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## CONTRIBUTION TO THE RESEARCH OF SUSTAINABLE TOURISM DEVELOPMENT CONCEPT IN THE EXAMPLE OF ISTRIA (CROATIA)

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### Abstract

*Tourism is a phenomenon which affects the entire economic and social life, and the implications of its development can be observed in different spheres (economic, psychological, behavioral, and others). Taking into account the simplistic interpretation of the economic development of tourism on the one hand, and social development of tourism on the other hand, it is justified to highlight the problem of so-called "social costs of tourism" as the need for more precise determination of the character of the consequences of its development. In the field of "social costs of tourism" there is a need to the overall tourist development closer approaches and with increased responsibility. This tendency is particularly noticeable in the last decades of the 20th and the early 21st century, when tourism has entered a phase of maturity, which basically requires a change in its interpretation and treatment. The aim of this paper is to identify, evaluate and predict factors that support the sustainable development of tourism in Istria (Croatia). The research used comparative and SWOT analysis, and the results of the research will confirm the application elements of the concept of sustainable development in tourism of Istria, which is introduced with different intensity activities of all stakeholders in the surroundings.*

**Keywords:** Croatia, Istria, tourism, sustainable development, characteristics, problems, priorities

**JEL classification:** O1

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### 1. INTRODUCTION

Tourism is the driver of economic development of the region, but at the same time makes a lot of pressure on natural resources and the environment. Sustainable tourism development (Welford and Ytterhus, 2004; Groth, 2000) can be classified into three categories: *economic sustainability*, which provides an objective and effective economic development and the training of future generations for development; *socio-cultural sustainability*, which is consistent with the culture, values and identity of the region; and *environmental sustainability*, which ensures the development in accordance with the sustainability of basic processes, biodiversity and resources. Improvement of sustainable

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tourism is of vital importance, especially in Mediterranean countries where it is evident the largest percentage of global warming with all the consequences associated with a reduction in reserves of drinking water and loss of biodiversity (ARLEM, 2013, pp. 1-12). Thus, water resource management, resolving the issue of pollution and waste is illustrated by the fact that natural resources are used faster than it can regenerate. As for the Istria, it recorded a large growth of the domestic and foreign tourists' arrivals and overnight stays which certainly results in a greater impact on the environment.

Tourism with all the related services and investments gives the vital importance of the economy of the region in terms of employment and its contribution to foreign trade balance (Hall and Richards, 2003). In the last thirty years, tourism, both in a positive and negative sense, become an important factor in the context of sustainable development. According to the World Tourism Organization (WTO) tourism in the European Union is an important factor in the economy with 9% of employees and 9% share in consumption. Tourism is one of the five export categories in 83% of all countries of the world and a major source of foreign exchange earnings in almost 38% of countries. Thus has a major role in the economy of many countries as a source of employment and a way to fight poverty. According to forecasts by the World Tourism Organization (WTO), the number of tourist arrivals in Europe will be doubled by 2020 and will amount to 720 million visitors. This expected development implies a serious risk to the environment and welfare of the population, but also for tourism.

With the increase of leisure time, earnings and trends, 180 million Europeans are traveling for holidays every year. Adventure spirit is more evident in modern tourists as well as greater demand for holidays that are full of outdoor activities, cultural and recreational contents. It was noted that most of the tourists avoiding destinations with impaired environment.

Istria is a leading tourist destination in Croatia. Tourism in Istria recorded steady growth and development as demonstrated by the data in Table 1.

**Table no. 1 – Indicators of Istria tourism**

Type of indicators	Year 2010	Year 2014	Index 2014/2010	% share in 2014 in the Republic of Croatia
Capacities (beds and places in campsites)	233.122	249.861	107	27,0
Arrivals (visitors) in 000	2.627	3.272	124	27,5
Overnight stays in 000	17.731	22.274	126	36,2
Average stay in days	6,7	6,8	98	5,1

*Source: Istria Tourist Board (2011, 2015b)*

According to available information, in Istria in the 2014, to tourists was available total accommodation capacity of 249.861 units (beds and places in campsites). Of this number of accommodation units, 50% are places in campsites. With a total capacity, Istria County participates with 27% in the overall capacities of the Republic of Croatia. According to available data, in four years (2010-2014), capacities in Istria County were increased by 7%. Tourist traffic in Istria County recorded a larger increase than the increase in capacities. Thus, according to the latest public data, in 2014 it was more than 3.2 million arrivals, which is 27.5% in total arrivals in Croatia, and more than 22.2 million overnight stays, or 36.2% of realized in Croatia. The average stay of tourists in Istria in 2014 was 6.8 days and is higher than the Croatian average of 5.1 days.

