

Planinarstvo i njegov doprinos hrvatskom turizmu

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Sažetak

Autor u ovom radu razmatra utjecaj što ga planinarstvo kao organizirana djelatnost može imati u široj društvenoj zajednici. Prvenstveno se to odnosi na segment turizma i proširenja turističke ponude, a potom i u ostalim dimenzijama utjecaja koje je autor podijelio u 6 osnovnih kategorija. Planinarstvo u svakoj od njih ima što ponuditi, a uočljiv je i prostor za dodatni značajni iskorak koji bi, uz osmišljen pristup, mogao doći već u skorije vrijeme. Ako se to ostvari za uzvrat možemo dobiti zdrave, samoaktualizirane, ekološki osviještene i sretne građane koji kao takvi mogu biti najbolja pozivnica svim turistima.

KLJUČNE RIJEČI: planinarska djelatnost, turizam, širenje turističke ponude, dimenzije utjecaja

1. UVOD

Planinarstvo je, mogli bismo sa sigurnošću reći, cijeli jedan svijet za sebe.

I koliko god ga baš takvim doživljavaju sami bezbrižni planinari, kao i oni koji (vrlo često kao volonteri) sudjeluju u organizaciji planinarskih tura, svi oni svojom aktivnošću i te kako stvaraju posebnu djelatnost koja može, a već i sudjeluje u stvaranju snažnijeg socijalnog, ekonomskog i ekološkog razvoja šire društvene zajednice.

U Hrvatskoj za Hrvatsku često kažemo da je to zemlja velikih neiskorištenih mogućnosti koja svoje intrinzično bogatstvo još nije otkrila. Ili, ako jest, još ga nije upotrijebila u punom svom opsegu. Ova istina primjenjiva je u gotovo svim segmentima društvenog života, pa tako, dakako, i u djelokruhu koji obuhvaća planinarsku djelatnost.

I odmah na početku valja istaknuti da iako olako prelazimo preko naše slavne planinarske povijesti, ona jest djelom i naš zaloga za budućnost.

Nezaobilazne su činjenice da je prvu planinarsku knjigu na svijetu pod naslovom „*Planine*“ napisao upravo naš Petar Zoranić iz Nina pokraj Zadra u kojoj je opisao uspone po Velebitu i Dinari. Ovo je ujedno i prvi hrvatski pjesnički roman u kojem se, između ostalog, tumači i nastanak imena Velebit.

Osim toga, 1874. godine osnovano je prvo Hrvatsko planinarsko društvo (HPD)¹ te smo s tim datumom postali deveta nacija u svijetu po starosti organiziranog planinarstva; puno

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stariji od mnogih alpskih naroda. Ovaj podatak dodatno fascinira s obzirom na našu brojnost kao i činjenice da je Republika Hrvatska jedina južnoeuropska zemlja koja nema planine više od 2.000 metara.²

Uz to, valja spomenuti i činjenicu da je naš alpinist, putopisac, redatelj i član Hrvatske gorske službe spašavanja (HGSS) Stipe Božić drugi čovjek na svijetu koji se dva puta uspeo na Mont Everest, najviši vrh svijeta (1979. i 1989. godine), a Republika Hrvatska je prva zemlja na svijetu koja ima više žena nego muškaraca koji su se popeli na Mont Everest i to u omjeru 4:1 (naše alpinistice su sestre Darija i Iris Bostjančić te Milena Šijan i Ena Vrbek).

Iz ovih podataka, osim evociranja na „dane naše slave“ od iznimne je važnosti prepoznati društveno relevantne momente koji nam mogu pomoći u boljem razumijevanju naše sadašnjosti i što je još važnije, doprinijeti izgradnji naše uspješnije budućnosti. Svi spomenuti uspjesi rezultat su djelovanja snažnih, hrabrih i poduzetnih pojedinaca čiji rezultat vrlo lako označimo kao „naš“ uspjeh i prezentiramo ga kao djelom naše zajedničke nacionalne povijesti.³

Stoga je namjera ovoga rada prepoznati i istaći potencijale što ga pruža hrvatsko planinarstvo te doprinijeti razradi ideje da planinarstvo nije samo užitek pojedinih entuzijasta već rezultat organiziranog djelovanja koje ima svoje zakonitosti i pravila postupanja.

2. PLANINARSTVO U HRVATSKOJ

Planinarstvo bi smo mogli definirati kao *organiziranu djelatnost ljudi koji se kreću po planinama radi osobnog užitka*. (Čaplar, 2012., str. 13)

Iz ove definicije proizlaze bitne odrednice koje potvrđuju osnovnu tezu ovoga rada, a to je da je korisno postići profesionalizaciju planinarstva kao zanata. Užitek u planinarstvu time nije umanjen niti je spontanost dovedena u pitanje, već je na djelu profesionalizacija jedne multidisciplinarnе djelatnosti. Osobni užitek koji proizlazi iz planinarenja iako ne uvijek i u potpunosti, ali djelom jest istovremeno i povod i izravna posljedica organiziranosti planinarskog poduhvata. Iako bi se mogli složiti s idejom da je novost i svojevrsna nepredvidljivost onoga što na nekom planinarskom izletu iščekuje planinara upravo ono zbog čega se oni i odlučuju ići u planinu – a što izravno doprinosi osjećaju uzbuđenja, pustolovnog duha i adrenalina – sve ovo ne mora biti i nije u suprotnosti sa nastojanjem profesionalizacije i stručno organiziranog pristupa planinarstvu.

Dakako, planinari će uvijek biti osobe koje vole planine i nalaze ljepotu u samom boravku u prirodi. Za to im neće trebati nikakva potvrda ili dozvola nekog strukovnog udruženja. Planinarstvo nije niti smije biti ograničeno pravilima niti ideologijama. (Poljak, 2007., str. 30) To nije niti cilj niti ideja. Ono što jest osnovna namjera profesionalizacije planinarske djelatnosti jest sustavno školovanje i informiranje planinara, održavanje i briga o našim planinama i planinskim putevima, skloništima, kućama i domovima te praćenje cjelokupnog multidisciplinarnog dijapazona djelatnosti i aktivnosti povezanih s planinarenjem.

Takva nastojanja već jesu djelom naše stvarnosti. Na posljetku, to je i bila glavna ideja pri osnivanju prvog hrvatskog planinarskog društva. Od onda do danas u Hrvatskoj se oformilo

¹ Inicijativa za osnivanje HPD – a potekla je iz razgovora sveučilišnog profesora iz Graza Johannes Frischaufa s Ivanom Mažuranićem i Budom Budisavljevićem u Ogulinu, nakon što se 1874. godine oduševio ljepotom Kleka. 2014. godine današnji Hrvatski planinarski savez (HPS), slijednik HPD-a slavi jubilaru 140 godišnjicu osnivanja.

² Najviši vrh Republike Hrvatske je vrh Sinjal (poznati i kao vrh Dinara) na planini Dinara.

³ Ovaj fenomen prisutan je i u današnje vrijeme. Nadaleko je poznata činjenica da se, primjerice, sportski uspjesi obitelji Kostelić slave kao nacionalni uspjesi (npr. u izrazima da je „Hrvatska osvojila zlatno ili srebrno odličje na Olimpijskim igrama“), a na putu do uspjeha ova obitelj je u pravilu trenirala o vlastitom trošku u uvjetima koji su mogli biti osigurani isključivo obiteljskim budžetom uz, dakako, beskonačnu osobnu volju i entuzijazam članova obitelji. Tek kada je uspjeh bio popraćen osvojenim medaljama (dakle, na kraju puta do uspjeha) pojavili su se brojni sponzori iz čega je, djelom, proistekla i „Snježna kraljica“ – slalomska utrka Svjetskog skijaškog kupa, kao projekt Grada Zagreba, najvećeg grada u državi.

više od 300 planinarskih društava i klubova⁴ unutar kojih djeluje više od 28.000 registriranih planinara, izgradilo se preko 150 planinarskih kuća i domova te se održava više od 6.000 km uređenih planinarskih staza. Neka od planinarskih društava čiji uvjeti i mogućnosti to dozvoljavaju organiziraju posebne edukacije o kojima će u ovom radu još biti riječi. U pravilu planinarska društva zajedno sa Parkovima prirode, Nacionalnim parkovima i javnim poduzećima (npr. Hrvatske šume, Hrvatska vojska...) vode skrb o našim planinama i planinskim putevima, a u djelatnostima koje pokreću planinarska društva često pomažu lokalna vatrogasna društva ili službe hitne medicinske pomoći.

