EXTENDED ABSTRACT 17

VISITORS' SATISFACTION WITH THE FIS WORLD CUP SKI JUMPING FINALS PLANICA 2017

By: Miha Lesjak

For Slovenia and its residents FIS World cup ski jumping finals Planica is more than just one of the regular yearly events, but is, as described by Kreft (2010, p.17) more of a "national sport". This is not because of the number of ski jumpers who come to compete in the event but because the nation has identified itself with this sport and their competitions for more than 80 years, including Planica flying, which represents a massive, annual festival of national identity, featuring a continuous ambition to break records. Due to that also many international visitors decides to attend traditional sporting events and enjoys the atmosphere, which is unique. High attendance sporting events attract also many sponsor revenue and thus an empirical understanding of the factors that influence sports attendance is important to the long-term viability of these events (Hall, O'Mahony & Vieceli, 2010). After renovation the "Nordic centre Planica" started a new era with high hopes and expectations for the future, which needs special attention from the organizers in understanding the visitor's needs. It is certain that sporting events would not be the same without the sport visitors who are ready to pay high prices of sport event tickets to gain emotions of highly memorable sport event experiences (Emery, Kerr & Crabtree, 2013).

Nowadays visitor satisfaction when organizing sporting events correlates with numerous positive business and social outcomes for the event organizers. Therefore, sport event organizers recognize to follow a very important goal how to satisfy their customers. To be able to satisfy the sport visitors at events the organizers needs to be aware of evaluation of their satisfaction with the event. Sports visitors' satisfaction experience in association with a sporting event is based on the "comparison of their perceptions on predictive expectations for the event service experience and perceptions of what actual service experience is consumed" (Kelley & Turley, 2001). Oliver (2010, p. 8) defines satisfaction as "the consumer fulfilment response with a judgment that the product/service feature or the product or service itself provided (or is providing) a pleasurable level of consumption-related fulfilment including levels of under-or over fulfilment". Yoshida & James (2010, p. 340) explain that "customer satisfaction is defined as a customer's pleasurable, fulfilment response to the entertainment of sport competition and/or ancillary services provided during a game and the service satisfaction is a customer's overall satisfaction with the services experienced at a sporting event". Satisfaction could be also understood as a

“pleasurable reaction to a good or service in an act of consumption” (Oliver, 2010, p. 8). The outcome dimension of service quality measured by player performance, opponent characteristics and game atmosphere (Yoshida & James, 2010) is what the sport event visitors receive in the process of the competition. Satisfaction of the sport visitors additionally presents a crucial point for sport event organizers since it has consequences on the service quality, which are a manageable factor of future organization of sporting event. The satisfaction of the sport event visitors is therefore not only dependable on achievements of professional athletes but also from the quality of services when organizing sport event.

The sport event organizers and sport event visitors each bear significant responsibility in the total satisfaction of the sporting event. The sport event organizers have the ongoing task to produce friendly and smooth services to the sport event visitors and treat them as individual customers with unique individual needs. Sport event visitors themselves also play an important role in ensuring complete satisfaction for other visitors. This may be achieved by choosing to engage in conversation with other visitors and give their personal opinions on the sporting event. When the sport event visitors are cheering, clapping hands, and singing that can also contribute to uplift the social environment at the event (Cant & Wiid, 2012).

There are various factors influencing sport event visitors’ satisfaction, which needs to be investigated. All those factors play an important role in constructing the visitors’ satisfaction with the event and potential revisiting of organized sport events. Based on the literature review not much research was conducted directly connected particularly on sport event visitors (Van Leeuwen, Quick & Daniel, 2002; Yoon & Uysal, 2005). Two of the most important studies of sport visitors’ satisfaction are those by Madrigal (1995) who tested the affective determinants of fan satisfaction with a sport event and Wakefield and Blodgett (1994, 1996) with the examination of the effects of quality perceptions of the sport facility on customer satisfaction and re-patronage intentions. In the literature review of sport event service quality, we can find two perspectives of research where researchers analyse the perceptions of sport event visitors. Some studies (McDonald, Sutton & Milne, 1995; Theodorakis, Kambitsis & Laios, 2001) have adapted the measurement model based on the SERVQUAL model (Parasuraman, Zeithmal & Berry, 1988) but others developed specific measurement scales for analysing perceptions and satisfaction of sport event visitors (Jin, Lee & Lee, 2013; Ko, Zhang, Cattani & Pastore 2011).

Research Methodology

The purpose of this research is to understand the FIS World cup ski jumping finals - Planica 2017 visitor’s satisfaction in order to follow directions for the future organization and better quality of the sporting event. In addition, the aim was to develop the research model of evaluation process derived from the data on visitors’ satisfactions to provide a conceptual understanding of the significant predictors of

FIS World cup ski jump finals Planica 2017 event attendance. In order to understand visitors' satisfaction and future expectations, a research where more than 3500 visitors of the event have been asked to fill in the on-line questionnaire was conducted. Only the visitors who entered the event area of the FIS World Cup ski jumping finals 2017 were the target population. The event was held between 23rd and 26th of March 2017 in Planica valley, Slovenia (Europe). The face-to-face collection of email addresses were conducted at the event area by previously instructed interviewers. Additionally the new method of evaluation process of data gathering with two stages of first getting the email contacts and sending on-line questionnaire after the finished event was introduced. The decision of the use of on-line questionnaire after the event was finished was chosen based on the previous experiences from the measuring visitor's satisfaction of the FIS World Cup ski jumping finals in years 2015 and 2016 and it is connected to the quality and size of data. The on-line questionnaire consisted of different sections: demographic characteristics, prior travel organization to attend the event, motives for attending the event, the influence of promotion of the event and satisfaction with the event. The on-line questionnaire was sent a day after the event was finished. Respondents were asked to evaluate their satisfaction about different elements of the FIS World cup ski jumping finals Planica 2017 event organization. Final number of the research sample was the 1114 returned survey of mostly national (1007) and some international visitor (107).

Discussion

Visitors' satisfaction has an important role in determining service quality and therefore influence repeated visit of event visitors. The questionnaire was developed using the findings from the literature review suggesting that the quality service (Gronross, 1984; Yoshida & James, 2010) is an important aspect of a sporting event and it should be taken into consideration by organizers and researchers in order to evaluate the sporting event. Satisfaction with the event was measured according to the elements that Bitner (1992) pointed out as being crucial in measuring the sporting event visitors' satisfaction.

According to the theoretical background, we have formulated the following research hypothesis: "Visitors satisfaction of the event Planica 2017 influence their repeated visit at the future organized event in Planica". The contribution of the study of the visitor satisfaction of the major sporting events needs to be researched interdisciplinary and including both, the factors of atmosphere at the major sporting event with various background characteristics (noise, scent, sound, crowd, lighting and music). Additionally the service quality of the components of the major sporting event such as (security, food & drinks offer, sanitary conditions, stadium characteristics, official speaker, official souvenirs offer etc.) needs to be measured and evaluated. Therefore, the major sport event organizers have to produce friendly and smooth services to achieve great atmosphere to satisfy the sport event visitors

with unique individual needs. The goal of the major sport event organizers is also to attract as many visitors as they can in order to cover their expenses that arose during the organization and promotion of the event. Every organizer of a major sporting event is interested in acquiring a certain level of service quality that will lead to satisfied and therefore repeated visitors. If the major sporting event is a part of a series of events that happens every year or several times per year in the same destination then the organizers like to focus even more on the satisfaction of visitors since this will lead to a greater percentage of repeated visitors at the tourism destination. Furthermore, it is recommended that the promotion of the destination is coordinated simultaneously with the promotion of the event. Doing that the organizers do not have just higher revenue from visitors but they will promote the destination itself leading to visitors who will come back to the destination as future tourists.

From previous research (Jin, Lee & Lee, 2013; Ko, Zhang, Cattani & Pastore 2011) there can be found that the experiences of the visitors of sporting events influence their satisfaction with the event. Thus, it is very important that the organizers of the events are able to research the satisfaction of the visitors of the event. The current study offers an attempt to measure visitor satisfaction at the specific major sporting event the FIS World cup ski jumping finals Planica 2017. The empirical results of the research will be a good start for better quality service of organization of future events in Planica for the organizers.

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SELECTED THOUGHTS ON ACCESSIBLE TOURISM

EXTENDED ABSTRACT 18

FUTURE OF ACCESSIBLE HOSPITALITY IN FINLAND

By: Anu Harju-Myllyaho and Salla Jutila

The aim of this paper is to evaluate the suitability of the Delphi method in studying the possible futures of accessible tourism in Finland. First we discuss different terms, concepts and definitions concerning accessible tourism and secondly the use of future-oriented Delphi method in the field of accessible tourism. This study produces new knowledge for developing accessible tourism in project 'From Accessible Tourism to Accessible Hospitality' (project ESVI/ ESF) (See e.g. ESVI 2017). The writers have worked in an R&D team on accessible tourism at the Multidimensional Tourism Institute in Finnish Lapland and consider accessible tourism as an important issue both professionally and personally. Accessibility is a part of tourism quality and sustainability. In tourism, accessibility is both a question of human rights (ie. Harju-Myllyaho & Jutila, 2017) and a significant economic possibility, as pointed out by Eichhorn (2014) in a study on the economic impact of accessible tourism. It is fair to say that accessibility, especially in tourism as a global forefront industry, is closely connected with our common future.