## 2. THEORETICAL BASIS

### 2.1. The origins and definition of sustainable tourism development

During the 60s, especially the 70s and largely in the 80s of the last century drawing attention of many countries and companies holders of tourist services was solely on economic aspects of tourism development, i.e. to its direct, indirect and multiplying effects, which on the economy has a consumption of domestic and foreign tourists. This caused exceptional criticism and directing on issues of tourism development influences on society and the tourists themselves. Arguments are drawn from a number examples of the negative sign in the development of tourism, such as for example the destruction of space (its “devouring” for the purposes of tourism construction), derogation of the natural environment and natural attractiveness, commercialization of cultural, historical and other heritage, the neglect of anthropological specificity and distinctiveness, etc. (Dobre, 2005). This caused changes in many destinations that are adapting to the needs of tourism development, lost its originality and uniqueness which discourage tourist travel.

After 90s of the last century it has developed the whole movement of “humane tourism”, “responsible tourism”, “healthy tourism”, “tourism with of consideration and future”, “eco-tourism” (McMinn, 1997; Wall, 1997; Buckley, 2000; Dobre, 2005; Spenceley, 2008; Jiaying and Sanjay, 2009). In recent years, all of these terms include the concept of “sustainable tourism”. It can be stated that concept of sustainable tourism, as a form, basically, also means aspirations of the local community (or communities of wider scope) in relation to tourism development, which should be responsible for the type, nature and pace of the selected tourism development. In other words, sustainable tourism planning should recognize the rights and needs of residents (hosts), to respect their resources (physical environment), lifestyle and culture, as well as the right that they independently influence the fate of local resources (tourism and other).

Sustainable tourism could be defined as tourism that “takes into account the current and future impact on the environment, economy and society taking into account visitors, industry, the environment and the local community” (Blue & Green Tomorrow, 2014) or as a positive approach that seeks to reduce tensions and fictions that arise from complex interactions between the tourism industry, visitors, environment and society as a host (Dobre, 2005). It is an approach that includes work for a longer-lasting quality of natural and human resources. Also, sustainable tourism is defined as ability to meet the needs of present generations (tourists and hosts) without arrogant interpretation of future generation’s ability (tourists and hosts) to satisfy their needs.

### 2.2. Differentiating sustainable and unsustainable development of tourism

Sustainable tourism development meets the tourists’ and the local population needs while preserving resources for future development. This development implies the management of resources by meeting basic economic, social and aesthetic requirements while preserving the cultural integrity, essential ecological processes and biological diversity (McMinn, 1997). It is characterized by economic prosperity as a long-term competitive and cost-effective way of doing business and a quality source of employment. Furthermore, sustainable tourism development is characterized by social balance and unity, i.e. tourism which improves the quality of life of the local community and its involvement in

tourism planning and management. It is particularly aimed at protecting the environment and cultural heritage, reducing pollution and environmental degradation on a global and local level, it is tourism that enriches the uniqueness and diversity of cultural heritage. The main differences between sustainable and unsustainable development of tourism are shown in [Table 2](#).

**Table no. 2 – The differences between sustainable and unsustainable development of tourism**

Sustainable development of tourism	Unsustainable development of tourism
Slow development	Rapid development
Controlled development	Uncontrolled development
Long-term perspective	Short-term profit
Qualitative development	Quantitative development
Local control/participation	Control without the local community
The plan is preceded by the development	Development without a plan
The developed concepts	Small projects
Local development	External development
Local employees	Imported labor force
Authentic architecture	Non-autochthonous architecture

*Source: Roland Berger Strategy Consultants (2008, p. 8)*

Consequently, sustainable tourism development is based on the principles that marks: a holistic approach, long-term planning, taking into account the limits, addressing global and local impacts, promoting sustainable consumption, balancing sustainability and quality, the insistence on the involvement of all stakeholders, allocation of costs to polluters, minimizing risks and continuous monitoring of key indicators. Sustainable tourism development is achieved by long-term, targeted-oriented planning and respecting the identity of the region. It is possible only with good cooperation between all stakeholders, from local communities to the tourists themselves (Byrd, 2007). Important stakeholders are: relevant ministries, local community, all segments of the tourism industry, transportation providers, non-profit environmental organizations, bodies for cultural preservation, works councils, tourists. The main areas of sustainable tourism development are: the environment and all forms of pollution, resources use, travel agencies business practices, sustainable production and consumption, the public sector and regulatory guidelines for protection.

### 2.3. Indicators of sustainable development in tourism

The main instruments for the implementation of sustainable tourism development are: the measurement tools (indicators of sustainability, identified limit values), economic instruments (taxes and duties, financial incentives), voluntary instruments (guidelines, testing and reporting, voluntary certification, voluntary contributions), and the management and controls (legislation, regulations, control of construction and spatial plans).

Indicators of sustainable tourism development were developed by the European Commission in 2013 as a result of the Study on the feasibility of the European system of indicators for sustainable management at the destination level (European Union, 2013). The study shows 70 indicators that are calculated and tracked in the Mediterranean countries of the European Union. The indicators are divided into four groups of nine indicators for managing sustainable tourism development destination, which, in the end, provide answers to the questions whether there is a plan and policy for the development of tourism in the

destination. Ideally, the plan should be multi-year and should include environmental, social, quality, health and safety areas. Such a plan should have a clear, time-bound goals which develops cooperation with all stakeholders in tourism, and it should be adjusted, focus on sustainability and open to the public and the surrounding.