Niti planinarstvo, a što je dodatno važno, niti specijalizirane djelatnosti koje su direktno ili indirektno povezane s planinarenjem (kao služba planinskih i gorskih vodiča te HGSS⁵) nisu prepoznate u nacionalnoj klasifikaciji zanimanja kao zasebne djelatnosti. To rezultira time da tako važne aktivnosti o kojim često doslovno ovise ljudski životi (a čije se akcije odvijaju u situacijama hitnih intervencija), djeluju na bazi volonterizma, a njihovo financiranje je nesigurno i bez stalnih stavki bilo u državnom proračunu ili proračunu lokalnih samouprava, što dodatno doprinosi diskrecijskim političkim odlukama jer bez obzira na profesionalni ili volonterski organizacijski oblik, ove djelatnosti imaju izvjesne troškove (tzv. hladni pogon kao stalni trošak te dodatni troškovi akcija koje oni poduzimaju gotovo na dnevnoj bazi).⁶

Volonterstvo kao oblik djelovanja je human, efikasan, za porezne obveznike jeftin i kao praksa priznat u zemljama Europske unije. Stoga, model koji koristi Republika Hrvatska nije iznimka već pravilo. U ovom radu spomenuta profesionalizacija nije povezana (ili barem ne mora biti) sa modelom financiranja tematiziranih udruga i službi, ali se itekako reflektira na potrebu daljnjeg jačanja onih djelatnosti koji doprinose stručnom razvoju zainteresiranih sudionika, a možda može dovesti i do jačanja njihove financijske snage te do njihove snažnije i bolje prepoznatljivosti u društvu.

3. PLANINARSTVO I TURIZAM

Turizam se definira kao *skup djelatnosti koje proizlaze iz onih putovanja ljudi kojima nije cilj obavljanje neke gospodarske djelatnosti*. (Hunziker, Walter; Krapf, Kurt, 1942.)

Pritom, tu nastaje svojevrsni paradoks jer sam turizam jest gospodarska djelatnost. Putovanja ljudi koji na svoj put idu bez namjere činjenja neke gospodarske aktivnosti upravo to čine za sve one koji sudjeluju u organizaciji njihovih ne-gospodarskih putovanja. I baš kao što u ekonomiji postoji pravilo da je nečija potrošnja tuđi prihod, tako je u slučaju turizma nečiji odmor tuđi izvor rada.

Aktivni odmor (koji se ponekad u užem smislu naziva i pustolovni turizam)⁷, obuhvaća mnogobrojne i raznolike oblike bavljenja nekom specifičnom fizičkom aktivnošću. Ovo je sveobuhvatan i potencijalno iznimno kreativan segment u sklopu tzv. *specifičnih oblika turizma*. U ponudi aktivnog odmora mogu se naći sljedeći podsegmenti: *biciklizam, bordanje,*

⁴ Rad planinarskih društava je definiran Zakonom o udrugama (kao neprofitnim organizacijama) te Zakonom o sportu, a rad članova u planinarskim udrugama je definiran Zakonom o volonterstvu te Zakonom o pružanju usluga u turizmu.

⁵ HGSS je osnovan 1950. godine kao interna služba HPS-a (krovne planinarske organizaciju u Republici Hrvatskoj) i danas je prerasla u službu javnog karaktera koja brine o sigurnosti građana 24 sata dnevno, 365 dana u godini.

⁶ HGSS-ove intervencije spašavanja su medijski najekspoziraniji segment njihovog djelovanja, ali one predstavljaju tek mali dio ukupnih radnji, a većinu truda i energije se ulaže u preventivni rad kako bi se potreba za akcijama spašavanja (u kojima postoji ugroza ljudskih života i imovine) unaprijed svela na najmanju moguću mjeru. O prednostima i nedostacima volonterskog tj. profesionalnog rada ovih institucija oglasio se i sam HGSS. Tekst je dostupan na slijedećoj web stranici: <http://www.gss.hr/novosti/o-gorskoj-sluzbi-spasavanja-o-volonterstvu-i-placanju-akcija-spasavanja-reakcija-na-clanak-turiste-ce-spasavanje-s-planina-stajati-1000-eura>

⁷ Pojam aktivnog odmora je širi od pojma pustolovnog turizma jer on može obuhvaćati i one segmente turizma koje su vezane uz posjećivanje događaja ili lokaliteta u urbanim sredinama, a ne samo odlaska u prirodu ili posjećivanja sportskih terena.

branje plodova, bungee jumping, canyoning, foto safari, golf, hodanje u krpljama po snježnim padinama, istraživanje špilja, jahanje, jedrenje, jet sky, kajak i kanu, kampiranje, karting i kart cross, kayak na moru, kite boarding, let balonom, helikopterom ili jedrilicom, lov, moto cross i enduro vožnje, motorne sanjke, motorno letenje, off road vožnja, orijentiranje, paint ball, paragliding i zmajarenje, pseće zaprege, quad vožnja, rafting, ribolov, ronjenje, sanjkanje i bob, skijanje, skokovi padobranom, slobodno penjanje, splavarenje, streličarstvo, trening preživljavanja, veslanje na surf dasci, wind surfing, zip line, pješačenje i dakako planinarenje.

Kao što možemo primijetiti, aktivni odmor je moguće realizirati u zraku, kopnu, moru i pod zemljom, a u najnovije doba kao dio elitnog turizma u ponudi postoje i tzv. svemirski turistički programi koji klijentima – turistima omogućava boravak u svemirskim postajama od kuda se može osjetiti bestežinsko stanje kao i doživjeti planet Zemlju iz jednog sasvim novog rakursa gledanja. Dakle, aktivni odmor je prisutan svugdje gdje čovjek obitava, doseže i ostavlja svoje tragove.

Planinarstvo se stoga, zbog svojih bliskih karakteristikama s aktivnim odmorom, može svrstati u ponudu iz segmenta specifičnih oblika turizma.

No, do sada nam ove opisane činjenice još uvijek ne otkrivaju zašto se ljudi bave aktivnim odmorom koji ih u svom užem adrenalinskom segmentu može dovesti u izravnu tjelesnu ili čak životnu opasnost. Postavlja se pitanje: nije li godišnji odmor vrijeme, kako i sama sintagma kaže, kada bi se trebali odmarati, a ne „izazivati (ne)sreću“? Isto tako, zašto se netko izlaže potencijalno pogibeljnim situacijama kada je stanje sigurnosti jedno od temeljnih zahtjeva ljudi kao bioloških bića? Možda odgovore na ova pitanja možemo pronaći u djelima poznatog i cijenjenog američkog psihologa židovskog podrijetla Abrahama Maslowa (1908. – 1970.) i njegove sada već znamenite teorije o hijerarhiji ljudskih potreba.

U Prikazu br. 1 vidljiva je strukturirana piramida ljudskih potreba kako ih je zamislio A. Maslow. Valja naglasiti da zadovoljavanje potreba ide odozdo prema gore, tj. prvo je potrebno zadovoljiti fiziološke potrebe kako bi se krenulo na zadovoljenje potreba za sigurnošću. Kada su one zadovoljene mogu će je krenuti u zadovoljenje društvenih potreba pa sve do realizacije potreba za samoostvarenjem.



Prikaz br. 1

Povežemo li strukturu ljudskih potreba s oblicima ponašanja ljudi koji sudjeluju u turističkom procesu možemo doći do vrlo zanimljivih i socijalno relevantnih spoznaja o ljudskoj prirodi i prirodi turizma te zakonitostima koji se koriste unutar turističke djelatnosti.

Potreba za osobnom sigurnošću (koju možemo definirati i kao odsustvo osjećaja ugroženosti), predstavlja fundamentalnu ljudsku potrebu koju valja zadovoljiti odmah nakon zadovoljenja osnovnih fizioloških potreba, kao što su dostupnost hrane i pića. Zašto onda turisti hrle i skupo plaćaju da bi se doveli u situaciju gdje im ta potreba nije osigurana?

Odgovor leži u socijalno-ekonomskim pokazateljima turističke populacije tj. u činjenici što je iz turizma u startu isključeno gotovo 90% ukupne svjetske populacije. Turistička industrija u svijetu se sa svojim turističkim aranžmanima ne obraća populaciji koja radi za 1 dolar dnevno⁸ niti onima koji nemaju dovoljno sredstava kako bi zadovoljili svoje osnovne životne potrebe (ljudima bez krova nad glavom, gladnima i žednima). Turistička putovanja si mogu priuštiti samo oni koji već unaprijed imaju zadovoljene potrebe iz 1. i 2. razine Maslowljeve hijerarhije. Zanimljivo je prepoznati da turistička djelatnost turistima uglavnom nudi zadovoljenje, po hijerarhiji, viših ljudskih potreba (segmenti 3, 4 i 5 Maslowljeve piramide). Turizam⁹ ljudima nudi ispunjenje *društvenih potreba* (biti prihvaćenim članom nekog sportsko-rekreativnog kluba; biti pripadnikom nekog planinarskog društva s čijim članovima se odlazi na zajedničke izlete i čiji se identitet prihvaća kao djelom vlastitog identiteta). Turizam također nudi ispunjenje *potreba za samopoštovanjem* (ono npr. proizlazi iz uspjeha postignutog osvajanjem nekog planinskog vrha; zadovoljstvo proizašlo iz dobrog snalaženja u prirodi i prilici da se pomogne drugima što stvara atmosferu prihvaćanja od strane drugih). I na posljetku, turizam omogućuje realizaciju *potrebe za samoaktualizacijom* i to kroz razvoj vlastitih potencijala (na razini fizičkih sposobnosti ili razine socijalne i emotivne inteligencije) što sve zajedno dovodi do ispunjenja i osobnog razvoja. Tako osnaženim ljudima koji vode ispunjene živote „izazivanje“ sigurnosti tj. namjernog stvaranja rizičnih stanja ne-sigurnosti, prvenstveno predstavlja (koliko-toliko) kontrolirani izazov koji, ako sve prođe dobro, predstavlja novu priliku za ispunjenje viših razina ljudskih potreba. I tako se ovaj obrazac, kao kakav perpetuum mobile, u ljudskim životima kontinuirano ponavlja. Sve ove odlike turizma sastavni su dio i planinarstva koji se zato može smatrati jednim od oblika turističke djelatnosti.

