

Cafe staff job satisfaction and attitudes towards a smoking ban in Croatia

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ZADOVOLJSTVO OSOBLJA CAFFE BAROVA POSLOM I NJIHOVI STAVOVI O OGRANIČENJU PUŠENJA U HRVATSKOJ

dr. sc.
Snježana Pivac
CAFÉ STAFF JOB SATISFACTION AND ATTITUDES TOWARDS A SMOKING BAN IN CROATIA

SAŽETAK: Dok su postojeća istraživanja o utjecajima propisa o zabrani pušenja na ugostiteljsko osoblje i sektore ugostiteljstva usredotočena na razvijene zemlje, vrlo malo pažnje je posvećeno učincima zabrane pušenja u tranzicijskim državama. U nadi da će pomoći u popunjavanju navedene praznine, ovo istraživanje empirijski ispituje veze između stavova osoblja caffe barova, demografskih obilježja, čimbenika rada, te zadovoljstva poslom nakon uvođenja propisa o ograničavanju pušenja u jednoj tranzicijskoj državi – Hrvatskoj. Rezultati pokazuju da spol, obrazovanje, dob, prostorna razdioba sjedalice u caffe baru, ugostiteljsko radno iskustvo, pušačke navike, prosječno tjedno radno opterećenje, te prostorna razdioba radnih zaduženja najvećim dijelom nisu značajni za shvaćanje različitih stavova o zabrani pušenja. Međutim, stavovi ispitanika na zabranu pušenja donekle ovise o njihovoj preferiranoj politici pušenja u caffe barovima. Po pitanju preferirane politike pušenja ispitanika u caffe barovima, nema značajnih razlika u odnosu na demografska i radna obilježja. Glede zadovoljstva poslom, osoblje s više pozitivnih stavova o zabrani prije njenog uvođenja pokazuju nešto više razine zadovoljstva aktualnim poslom. U cjelini, ispitanici se doimaju spremni napraviti ustupke kako gostima, osoblju i vlasnicima koji

ABSTRACT: While extant research on the impacts of smoke-free legislation on hospitality employees and industries has centered on developed countries, the research on the effects of smoking bans in transition countries has received very little attention. Hoping to assist in filling this void, this research empirically explores the relationships among café employees' attitudes, demographics, work-related variables (WRV), and job satisfaction after the introduction of a smoke-free legislation in one transition economy, i.e. Croatia. Results revealed that gender, education, age, café seating allocation, hospitality work experience, smoking status, average weekly workload, and the café area served were for the most part not significant in explaining different attitudes toward a smoking ban. However, respondents' preferred café smoking policy somewhat influenced how respondents view the smoking ban. In terms of respondents' preferred café smoking policy, results revealed no significant differences in regards to demographics and WRV. In regards to job satisfaction, staff with more positive post-implementation attitudes towards the ban exhibit somewhat higher levels of satisfaction with the current job. Overall, respondents appear willing to make concessions for both pro- and anti-smoking patrons, staff,

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su za zabranu pušenja, tako i onima koji su protiv zabrane. Stoga bi zakonodavac pri domišljanju politike pušenja u caffè barovima u obzir trebao uzeti obilježja stanovništva, prostornu razdiobu sjedalica u caffè barovima, te kombinaciju prethodnih dvaju činitelja.

KLJUČNE RIJEČI: pasivno pušenje, zabrana pušenja, stavovi, zadovoljstvo poslom, tranzicijska država, zaposlenici

UVOD

Istraživanja o zdravlju i duhanu odavno su ustanovila da je pušenje rizično ne samo za pušače, već i za one koji su izloženi pasivnom pušenju (također poznatom kao okolinski duhanski dim [ODM]) u barovima, restoranima, uredima te drugim zatvorenim prostorima u kojima je pušenje dozvoljeno (National Cancer Institute, 1999; World Health Organization [WHO], 2008, 2013). K tomu, otkriveno je da su razine ODM-a 3,9-6,1 puta više u barovima nego u uredskim prostorima (Siegel, 1993). Oboružani dokazima da pasivno pušenje šteti zdravlju kupaca i djelatnika, mnoge države i administrativna područja (npr. SAD, Kanada, Novi Zeland, Australija, Irska, Italija, Hrvatska, itd.) su u protekla dva desetljeća donijele zakone kojima ograničavaju ili priječe pušenje u radnim i javnim prostorima kao što su barovi i restorani. Razumije se, u prošlim i sadašnjim pokušajima zabrane pušenja u barovima i restoranima, mnogi ugostitelji i ugostiteljske udruge pružali su otpor zabrani pušenja, pozivajući se na vlasničko pravo da samostalno odlučuju o politici pušenja te navodeći strah od pada posjećenosti i prateće gubitke prihoda i dobiti (Hirasuna, 2006; Roseman, 2005).