The second group is indicators of sustainable tourism development economic values which is eighteen. They should monitor the contribution of tourism in sustainable economic destination, and among these indicators are those of tourist spending/consumption per day, according to which a tourist destination is more effective in creating value from tourism.

A third set are the indicators of social and cultural influence in the sustainable development of tourism. Travel movements are caused by the need getting to know cultural-historical heritage of certain destination and they are its anthropogenic factor. These attractive values of an area gain importance because they often involve uniqueness, rarity and unrepeatability. Convert function of tourism indicates the possibility of evaluating these non-economic goods and their transformation into an economic goods, but also means their partially defilement, destruction or, in extreme cases (e.g. due to careless construction), total destruction. Because of that their protection is needed, which should be carried out within the framework of sustainable tourism development. This group includes fourteen indicators.

A fourth group of indicators are indicators of effects on the environment in the sustainable development of tourism with a total of twenty six. They start from the fact that the environment has a great force in tourism. It must be long term "exploit", rather than short-term "consume". Tourism must be treated as an activity that environment should be valorized with a positive way for hosts and guests. The relationship between tourism and the environment must be managed so that the environment is a long-term exploited. To achieve this should establish a harmonious connection between the needs of visitors, the place itself and the local community. Changes in the "fast-growing world" must be observed, but not at the cost of forgetting the aforementioned principles. Tourism, the local community and various agencies (related to the environment) must respect the above and work together on their practical realization. Finally, indicators of the effects on the environment are focused on those elements that are critical to the sustainability of the natural environment destinations.

### **3. RESEARCH METHODOLOGY**

#### **3.1. Sources and research methods**

The research in this paper is based on primary and secondary sources, and the approach and methods based on the views of domestic and foreign researchers. The key elements of sustainable tourism development will be studied using comparative analysis and SWOT analysis. Also in this research are used data from the statistics on realized arrivals and overnight stays in municipalities and cities in the whole territory of Istria, i.e. County of Istria.

#### **3.2. Research objectives and hypothesis**

The main objectives of this paper are the detection of the key elements of sustainable tourism development of Istria. In this regard, the proposed hypothesis claims that the development of tourism in Istria takes elements of sustainable development that are evident

with different intensity activities of all stakeholders in the surrounding. Proving the proposed hypotheses will be carried out on the example of the tourist destination of Istria.

### 3.3. Time and area of research

The research covered period from 1966 to 2014 and for the entire period were analyzed the developmental aspects and established the beginnings of the introduction of sustainable development elements in tourism of Istria.

The spatial volume of research concerns the rural and maritime area of Istria, which is located on the north-eastern part of the Adriatic Sea on the westernmost and largest Croatian peninsula. Northern boundary to the continent is a line between Bay of Milje (Muggia) in the immediate vicinity of Trieste and the Bay of Preluka near Rijeka. Istria is the westernmost county of the Republic of Croatia and the largest Croatian peninsula, which is situated along a major thoroughfare between the Alps and the Dinaric Mountains, making a unique European area which Central Europe comes to the warm Adriatic Sea. Istria is the closest Mediterranean destination for central European countries.



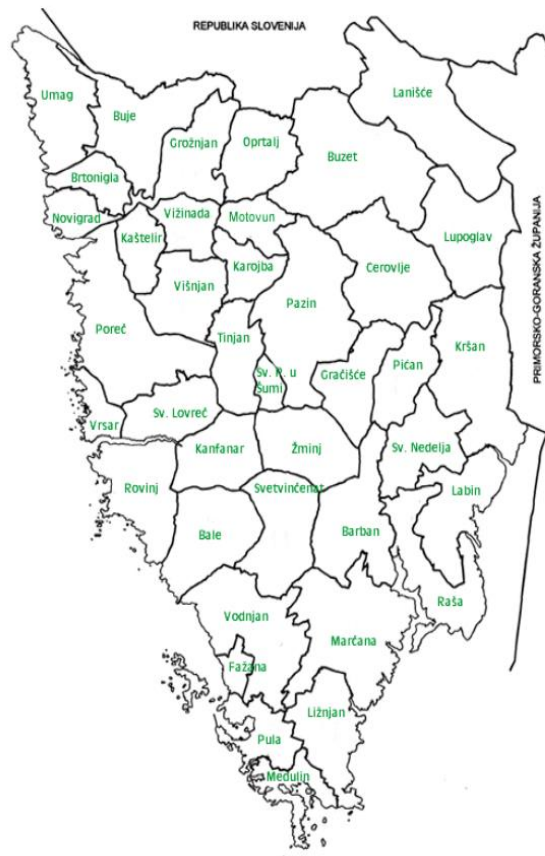
Picture no. 1 – Map of Istria

Source: Wikipedia (2015)