4. PLANINARSTVO I NJEGOVE DIMENZIJE UTJECAJA

Kvalitetna planinarska aktivnost iziskuje cjelokupnu infrastrukturnu izgrađenost u nekom društvu. To se jednako odnosi na fizičku infrastrukturu (ceste, održavane planinske puteve, uređene planinske kuće i domove, dostupne stanice prve pomoći, cjelokupni opskrbeni lanac i drugo), kao i institucionalnu infrastrukturu (pokrivenost cijelog teritorija funkcionalnim planinarskim društvima, jasno definirane nadležnosti – od vodičke službe do uloge u očuvanju okoliša, stručnu edukativnu službu i službu za međunarodnu suradnju te jasan, nedvosmislen i konstruktivan zakonodavni okvir koji uistinu dobro uređuje planinarsku djelatnost). Ako se sve ovo ostvari, tada je planinarstvo istovremeno u mogućnosti da sa svoje strane ponuditi uslugu koja ima utjecaja na različite dimenzije razvoja društvenog života.

Pod terminom *dimenzije utjecaja* podrazumijevam sve one aspekte društvenog života u kojima planinarstvo može dati svoj doprinos.

Sveobuhvatnost utjecaja što ga planinarstvo može imati razradio sam u 6 osnovnih dimenzija:

⁸ Prema podacima Svjetske banke trenutno postoji 1,1 milijarda ljudi koji žive s manje ili s 1 dolarom dnevno.

⁹ U ovom radu koristiti ću primjere iz planinarske prakse, ali ova pravila vrijede za sve segmente općih i specifičnih oblika turizma.

4. 1. SOCIJALNA DIMENZIJA PLANINARSTVA

Autor više knjiga o planinarstvu u Hrvatskoj, a i sam aktivni planinar, Alan Čaplar u svojoj knjizi *Planinarski vodič po Hrvatskoj* navodi: „Svim je planinarima zajedničko da u planine idu jer to vole. Planine pružaju nebrojene užitke svakome tko ima sposobnost uočiti ih, doživjeti ih i ponijeti ih u sebi.“ (Čaplar, 2011., str. 11)

Isto tako, autori Matej i Davor Perkov u svome radu *Razvoj planinskog turizma u RH* iznose stav: „Planinarstvo obuhvaća sve čovjekove djelatnosti izravno i neizravno vezane uz vlastonožno kretanje planinskim predjelima. To nije samo besciljno lutanje po brdima, već način i stil života, čitav niz aktivnosti koje suvremenom čovjeku život čine ugodnijim, zanimljivijim i nadasve ljepšim.“ (Perkov M. i Perkov D., 2013., str. 122)

Iz ovih slikovitih stavova i opažanja proizlazi da je upravo osobni doživljaj ljepote i užitka glavni pokretač ljudi pri odluci o odlasku u planine. U planine se može ići sam, individualno i tada je planinarstvo u punoj mjeri susret pojedinca s njegovom okolinom koji može pridonijeti vlastitoj osobnoj introspekciji, potaknutoj boravkom u prirodnom okruženju.

U planinu se može ići i s obitelji, a i u širem društvu,¹⁰ bez obzira je li to društvo rezultat vlastitog odabira ili više splet okolnosti.

I kako Adam Smith u svojoj glasovitoj knjizi *Bogatstvo naroda* tvrdi da su ekonomski ciklusi rezultat naših pojedinačnih sebičnih nastojanja i akcija¹¹ (a možemo proširiti ovu tvrdnju pa ustvrditi da se istovremeno govori i o našoj općoj društvenosti), isto tako kroz planinarstvo (kao posljedica naših osobnih nastojanja da nam bude ugodno i lijepo te da se približimo našem idealu života povezanog s prirodom), nastaje cijeli koloplet prilika za izgrađivanje novih socijalnih mreža. Među planinarima ima i starih i mladih; i brzih i manje brzih; iskusnih i manje iskusnih; i visokih i niskih; i lijevih i desnih i onih koji tek traže svoj put; i visoko obrazovanih i onih koji to nisu; zaposlenih i nezaposlenih; u braku i van njega; pripadnika raznih opredjeljenja po svim mogućim pitanjima. Međutim, na planini svi su oni prvo i jedino – planinari. Tako nastaje socijalna mreža koja nadvladava sve potencijale razlike među ljudima i stvara novi zajednički identitet kao izvor i zalag za stvaranje prijateljstava, pa i više od toga. Ovo je važna poruka koja bi mogla biti korisna u svim segmenata društvenog života. A tako se rijetko primjenjuje.

4. 2. EKONOMSKA DIMENZIJA PLANINARSTVA

Do sada je jasno naznačeno da je djelatnost planinarstva usko vezana uz turizam.

Stoga, ekonomsku dimenziju planinarstva nužno je promatrati kroz prizmu ekonomskog utjecaja što ga turizam ima na ukupnu ekonomsku sliku zajednice.

Turizam je specifična djelatnost koju se u okviru nacionalne ekonomije uobičajeno tretira kao izvoz u području usluga (tercijarni sektor), jer pridonosi priljevu inozemnog kapitala u zemlju čime pozitivno utječe na platnu bilancu, a blagotvorno utječe i na zaposlenost domaćeg stanovništva u vremenu turističke sezone. I upravo tu nastaje metodološki problem jer nije svaki turizam ujedno i izvoz.¹² Bez obzira na to, ostaje činjenica da turizam kao industrija stvara značajni latentni i manifestni utjecaj na domaću ekonomiju. Manifestni dio je onaj lako vidljivi koji se statistički može dosta egzaktno mjeriti kroz stečenu dobit; uglavnom kroz broj ostvarenih noćenja (obujam poslovanja), prosječnu dnevnu potrošnju gosta (pansionsku i

¹⁰ Staro je planinarsko pravilo da se u principu u planinu ne bi trebalo ići sam. Jednako tako postoji nepisano pravilo da je, primjerice, uputno ići na ronjenje s bocom uvijek u paru. Ovakvi stavovi proizlaze iz mjera predostrožnosti. Ovdje je zapravo u središtu pozornosti pitanje osobne sigurnosti, a ne stvar doživljaja ljepote.

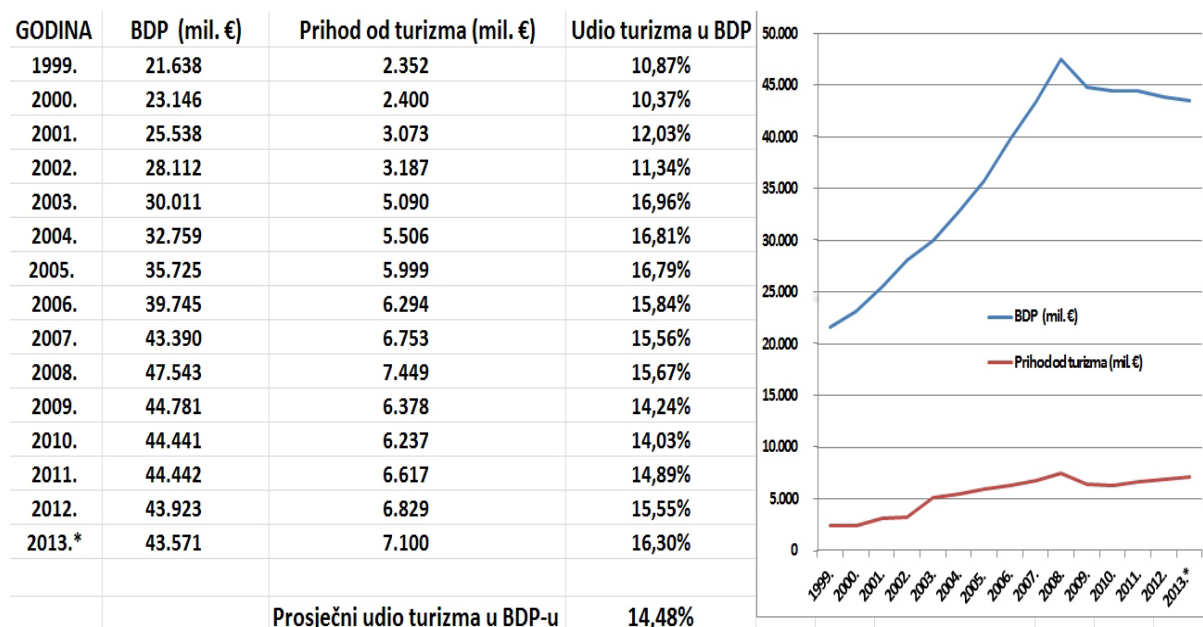
¹¹ Adam Smith koristi primjere mesara, pivara i pekara te kaže da oni svoje proizvode stvaraju te nas s njima uslužuju, ne zbog naše dobrobiti već prvenstveno zbog vlastitog (da li sebičnog?) interesa. Pritom što je to tako njihove usluge ne postaju manje vrijedne ili manje potrebne. I upravo takva *nevidljiva ruka* tržišta potaknuta partikularnim interesom stvara interakciju među ljudima u kojoj nastaje opća dobrobit i to tek kao nusprodukt; dodatna društvena beneficija.