More specifically the study answers the following questions:

1. What knowledge and knowhow is needed in furthering accessible tourism in the future and how can we gain this knowhow?
2. Which political, economic, socio-cultural, technological and ecological factors (driving forces) impact the development of accessible tourism in the future?

Terms and concepts of accessibility

There are many different terms that refer to accessibility in tourism: accessible tourism (the most common), inclusive tourism, barrier-free-tourism, easy access tourism and universal tourism are examples of terms used in academic discussion (Buhalis & Darcy, 2011a, p. 10). Concept of tourism for all is widely used in national and regional web pages (eg. Tourism for All UK) as well as among private and third sector (TourismForAll; UNWTO, 2016). All different terms and concepts are discussing about the same theme but from a little bit different point of views. However, most of them are inclined to restrict accessibility to physical and communicational aspects, though accessibility has a number of other dimensions relating to social, cultural, economic and political aspects (eg. Darcy & Buhalis, 2011b, p. 27; Jutila, 2013, pp. 4–5; Oliver, 1996, p. 32).

Social accessibility refers to equality, participation and attitudes. A positive attitude and the desire to serve every tourist can significantly remove physical or communicational barriers. The basis of social accessibility can be found in the social model of disability, which means that the barriers are part of the society, not the individual. (Darcy & Buhalis, 2011b, p. 27; Oliver, 1996, p. 32.) Awareness and reverence of the habits of different cultures and religions makes tourism culturally accessible. Also, welcoming attitude towards minorities and ethnic groups is part of cultural accessibility. Economically accessible tourism is also available for people with a lower income, affordable for tourists travelling alone and does not charge extra for applied solutions. Political structures and regulations, such as mandatory permits and travel documents, can create insuperable barriers to travelling. Thus tourism is not politically accessible for many nationalities. (Edelheim, 2013, p. 93; Harju-Myllyaho & Jutila, 2017, pp. 35-36.) The need to address the different dimensions of accessibility will even increase in the future.

Based on their holistic and future-oriented approach, Harju-Myllyaho and Kyyrä (2013, p. 16) suggest the concept of accessible hospitality, a welcoming attitude towards others and willingness to serve all kinds of customers, as a basis where other aspects of accessibility in tourism are integrated. Hospitality in this context refers to an attitude and general behavior towards others rather than to an industry. Accessible hospitality gives fresh insight by providing a broader understanding of accessibility; travelers' needs and wishes are taken into account regardless of travelers' background or personal characteristics, such as culture or sub-culture, social minority, sexual orientation, age or a special mental or physical need. (Harju-Myllyaho & Kyyrä, 2013; Harju-Myllyaho & Jutila, 2016.) This approach considers also the question of who gets to be the guest and under what conditions, discussed by Germann Molz and Gibson (2007, p. 8).

The Delphi method

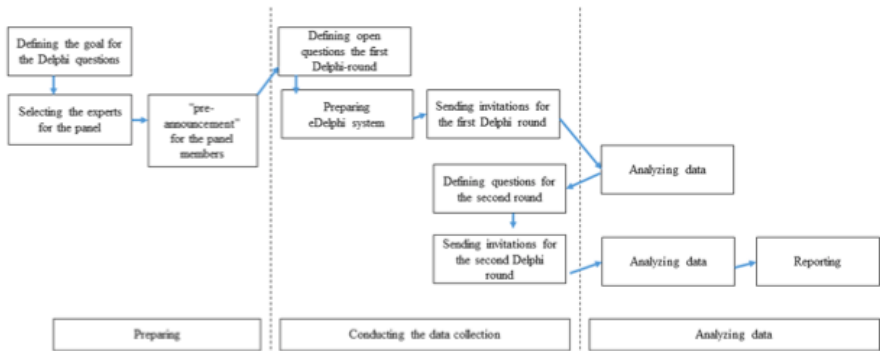
As stated before, this study builds bridges between futures studies and the wide perspective to accessible tourism and accessible hospitality. Accessible hospitality requires that we are always one step ahead. Thus, accessible hospitality benefits greatly from futures research methods, such as the Delphi method. The Delphi method is known as a method used by futures researchers and one of the most important issues that guide futures research is speaking for those, who cannot talk for themselves (see Masini 1993, p. 8). In principle, futures research has a strong connection to values, which strengthens the suitability of the research methods in the field of accessible tourism.

According to futurist Elina Hiltunen, the Delphi-method is used widely within the field of futures research. For instance, it has been used in forecasting the technological development. In practice, the method is used in gaining insights from a virtual panel of experts concerning a specific theme. The central idea of the method is anonymity,

which ensures that the other members of the panel are not influenced by the opinion of a single member. The method is based on iteration, and hence the members of the panel have the possibility to specify their opinion or even change their opinion on the grounds of new information. (Hiltunen, 2013, p. 134-135.) The anonymity of the Delphi expert panel ensured a way of gaining a) information from various viewpoints and b) rigorous data. The panel was established by using a matrix based on multidisciplinary approach. Multidisciplinary viewpoint was systematized by using PESTE categories (political, economic, socio-cultural, technological, ecological), which are often used in futures research to identify different driving forces that change our society. We also wanted to gain informants from public, private and third sector.

The use of the Delphi method can vary quite significantly according to the theme of the study, for instance. There is not only one way of conducting a Delphi study (Hiltunen, 2013, p. 134-135). Hiltunen writes that Kuusi, a well-known futures researcher, favours argumentative Delphi, where the emphasis is in interesting arguments, not consensus as in classic form of the Delphi. Kuusi (2014) states that the purpose and the context of the study can relatively freely impact the nuances of the method, even though it requires certain features. (Kuusi, 2014.) Our choice was to conduct a two-phase Delphi to a closed group of experts we had included to our matrix of experts. The aim of the Delphi-study was not to gain consensus, but rather to gain different perspectives and viewpoints that would form interesting contradictions or complete one another. Even though we took the liberty to form the method to suit the focus of the study, it does not fail to fulfill the criteria of the Delphi method.

Picture 1 demonstrates the different phases of the Delphi study we used. The different phases were affected by the specificity of the subject and the combination of the closed panel.



Picture 1: Study process

Initial results

By the time of submitting this abstract, the first phase of our Delphi-study is going on. The panel was framed to contain approximately 50 persons from Finland according to a matrix as follows:

	Political	Economic	Socio-cultural	Technological	Ecological
Public sector	Educational institutions, ministries, municipalities				
Private sector	Companies, regions, tourism marketing companies, destinations				
Third sector	Associations				

Although only 18 of the 50 persons invited to the panel accepted the invitation, the panel brought already at the first phase various insights for the possible futures of accessible tourism in Finland. It proved to be important that the experts in the panel were invited from different fields and sectors. Of course there is a risk that one sector or field will be over- or underrepresented. However, we as moderators and administrators of the panel, have possibility to follow from which fields and sectors people are attending the panel, without still knowing from which field or sector a particular comment is coming from. If some sectors or fields were underrepresented, it would be good to invite new panelists from these fields. In this research this wasn't necessary.

We first asked panelists to answer panel questions without seeing each other's comments and published the comments for others only at the end of the first phase of the panel. The fact that only few comments were given after the earlier comments were visible to all panelists, affects iteration and interactivity of the panel. If the comments had been visible for other experts from the beginning, the discussion would have been more interactive. We chose invisible commentation at the beginning, because we wanted to give panelists opportunity to answer first without any influence from other experts. In addition, publishing the answers later on acts as a reminder for the panelists to revisit the panel or for those, who did not yet participate, act as a motivational factor. Nevertheless, it is necessary to be aware of the effects of this kind of decisions, when using Delphi-method.

In general level, the panelists saw that diverse information is needed to guide the development of accessible hospitality. They emphasized the importance of communication and dissemination, thus according the panel the knowhow of accessible communication is one of most important issues in future of accessible tourism. Also knowledge about diverse dimensions of accessibility, as well as knowhow to meet all kinds of customers were stressed. To gain this knowledge, the panelists pointed out the importance of getting accessibility as part of all tourism

degrees, but also updating and targeted education were seen significant. As to driving forces impacting the development of accessible hospitality in future, increasing knowledge of its importance, necessity and potential for tourism business were stressed by the panelists. Technological development was seen as an important factor too: possibilities to improve accessibility through technology, but also challenges that increasing use of technology brings. Different kinds of sharing economy platforms challenge accessibility in a number of ways, for example.

Preliminary analyze of the panel comments show that the future of accessible hospitality highly depends on the general societal development and attitude towards minorities. Thus, how important accessibility and inclusion are seen in the society. From this viewpoint, the third sector, such as human rights associations and associations for people with disabilities are valuable, because they bring visibility to the issue. In addition, municipalities and tourism companies were seen important in promoting accessibility.

Implications and future directions

Our study has shown on one hand that developing accessible tourism benefits from multidimensional viewpoints provided by a multidisciplinary group. On the other hand, it is fair to claim, that accessible hospitality even requires cooperation among different instances. According to the preliminary results an expert panel such as the one in our Delphi panel can act as a valuable resource in accessible hospitality development. Thus, we recommend this method as a way of gathering data. In the study we used an online platform called eDelphi, which helped us significantly to organize the study. The matrix helped us to recognize experts in different fields and, thus, the viewpoints were quite versatile. The panelists also saw that diverse information is needed to guide the development of accessible tourism.