Surface area of the Istria peninsula is 3,476 square kilometres and three countries “share” it: Croatia, Slovenia and Italy. A very small part of Istria, north side of the peninsula with the Gulf of Muggia, belongs to the Republic of Italy. Slovenian coastline, with Koper Bay and part of the Piran Bay to the mouth of the river Dragonja, is part of the Republic of Slovenia. Most of the Croatian part of the peninsula is located in the County of Istria with 2,822 square kilometres which makes 4.98% of the surface area of the Republic of Croatia. Length of the coast of Istria is 539 kilometres including the islands. The western coast of Istria is indented, and long, together with the islands, 327 kilometres. East coast, together

with islets, is 212 kilometres long. The rest of the Istria peninsula administrative-territorial belonging to Primorsko-Goranska County Istria (*The Istria Region, 2015a*).

The Istria County consists of local self-government units, 10 towns and 31 municipalities (Picture 2). Towns are: Pula, Pazin, Poreč, Buje, Buzet, Labin, Novigrad, Rovinj, Umag and Vodnjan. Municipalities are: Bale, Barban, Brtonigla, Cerovlje, Fažana, Funtana, Gračišće, Grožnjan, Kanfanar, Karojba, Kaštelir-Labinci, Kršan, Lanišće, Ližnjan, Lupoglav, Marčana, Medulin, Motovun, Oprtalj, Pićan, Raša, Sveta Nedelja, Sveti Lovreč, Sveti Petar u Šumi, Svetvinčenat, Tar-Vabriga, Tinjan, Višnjan, Vižinada, Vrsar and Žminj (*The Istria Region, 2015c*).



**Picture no. 2 – Town and municipalities of Istria County**

*Source: The Istria Region (2015b)*

Of these structural units, towns and municipalities, 19 of them have access to the sea while others are in the heartland of the Istria peninsula. Organizational units with access to the sea are towns: Pula, Poreč, Labin, Novigrad, Rovinj, Umag and Vodnjan, and the municipalities: Bale, Barban, Brtonigla, Fažana, Funtana, Kršan, Ližnjan, Marčana, Medulin, Raša, Tar-Vabriga and Vrsar. In municipalities with an access to the sea is realized 97% of tourist traffic of all the tourist traffic/activity in the tourist destination of Istria.

Conducted research determined the developmental periods of tourism in Istria and their basic characteristics. Within the research of development it is particularly explored whether in certain periods of development were no indications of involvement the concept of sustainable development elements. Finally, based on the SWOT analysis, i.e. the analysis of strengths, weaknesses, opportunities and threats will be checked what has been done, what now must to do and what should be taken in the future in order to develop tourism of Istria on the principles of sustainability.

#### 4. DISCUSSION

##### 4.1. Developmental periods of Istria tourism

Tourism in Istria after World War II was in very poor condition. The full range of tourist accommodation facilities, hotels and restaurants, were mostly damaged by war. Until 1960, the war damages were repaired and began the development of tourism in Istria, which can be researched through three periods:

1. first period from 1960 to 1980,
2. second period from 1980 to 1990, and
3. third period from 1990 until today.

*The first period of tourism development in Istria, from 1960 to 1980, marks the intensive development of the tourists' capacity for accommodation, nutrition and entertainment.*

**Table no. 3 – Indicators of tourism development of Istria from 1966 to 1980**

Year	Total accommodation capacities	Places in campsites	Marine berths	Rural tourism – beds	Maritime tourism		Rural tourism		Total	
					Visits in 000	Overnight stays in 000	Visits in 000	Overnight stays in 000	Visits in 000	Overnight stays in 000
1966	38.600	19.428	-	-	397	3.497	-	-	397	3.497
1970	111.400	46.120	-	-	744	6.556	-	-	744	6.556
1980	198.300	102.332	-	-	1.708	16.237	-	-	1.708	16.237

*Source: Statistical Office of the Rijeka Municipalities Association (1986, pp. 82-87)*

This period of tourism development in Istria characterized by intensive facilities and capacities construction/building with the primary aim/objective of ensuring conditions for the reception the largest possible number of tourists. The fundamental characteristic of this period is the construction/building of large accommodation facilities with a capacity of 400-1500 beds with elementary technical and technological equipment. During this period, the sustainable development of tourism is not even considered, but efforts have aimed at creating the conditions for the reception the largest possible number of tourists.

*The second period of tourism development in Istria, from 1980 to 1990, characterized slightly slower intensity of new facilities and capacities construction/building. During this period, development was focused on improving the offers with new contents to meet the increasing tourists' demands and needs.*



**Table no. 4 – Indicators of tourism development of Istria from 1980 to 1990**

Year	Total accommodation capacities	Places in campsites	Marine berths	Rural tourism – beds	Maritime tourism		Rural tourism		Total	
					Visits in 000	Overnight stays in 000	Visits in 000	Overnight stays in 000	Visits in 000	Overnight stays in 000
1980	198.300	102.332	-	-	1.708	16.237	-	-	1.708	16.237
1990	245.815	126.420	4.030	-	2.094	17.467	-	-	2.094	17.467

Source: *Statistical Office of the Rijeka Municipalities Association (1986, pp. 82-87), Ivošević (1995, p. 75)*

In this period of development, more attention is paid to the tourists, their needs for entertainment, sport and recreation, and furnishing hotels with additional amenities. Also in this period were built the first marina for nautical tourism, and in campsites is conducted subdivision and build additional facilities for tourists' entertainment, sports and recreation.