¹² Iz turizma kao izvoza valjalo bi isključiti turističku aktivnost domaćeg stanovništva, kao i turističku potrošnju svih u zemlju uvezenih dobara i usluga.

vanpansionsku) i drugo. Latentni (prikriveni) utjecaj nastaje pokretanjem cjelokupne ekonomije kako bi ona servisirala sve potrebe turista. Ovaj dio utjecaja nije tako lako egzaktno mjeriti jer uključuje povećanu proizvodnju ukupnih dobara što ih neko društvo može proizvesti (od proizvodnje hrane – da bi se prehranilo povećani broj ljudi na nekom području, pa sve do građevinske industrije – kako bi se izgradili smještajni kapaciteti, i to jednako interijer kao i eksterijer). U ovom slučaju su izračuni bitno složeniji jer istraživač operira tek sa posrednim varijablama, a k tomu treba oduzeti i svu potrošenu robu i usluge koje su uvezene iz inozemstva, a ne proizvedene u tuzemstvu.

Prema izvješću Svjetskog ekonomskog foruma za 2013. godinu¹³, Republika Hrvatska na indeksu konkurentnosti u segmentu turizma stoji na dosta visokom 35. mjestu, dok smo na ljestvici ukupne globalne konkurentnosti tek 75. od ukupno 140 analiziranih zemalja. Ipak, mjesta za optimizam ima tek ograničeno jer ovo izvješće daje naslutiti da zaostajemo u odnosu na svoje glavne turističke konkurente.¹⁴ Dobar plasman je postignut uglavnom zahvaljujući dobroj turističkoj infrastrukturi (izgrađeni autoputovi i prilazne ceste turističkim mjestima, broj hotelskih soba u odnosu na broj stanovnika, razvijenu mrežu bankomata) i relativno visokog udjela izvoza turističkih usluga u bruto domaćem proizvodu (BDP).

Koliko je udio turizma u našem BDP-u može se vidjeti iz Prikaza br. 2.



Prikaz br. 2

Objašnjenje statističkih podataka i njihovih izvora:

Podaci o visini hrvatskog BDP-a su iz godišnjih biltena HNB-a.

Podaci o prihodu od turizma su iz godišnjih izvještaja Ministarstva turizma.

(Podaci o visini BDP-a se razlikuju između HNB-a i Ministarstva turizma kao izvora podataka zaključno do 2007. godine. Nakon 2007. godine podaci su identični u oba izvora.)

Izračun udjela prihoda turizma u BDP-u su autorova obrada statističkih podataka.

*Podaci o BDP-u za 2013. godinu su procjena na temelju pretpostavljenog pada BDP-a u iznosu od 0,8% u odnosu na prethodnu godinu, a podaci o prihodu od turizma za 2013. godinu su procjena ministra turizma o rastu prihoda od turizma za 4% u odnosu na prethodnu godinu.

¹³ Izvješće se može pronaći na: <http://www.weforum.org/reports>

¹⁴ Kao naši glavni turistički konkurenti uzeti su Austrija, Bugarska, Cipar, Crna Gora, Francuska, Grčka, Italija, Malta, Njemačka, Portugal, Španjolska, Turska i Ujedinjeno Kraljevstvo.

Prosječni udio turizma u BDP-u od 14,5% predstavlja značajan udio turističke djelatnosti u nacionalnoj ekonomiji. Ipak, ne postoji zemlja na svijetu koja živi isključivo od turizma te je u ekonomskom i socijalnom smislu od iznimne važnosti odrediti do koje mjere se želi osloniti na turizam kao izvora nacionalnog bogatstva, jer je turizam osjetljiva ekonomska grana koja uvelike ovisi o percepciji sigurnosti odredišta te ekološkoj očuvanosti.¹⁵

Nažalost, niti u jednoj od relevantnih institucija (Ministarstvo turizma, Državni zavod za statistiku, Institut za turizam, HPS, SGVH, Savez turističkih agencija i druge) nije moguće pronaći statističke podatke o planinarstvu kao segmentu turističke ponude u Republici Hrvatskoj. Tome je tako iz najmanje dva razloga. Prvo, institucije koje bi po svom opisu posla trebale voditi ovakve statistike to ne čine. I drugo, planinarstvo je očito još uvijek premalo i nedovoljno prepoznato kao zasebni segment hrvatske turističke ponude te je u tom smislu ovo dokaz da postoji još mnogo prostora za razvoj planinarske djelatnosti.

Ono što možemo pretpostaviti, temeljem podataka o broju članova naših planinarskih društava te odazivu na organizirane izlete, je to da se u Hrvatskoj maksimalno do tek 1% populacije odlučuje na planinarstvo kao oblik razonode.¹⁶ Napravili bi veliki iskorak kada bismo dodatno animirali i posljedično povećali broj domaćih ljudi na odlaske u naše planine. Valjalo bi napraviti posebnu analizu inozemnih turista planinara – njihovu brojnost, navike, potrebe, želje i mogućnosti.

4. 3. EKOLOŠKA DIMENZIJA PLANINARSTVA

Planinari su uglavnom visoko ekološki osviješteni dio populacije. Tome je tako, također i najmanje dva razloga. Prvi je to što se ljudi planinarstvom bave po vlastitoj odluci i iz osobnog odabira te u prirodu odlaze kao njezini poštovatelji i brižni čuvari. Drugi razlog je taj što su mnogi planinari (naročito oni registrirani u nekom planinarskom društvu) educirani u sklopu različitih programa školovanja koje organiziraju planinarska društva u kojima se dodatno govori i naglašava važnost očuvanja prirodnog okoliša. Činjenica je, također, da članovi planinarskih društva (ponekad u suradnji sa drugim javnim institucijama i poduzećima u državi) često sudjeluju, a nerijetko i organiziraju akcije čišćenja, uređivanja, označavanja ili pošumljavanja na mnogim našim prirodnim lokalitetima čime nezaobilazno upoznaju vlastitu domovinu na ne-svakidašnji način. Uljepšavajući i održavajući prirodnu okolinu, osim što planinari na nju paze, oni istovremeno čine svoj boravak u prirodi ljepšim i sigurnijim.

4. 4. SPORTSKO-REKREATIVNA DIMENZIJA PLANINARSTVA

Zahvaljujući razvoju modernih tehnologija i užurbanom, stresnom i sjedalačkom stilu življenja (mnogi sjede na poslu, sjede kod kuće, a sjede i u automobilu dok se voze na posao i s posla), svjedoci smo da su naša razvijena društva postala *društva ekrana*. Sve značajniji dio vremena provodi se uz računalo, uz mobitel ili televizor. S takvim stilom življenja povezana su mnoga oboljenja, prvenstveno vezana uz kardio-vaskularne i cerebralno-vaskularne bolesti te bolesti metaboličkog sindroma (ili još zvanog sindrom X), koji uključuje kobni kvartet problema pretilosti, hipertenzije, dislipidemije i dijabetesa. Znakovito je da su ove bolesti uglavnom označene kao bolesti samouništenja, što znači da je njihov uzrok stil života koji čovjek može mijenjati i u značajnoj mjeri ima kontrolu nad njima. Samo pola sata fizičke aktivnosti i kretanja dnevno smanjuje opasnost od nastanka spomenutih bolesti i s njima povezanih zdravstvenih komplikacija za više od 80%.

¹⁵ Sigurnost je sve vredniji resurs hrvatskog turizma koji se teško gradi a vrlo lako izgubi. Isto tako, dovoljna je samo jedna ekološka nesreća naftnog tankera na zatvorenom moru kao što je Jadransko ili jači potres (a mi se nalazimo na geološki izrazito trusnom području), pa da zapadnemo u ozbiljne teškoće u turističkim sektorima.

¹⁶ Imamo oko 28.000 registriranih planinara. Ovu brojku bi možda aproksimativno mogli „pojačati“ sa članovima njihovih bližih i daljnjih obitelji, njihovim prijateljima te neregistriranim planinarima na 43.000 ljudi. Kako Republika Hrvatska ima 4,3 milijuna stanovnika, ovo bi predstavljalo tek 1% ukupne populacije.

I planinari umiru, ali je zato kvaliteta njihova života i zdravstveno stanje tijekom života na puno višoj razini u usporedbi s općom populacijom. Bilo da je riječ o povremenom, a naročito kada se radi o redovitom planinarenju, to je fizička aktivnost koja pokreće cijelo tijelo te se, uz plivanje, smatra najsveobuhvatnijim tjelesnim angažmanom. Kako planinarske ture najčešće traju više sati (pa i dana) to je prilika da se se dobro istrenira tjelesna snaga i izdržljivost. Posebno valja naglasiti i pozitivne psihičke učinke takvih fizičkih aktivnosti koje u spoju sa „povratkom prirodi“ čini ljude smirenijima, stabilnijima i spremnijima za suočavanje sa mnogim životnim situacijama.