Later on in the study the data from the first round of questions are analyzed for the purpose of compiling the questions for the second round, which consists of structured questions. Thus, the themes that are brought up by the participants in the first round, form the basis for the questions in the second round.

In the future, the results of the Delphi study will be used in teaching at the multidimensional tourism institute, for instance. They also serve as a reference for futures studies. In the future, it would be interesting to study the social impact of accessible tourism, since it has become quite clear that accessible tourism and societal development go hand in hand.

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EXTENDED ABSTRACT 19

MULTI-SENSORY TOURIST PROGRAM FOR BLIND AND VISUALLY IMPAIRED AS PART OF TOURIST GUIDES TRAINING

By: Mihaela Škrlić Brglez and Barbara Izlakar

This research tries to understand the tourist motivation, needs and expectations of blind and visually impaired tourists, to raise awareness of their demands and wishes by various stakeholders, and to form guidelines or possible educational model for tour guides training in that specific field. Despite the familiarity with the concept of accessible tourism and its economic potential, the tourist stakeholders in Maribor – Pohorje destination do not systematically offer adopted products and services to the different target groups, including disabled persons. In collaboration with Inter-Municipal Society of Blind and Visually Impaired Maribor (MDSS), and different stakeholders a special tourist program was designed and evaluated by all participants. Based on our findings, an appropriate and accurate training program for tour guides could be designed, raising the quality of the services in the destination.

Accessible tourism aims to achieve quality tourism for everyone. It is a form of tourism that enables people with any kind of temporary or permanent disability, regardless of their physical, social or cultural condition, to equally participate in any kind of tourism activity. The beneficiaries of accessibility are not only people with disabilities, but tourists in general. There are over 1 billion people worldwide experiencing disabilities (15 % of the world's population), which means 1 in 7 people. Of those 253 million people are visually impaired, making a second most numerous population group within the category of people with disabilities, and the number may triple due to population growth and ageing. The tourism market should be aware of needs and habits of that population segment, which has a huge economic potential. In developed countries people with disabilities participate more in tourism as previously, while on the other hand disability remains a taboo. In accessible tourism, the availability of professional staff, who understands the special needs of people with disabilities is a key requirement. The competence of staff members greatly improves the level of tourist services, which suggests that specialised competences and skills should be included in the tourism professional training. Unfortunately, Slovenian accessible tourism sector does not reach its potential, as the existence of individual initiatives does not compensate for the lack of an integrated strategy on accessible tourism, and Maribor – Pohorje destination is no exception.

We were primarily interested in the destination's tourism services demand rate of blind and visually impaired people, adaptability of existing tourism offer towards the needs of concrete target group, existing tourism products, potentially suitable for blind and visually impaired persons with minimum adjustments, the level of qualification of tourist guides for managing the specific target group and in the activities of MDSS, and as a result we examined various sources, authors and ENAT up-to-date projects. Based on available statistics, opinions of tourism workers, observations and own experiences, a snapshot of the situation in relation to the research problem in the Maribor - Pohorje destination was made.

As a result, a one-day test experience program "The Symphony of the Senses beside and on the Drava River" was designed and implemented. It included different workshops/activities (rowing on a Drava river, climbing on a climbing wall, skill challenge at the mini adrenalin polygon, grilling self-made local natural snack on an open fire, tasting of chocolate products and forming an own personal chocolate creation in the chocolate factory), walk through the woods using forest pedagogy, presentation of hydroelectric power station, rafting on a traditional timber raft to Lent and grape must tasting in The Old Vine House. This pilot multi-sensory program was attended by 24 members of MDSS and their companions, two tourist guides and an interpreter of heritage. Several companies, including those who do not have a distinctive tourism activity, participated in the realization: Chocolate manufactory and confectionery shop Teta Frida, Cafe and restaurant Drava center, Ecological excursion farm Tikva, Rowing club DEM, Hydroelectric power plants Dravske elektrarne Maribor, Mariborian timber rafters from Drava tourism Maribor and The Maribor Tourist Association, and The Old Vine House. All participating companies supported the purpose of this study tour with a more favourable or even free offer of their services.

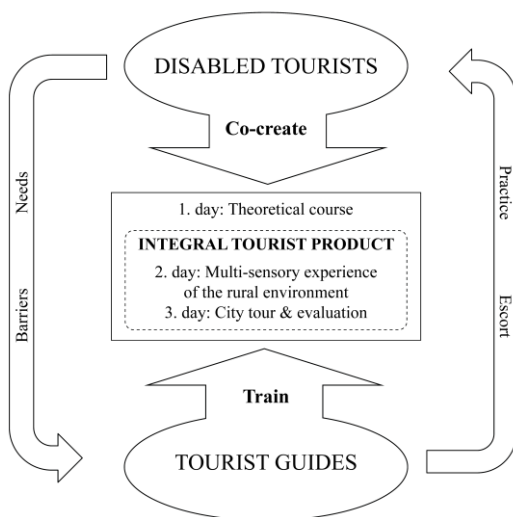
The program was followed by an evaluation in which we combined quantitative (structured questionnaires) and qualitative methods (in-depth individual interviews and observation). In the evaluation process, we gathered responses of blind and visually impaired participants, their companions, MDSS participating organization, tourism providers, accompanied tourist guides and heritage interpret. Each participant valued the program's implementation quality by multiple given criteria. Additionally, in-depth interviews were carried out with six selected participants with visual impairment and of different ages and interests. Their responses were carefully studied and analysed, offering some precious data for further research purposes. Generally, the participants praised the diversity and dynamism of the program, highlighting the selection of experimentally oriented activities, the opportunity to learn about the sights, multi-sensory experience, interactivity and co-creation of the program, inclusion of storytelling, natural and cultural heritage as different stakeholders. Negative aspects cover partly inappropriate technical implementation, the presence of physical barriers, unexpected waiting without any proper explanation and insufficient explanation about the area and place. The tourist guides unanimously agree that study tours are an excellent way of learning, since one can practically test

ideas and get an immediate feedback. They see the possibility of improvements in awareness raising, adaptation of heritage interpretation, cooperation with disabled, minimum accessibility standards and education of tourism workers.

A pilot multi-sensory tourist program in a form of study tour turned out to be an exceptional opportunity for learning. Each group of participants benefited from it. MDSS in the field of active co-forming of itinerary, activities and services, stakeholders in the field of cooperation, learning and awareness-raising, tourist guides and heritage interpret in the field of learning in practice and gaining experience, as blind and visually impaired in the field of compliance and active involvement. It was proven again that the human factor is irreplaceable and can solve number of inconveniences when handling appropriately.

Figure 1: Model of an interactive tourist guides training

Model of an interactive tourist guides training



The presented pilot program can be used as a potential training workshop for tourist guides. It is designed in such a way, that it contains sustainable, local, seasonal, multi-sensory, active, green and healthy elements. It essentially relates to all the highlights of the destination - wine tourism, the tradition of timber rafting on the Drava River and a rich industrial heritage. The program could be performed completely independently for daily visitors or easily integrated into any integral tourist product of the Maribor-Pohorje destination.

Authors suggest a multi-day interactive workshop training program for tourist guides, and established a model (Figure 1) as part of an integral tourist product. It includes one day theoretical course about different types of disabilities, access and information needs, barriers to accessibility and Design for All concept, principles of effective customer service and understanding the Tourism for All approach, one day multi-sensory experience of the rural environment through similar program as the pilot one presented in this research, and one day experience of a city tour, where other types of environmental obstacles are presented. The training should be carried out with disability NGOs and with direct involvement of people with disabilities. Tourism workers skills and competences have a considerable impact on the perceived level of quality by tourists with access needs. To summarize, that can contribute to quality of tourism services in whole.

EXTENDED ABSTRACT 20

DESTINATION MANAGEMENT ORGANIZATION AS A DRIVER FOR AN ACCESSIBLE DESTINATION FOR ACTIVE HOLIDAYS

By: Tanja Lešnik Štuhec and Dolores Kores

“A destination is a geographical area consisting of all the services and infrastructure necessary for the stay of a specific tourist or tourism segment. Destinations are the competitive units of incoming tourism and therefore an important part of a tourism product” (Bieger, 2002). It is argued that a destination is a geographical place - a city, region, country or continent, conditioned to receive tourists and visitors for at least one night. The latter are interested in different attractions, like cultural and natural values and are motivated to use tourism products, including infrastructure support, attractions, and tourism resources.

Destination Management Organization (DMO) is the co-ordinated management of all the elements that make up a destination (attractions, access, marketing, human resources, image and pricing). With a strategic approach it links separate entities for the better management of the destination as a whole (WTO, n.d.). Therefore, DMOs not only have a leading role in the promotion and marketing of a certain tourism destinations but, more importantly, steer its development. Such a management is effective at the local level (in terms of increasing incoming touristic flows and yields, spreading the benefits of tourism development, reducing environmental impacts and ensuring environmental sustainability in target areas), as well as at the national and international level (in terms of visibility and attractiveness of the international network of which local stakeholders are part of).