In the third period, from 1990, which continues to this day, all efforts are focused on raising the quality of accommodation and service of food and beverages. Also improves the business efficiency and management by introducing modern information systems to monitor and control processes in accommodation units and the destination. In this period hotels are being renovated merging two rooms into one with full equipment (air conditioning, TV, video, etc.). Also in the hotels are being built swimming pools, spa, and more in order to satisfy every tourists wish and needs.

**Table no. 5 – Indicators of tourism development of Istria from 1990 to 2014**

Year	Total accommodation capacities	Places in campsites	Marine berths	Rural tourism – beds	Maritime tourism		Rural tourism		Total	
					Visits in 000	Overnight stays in 000	Visits in 000	Overnight stays in 000	Visits in 000	Overnight stays in 000
1990	245.815	126.420	4.030	-	2.094	17.467	-	-	2.094	17.467
2000	217.924	106.067	11.000	2.920	2.080	14.284	-	-	2.080	14.284
2010	230.122	113.525	16.606	27.510	2.514	17.363	223	1.678	2.737	19.041
2014	249.861	124.930	16.610	27.600	2.944	19.518	327	2.756	3.272	22.274

Source: *Statistical Office of the Rijeka Municipalities Association (1986, pp. 82-87), Administrative Department of Tourism of Istria County (2012), Istria Tourist Board (2011, 2015b)*

Also, in campsites except allotment/parcelling are introduced new forms of accommodation – mobile homes, campsites are equipped with swimming pools and other contents/facilities/attractions for a maximum satisfaction of the tourists' needs and desires. Tourism is developing not only by the sea but also in rural areas. Small accommodation facilities are becoming increasingly popular and they are noticed in the structure of accommodation capacities. In this period of development begins to think about sustainable development, and the development of tourism in Istria are beginning to apply and monitor indicators of sustainability.

#### **4.2. Problems of tourism development in Istria**

The development of tourism in Istria from 1960 to the present day is followed by successes and undesirable consequences. The successes and the consequences of the rapid development of tourism in Istria are evident in all its periods. In the first period, which insisted on the rapid growth of the capacities of tourist accommodation (hotels, campsites) capacity growth was not accompanied by adequate growth of supporting infrastructure (water supply, electricity, telephones, building utilities and other facilities for drainage and waste water treatment, transport infrastructure construction, etc.). The above discrepancy in peak season caused nasty water and electricity shortages, traffic jams, shortage of goods in the shops, shortages of gasoline at gas stations, and more.

One of the major problems in the development of tourism in Istria, in almost all periods, was the lack of personnel. Intensive development of tourism demanded a large number of professional and educated personnel. In the 60s of the last century highly trained personnel were too few in the entire territory of Istria. This can also apply to the qualified and medium educated personnel. Also, the personnel with lower education and those without qualifications for cleaning rooms and other facilities at the hotel, support personnel in the kitchen, and more were missed. The personnel were not possible to provide in the neighbourhood, in the area of Istria, and during the season the personnel had to bring in from other parts of the Croatia and the former Yugoslavia. With such personnel it was difficult to keep track of intensive development and achieve good business results, because the personnel had a special cultural, customary habits, it had to be hastily prepared and trained for jobs in tourism.

Furthermore, due to the great pressure of guests who wanted to spend a vacation in Istria, due to the regular delays with the construction/building and putting into function new facilities, each year occurred the excessive sale of accommodation, so there have been major problems in accommodating all newly arrived tourists. Many tourists come on vacation in Istria without staying at the hotel who booked because it was not put in function in time.

The appearance and equipment of hotels was also a particular problem. Basically were built large hotels with small rooms, equipped only with necessary equipment (bed, wardrobe). Also, the development of other forms of tourist offer is neglected: restaurants for non-pension offer of food and beverages and entertainment, sport and recreation facilities. Listed facilities for non-pension offer were small compared to the number of tourists stationed in Istria, so tourists are often forced to wait to get rid of a table or chair in the restaurant, then were rows of getting sports equipment or to use sports fields.

With all of the above has been neglected the development of tourism in rural areas of Istria. Until 90s of the last century tourism offer in rural areas in Istria has been very modest, and the only facilities of tourism in rural areas at that time were in Krčuli near Žminj and in Motovun.

#### **4.3. Characteristics of tourism in Istria once and today**

The motives of tourists' arrival in Istria were once the sun, sea and gastronomy. Today these motifs, as compared to the past, extended to entertainment, sports, recreation, adventure, and more. Primarily insists on the quality of offer while ago the quantity was important.