Važno je napomenuti i činjenicu da iako je planinarstvo usko povezano sa sportskim stilom življenja, malo koji planinar će reći da je planinarenje sport. Jedna od važnijih karakteristika sporta jest koncept natjecanja i pobjeđivanja. I iako se kaže da nije važno pobijediti već sudjelovati,¹⁷ isto tako sportaši su uglavnom vođeni olimpijskim motom *brže, više i jače*.¹⁸ A planinari se, u suprotnosti s ovim stavom, ni sa kime ne natječu. Drugi planinari nisu nikakvi izazivači niti konkurenti koje treba pobijediti, a planinar ne pobjeđuje niti prirodu kojom je okružen nego joj se prvenstveno divi. Eventualno, planinar pobjeđuje sebe nadvladavajući svoje strahove i fizička ograničenja.

4. 5. STRUČNO – EDUKACIJSKA DIMENZIJA PLANINARSTVA

Stručno – edukacijska djelatnost koja se kontinuirano provodi u okviru HPS-a, vodičkih službi unutar HPS-a, SGVH¹⁹, pojedinih planinarskih društva i drugih povezanih institucija te naročito svih onih volontera koji sudjeluju u radu spomenutih organizacija temeljni su izvor za stvaranje planinarstva kao samostalne djelatnosti.

Glavni oblici edukacije koji se mogu proći unutar ovih organizacija su:

- a) *opće planinarske škole* – temeljni obrazovni program za buduće „planinare s diplomom“
- b) *stručni programi, tečajevi i instruktaze* iz područja: sportskog penjanja, alpinizma, speleologije, planinarskog skijanja, orijentacijskog trčanja, ledenjačkog tečaja, tečaja za vodiče, tečaja za markaciste, tečaja za dresuru pasa tragača i drugi
- c) *seminari* iz različitih područja koji su povezani s planinarskom djelatnošću u širem smislu: seminari o prelaženju rijeka, vodičkoj praksi, komunikacijskim vještinama, psihologija sporta, sportskoj fiziologiji, upotrebi suvremene opreme i brojni drugi.

Zahvaljujući nesebičnom trudu svih sudionika u stručno – edukacijskom segmentu rada ovdje je uistinu moguće stjecati cjeloživotno planinarsko obrazovanje.

Osim pokretanja i održavanja spomenutih oblika edukacije HPS izdaje i časopis *Hrvatski planinar*, mjesečnik u kojem se objavljuju sve novosti, spoznaje, informacije i stručni osvrti vezani uz naše planine i sadržaje na njima.

Valja spomenuti i segment koji bi osim u stručno – edukacijskoj dimenziji ravnopravno mogao biti djelom i ekološke dimenzije planinarstva, a radi se o osmišljavanju i održavanju tzv. *planinarskih obilaznica*. Planinarske obilaznice su planinarska odredišta povezana u smislenu cjelinu za čiji obilazak planinarsko društvo koje brine o obilaznici nagrađuje posjetitelje koji ispune zadane uvjete. (Čaplar, 2011., str. 18) Danas u Hrvatskoj postoji stotinjak aktivnih obilaznica što istovremeno znači da postoji najmanje toliko osmišljenih tj. konceptualiziranih planinskih ruta koja svaka za sebe može predstavljati zasebnu turističku atrakciju. To je ogroman potencijal koji je itekako rezultat i stručnog rada i ekološkog održavanja naših planina i ponajviše entuzijazma neimenovanih pojedinaca.

¹⁷ Ovu „utješnu“ izreku osmislio je pensilvanijski biskup Ethelbert Talbot u propovjedi na misi za sudionike Olimpijskih igara u Londonu 1908.

¹⁸ U latinskom izvorniku ovo geslo glasi: „Citius, altius, fortius!“

¹⁹ SGVH je prva i jedina samostalna strukovna vodička udruga u Hrvatskoj osnovana 30. 11. 1996. godine.

4. 6. MEĐUNARODNA DIMENZIJA PLANINARSTVA

Naše uređene planine ovdje nisu samo za građane Republike Hrvatske već za sve ljude dobre volje. Na njih se, dakako, penju i inozemni gosti te tako planinarstvo, baš kao i turizam u cjelini, predstavlja naša otvorena vrata za međunarodnu suradnju i upoznavanje naših ljudi s ljudima iz cijelog svijeta. To je vrijednost *per se*.

Osim ove činjenice postoji potreba i nastojanje da se domicilne planinarske organizacije institucionalno povežu sa međunarodnim organizacijama istog karaktera. Tako je HPS član Međunarodne planinarske i penjačke federacije (UIAA)²⁰, Međunarodne federacija sportskih penjača (IFSC), Međunarodne skijaško-planinarske federacije (ISMF) te Europskog foruma. Isto tako, SGVH je od 2009. godine aktivni član Međunarodne asocijacije saveza gorskih vodiča (UIMLA).

Sva ova članstva dokaz su stručnog rada naših organizacija te njihove prepoznatljivosti na međunarodnoj razini, što je od iznimnog značaja kako bi se kontinuirano bilo u tijeku sa svjetskim događanjima u ovom segmentu djelovanja.

5. ZAKLJUČAK

Planinarenje i planinarstvo nudi obilje mogućnosti za one koji ih znaju prepoznati. Kako na individualnoj, tako i na razini opće društvene vrijednosti. Republika Hrvatska ima veliku sreću da na svom nacionalnom prostoru, iako veličinom malom, posjeduje iznimnu prirodnu raznolikost. U tom smislu naše planine predstavljaju nezaobilazni segment koji kao da tek otkrivamo. Valja nam u tome biti brz, efikasan i pritom ekološki zaštitnički usmjeren jer je ovo bogatstvo ulaskom Republike Hrvatske u Europsku uniju postalo i europsko dobro. Planinarenjem se sudjeluje u posebnom stilu života koji postaje sve više tražen i svojevrsni luksuz zbog užurbanog načina na koji ljudi žive svoje tehnološki obogaćene živote. Prepoznavanje ove činjenice nam s jedne strane omogućuje razvijanje cijele jedne nove grane turističke ponude, dok s druge strane blagotvorno djeluje na nas same i naše odnose koje razvijamo sa svojom okolinom. Stoga je planinarenje vrijednost po sebi koja se učestalim korištenjem nimalo ne troši već nas dodatno obogaćuje.

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²⁰ UIAA je ujedno članica Međunarodnog olimpijskog odbora (IOC). HPS je članom UIAA postao 1991. godine, prije međunarodnog priznanja Republike Hrvatske, kao prvi hrvatski sportski savez koji je postao član neke međunarodne asocijacije.

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Mountaineering and Its Contribution to Croatian Tourism

Ph. D. Ivor Altaras Penda, MBA*

Summary

The author discusses the influence that mountaineering as an organized activity can have in the wider community. This mainly refers to the segment of tourism and expansion of tourist offer, and then to the other dimensions of influence that the author divided into 6 basic categories. Mountaineering has something to offer to each of them, and there is visible room for an additional significant step forward that could, with a designed approach, soon be realized. If this is achieved in return we can get healthy, self-actualized, environmentally conscious and happy citizens, which as such may be the best invitation for all tourists.

KEY WORDS: mountaineering, tourism, expansion of tourist offer, dimensions of impact

1. INTRODUCTION

We could say with certainty that mountaineering is a whole world in itself.

And as much as it is perceived as such by carefree mountaineers themselves, as well as those who (often as volunteers) participate in organization of hiking tours, they all create a special activity that can, and already does, participate in the creation of strong social, economic and environmental development of the wider community.

In Croatia we often say that this is a country of great unused opportunities that is yet to discover its intrinsic wealth. Or, if it is discovered, it is still not used to its full extent. This truth is applicable to almost all aspects of social life, which of course includes mountaineering.

And at the very beginning it should be pointed out that although we easily dismiss our famous mountaineering history, it is a part of our pledge for the future.

Inevitable is the fact that the first mountaineering book in the world entitled "Mountains" was written by our Peter Zoranic from Nin near Zadar in which he described the climbs on Velebit and Dinara. This is also the first Croatian poetic novel which, among other things, explains the origin of the name Velebit.

In addition, in 1874 the first Croatian Mountaineering Society (CMS)²¹ was founded and on that date we became the ninth nation in the world to have organized mountaineering; much

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older than many alpine nations. This data further fascinates given our population and the fact that the Republic of Croatia is the only southern European country that does not have mountains over 2,000 meters.²²

In addition, we should also mention the fact that our climber, travel writer, film director and member of the Croatian Mountain Rescue Service (HGSS), Stipe Bozic, was the second man to climb Mount Everest twice, the highest peak in the world (in 1979 and 1989), and the Republic of Croatia is the first country in the world that has more women than men who have climbed Mount Everest with the ratio of 4:1 (our mountain climbers are sisters Darija and Iris Bostjancic and Milena Sijan and Ena Vrbek).

From these data, besides evoking the "days of our glory", it is of great importance to identify socially relevant moments that can help us to better understand our present and more importantly, contribute to building a more successful future. All the aforementioned achievements are the result of action of strong, brave and enterprising individuals whose results can very easily be designated as "our" success and presented as a part of our shared national history.²³

It is therefore the intention of this paper to identify and point out the potential offered by Croatian mountaineering and contribute to the elaboration of the idea that mountaineering is not only a pleasure for individual enthusiasts but a result of organized activity that has its own rules of procedure.