Active tourism is known as responsible travel to foreign areas with physical and mental participation from the tourist required. The latter are expected to follow the maxims of sustainability, protection of biodiversity and conservation of culture. Important elements are recreation and education, respect and contemplation, action, exercise and a academically competent local tour guide. It shares many similarities with eco-tourism and nature tourism, however, what make it different are the action and adventure aspects.” (Active Tourism, 2002).

Accessible tourism represents a tourist offer for all travelers, regardless of their physical or mental limitations. “It enables people with special needs to be able to functionally independently, fairly and with dignity, benefit from tourism products” (Premiki, 2013). Active holidays, trips, and sightseeing’s are adjusted to individual’s

wishes and abilities so that the final result of the tourism offer is equal for all visitors. "Accessible tourism encompasses: (i) people in wheelchairs, those who have difficulty walking or other mobility problems, (ii) people with hearing and visual impairments, (iii) people with intellectual and psychological disabilities, (iv) those who travel with children in strollers, (v) the elderly, and (vi) people to whom tourism is less accessible due to other medical reasons (long term illness, diabetes, allergies, vegetarianism, veganism etc.)" (Premiki, 2016). Accessible tourism can nowadays be found under different names and definitions. The most common definition is the one by Simon Darcy: "Accessible tourism enables people with access requirements, including mobility, vision, hearing and cognitive dimensions of access, to function independently and with equity and dignity through the delivery of universally designed tourism products, services and environments. This definition is inclusive of all people including those travelling with children in prams, people with disabilities and seniors" (Darcy & Dickson, 2009, p. 34).

Accessible tourism is interesting for both urban and rural destinations. In the strategic plans of sustainable development and marketing of tourism destinations, they should put a lot of emphasis on adapting the infrastructure and experiences to the target groups of accessible tourism, which represent a significant share of tourists on a global scale. There is 1 billion people with disabilities in the world, which mean 15 percent of the whole global population. In Slovenia, 8 percent of population has at least one disability and about 50 percent of the latter travel every year (Slovenia NTA, ŠENT NGO & Premiki, 2010). In England, £12 billion are spent on trips where a member of the party has impairment. Disabled travellers tend to stay longer (3.3 nights) than the average traveler (2.9 nights). They also tend to spend more, with an average at £210 compared to £191 overall. The breakdown of the target group is as follows - 6 percent are wheelchair users, 24 percent have mobility impairment but do not use wheelchairs, the largest group, at 46 percent, are people with a long-term illness, while 24 percent are deaf or have partial hearing loss. (VisitEngland, n.d.) "An analysis of user data from DMSs between Oct 2010-Oct 2011 showed that: (i) there were more than 2 million accessibility searches across websites they supported and (ii) there was also a 26 percent (average) increase in bookings of accessible accommodation and (iii) that higher satisfaction due to accessibility provision often appears to translate into repeat business." (Veith, 2017)

European Destination of Excellence (EDEN) project in 2013, the year of accessible tourism, confirms the fact that Slovenian tourism destinations are not prepared for target groups of accessible tourism yet. The winner, Municipality Laško (Laško - "disabled-friendly municipality" and Thermana Laško - "disability friendly company"), went through a number of big investments over the last years. This also included a number of accessibility enhancing measures, resulting in an easier access for people with mobility impairments, improved standards for the visually impaired and mobile induction loops for hearing impaired. Whereas the above mentioned does carry great value, it was suggested through feedback that structural factors, like: (i) lack of

sufficient training and qualified personnel in the industry, (ii) lack of information aimed at targeting potential customers and (iii) lack of tourism infrastructure can be seen as the responsible for the low entrepreneurial activity and not only the accessibility. (ENAT, 2015)

Case studies conducted on the topic of accessible tourism with the title Economic Impact and Travel Patterns of Accessible Tourism in Europe (Hausemer & Baldani, 2014) show that:

- In 2011, there were 138.6 million people with access needs in the EU, of which 35.9 percent were people with disabilities aged 15-64, and 64.1 percent were the elderly population aged 65 or above
- People with access needs in the EU travel on average with about 1.9 companions; people with disabilities tend to travel with more companions than the elderly population (2.2 and 1.6, respectively).
- In 2012, people with access needs in the EU took approximately 783 million trips within the EU, and the demand was anticipated to grow to about 862 million trips per year by 2020.
- Approximately 70 percent of all 66 surveyed websites provide information on accessible offers, however accessible features are almost never used to promote a destination.
- Special interest brochures with information for people with access needs were not always available from the tourism boards of the 12 surveyed countries.
- The direct gross turnover of EU's Accessible Tourism in 2012 was about €352 billion; after taking the multiplier effect into account, the total gross turnover contribution amounted to about €786 billion.
- The direct gross value added of EU's Accessible Tourism in 2012 was about €150 billion; after taking the multiplier effect into account, the total gross value added contribution amounted to about €356 billion.
- The direct employment contribution of EU's Accessible Tourism in 2012 was about 4.2 million people; after taking the multiplier effect into account, the total employment generated was about 8.7 million people.
- Over 80 percent of tourists say they are likely to return to a destination which satisfied their accessibility needs.

The extensive EU Study: Mapping and Performance Check of the Supply of Accessible Tourism Services in Europe, made by ENAT (European Network of Accessible Tourism) general, identified 3 key barriers that prevent businesses and consequently also destinations to become increasingly accessible. These are: (i) Infrastructure and physical barriers; (ii) Financial barriers and lack of a strong business case; and (iii) Knowledge and information barriers (ENAT, 2015).

The survey regarding the satisfaction of target groups with destination accessible offers shows four groups of gaps: (i) information (poor for 70 percent of respondents), (ii) transport, (iii) facilities and built environment and (iv) customer

services. The weakest link is information about the destination for tourist (ENAT, 2015).

The key findings of the European Commission Research: Economic Impact and Travel Patterns of Accessible Tourism in Europe (European Commission & DG Enterprise and Industry, 2014), are: (i) Whereas social responsibility can be seen as a motivation, it also carries value for business. In mainstream tourism services, investing in accessibility can result in increased client numbers. (ii) Destinations that take care of accessibility are usually focused on service quality in general. "Including accessibility, comfort and services in the branding strategy carries great potential for the success of a destination. The communication style for accessible facilities is always positive and should avoid the language style used by charities or social services. (iii) Successful accessible destinations show some kind of cooperation among service providers, which means that the accessible services are guaranteed along the whole tourism chain. The commitment of the decision makers and the training of the employees are key aspects. (iv) The importance of investments varies largely depending on the type of services provided and whether the accessibility improvements have been included since inception, planned or made in response to demand. To plan the actions and anticipate the results before starting is also a key element of success.

Key findings of the stakeholder consultation from the study: Economic Impact and Travel Patterns of Accessible Tourism in Europe (European Commission & DG Enterprise and Industry, 2014) shows that:

1. Accessible tourism is seen as a business opportunity, however, there is a lack of coordination, especially between the private and public sector.
2. Accessibility is mainly understood as a feature for impaired guests and almost never as a plus in comfort and service. Consequently, product development and marketing mainly targets impaired people and accessibility is not used in marketing and advertising.
3. Political and financial support, awareness raising and engagement of service providers are important drivers for the tourism business.
4. Reliable information on accessible offers and services is a key factor for success.

The VisitScotland research found that what disabled people want is no different to what the average visitor wants: good customer service, which makes them feel welcome; marketing and information that is reliable, accurate and relevant, to help them in their decision making, and appropriate facilities to enable them to enjoy their experience to the fullest. At present these are the key barriers for some people, but they can be overcome by businesses with the support of their DMO. VisitEngland has produced some useful resources specifically for destinations, to help develop their accessibility. 'Destinations for All' provides guidance for destination managers on

creating a destination for all, while 'Winning More Visitors' provides useful guidance on providing accessibility information on destination websites. (Veith1, 2017)

In order to prepare the guidelines for Slovenian destination managers the following sources were studied: (i) the presentation from the Committee for the Promotion and Support of Accessible Tourism (Flavia Coccia) and (ii) two destinations – cases of excellent praxis have been taken under scrutiny.

'The Committee for the Promotion and Support of Accessible Tourism' developed objectives and actions for four working groups: (i) Information and communication, (ii) Transports, (iii) Reception and hospitality and (iv) Training, which should work for accessible tourism in a destination (Hausemer, Valdani, 2014).

The cases of two example cities for accessible tourist destinations, Berlin and Erfurt in Germany, have been examined.

Recommendations on national and international level are (Hausemer & Valdani, 2014):

- Make accessible tourism a compulsory module in tourism schools for initial and continuing VET.
- Implement a European-wide certificate for accessible tourism training.
- Promote best practices in accessible tourism training through coordinated actions (awards, sharing experiences...)
- Develop new approaches to training and learning, reflecting SMEs' business operating conditions (e.g support workplace learning and mentoring).
- Encourage initiatives to increase SMEs' awareness of the business case for accessible tourism – with local and regional examples in native languages wherever possible.