**Table no. 6 – Realized arrivals and overnight stays in Istria in 2014, the average tourists stay and average capacity utilization**

Month	Arrivals	Overnight stays	Average length of stay in days	Average capacity utilization in days	Average capacity utilization in %
January	13.021	56.383	4,3	0,2	0,6
February	20.426	66.675	3,3	0,3	0,1
March	44.802	155.689	3,5	0,7	2,8
April	174.617	606.080	3,5	2,6	6,6
May	261.331	1.131.860	4,3	4,8	20,3
June	522.339	3.195.497	6,1	13,7	37,7
July	792.892	6.057.455	7,6	25,9	87,1
August	940.842	7.517.368	8,0	32,2	100,0
September	352.790	2.905.710	8,2	12,4	40,0
October	98.824	410.460	4,2	1,8	5,5
November	24.645	87.201	3,5	0,4	1,3
December	25.751	84.163	3,2	0,4	0,9
<b>Total</b>	<b>3.272.280</b>	<b>22.274.541</b>	<b>6,8</b>	<b>95,4</b>	<b>26,5</b>

Source: *Istria Tourist Board (2015b)*

From the data in [Table 6](#) it can be seen that the problem of seasonality is present even today, as it was once, i.e. that more than 50% of tourist traffic (visitors and overnight stays) on yearly basis achieves in July and August. According to data from 1984 ([Statistical Office of the Rijeka Municipalities Association, 1986, pp. 412-415](#)), in Istria that year, thus 30 years ago, achieved a total of 2.071.523 visits and 18.793.018 overnight stays, the average stay of tourists was 9 days, average utilization of capacity in days was 83,7, less than 2014 when amounts of 95,4, and 1984 was less the average use of capacity in percentage, 23,2%, compared to 2014 when the utilization capacity is 26,5%.

According to the data in [Table 7](#), in the tourists structure once dominated the Germans, Austrians, Italians and Dutch, while tourists from then Eastern Bloc countries (Czech Republic, Slovakia, Hungary and Russia) were very poorly represented. Nowadays there are more tourists from East European countries, which are represented in the structure more than once before.

**Table no. 7 – Tourist arrivals and overnight stays in Istria by country of origin in 2014 and the structure of tourists in Istria by countries of arrival in 2014 and 1984**

Country	Arrivals*	Overnight stays*	The structure of tourists in % in 2014*	The structure of tourists in % in 1984**
Austria	469.710	2.593.730	11,6	13,5
Czech Republic	111.693	726.064	3,3	-
Denmark	34.305	289.343	1,3	1,8
France	53.465	251.493	1,1	1,7
Italy	388.396	1.970.089	8,8	12,2
Hungary	76.228	408.092	1,8	1,8
Netherlands	147.149	1.476.267	6,6	5,9
Germany	777.906	6.786.065	30,5	44,4

Country	Arrivals*	Overnight stays*	The structure of tourists in% in 2014*	The structure of tourists in % in 1984**
Poland	78.649	545.030	2,4	0,4
Russia	47.798	485.119	2,2	0,3
Slovakia	41.896	258.570	1,2	-
Slovenia	460.379	3.103.822	13,9	-
Switzerland	44.124	271.725	1,2	1,5
United Kingdom	72.507	490.963	2,2	8,7
Croatia	183.442	945.392	4,2	-
Other countries	284.633	1.663.777	7,7	7,8
<b>Total</b>	<b>3.272.280</b>	<b>22.274.541</b>	<b>100,0</b>	<b>100,0</b>

Source: \* *Istria Tourist Board (2015a)*; \*\*The structure of tourists for 1984 been calculated according to data from the *Statistical Office of the Rijeka Municipalities Association (1986, pp. 412-415)*

The main objective of the tourism policy used to be the realization of a large number of arrivals and overnight stays. Today insist on greater consumption per tourist per day and at the same time in the offer include numerous activities that were once unknown. Tourist offer used to be very modest and amounted to the services of accommodation, catering and entertainment. Today's offer is significantly expanded, diverse, and constantly taking care to increase its quality and strives to satisfy every tourist's wishes and needs. Tourist demand used to be less demanding, and today is very demanding, especially in terms of services quality and price level.

The situation with the personnel, compared to the past, today is excellent. In the employment/hiring of trained personnel today conducts selection and testing. Employment/hiring of trained personnel before were carried out without testing and immediately they ensure large benefits (salary, housing, status, position, etc.). Supporting infrastructure (water, drainage, electricity, telecommunications, roads) today is satisfactory than before. Infrastructure is coordinated and monitors the development of tourism. Former shortages today are unimaginable.

The development of tourism until 1990 was focused exclusively on the sea, on the 19 cities and municipalities that have access to the sea. Today, tourism in Istria is developing in municipalities and cities in its rural areas, which recorded good results.