2. MOUNTAINEERING IN CROATIA

Mountaineering *could be defined as an organized activity of people moving across the mountains for personal pleasure.* (Caplar, 2012, p. 13)

From these definitions derive essential determinants that confirm the basic thesis of this paper, which is that it is useful to achieve professionalization of mountaineering as a craft. The pleasure of mountaineering is not thereby diminished nor is spontaneity questioned; there is a professionalization of a multidisciplinary activity at work. Personal pleasure derived from mountaineering, although not always and fully, is partially also a motive and a direct consequence of organized mountaineering. Although we could agree with the idea that the novelty and certain unpredictability of what awaits a mountaineer on a mountain trip is exactly why they decided to go to the mountain - which directly contributes to the feeling of excitement, adventurous spirit and adrenaline - all this may not be and it is not contrary to the efforts of professionalism and professional approach to organized mountaineering.

Certainly, mountaineers will always be people who love the mountains and find beauty in nature. To do this, they will not need any certificate or permit of a professional association. Mountaineering is not nor should it be limited by the rules or ideologies. (Pole, 2007, p. 30) It is neither objective nor idea. The fundamental purpose of professionalization of mountaineering is systematic training and informing of mountaineers, maintenance and care of our mountains and mountain trails, shelters, houses and mountain huts and monitoring the entire range of multidisciplinary activities and activities associated with mountaineering.

²¹ The initiative for the establishment of the CMS – started from a conversation of a university professor from Graz Johannes Frischauf with Ivan Mazuranic and Buds Budisavljevic in Ogulin, after he was impressed by the beauty of Klek in 1874. In 2014 the present Croatian Mountaineering Association (CMA), successor of the CMS celebrates the 140th anniversary of its establishment.

²² The highest peak of Croatia is Sinjal (also known as peak Dinara) on Mount Dinara.

²³ This phenomenon is also present today. It is widely known that, for example, sports achievements of the family Kostelic are celebrated as a national success (e.g. in phrases like "Croatia won the gold or silver medal at the Olympic Games") and on the road to success this family has generally trained on their own cost in conditions that were secured exclusively by the family budget, of course, with an infinite personal will and enthusiasm of family members. Only when this success was accompanied by medals (i.e., the end of the road to success) did the numerous sponsors appear, and from this partially comes the "The Snow Queen" - slalom race of the World Ski Championships, as a project of the City of Zagreb, the largest city in the state.

Such efforts are already a part of our reality. Finally, this was the main idea of the establishment of the first Croatian Mountaineering Society. From then until today we have formed more than 300 mountaineering societies and clubs²⁴ in Croatia with more than 27,000 registered mountaineers, built over 150 mountain houses and lodges and we maintain more than 6,000 km of hiking trails. Some of these mountaineering societies, whose conditions and opportunities allow it, organize special training which will be further discussed in this paper. In general mountaineering societies together with nature parks, national parks and public enterprises (e.g. Croatian Forests, Croatian army ...) take care of our mountains and mountain trails, and activities initiated by mountaineering societies are often backed by local fire departments or emergency departments.

It is important to note that neither mountaineering nor specialized activities that are directly or indirectly associated with mountaineering (as mountain guides service and HGSS²⁵) are recognized in the national occupational classification as separate activities. The result of this is that such important activities on which human lives are often literally dependent (and whose actions take place in situations of emergencies), work on voluntary basis, and the funding is uncertain and without any permanent items in the state budget or the budget of local governments, which further contributes to the discretionary political decisions because regardless of professional or volunteering form of organization, these activities have a certain cost (the overhead as a constant cost and additional costs of actions that they take on an almost daily basis).²⁶

Volunteering as a form of action is humane, efficient, cost effective for taxpayers and as a practice recognized in the European Union countries. Therefore, the model used by the Republic of Croatia is no exception but the rule. Professionalization mentioned in this paper is not connected (or at least does not need to be) to the model for financing organizations and agencies, but it certainly reflects the need to further strengthen those activities that contribute to the professional development of stakeholders, and perhaps may lead to their financial strengthening and their more powerful and better recognition in society.

3. MOUNTAINEERING AND TOURISM

Tourism is defined as *a set of activities that arise from those travels whose objective is not to conduct any economic activity.* (Hunziker, Walter; Krapf, Kurt, 1942)

In doing so, there arises a kind of paradox because tourism is an economic activity. People who travel with no intention of doing any economic activity do exactly that for all those who participate in the organization of their non-commercial travel. And just like there is a rule in economy that someone's spending is someone's else's income, so in the case of tourism someone's holiday is someone's else's a source of labor.

²⁴ Work of mountaineering societies is defined by the Associations Act (as non-profit organizations) and the Sports Act, and the work of members of the mountaineering societies is defined by the Volunteering Act and the Act on the Provision of Tourism Services.

²⁵ HGSS was founded in 1950 as an internal service of the CMA (main mountaineering organization in Croatia) and today has grown into a public organization that cares about the safety of citizens 24 hours a day, 365 days a year.

²⁶ Rescue interventions by the HGSS are the most media exposed segment of their activity, but they represent only a small part of the overall activity, and most of the effort and energy is invested in preventive work to reduce the need for rescues (where there are threats to human life and property) to a minimum. HGSS itself talked about the advantages and disadvantages of voluntary i.e. professional work of these institutions. Text is available at the following website: <http://www.gss.hr/novosti/o-gorskoj-sluzbi-spasavanja-o-volonterstvu-i-placanju-akcija-spasavanja-reakcija-na-clanak-turiste-ce-spasavanje-s-planina-stajati-1000-eura>

Active holiday (which is sometimes in the narrow sense called adventure tourism)²⁷, includes numerous and diverse forms of dealing with a specific physical activity. This is a comprehensive and potentially extremely creative segment within the so-called *specific forms of tourism*. In active holidays offer we can find the following sub-segments: *biking, snowboarding, picking fruit, bungee jumping, canyoning, photo safaris, golf, walking in snowshoes on the snowy slopes, exploring caves, horseback riding, sailing, jet skiing, kayaking and canoeing, camping, karting and kart cross, the sea kayaking, kite boarding, ballooning, helicopter or glider flying, hunting, motocross and enduro riding, snowmobiles, motor flying, off road driving, orientation, paintball, paragliding and hang-gliding, dog carts, quad riding, rafting, fishing, sledding and bobsled, skiing, parachuting, rock climbing, rafting, archery, survival training, rowing on the surf board, wind surfing, zip line, hiking and of course mountaineering.*

As we can notice, active vacation can be realized in the air, on land, at sea and under ground, and in recent times as part of an elite tourism there are also so called space tourism programs which enable customers - tourists to stay in space stations, where they can feel the weightlessness as well as experience the planet Earth from an entirely new view angle. Thus, active vacation is present wherever humans dwell, reach and leave their traces.

Mountaineering can therefore, due to its characteristics which are similar to active vacation, be classified as an offer from the segment of specific forms of tourism.

But so far the facts described still do not reveal why people engage in active vacation that may result in direct physical injury or even be life-threatening. The question arises: Is not vacation a time, as the phrase says, when people should relax and not "provoke (un)happiness"? Also, why someone exposes himself/herself to potentially perilous situations when security is one of the basic requirements of people as biological beings? Perhaps the answers to these questions can be found in the works of the well-known and respected American psychologist of Jewish origin, Abraham Maslow (1908 - 1970), and his now famous theory on the hierarchy of human needs.

Figure no. 1 shown the structured pyramid of human needs as they were imagined by A. Maslow. It should be emphasized that meeting the needs goes from the bottom up, i.e., it is first necessary to meet the physiological needs to start to meet the need for security. When these needs are met we may move on to meet the social needs and all the way to the realization of the need for self-actualization.

²⁷ The concept of active vacation is broader than the concept of adventure tourism because it may also include those segments of tourism which are related to visiting events or locations in urban areas, rather than just going to the countryside or visiting sports fields.

ABRAHAM MASLOW HIERARCHY OF NEEDS



Figure No. 1

If we connect the structure of human needs with the behaviors of the people involved in the tourism process we can gain very interesting and socially relevant knowledge about human nature and the nature of tourism and the principles that are used within the tourism industry.

The need for personal safety (which can be defined as the absence of a sense of threat) is a fundamental human need that should be met immediately after satisfying basic physiological needs, such as the availability of food and beverages. Why then do tourists flock and pay dearly to have themselves led into a situation where that need is not provided?

The answer lies in the socio-economic indicators of tourist population i.e. in the fact that almost 90% of the total world population is excluded from tourism to begin with. The tourism industry in the world with its travel arrangements is not addressing to the population that works for \$ 1 a day²⁸ or those who do not have sufficient resources to meet their basic needs (homeless people, hungry and thirsty people). Tourist travel can be afforded only by those who already have pre-met needs of first and second level in Maslow's hierarchy. It is interesting to recognize that the tourist industry mainly offers tourists satisfaction, according to the hierarchy, of their higher human needs (sections 3, 4 and 5 of Maslow's pyramid). Tourism²⁹ offers people the fulfillment of *social needs* (to be an accepted member of a sports and recreation club, to be a member of a mountaineering society whose members are going on excursions together, and whose identity is accepted as a part of their own identity). Tourism also offers to meet the *needs for self-esteem* (e.g., it stems from the success achieved by conquering a mountain peak, the pleasure derived from good orientation in nature and being able to help others, which creates an atmosphere of acceptance by others). And finally, tourism enables the realization of the *need for self-actualization* through the development of your own potential (at the level of physical ability or level of social and emotional intelligence) all of which leads to fulfillment and personal development. For people strengthened in this way who lead full lives, "provoking" security risks, i.e. the deliberate creation of non-security, primarily represents (more or less) controlled challenge that, if all

²⁸ According to the World Bank data, there are currently 1.1 billion people living on less than one dollar a day.