A cross-sectoral approach to accessibility requires top-down, as well as bottom-up commitment and should be implemented over the whole supply chain. The DMOs and trade associations should play the main role in the process. The DMOs should make use of the following tools in the top-down decisions in order to stimulate appropriate policy actions: (i) Set up an Accessible Tourism Management Committee or similar decision-making body; (ii) Develop an accessible tourism policy document for the destination, (iii) Develop accessible tourism guidelines for public and private sector actors, (iv) Involve target groups of disabled people's organizations as advisors, and (v) Hold stakeholder meetings, workshops etc. (ENAT, 2015)

DMOs are key drivers for setting up attractive destinations for accessible tourism. The problem of the low prevalence of accessible services and facilities can only be addressed by convincing businesses to invest in the provision of accessible services and facilities. In particular, there is a need to support businesses in making a business case for investment in the field of accessible tourism. (ENAT, 2015)

For the end: (i) systematic consultation of stakeholders at the destination level is important in order to agree on a joint action plan between policymakers, industry and the disabled customers, (ii) DMOs should support businesses in the use of high quality access statements, (iii) the labeling scheme should allow for user feedback on the accuracy of access information and other related issues, to ensure that those with the best understanding of needs (i.e. the travellers themselves) can affect the level of detail of information provided, (iv) public authorities (at local, national and European levels) should consider expanding the role of social entrepreneurship regarding accessible tourism through funding and co-funding demonstration projects to address specific bottlenecks in the supply of accessible services and facilities. (ENAT, 2015)

Chris Veitch stated: "The key for success in this large and growing market, and to being competitive, is to see the customer, not the disability. A warm welcome, backed up by improved accessibility and relevant information, can help businesses and the destination as a whole deliver amazing customer service to everybody and to demonstrate how much you value your customers and clearly understand their needs.« (Veith, 2017)

Slovenian DMOs must take over the role of the promoter, linker, marketer and trustee in order to increase confidence and faith within supply chains so that we can address the synergistic effects of channeled solutions and meet the expectations of tourists with whatever needs. A lot of motivation and enthusiasm, knowledge and experiences, networking for synergic results for accessible tourism, as well as respect, tolerance and trust among stakeholders will be needed to fulfill those goals.

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EXTENDED ABSTRACT 21

ACCESSIBLE WATER CENTRE BREŽICE AS AN OPPORTUNITY FOR DEVELOPMENT OF SPORT TOURISM FOR PEOPLE WITH DISABILITIES

By: Katja Čanžar

With construction of a hydroelectric power plant Brežice the area of Posavje has got new opportunities for creating additional offer in tourism, which has been a flagship of economy in Brežice. In 2016 the municipality of Brežice marked 644.512 overnight stays which means that it took fourth position among 25 municipalities with more than 100.000 overnight stays according to tourism turnover analysis in 2016. Not long ago tourism in Brežice was focused on one only but outstanding provider – Terme Čatež (Čatež Spa). In the last couple of years the role of alternative offer has been on the increase. Furthermore, tourism in Brežice in general is in good shape and has been persistently looking for progress via more innovative practices. Accessible water centre Brežice presents an opportunity for development of sport tourism, which presents the fastest growing sector in world tourism and allows development opportunities for the existing destinations. People with special needs are defined as a growing group of consumers in sport tourism because sport has numerous physical and psychological benefits for them. The development initiative of Accessible water centre Brežice is the answer to the question what we want to achieve in the area of tourism in order to make Brežice an attractive, competitive, green and accessible destination.

The purpose of this article is to make a review of literature and conditions in the area of sport tourism for invalids as well as to find out examples of good practices concerning water centres in Europe.

The Report of International Conference of Sport and Tourism (2016) indicates that sport tourism presents the fastest growing sector in world tourism and an opportunity for the existing as well as for destinations in development. EUROSPOORT (multimedia publisher of TV programme) has mentioned recently that sport tourism is worth 800 billion American dollars which equals 10% of international travelling and tourist earnings. In some destinations sport tourism presents 25% of all tourist incomes, in Australia and parts of New Zealand even 55%. In the last years international environment has been more and more focusing on access or provision of conditions equal for all. Even the theme of an international conference at the world day of tourism in 2016 was Tourism for all: stimulation of universal access. According to

UNWTO the delegates from 60 countries made a commitment that universal access will be promoted in all components of tourism so that all citizens will be able to enjoy travelling no matter what impairment they have. A billion of people all over the world face some kind of disability so access has been and will be something tourism workers will have to pay attention to.

Sport as such should not be an exclusive right of certain social groups but an opportunity for all. Article 30 of Convention on the Rights of Persons with Disabilities dictates that contracting states must accept appropriate measures that would allow invalids as well as others equal possibilities for taking part in recreational, free time and sport activities. In Slovenia awareness concerning the importance of sport and the influence free time has on the quality of life is on the increase. Sport tourism presents a different connection of tourism with »mega« events, outdoor activities and a special connection of tourism towards our attitude to health. Among these three domains »mega« sport events are most directly connected to tourism for they encourage special interest of tourists and athletes. Inseparable bond with sport tourism is expressed by outdoor activities (skiing, cycling, kayak, water surfing etc.). Development and offer of these activities mostly depend on natural conditions each tourist destination has. Connection between health and tourism is the third area within sport tourism and is most often linked with the purpose of exercising or doing sport while travelling. Sport tourism attracts media, people are more and more aware about the importance of exercising in order to stay healthy. Sport tourism is often understood as being active during travelling or on holidays. European and world trends of sport recreation development show that it is extremely fast and dynamic which is true for sport which in general includes top-level sport, sport education and sport recreation.

People with special needs are defined as a growing group of consumers in sport tourism. Sport gives them various physical and psychological benefits such as social mobility, integration into family and common activities, improvement of life quality, self-confidence, self-respect and social acceptability. But on the other hand, disabled sport tourists often face obstacles. The main reasons why invalids are not included in sport tourism are connected to problems they have with accommodation or improper accommodation or there is lack of information concerning accessible tourist offer. We have found out that access and costs are two important restrictive factors for a large number of disabled people. Access involves a number of physical obstacles, in public as well as private places, especially in connection to traffic. Disabled people have biggest problems with public transport because there is no room for adjustments. Most invalids face limitations due to low income. In literature there is no numerical information about the level of disabled people in Slovenia active in sport. However, invalid organizations as well as action plans indicate that there is still a big difference in the number of disabled and non-disabled people who are active in sport. Numerous projects at various levels deal with reduction of inequality among disabled people and other population. In 2017 at a national level the most exposed project in media is

Active, healthy and satisfied, carried out by Sports Federation for the Disabled of Slovenia and Paralympic Committee, but financed by Norway. The main goal of the project is integration of invalids in sport and sport organizations, whereas the purpose is reduction of inequality in health.

Insight into history shows that tourist destinations were developed by cultural sights and natural resources, whereas lately main development potentials of tourist destinations are specific business, free time and recreational interests. An extremely dynamic and strong area which gives tourist destinations the ability to develop is sport. The authors indicate that there are many or few reasons why people decide to travel to a certain destination but one of the reasons is most often ability to be active in sport which creates important and heterogeneous flows. Sport is linked to rich and various experience of visitors and allows unique experience of a tourist destination. There are more and more tourist destinations that have been developed by sport tourism initiatives. Sport tourism destinations include sport scenes (stadiums and arenas), infrastructure for training, sport and health infrastructure. There is vital difference between sport resources, constructed, and those that are naturally made. Sources of sport tourism at the local level often include local sport club objects, existing footpaths, cycling lanes and recreational objects (pools, recreational sport events). Special challenges destinations at the local level face are access, distance to a tourist centre that creates destination and lack of tourist infrastructure and tourist services.

Since disability should not have impact on provision of equal human rights and fundamental freedoms, local communities should accept and systematically implement measures in order to provide access to areas, including accessible sport tourism. Development of tourist destinations and sport projects for disabled mostly depend on interests of municipalities and their effectiveness in gaining assets. The fact is that municipalities more or less finance local sport infrastructure. By accepting spatial planning documents and urban design municipalities allow development of tourist subjects, they organize recreational connection paths and finance different sport and invalid clubs. As an example of a new tourist destination by and on the artificial lake of Brežice hydroelectric power plant in connection to sport tourism for the disabled this article introduces Accessible water centre Brežice. Brežice hydroelectric power plant, which started with preliminary running for a year on October 10, 2017, besides taking care of flood protection, infrastructure construction and farming development possibilities, also brings opportunities for further development of tourism with additional propositions. Installation of the hydroelectric power plant brings arrangement of cycling paths on the influence area of Brežice hydroelectric power plant, by-pass area in the territory of Vrbinja (western facade of the town), recreational area of Vrbinja between the pool of Brežice hydroelectric power plant and the town centre of Brežice for a planned sport and recreational centre and possibilities of using navigability of the Sava river as a connection with Čatež Spa, in the future it could also be used as an international connection by the

river. A key element for further tourist development of Brežice municipality is regulation of the area by and on the artificial lake of Brežice hydroelectric power plant linked to sport tourism for the disabled. The municipal administration has named the project Accessible water centre of Brežice.

In fall of 2017 the hydroelectric power plant is in preliminary running, the artificial lake has been built whereas all other areas are still part of a construction site. Accessible water centre of Brežice presents an opportunity for implementation of a new tourist destination.