**Table no. 8 – Tourist arrivals and overnight stays by Tourist Boards of Istria County in 1984 and 2014**

Tourist Board	Arrivals 1984	% 1984	Overnight stays 1984	% 1984	Arrivals 2014	% 2014	Overnight stays 2014	% 2014
Bale	-	-	-	-	34.225	1,05	208.695	0,94
Barban	-	-	-	-	6.949	0,21	61.210	0,27
Brtonigla	-	-	-	-	54.470	1,66	480.572	2,16
Buje	-	-	-	-	31.987	0,98	155.015	0,70
Buzet	10.033	0,5	120.911	0,6	9.088	0,28	33.004	0,15
Fažana	8.545	0,4	90.711	0,5	111.372	3,40	900.1622	4,04
Funtana	90.428	4,4	939.919	5,0	173.164	5,29	1.390.270	6,24
Grožnja	-	-	-	-	2.370	0,07	15.298	0,07
Kanfanar	-	-	-	-	4.644	0,14	39.752	0,18

Tourist Board	Arrivals 1984	% 1984	Overnight stays 1984	% 1984	Arrivals 2014	% 2014	Overnight stays 2014	% 2014
Kaštelir-Labinci	-	-	-	-	4.131	0,13	50.719	0,23
Kršan	-	-	-	-	5.178	0,16	40.588	0,18
Labin	119.764	5,8	1.037.071	5,5	199.909	6,11	1.286.126	5,77
Ližnjan	-	-	-	-	18.253	0,56	175.714	0,79
Marčana	-	-	-	-	28.388	0,87	240.332	1,08
Medulin	126.181	6,1	987.198	5,3	318.810	9,74	2.313.353	10,39
Motovun	-	-	-	-	13.097	0,40	32.682	0,15
Novigrad	97.829	4,7	850.036	4,5	193.306	5,91	1.175.317	5,28
Oprtalj	-	-	-	-	15.838	0,48	70.491	0,32
Pazin	5.263	0,2	11.218	0,1	19.353	0,59	149.273	0,67
Poreč	561.567	27,2	5.040.986	26,8	437.182	13,36	2.839.064	12,75
Pula	262.320	12,7	1.770.700	9,5	271.033	8,28	1.450.945	6,51
Raša	-	-	-	-	29.185	0,89	252.351	1,13
Rovinj	301.389	14,5	2.732.881	14,5	478.810	14,63	3.137.615	14,09
Svetvinčenat	-	-	-	-	8.620	0,26	83.773	0,38
Tar-Vabriga	-	-	-	-	193.202	5,90	1.548.069	6,95
Umag	341.292	16,5	3.678.345	19,6	365.979	11,18	2.033.534	9,13
Višnjan	-	-	-	-	2.002	0,06	19.421	0,09
Vižinada	-	-	-	-	2.342	0,07	22.462	0,10
Vodnjan	-	-	-	-	32.766	1,00	510.470	2,29
Vrsar	110.912	5,3	1.255.042	6,6	181.297	5,54	1.370.560	6,15
Žminj	-	-	-	-	4.511	0,14	42.446	0,19
Nautics	36.000	1,7	278.000	1,5	20.819	0,64	145.258	0,65
<b>Total</b>	<b>2.071.523</b>	<b>100,0</b>	<b>18.793.018</b>	<b>100,0</b>	<b>3.272.280</b>	<b>100,0</b>	<b>22.274.541</b>	<b>100,0</b>

Source: *Istria Tourist Board (2015b)*

Once the tourism development was accompanied by great optimism and enthusiasm of employees and to the guests are expressed hospitality and respect. In tourism was worked with pride, lot of sacrifice and great will, and today there are less those working qualities.

#### 4.4. Analysis of tourism in Istria from the aspect of sustainable development

Analysis of Istria tourism in the context of sustainable development is viewed within the four factors that make the analysis of the situation, i.e. SWOT analysis. Through four factors of SWOT analysis: strengths, weaknesses, opportunities and threats, determine the current position of Istria tourism in sustainable development.

Table no. 9 – SWOT analysis of sustainable development of tourism in Istria

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>• natural tourist values</li> <li>• diversity and preservation of the landscape</li> <li>• advantageous geographical position</li> <li>• anthropogenic tourist values</li> <li>• hospitality</li> <li>• tradition in tourism</li> <li>• ability to produce healthy food</li> </ul>	<ul style="list-style-type: none"> <li>• depopulation and inadequate age structure of the rural population of Istria</li> <li>• migration of the rural population of Istria</li> <li>• relatively small number of accommodation units in the rural areas and a large number of accommodation units in the maritime area</li> <li>• insufficient capacity utilization</li> </ul>