²⁹ In this paper I will use examples from the mountaineering practice, but these rules apply to all the segments of general and specific forms of tourism.

goes well, represents a new opportunity to meet the higher levels of human needs. And so this pattern, like a perpetual motion machine, is continuously repeated in human life.

All these qualities are an integral part of tourism and mountaineering, which can therefore be considered a form of tourism activity.

4. MOUNTAINEERING AND ITS DIMENSIONS OF INFLUENCE

Quality mountaineering activity requires an entire infrastructure to be developed in a society. This equally applies to physical infrastructure (roads, maintained mountain trails, decorated chalets and mountain huts, available first aid stations, the entire supply chain, etc.), as well as the institutional infrastructure (the coverage of the entire territory with functional mountaineering clubs, with clearly defined jurisdiction – from a guide services to preserving the environment, professional educational service and service for international co-operation and a clear, unambiguous and constructive legislative framework that properly regulates the mountaineering activity). If all this is true, then mountaineering is at the same time able to offer a service that has an impact on the development of different dimensions of social life.

The term *dimension of influence* means all those aspects of social life in which mountaineering can make a contribution.

I have divided the comprehensiveness of mountaineering impact into 6 basic dimensions:

4. 1. SOCIAL DIMENSION OF MOUNTAINEERING

Author of several books on mountaineering in Croatia and an active mountaineer, Alan Caplar, writes in his book *The Mountain Guide of Croatia*: "All mountaineers go into the mountains because they love it. Mountains provide endless delights to everyone who has the ability to perceive them, experience them and take them inside." (Caplar, 2011, p. 11)

Likewise, the authors Matej and Davor Perkov write in their paper *Development of Mountain Tourism in Croatia*: "Mountaineering encompasses all human activities directly and indirectly related to independent movement of individuals in mountainous regions. This is not just aimless wandering in the hills, but the manner and style of life, a whole range of activities that make a life of a modern man more enjoyable, interesting and above all beautiful." (Perkov M. and Perkov D. 2013., p. 122)

These picturesque views and observations show that the personal experience of beauty and pleasure is the main driver of people in their decision to go into the mountains. You can go into the mountains alone, individually and then mountaineering fully represents the encounter of an individual with its environment, which can contribute to their own personal introspection, triggered by the stay in a natural environment.

You can go into the mountains with your family, or with various company,³⁰ regardless of whether this company is a result of your own choosing or more a set of circumstances.

And as Adam Smith in his famous book, *The Wealth of Nations* argues that the economic cycles are the result of our individual selfish efforts and actions³¹ (and we can extend this claim and argue that it is at the same time talking about our general sociability), also through mountaineering (as a result of our personal efforts to make us feel comfortable and good and to get closer to our ideal of life connected with nature), creates a whole whirl of opportunities to build new social networks. Among mountaineers we have both old and young; fast and

³⁰ It is an old mountain rule that, in principle, you should not go to the mountains alone. Likewise, there is an unwritten rule that, for example, it is advisable to always go scuba diving in pairs. These attitudes stem from a precautionary measure. Here the focus is actually the issue of personal safety, and not the beauty of experience.

³¹ Adam Smith uses examples of butchers, brewers and bakers and says that they create their products, and we are served by them, not because of our well-being, but primarily because of their own (whether selfish?) interests. By doing this their service do not become less valuable or less necessary. And this *invisible hand* of the market triggered by particular interest creates interaction between people in which common good is created, and only as a byproduct; additional social benefits.

slow ones; experienced and less experienced; high and low; left and right and those who are just looking for their way; those highly educated, and those who are not; employed and unemployed; married and unmarried; members of different orientations in all kinds of issues. However, in the mountains they are all first and foremost – mountaineers. This creates a social network that overcomes all of the potential differences among people and creates a new common identity as a source and a pledge for creating friendships, and even more than that. This is an important message that could be useful in all segments of society. But it is rarely used.

4. 2. ECONOMIC DIMENSION OF MOUNTAINEERING

So far, it was clearly indicated that the activity of mountaineering is closely related to tourism.

Therefore, it is necessary to observe the economic dimension of mountaineering through the prism of economic impact that tourism has on the overall economic picture of the community. Tourism is a specific activity that is within the national economy usually treated as an export in the area of services (tertiary sector), because it contributes to the inflow of foreign capital into the country, which has a positive effect on the balance of payments, and has a beneficial effect on employment and local population during the tourist season. And this is where the methodological problem arises because not all tourism can be viewed as export.³² Regardless, the fact remains that tourism as an industry creates a significant latent and manifested impact on the local economy. The manifested part can easily be seen and statistically quite accurately measured through earned income; mainly through the number of overnight stays (business volume), average daily spending of guests (room and board and extra services) and other. Latent (covert) effect occurs by running the entire economy so that it can service the needs of tourists. This part of the impact is not so easy to measure precisely because it involves the increased production of total assets that a certain society can produce (from food production - to feeding the increased number of people in a given area, to the construction industry - to build accommodation, both interior and exterior). In this case the calculations are considerably more complex because the researcher operates only with intermediate variables, and also we must deduct all the consumed goods and services that are imported from abroad and not produced in the country.

According to the World Economic Forum report for the year 2013³³, the Republic of Croatia was at a rather high 35th place according to the Tourism Competitiveness Index, while on the scale of total global competitiveness we are 75th out of 140 analyzed countries. However, there is limited room for optimism because this report suggests that we are lagging behind compared to our main tourist competitors.³⁴ Good placement was achieved mainly because of the good tourist infrastructure (built highways and access roads to tourist areas, number of hotel rooms in relation to population, developed network of ATMs) and a relatively high share of tourism services export in the gross domestic product (GDP).

The share of tourism in our GDP can be seen from the Figure No. 2.

³² Tourist activity of the local population should be excluded from tourism as an export, as well as tourist consumption of goods and services imported in the country.

³³ The report can be found at: <http://www.weforum.org/reports>

³⁴ We consider our main tourism competitors to be Austria, Bulgaria, Cyprus, Montenegro, France, Greece, Italy, Malta, Germany, Portugal, Spain, Turkey and the United Kingdom.

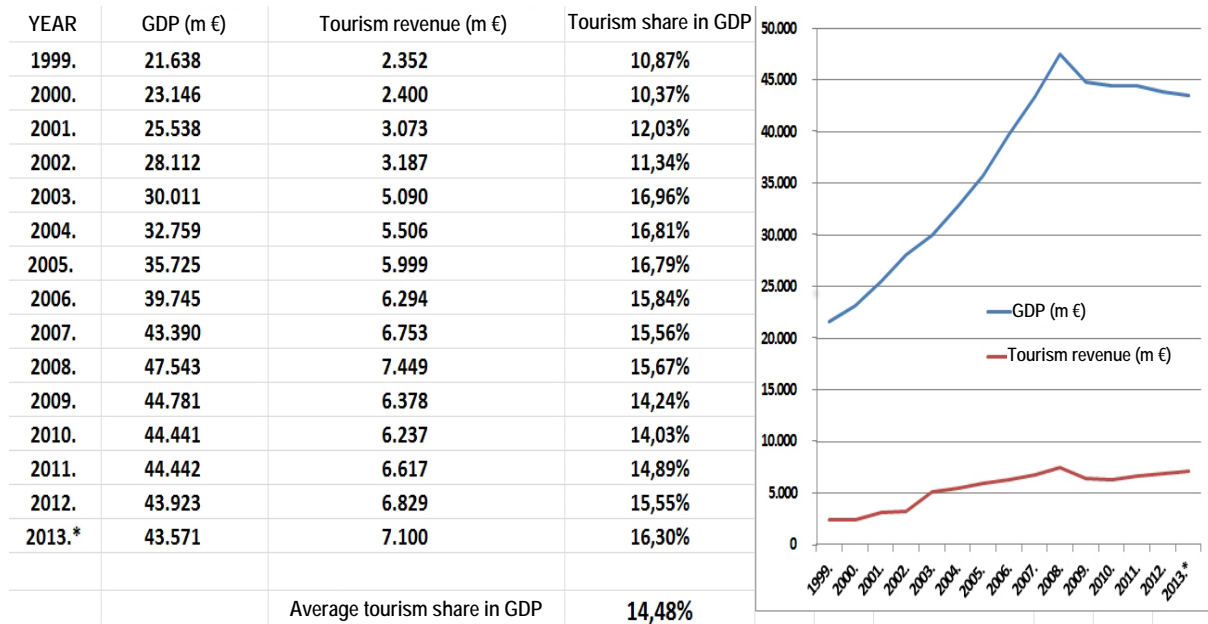


Figure No. 2

Explanation of statistical data and their sources:

Croatian GDP data are from the annual CNB newsletter.