Brežice municipality has no built objects for water sports. The existing clubs that are active in the field of water sports use the natural potentials of the river Krka and some gravel pits in the territory of Krško-Brežice field. They provide trainings but cannot organize competitions or events that demand specific conditions. Furthermore, the area is not interesting for athletes and recreation enthusiasts from other parts of Slovenia and wider (other countries) who deal with water sports. Since water is one of basic characteristics of the municipality, besides vineyards and castles, water potential is one of three potentials Brežice municipality has based on its tourism strategy. In case of tourism development, by exploiting water potential (besides Terme Spa), construction of a water centre, by using water from the artificial lake of Brežice hydroelectric power plant, is one of options. On the other hand, we cannot neglect great potential the artificial lake has for water sports on still waters. A planned construction of hydroelectric power plant chain along the lower Sava will drastically change water regime because river rapids will be lost for ever. Negative influences will be seen also on the river Krka. Since kayak and white-water canoeing is a well developed sport discipline in Brežice municipality and it shows additional tourist potential it is logical that all lost natural resources are replaced by an artificial kayak route, as part of other infrastructure (object as a support to the water centre, avenues, caravan parking etc.). It has to be stated that Brežice municipality, inspite of being an outstanding tourist municipality (besides farming tourism is one of more important activities), still has not had a regulated parking for caravans which are nowadays a means of transport and accomodation, extremely on the increase.

Brežice municipality wants to be kind to the disabled so it has started, in 2017, with procedures of preparing Action plan »Brežice – municipality made for the disabled«. The Municipality tries to provide access to the existing built areas as well as plan all further projects so that the disabled will be able to use them. One of them is also Accessible water centre. Furthermore, the Municipality is aware of the fact that it can get EU assets if projects include vulnerable groups. In Water centre it sees a much needed additional offer for Brežice close to a tourist giant of Terme Spa.

The purpose of the article is to study examples of good practices concerning water centres in Europe. It has been found out that a planned artificial route for kayak and white-water canoeing, which is compared to the one in natural environment more

attractive, safer, it also allows a larger number of spectators, is unique in this region. So far the nearest artificial route can be found in Vienna. Not many can be found in Europe, one is being built in Paris for the needs of 2024 olympic games. As an example of good practice for our Brežice route we have visited an artificial kayak and white-water canoeing route in Tours. An example of good practice of Accessible water centre Brežice can also be a water centre Čunovo, south of Bratislava, in front of the Gabčíkovo hydroelectric power plant, on the Slovakia-Hungary border. This example is close to the Brežice one in two points: by construction of the hydroelectric power plant and dam Slovakia regulated flood protection and by multifunctional use of water, by production of electricity upstream, it allowed construction of a water centre for white-water canoeing and navigability of the river.

The literature review shows that modern tourism is closely connected to the development and involves a larger number of new destinations and more tourist destinations that have been developed by development initiatives of sport tourism. Water potential, with construction of Brežice hydroelectric power station, has become even more important cornerstone of tourism in Brežice municipality, which is placed among top 4 Slovenian municipalities concerning a number of overnight stays, especially because of a tourism giant – Terme Spa. Our findings show that sport tourism presents the fastest growing sector in world tourism and, as the most important factor for Brežice municipality, gives opportunities for further development of the existing destinations. In the last couple of years international environment has been focused on accessibility in all areas. It has been found out that disabled sport participants present a small amount of sport participants. To accelerate tourism in Brežice which is in good shape Accessible water centre Brežice is a great development opportunity. The centre will become a recognisable water recreational area for its citizens, the Posavje inhabitants and tourists that are already present in the municipality. By arrangement of kayak and white-water canoeing route and modern access to regulation of the area by accumulation, Accessible water centre will provide development of the existing destination Posavje – Čatež. Accessible regulations will allow performance of international competition in previously mentioned sports and present a training park for water sports which will be unique in this region (the closest one is in Vienna). Water surfing route is planned too, since this sport is on the increase. An optimistic scenario also includes construction of a wire rope for descent from Accessible water centre to the old part of the town Brežice. All these could contribute to extension of tourist season in today's more or less spa municipality and increase of tourists' visits and overnight stays.

Sport is connected with rich and various experience and allows unique experience of a tourist destination. A development initiative of Accessible water centre Brežice is the answer to the question what we want to achieve in the area of tourism in order to make Brežice an attractive, competitive, green destination where each guest will feel locally rich experience of indulging in therapeutic effects of thermal and drinking water, complete activities in natural environment and deepened stories of cultural

heritage, combined with delicious gastronomic offer of the destination. There is one thing we have to add to the written vision of tourism strategy – we have to provide access to all tourist objects and resources and build equal opportunities for the disabled in all aspects of life.

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EXTENDED ABSTRACT 22

»AND ALONG COME TOURISTS...« ACCESSIBILITY AND INCLUSION OF CEMETERY HERITAGE OF BREŽICE INTO DARK TOURISM

By: Lea Kužnik and Nina Veble

»And along come tourists« is the title of the 2007 award winning dramatic German film where in complex conditions of the massive visit of the concentration camp Auschwitz meet a young German who performs socially useful work there and a Pole, who survived the tragedy of the camp. Visiting dark tourist destinations globally and also in Slovenia is the phenomenon of the twenty-first century. The number of visitors of such places connected with tragedies, murders, accidents, cemeteries, cursed and war places is rising sharply (Ashworth & Hartmann, 2005; Baldwin & Sharpley, 2009). It is called dark tourism. The fact is that dark tourism is a special type of tourism that involves visits to tourist attractions and destinations associated with death, suffering, disasters, and tragedies (Kužnik & Grafenauer, 2015, Lennon & Foley, 2000, Sharpley & Stone, 2009, Stone 2006, 2012). In Slovenia, this phenomenon is mainly related to visits sites of war heritage, although it is not defined as dark tourism.

People have always been fascinated by the mystery of death and one might argue that what we refer to as dark tourism today has a very long heritage. In the past, people visited gladiator games, public executions, and cursed places also in the territory of Slovenia which proves that they wanted to be very close to the action and experience death.

Stories have a great impact on people. Exciting tourism products can be designed based on stories and dark places. Many dark stories can be found also in different kinds of cemeteries.

The research for the article is ethnographic and used research methods as well. In our research, we want to explore whether dark stories of cemeteries exist in the municipality of Brežice and have the potential for dark tourism. The main research question is: Do the city of Brežice has dark stories connected with cemeteries that can be included into dark tourism? In obtaining stories and searching for dark places we first analyzed the literature and existing documentation in museums (old newspapers articles, photographs) of the places and stories that can be defined as dark. On that basis, the first identification of potential dark stories in connection with cemeteries was made. The main goal of the research was to describe dark stories of

cemeteries as much as possible in detail. Furthermore, the method of fieldwork was used as we visited all the potential places to discover the related stories as well as the method of observation with participation in a guided tour of The Brežice Cemetery with many dark stories which are not very well known.

More detailed information and descriptions of dark stories of cemeteries were obtained with the technique of unstructured interview as we interviewed two curators in The Posavje Museum Brežice and The National Museum of Contemporary History - Brestanica Branch. The information and descriptions were also gathered with short unstructured interviews from five residents (from 68 to 87 years old, 3 female, 2 male) of the city of Brežice who are in any way connected with a certain dark place, for example, living near the dark place or surviving a certain historical period. All respondents were asked for stories related to different kinds of cemeteries. With all information gathered through interviews and observation with participation we supplement prior identified stories from literature and documentation resources with details. Detailed information about the stories was written down in the field notes. We identified and described many stories related to cemeteries in the municipality of Brežice that have a potential for the inclusion into the dark tourism. Brežice has the main functional and active cemetery with burials on regular basis. There are also many small and old cemeteries which are not in use anymore. Many of them are hidden, abandoned and not marked.

In the context of dark tourism we can highlight a monument in the main Brežice cemetery as it is connected with the tragic accident from the year 1910. The accident occurred at the railway crossing in Brežice where three young people were killed. Two of them were newlyweds, being married for only a few days. The accident happened because the railway crossing barriers' operator forgot to close the barriers as she went home to feed the children. The passengers in a carriage did not notice the approaching train that hit the carriage. The remains of the three young people killed in the accident were found many kilometers away. Before the funeral, they were collected and assembled in a coffin where they were also photographed (I. Počkar, personal communication, 14.4.2016). The gravestone still bears this photograph that tells the story of the tragic loss of three young lives. The monument itself is also unique as it stands out among the many modern monuments in the area while the story hides another element of dark tourism, the scene of the accident, where no material evidence about this event can be found today.

Another nearby gravestone could be attractive to a potential dark tourist as well. It is a stone monument with an embedded brightly colored stone plate as described in the listing of ethnological photographs of The Posavje Museum Brežice. It was erected in the memory of a married Ivanšek couple brutally murdered with an ax in their house in the woods in the suburb of Brežice in the early morning hours of 1933. A detailed article on the murder was published in the local newspaper Slovenski gospodar (1933) at the time describing that the killer came into the couple's remote

house located on the side alley through the back door that was only shut by a wooden handle. He was supposedly looking for money but could not find any and left emptyhanded. The children of the married couple lived in America at the time of the murder and due to the tragic event returned home and took care of the grave and the monument. Today the grave of the murdered couple looks deserted. According to the interviewee, it is also interesting to note that the funeral ceremony of the murdered couple was the first funeral ceremony in the Slovenian language in this area and the local priest who conducted the ceremony complained about the inadequacy of the Slovenian language for such ceremonies throughout the funeral (I. Počkar, personal communication, 6.10.2016).