<ul style="list-style-type: none"> <li>• wealth of wild fruits and herbs</li> <li>• number of events</li> <li>• the ability to link the mountain with maritime part of Istria (nearness the Učka massif and the sea)</li> <li>• existing accommodation capacities</li> <li>• engagement of tourist boards in promotion of tourism</li> <li>• satisfying the needs of tourists and the local population</li> <li>• conservation of resources for future development</li> <li>• management of resources with the aim of meeting the economic, social and aesthetic requirements</li> <li>• preservation of cultural integrity, ecological processes and biodiversity</li> <li>• quality source of employment in tourism</li> <li>• improving the quality of life in the local community</li> <li>• community involvement (stakeholders) in tourism planning and management</li> <li>• reducing pollution and environmental degradation</li> <li>• long-term planning</li> <li>• respecting the limits</li> <li>• promoting sustainable consumption</li> <li>• reallocation of costs to polluters</li> <li>• minimizing risks of doing business in tourism</li> <li>• continuous monitoring of key indicators</li> </ul>	<ul style="list-style-type: none"> <li>• insufficient quality standards resistance</li> <li>• environmental pollution in rural part of Istria (Plomin)</li> <li>• minor problems of water supply and drainage in settlements</li> <li>• lack of training in tourism</li> <li>• insufficiently diversified tourist offer</li> <li>• insufficient involvement of all stakeholders in tourism development planning</li> <li>• seasonality</li> <li>• insufficient project control in tourism</li> </ul>
<b>OPPORTUNITIES</b>	<b>THREATS</b>
<ul style="list-style-type: none"> <li>• development of rural tourism as a Istria chance and the trend on the global level</li> <li>• agricultural development</li> <li>• connecting with other subjects with the aim to integrate offers</li> <li>• the availability of European funds</li> <li>• regional joining</li> <li>• initiatives to create souvenirs, activation of traditional crafts and local handicrafts</li> <li>• implementation of strategic solutions such as master plan and project of tourism sustainability</li> </ul>	<ul style="list-style-type: none"> <li>• migration of the rural population</li> <li>• nearness to environmental pollutants (Plomin)</li> <li>• lack of financial resources</li> <li>• economic crisis</li> <li>• partly unsatisfactory legislation in the field of tourism</li> <li>• insufficient interest of local and foreign investors for investment in tourism development</li> <li>• rapid development</li> <li>• uncontrolled development</li> <li>• short-term profits</li> <li>• quantitative development</li> <li>• control without local community</li> <li>• development without a plan</li> <li>• imported workforce</li> <li>• non-autochthonous architecture</li> </ul>

*Source: authors' of the manuscript research results*

This SWOT analysis shows that there are strengths, weaknesses, opportunities and threats in the development of sustainable tourism in Istria. Opportunities in tourism in Istria have changed over time. While the current strengths and weaknesses based on past, present and future opportunities and threats are based on past and present.

In Istria is awakened awareness of the need to develop tourism on the concept of sustainable development. It happened at the beginning of the 90s of the last century when tourism has entered a phase of deep maturity and had to take measures to turn the concept of mass tourism in sustainable tourism. The measures are evident: the insistence on the development of tourism in the entire region of Istria, rural and maritime, insistence on offer quality and on new contents, insistence on improving business efficiency, preservation of the area from pollution, preservation of cultural and natural heritage, long-term planning, involvement all stakeholders in the planning, etc. Based on this, there are two main priorities:

1. reduce the impact that tourism has on the environment through awareness raising and more effective resources and infrastructure management, and
2. develop alternative forms of tourism.

It is important that through sustainable tourism provide the maintenance of traditions without disrupting the wealth of diversity in the region. Regional and local authorities must play a key role in regulating the development of tourism and ensure its sustainability.

## 5. CONCLUSION

In Istria, the development of tourism went through three developmental periods, for which the following was established. The first period is characterized by intensive development with only one goal – to create accommodation conditions for the reception of the largest possible number of tourists. On the concept of sustainable development was neither conscious nor unconscious insistence. In the second period, new contents offer is introduced in order to meet increasing and more complex tourists' demands and needs. In this period can be seen the beginnings of the concept of sustainable development in tourism in Istria with elements of slow development, development focused on the tourists needs and wishes, improving the quality of offer and professionalism in the tourism industry. These elements emerged out of necessity in order to mass tourism extend life, not from entrants (awakened) awareness that sustainable development is the best alternative for the future. In the third period the sustainable development of tourism is gaining in importance. The actors in tourism development in Istria are becoming aware that it is the right alternative for the future of tourism which is the key factors of successful development:

- multidisciplinary approach (economic, ecological and socio-cultural analysis),
- constant consultation with stakeholders, private and public enterprises, households rooms renters, tourist organizations, associations for the protection of nature, cultural heritage, and residents and tourists,
- openness for development (organization of public debates, media engagement, communication between holders of strategic development and the local community), and
- development which becomes a long-term and flexible project, open to amendments depending on changes in the environment.

The development of tourism in Istria is not only incentive to the economy, but also the preservation of customs and traditions. Today the development of tourism in Istria is not intense and focused on creating conditions for the accommodation of a greater number of tourists, but on the offer quality and creation more satisfied and happy tourists and all actors involved in tourism. Tourism development is controlled and long-term perspective. The plan is preceded by the development that involves local communities, and holders of development are local stakeholders.

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