Data on tourism revenues are from the annual report of the Ministry of Tourism.

(Data on GDP varies between CNB and the Ministry of Tourism as a source of data up to the year 2007. After the 2007 data is identical for both sources.)

Calculation of the share of tourism revenues in GDP are the author's analysis of statistical data.

* Data on GDP for the year 2013 has been estimated based on the assumed GDP decline in the amount of 0.8% compared to the previous year, and the data on income from tourism for the year 2013 are an estimate of the Minister of Tourism on the growth in tourism revenues by 4% compared to the previous year.

The average share of tourism in GDP of 14.5% represents a significant share that tourism has in the national economy. However, there is no country in the world that lives exclusively from tourism and it is in the economic and social sense of utmost importance to determine the extent to which we wish to rely on tourism as a source of national wealth, because tourism is a sensitive economic sector that largely depends on the perception of safety and ecological preservation of the destination.³⁵

Unfortunately, none of the relevant institutions (Ministry of Tourism, the Central Bureau of Statistics, Institute of Tourism, CMA, CMGA, Association of travel agencies and others) provide statistics on mountaineering as a segment of tourism in Croatia. This is true for at least two reasons. First, the institutions which, by their job description, should perform these statistics do not do it. And second, mountaineering is obviously still not enough and adequately recognized as a separate segment of the Croatian tourist offer and in that sense this is the proof that there is still much room for the development of mountaineering activities.

What we can assume, based on data on the number of members of our mountain societies and the response to organized tours, is that only up to 1% of the population of Croatia chooses

³⁵ Security is increasingly becoming a valuable resource of Croatian tourism which is difficult to gain and very easy to lose. Also, it takes only one ecological oil tanker accident in the closed sea like the Adriatic or a stronger earthquake (and we are in a very geologically unstable area), to get us into serious difficulties in the tourism sector.

mountaineering as a form of pastime.³⁶ We would make a big step forward if we would further animate and consequently increase the number of local people that go on tours to our mountains. We should make a separate analysis of foreign tourist mountaineers - their habits, needs, desires, capabilities and numbers.

4. 3. ENVIRONMENTAL DIMENSION OF MOUNTAINEERING

Mountaineers are generally a highly eco-conscious segment of the population. This is also true for at least two reasons. The first is that the people involved in mountaineering go into nature at their sole discretion and for personal choice as its admirers and caring keepers. The second reason is that many mountaineers (especially those registered in mountaineering societies) are trained within the framework of various training programs organized by mountaineering societies that further address and emphasize the importance of preserving the natural environment. Moreover, it is a fact that the members of mountaineering societies (sometimes in collaboration with other public institutions and enterprises in the country) are often involved in organizing cleaning campaigns, trail marking or reforestation at many of our natural sites and by doing this they get acquainted with their own country in a unique way. By cleaning and maintaining the natural environment, besides caring for it, mountaineers also make their stay in nature more beautiful and safer.

4. 4. SPORT AND RECREATION DIMENSION OF MOUNTAINEERING

Thanks to the development of modern technology and the busy, stressful and sedentary lifestyle (many are sitting at work, sitting at home and sitting in their cars while driving to and from work), we are witnessing that our developed societies have become *chained to the screen*. A significant part of our time is spent in front of the computer and television or using the mobile phone. Many diseases are related with such a lifestyle, primarily related to the cardiovascular and cerebrovascular diseases and the metabolic syndrome diseases (often called the syndrome X), which include a number of fatal problems like obesity, hypertension, dyslipidemia and diabetes. It is significant that these diseases are generally marked as diseases of self-destruction, which means that their cause is the lifestyle that a person can change and therefore has a significant control over them. Just half an hour of physical activity and movement a day reduces the risk of aforementioned diseases and related health complications by more than 80%.

Mountaineers also die, but the quality of their lives and health throughout their lifetime is much higher compared to the general population. Whether we are talking about occasional and especially regular mountaineering, it is a physical activity that triggers the whole body and is along with swimming considered to be the most comprehensive physical activity. Since mountaineering tours usually last for several hours (or even days) it is an opportunity to improve physical strength and endurance. In particular we should note that the positive psychological effects of such physical activities in conjunction with the "return to nature" makes people calmer, more stable and more prepared to deal with many situations.

It is important to note the fact that although the mountaineering is closely associated with a sport lifestyle, few mountaineers will tell you that mountaineering is a sport. One of the most important characteristics of sport is the concept of competition and winning. And although it is said that it is not important to win but to take part,³⁷ athletes are mainly driven by the

³⁶ We have about 28,000 registered mountaineers. This figure can be increased with members of their close family and further, with their friends and unregistered mountaineers to 43,000 people. As Croatia has 4.3 million inhabitants, this would represent only 1% of the total population.

³⁷ This "consoling" saying was conceived by a Bishop from Pennsylvania, Ethelbert Talbot, while preaching a mass for the participants of the Olympic Games in London in 1908.

Olympic motto of *faster, higher and stronger*.³⁸ Mountaineers are, contrary to this attitude, not competing with anyone. Also, mountaineers are no challengers or rivals that need to be beaten, and mountaineers are not defeating any nature which surrounds them, but primarily admiring it. Mountaineer can possibly conquer himself by overcoming his fears and physical limitations.

4. 5. PROFESSIONAL - EDUCATIONAL DIMENSION OF MOUNTAINEERING

Professional - educational activities which are continuously carried out by the Croatian Mountaineering Association, tour guide services within the CMA, individual hiking societies, Croatian Mountain Guides Association (CMGA)³⁹ and other related institutions, and especially all those volunteers who participate in the work of the aforementioned organizations are a fundamental source for the creation of mountaineering as an independent activity.

The main forms of training that can be had within these organizations are:

- d) *general mountaineering school* - basic educational program for the future, "hikers with a diploma"
- e) *professional programs, courses and trainings* in the field of: sport climbing, alpinism, caving, ski mountaineering, orientation running, ice climbing courses, guide courses, trail marking courses, tracking dogs training and other
- f) *seminars* in different areas that are associated with mountain activities in a broader sense: Seminars on crossing rivers, guiding practices, communication skills, sport psychology, sports physiology, the use of modern equipment and many others.

Thanks to the selfless efforts of all the participants in the professional - educational segment it is indeed possible to acquire lifelong mountaineering education.

In addition to initiating and conducting the aforementioned forms of education, CMA publishes a magazine called the *Croatian Mountaineer*, a monthly magazine which publishes all the latest news, insights, information and expert reviews related to our mountains and activities on these mountains.

We should also mention a segment that besides its professional - educational dimension could equally be a part of the environmental dimension of mountaineering, and this is creating and maintaining the so-called *Croatian mountaineering tour*. Croatian mountaineering tour consists of checkpoints linked into a meaningful whole and visitors who fulfill specific requirements are rewarded by the mountaineering society that cares about the checkpoint. (Caplar, 2011, p. 18) Today in Croatia there are hundreds of active tours which also means that there is at least the same number of designed i.e. conceptualized mountain routes and each of them may constitute a separate tourist attraction. It is an enormous potential that is very much a result of professional work and ecological maintenance of our mountains and most of all the enthusiasm of unnamed individuals.

4. 6. INTERNATIONAL DIMENSION OF MOUNTAINEERING

Our maintained mountains are not here only for Croatian citizens but for all the people of good will. Of course, they are also climbed by foreign guests and in this way mountaineering, just like tourism in general, represents our open doors for international cooperation and meeting people from all over the world. This is a value *per se*.

In addition to these facts there is a need and effort to institutional link the domicile mountaineering organizations with international organizations of the same character. Thus

³⁸ In its Latin original motto reads: „Citius, altius, fortius!“

³⁹ CMGA is the first and only independent professional association of guides in Croatia, founded on the 30th November 1996.

CMA is a member of the International Mountaineering and Climbing Federation (UIAA)⁴⁰, the International Federation of Sport Climbing (IFSC), the International Ski Mountaineering Federation (ISMF) and the European Forum.

Similarly, the CMGA has been an active member of the Union of International Mountain Leader Associations (UIMLA) since 2009.

All these memberships are a proof of professional work by our organizations and their recognition at the international level, which is extremely important to continually be up to date with world events in this area of activity.

5. CONCLUSION

Mountaineering offers plenty of opportunities for those who know how to recognize them. Both at the individual level and at the level of general social values. Republic of Croatia has the great fortune to have an outstanding natural diversity on its national territory, although it is small in size. In this sense, our mountains are an essential segment that seems only to be discovered recently. We must be fast, efficient and environmentally friendly without patronizing because this wealth has with the Croatian accession to the European Union become the European wealth. Mountaineering makes one become a part of a special lifestyle that is becoming more in demand and a kind of luxury because of the fast way in which people live their technologically enriched lives. Recognizing this fact on one hand allows us to develop a whole new branch of tourism, while on the other hand it has a beneficial effect on us and relationships we develop with our surroundings. Therefore, mountaineering is a value in its own right that does not get worn with frequent use, but enriches us further.

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⁴⁰ UIAA is also a member of the International Olympic Committee (IOC). CMA became a member of the UIAA in 1991, before the international recognition of Croatia, as the first Croatian sports federation that has become a member of an international association.