Many other interesting, tragic, sad and terrifying places and stories from different historical periods connected to cemeteries were discovered in the study area and, as such, would be of interest to a specific segment of tourists which makes us conclude that the potential for the development of dark cemetery tourism certainly exists. Dark stories of the cemeteries could be, under certain conditions, incorporated into dark tourism.

Creation of an actual dark cemetery product should be examined more closely from different perspectives. Above all, it is necessary to explore the opinions of the potential dark tourists and the local community. The local community is an important factor and the opinions of the locals represent an important factor when designing a new dark tourism product because the topic that could be perceived to be appropriate for dark tourism might seem too sensitive to the locals and therefore inappropriate to connect with the tourism industry as that could result in a dismissive attitude of locals to tourists. Death, horror, and suffering may provoke unpleasant feelings, especially if that is related to tourism. Particular caution should be given to the topic of the Second World War and the post-war period because the related events are still very much present in the memory of all those who survived the horrors of the war as well as their descendants. The memory is preserved through oral tradition, a variety of written sources, literary works, museum exhibitions, memorials and monuments dedicated to the victims of the war. It would also be interesting to study the motives that encourage tourists to attend the dark places connected to cemeteries.

Dark stories educate, awake memories, inform, and try to appeal to people and their decisions, which can also lead to disasters. Regardless of whether the effects of disasters are caused by nature or result from the historical socio-political decisions that lead to the disaster, pain and death are common to all. The stories in tourism are very dynamic and have a great potential for communicating the message. Some of them are widely known and others remain mysterious, waiting to be discovered by visitors.

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EXTENDED ABSTRACT 23

ACCESSIBLE TOURISM MOVES FROM TOWNS TO RURAL AREAS

By: Benjamin Žnidaršič

Adapting tourism, I dealt specifically with the resident center in culture for the disabled. Build something that will enable disabled people to stay, create, socialize, communicate, educate and, above all, work with non-disabled people. Since I have not heard of a hostel adapted for disabled, I felt the need to arrange this on my homestead. At the same time, it seemed appropriate for me to promote culture with such a tourist product, and which is the most important and innovative way in which we also educate young people. Young people are the driving force of progress, and when they get to know the problem (in our case, disability as followers or random observers), we can help in the future to solve this problem, which arises in accessible tourism. When in a relationship one always gets something, we are talking about a balanced relationship that is the basis of progress. The youth who cooperates with us will once work in government offices, economy, health, education, information, and, last but not least, in tourism. If we co-operate and one understands the problems of another, we can only talk about the realization of human rights, greater social inclusion, and the reduction of differences between different groups of people. Knowing the lives of people with disabilities and other marginalized groups is the key to changing the social environment both at the individual level as well as at the level of the whole society. This is what we are trying to do at the level of the world's largest chain of accommodations under the auspices of the International Hostel Hostelling International hostel. In this chain of youth hostels, we want to change the way people think about people with disabilities and present the basic requirements on accessibility to tourist providers as an example of the resident center.

What we offer to the wider community for the purpose of raising awareness about living culture:

- learning, communication and active cultural cooperation of socially marginal groups in all processes of social action and cooperation in solving their problems,
- getting to know the natural processes of the living environment and adapting the cultural landscape in terms of accessibility and urbanization,
- presentation of a model of continuous and effective mutual cooperation with people with disabilities in rural areas,

- acquiring knowledge in tourism and obtaining information for the efficient use of natural and human resources,
- investing in knowledge, innovation and the development of human resources based on lifelong learning and non-formal education,
- developing positive values in the economy and tourism based on ethical principles and universal responsibility.

Sometimes we talk about prejudices and stereotypes about people with special needs. It seems to me that people are fairly sensible and open. I think that greater openness is needed among disabled people. It is true that holidaying is important for everyone. Let us wonder, then, who of the disabled has the power and courage to go to the so-called healthy world? Of course, this is the most persistent, and those who have the conditions for this. For the first time, they have the assistance, secondly the transport and the desire to get to know and create. We have all received life as a gift, which we must use for the benefit of mankind as creators for a better world, and people with disabilities should also be aware of this. Do not just stand by the side and dream about what they need. Due to this, tourist providers can feel impotent when it comes to adapting their offer to people with special needs, because they can not provide the same conditions as each individual in their own shoes with their offer. People with disabilities must understand that the same conditions as at home can not be expected. From the tourist service provider, the following can be expected as a basic one: kindness, parking, accessible surroundings and access to the destination, (lift or ramp), access and arranged reception, access to social spaces, access to bed and toilet facilities, lift for bed transfer if it is necessary), the adjusted height of the washbasin with invalidity knees, accessible shower and wc with grips and understandably marked all of the above for sensory and other disabled people. Because personal experience is the most important, we offer the possibility to consult and test our capacities. We must be aware that with tips, we can do the most without big financial contributions, so that we become more interesting for this group of potential guests.

EXTENDED ABSTRACT 24

THE EFFECT OF SPECIAL TOURIST GROUP TOURISM DEMAND ON MUSEUM'S AWARENESS OF POTENTIAL NEW VISITORS

By: Barbara Pavlakovič and Maja Gorenc Šulc

One of the most important component in the tourism system are certainly attractions (Goeldner & Ritchie, 2003, 204). And among major tourism attractions there are museums and galleries which promote and manage cultural and natural heritage. They also teach us about nation's traditions and lifestyles, development of civilizations, changes in the environment etc. Considering all this together, they are important for many different segments of tourists.

Special group of tourists are people with different types of disabilities. They are entitled to visit all attractions considering their rights and the principles of accessible tourism. But when facing the reality, they encounter diverse limitations when trying to enjoy tourism attractions. In this study we especially consider people with hearing disability (deaf and hearing-impaired individuals). Hearing disability is in some degree neglected in tourism research although it is also a serious disadvantage. Hence, hearing problems are not as much troublesome when sightseeing, where the primary sense is sight. Though hearing problems can cause several issues when trying to fully experience tourism sights, like not understanding tour guide, audio presentations and performances etc. As Page (2014, 64) wrote: "As a group of travellers disabled tourists are a large and growing sector. Mobility-challenged consumers tend to form the focus of much of the development work in tourism sector, although they form only about 5 per cent of the total disabled population. In tourism, there is little research on visual, hearing and mental impairments including dementia."

All this issues should be as well considered by museums and galleries, since their important mission is also to present their collections to all different tourist segments. But are they really? This paper will try to answer the question whether museums and galleries in Slovenia are adjusted to the needs of disabled tourists and if they are willing to consider disabled tourist as their target group. Nevertheless, this will be the ground information on which the further study will develop. The major research question thus is, if tourism demand made by special tourist group (in our case a group of people with hearing disability) has positive impact on museum's awareness of potential new visitors and with that the emergence of new (or adjusted) tourism product – therefore the correlation between tourism demand and supply. "The term demand is often used to specify actual or observed tourism participation and activity.

This type of demand is known as effective or actual demand and refers to the aggregate number of tourists recorded in a given location or at a particular point in time" (Page, 2014, 38). In addition Sessa states (in Page, 2014, 75) "tourism supply is the result of those productive activities that involve provision of goods and services required to meet tourism demand and which are expressed in tourism consumption". And if we also follow McCabe (2012, 117) thought that tourism organizations should implement a marketing orientation, that "is a philosophical approach to marketing. It puts focus for all the activities (of marketing mix) of the organization on meeting customers' needs and expectations for the service – also infrastructure, pricing, distribution, HR, product development ..." the tourism supply should follow the tourism demand.

In the course of the research we made an experiment with Slovenian museums and galleries that are members of Slovenian museum association (they are listed on the association's web page <http://www.sms-muzeji.si/>). There are 69 members of the association in total that we all included in the experiment. All of them received the first questionnaire. This first questionnaire will give answers to the primary questions about adequacy of museums and galleries for the needs of disabled tourists. Further, we randomly formed two groups among those museums and galleries that responded to the first questionnaire and did not already have adjustments for hearing disabled. The experimental group was submitted to the experimental conditions and the control group was not. The experiment independent variable was sent document of tourism demand by the Ljubljana Association for deaf and hearing-impaired persons. With the help of associations' president and secretary the demand was sent by e-mail from their e-mail address. After the experimental group received the demand, the second questionnaire was sent to both groups. At this time the restrictions of a small population become evident, since the second questionnaire respond rate was very low. Despite the fact we have examined the impact of the tourism demand on museum's awareness of potential new visitors – if they lay more emphasis on a target group of people with disabilities. We have also observed the museums intentions to adapt their premises and tourist offer or to design special tourism supply for people with disabilities. Later we recorded another index of museums change in awareness – an e-mail from a museum as a favourable response to a sent tourism demand by the association (if they had received a direct offer of the museum). In addition we have examined web page of a new project of Slovenian Ministry of Labour, Family, Social Affairs and Equal Opportunities that is called EU Card of benefits for the disabled. In July 2017 they started to promote web data base of privileges for disabled persons which include also museums and galleries. To research the impact of the demand we used Fisher's Exact Test in SPSS since we operated with small sample (Statistics Solutions, 2013, 23).

The basic purpose of the study was to explain whether people with different types of disabilities can use the principle of demand and supply to increase accessible tourism. Therefore, can a declared tourist demand generate an awareness about a potential

target group of disabled people and furthermore stimulate the tourist attractions to adjust their premises, visitor support, promotional material and visitors packages to disabled persons. As results show, there is some impact, yet the demand is not as influential as expected, since the study had its restrictions like small sample and only one sent tourist demand. The findings also confirm previous studies for example Cigale, Lampič & Potočnik-Slavič study (2013). As they found out, the supply side does not predominately depend on the demand side. However, we believe that with more intensified tourist demand on the side of disabled groups, the tourist attractions would respond better to provide adjustments and emphasise the implementation of accessible tourism. Moreover, there are also some other benefits of this research as the study was designed as an experiment. This method contributes to a diversification of research methods used in tourism studies. Therefore, future studies could use this method, considering the appropriate size of the studied sample. And even though the demand-supply correlation was not revealed, every research in the field of accessible tourism is welcome to raise the awareness of the rights of people with disabilities.

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EXTENDED ABSTRACT 25

DIFFUSED HOTELS: LEGAL AND BUSINESS VIEW OF THEIR IMPLEMENTATION IN SLOVENIA

By: Saša Zupan Korže

Introduction

We generally understand the term tourist accommodation (TA) as various functionally designed spaces used by travellers for temporary stay: hotels, motels, private rooms, apartments etc. The most known TAs are hotels. The survey, conducted by IPK International for 2016, showed that tourists still mostly use hotels (59% of all overnight stays); however, in recent years, the structure of overnight stays has been changing in favour of other TAs.

There are some key facts about TAs that we abstract from current theory and practice. Firstly, TAs differ from each other according to the technical characteristics, content and quality of their offer. Secondly, due to different cultural, geographical and historical characteristics of individual countries, the criteria for TA classification vary among countries. Thirdly, in some countries there are types of TA that are not known elsewhere (e.g. paradors in Portugal, diffused hotels in Italy, diffused and integrated hotels in Croatia). Fourthly, countries differ from each other with respect to whether TAs states regulate them or not.

After the turn of the millennium new forms/types of TAs has been created. Some of them are so innovative that it is difficult to classify them according to standard criteria (e.g. glamping, tree houses, ice rooms, "capsules" etc.). Those that have proved successful in a particular country (e.g. dispersed/diffused hotels in Italy) have been implemented to other countries.

Innovative development in the field of TAs is visible in Slovenia as well (e.g. Garden Village in Bled, Herbal in Ljubno etc.). TAs of a new era are innovative in functional arrangement of their accommodation units or in comprehensive holistic hospitality offer. Moreover, they actually surpassed the existing administrative regulations of typology of TAs in Slovenia. Officially, they are classified according to Slovenia's regulations. However, for marketing purposes they use terms that shortly indicate their offer (e.g. tourist ecological complex, glamping resort, etc.) instead of TA type. Guests reward their service with very high grades.

In 2017, in Slovenia the idea of a new type of tourism service appeared. In some regions, public and private actors in the field of tourism (municipalities, institutions, individuals) have joined to form "diffuses hotel model". In the following years, it is supposed to be implemented in different geographical parts of Slovenia as an innovative tourist offer. The model is co-financed from the European funds.

In this paper, we research diffused hotels (DHs). DH is an innovative tourism model, started in Italy from the specific purposes. In the last few years, it has been expanded to other countries, e.g. Croatia, Switzerland, Israel and Slovenia. The purpose of the paper is to investigate: a) how the term "DH" is understood, b) the current practices of DHs in other countries, c) whether there are conditions in Slovenia to establish DHs as a type of TA, and d) what challenges can be expected by the project developers in the implementation of the DH model in Slovenia. The aim of the research is to confirm the thesis that the DHs in Slovenia can be implemented only as a new type of tourist service and not as a type of TA.

We explain the term hotel from two angles: firstly, from the perspective of the traditional hotel in tourism, and secondly, from the perspective of practical use of this term in everyday life. In continuation, we present the idea, development and implementation of DHs in Italy (where they started with DHs) and in Croatia. We compare the regulations and practical implementations in both countries. We focus on recent approaches on implementation DH project in Slovenia. We explore the conditions that DH model in Slovenia must meet to be successful. The DH model is sustainable business model; therefore, its performance is not only assessed by social and environmental dimensions, but also by economic ones. We present some of the key challenges in the implementation of the model (setting clear objectives, the active role of the initiators of the model, the willingness of the local population to co-operate and manage real estate in tourist purposes etc.).

Methodology

We utilize an approach of a mixed-method research design that corresponds to the research goal: description, compilation, selection, comparison and analysis. Data were obtained from May to November 2017. We reviewed available relevant secondary sources: scientific and professional articles, magazines, books, laws and other regulations, relevant web sites and materials of internal character. Data from primary sources were collected a) in an in-depth semi-structured interviews with the public tourism representatives and with the participant of the project, and b) by the field research (excursion of tourist experts to Bale, Croatia and Slovenske Konjice, Slovenija).

Results

The existing tourism literature and practice fairly well define the content of the term "hotel". However, in everyday life, the word "hotel" also means places of hospitality, which are not necessarily connected only with travel and tourism. Therefore, the use of the word hotel in context of DH is not misleading in terms of guest expectations for the traditional hotel service. The designation of the hotel as "dispersed" explicitly shows that in the case of DHs, a functional connection of space is considered in a different concept. It means a structure that is horizontal and not vertical as it is common with traditional hotels. In practice, the horizontal structure is known at e.g. hotel resorts or settlements where guests spend their night in hotel cottages, located in a certain area. This area includes a restaurant and other tourist infrastructure. The horizontal design of DHs is similar.

The idea of DHs comes from Italy; its original name is "albergo diffuso". DH were invented due to the special circumstances of a particular geographical area in Italy, which shared the common characteristics. Designers of the model recognized them as opportunities and redesigned them as an innovative tourist service (e.g. revitalization of the degraded environment into a tourist-attractive one). Within years, DHs has gradually expanded elsewhere in the country and transform into various legal organizational forms. In 2015, the DH model was implemented in Croatia, which mostly followed the example of the Italian model. Yet, it took a step further: the DH type was determined by the regulations of the country and in addition, it also defined its version - integrated hotel. The Italian DH model, in contrast to Croatian, is not based on the characteristics prescribed by the state. The Italian Association of Diffused Hotels created the DH criteria. These criteria are as follows: a) joint management, b) common spaces for hotel guests, c) hotel services (reception, breakfast, cleaning ...), d) close integration into the host environment, e) integration of space and culture, f) honest environment and g) suitable distance between accommodation units and common spaces.

The Slovenian model of DHs is wider than DHs in Italy and Croatia. Slovenian designers define DH as a model of tourist services, which are co-created by interconnected providers in a certain field: providers of TAs, food and beverages, local products, etc. They are marketed from one centre, which is strongly integrated into the local environment. The model is an alternative form of tourism, a community-based tourism, based on sustainable development and on the principles of a circular economy.

By analysing the existing regulations in Slovenia, we find that the definition of DH as a stand-alone TA type in Slovenia is not possible. DH can't be classified as a type of hotel, because this type of TA does not meet the basic conditions for the hotel – functional connection of the hotel space. The Slovenian regulations as sub-class hotels define only a garni hotel, a budget and a mini hotel. As a stand-alone TA type

according to the Italian and Croatian models, DH could be defined only by a change of regulations; however, the regulator of the tourism sector does not plan the changes in the near future. Under current conditions the only option is to classify each TA unit in DH model separately, as a private room or apartment.

The next challenge is to identify clear, realistic and measurable objectives of sustainable tourism development of the environment, in which the DH model will be implemented. The goals must be co-shaped with the help of people living in this environment and their realistic possibilities. In an environment where the DH model is implemented, people should recognize it as an opportunity to improve their own position and the position of the environment as a whole. They must also be aware of the need for their own engagement and mutual cooperation with other providers. They have to be prepared for various forms of connections and obligations and responsibilities in relation to their real estate (for sale, for rent, for reconstruction) and with the activity they perform. The major challenge is definitely the ownership since Slovenes are strongly emotionally attached to their houses. The next challenge is to create sufficiently attractive tourist offer for visitors to fulfil the third pillar of sustainable development – economic justification.

Additionally, we present the challenge of appropriate implementation of DH elements from the Italian and Croatian models into Slovenian environment. DH model will be implemented in different geographical areas of Slovenia, which have their own characteristics (e.g. DH conditions in Padna in Istria are different than DH conditions in Rogla-Pohorje region).

Application

The paper was inspired by a few Slovenian applications to the European Fund tender on DH model. The contribution is a systematic overview of existing knowledge and practices in the field of DH in Italy and Croatia. The application value of the contribution is to clarify a) to what extent the designers of the model understand DH as a TA according to the Italian or Croatian model, and b) whether they understand the difference between DH as a TA and the DH as a model. We also draw attention to some of the challenges in implementation of DH model in Slovenia that might help the authors of the Slovenian model to overcome them in advance.

Discussion

Although constant innovation is a driving force in the development of tourism, in practice, the novelties often face certain limitations. The reason lies in regulation of tourist services and in lack of experience. Therefore, "pioneers" in tourism services must face a number of administrative barriers, numerous obstacles and challenges. In this paper, we highlighted some of them for DHs and opened a space to explore

the new ones that will emerge in the process of transferring the conceptual idea of DH model in Slovenia into practical life. The following research will show, if there are and to what extent – as in case of Croatia – fundamental differences between the initial ideas and the actual implementation of DH model in Slovenia.

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