Kao odgovor na nerijetko usijane rasprave između pobornika javnog zdravlja i protivnika zabrane pušenja o gospodarskim učincima zabrane u

and owners/managers. Therefore, lawmakers should consider population characteristics, seating allocation, and the combination thereof when devising café smoking policies.

KEY WORDS: second-hand smoke, smoking ban, attitude, job satisfaction, transition country, employee

INTRODUCTION

Healthcare and tobacco research has long established that smoking is not only hazardous to smokers, but also to those exposed to second-hand smoke (SHS; also known as the environmental tobacco smoke [ETS]) in bars, restaurants, offices, and other enclosed spaces where smoking is allowed (National Cancer Institute, 1999; World Health Organization [WHO], 2008, 2013). Moreover, ETS levels have been found to be 3.9-6.1 times higher in bars, as compared to office workplaces (Siegel, 1993). Armed with evidence that SHS harms the health of customers and employees, many countries and jurisdictions (e.g. U.S., Canada, New Zealand, Australia, Ireland, Italy, Croatia, etc.) have in the past two decades adopted legislation restricting or prohibiting smoking in work-places and public places, such as bars and restaurants. Needless to say, in both past and present attempts to ban smoking in bars and restaurants, many hospitality owners, managers, and associations have put up resistance to a smoking ban, citing rights (as owners) to make their own decisions regarding smoking policies and fears from a decrease in patronage and the associated loss in sales and profits (Hirasuna, 2006; Roseman, 2005).

In response to the often heated debates between public health advocates and smoking ban opponents regarding the economic effects of

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barovima i ostalim ugostiteljskim objektima, o ovoj temi do sada je provedeno preko 150 studija na engleskom jeziku (Pranić i Pivac, 2013; Pranić i sur., 2013a, 2013b; Scollo i Lal, 2008). Usuprot brojnim istraživanjima, pobliži pregled navedenih 150+ studija otkriva sljedeće tri praznine u dostupnim spoznajama. Prvo, samo 39 studija vezanih uz problematiku zabrane pušenja znanstveno su recenzirane, a duhanska industrija bila je pokrovitelj mnogim nerecenziranim studijama (Scollo i Lal, 2008).

Drugo, od 39 znanstveno recenziranih studija, 22 (56%) su provedene u SAD-u, a slijede Australija (4), Kanada (3), Novi Zeland (3), Južnoafrička Republika (2), UK (1) i Italija (1). Istovremeno, manjkaju istraživanja u tranzicijskim državama, sa samo dvije studije provedene u Bosni i Hercegovini te jednom u Hrvatskoj. Pojam "države u tranziciji" odnosi se isključivo na bivše komunističke države Središnje i Istočne Europe, uključujući bivši Sovjetski Savez (United Nations, 2013). Sukladno tome, s gledišta razvijene države, sve tranzicijske države ili su prolazile ili još prolaze kroz slične procese i suočavaju se ili su se suočavale sa sličnim razvojnim problemima, te se stoga mogu smatrati razmjerno istovrsnima (Goić i Bilić, 2008). Primjerice, 2003. je bilo 31,5% odraslih pušača (47% muškarci i 15% žene) u tranzicijskim zemljama, nasuprot 29% (38% muškarci i 16% žene) u ostatku svijeta (Budak i sur., 2006).

Nadalje, Hrvatska i Bosna i Hercegovina odavno su zakonom zabranile prodaju duhana maloljetnicima (tj. mladima od 18); međutim, kao i u ostalim tranzicijskim državama (Balabanova i sur., 1998), zakoni se slabo provode. Primjerice, 66,9% hrvatskih (Centers for Disease Control and Prevention [CDCP], 2011) i 89% bosansko-hercegovačkih (CDCP, 2008) pučkoškolaca i srednjoškolaca starosti 13-15 godina koji su kupili cigarete u trgovini nije uskraćena kupnja zbog njihove dobi. K tomu, regija Istočne Europe i Eurazije jedina je u svijetu svjedočila padu stanovništva u razdoblju 1991-2002.

smoking bans in bars and other hospitality establishments, over 150 studies in English language have been conducted on the subject thus far (Pranic and Pivac, 2013; Pranic et al., 2013a, 2013b; Scollo and Lal, 2008). Despite voluminous research, a closer inspection of the 150+ smoke-ban-related research articles reveals the following three gaps in the available research. First, only 39 of the smoke-ban-related studies were peer reviewed, with many non-peer reviewed studies sponsored by the tobacco industry (Scollo and Lal, 2008).

Second, of the 39 peer reviewed studies, 22 (56%) were conducted in the U.S., followed by Australia (4), Canada (3), New Zealand (3), South Africa (2), UK (1), and Italy (1). Meanwhile, research in transition countries remains scarce, with only two studies conducted in Bosnia-Herzegovina and one in Croatia. The term "countries in transition" exclusively applies to the former communist countries of Central and Eastern Europe, including the former Soviet Union (United Nations, 2013). Thus, from the developed country perspective, all transition countries either went or are still going through similar processes and face or have faced analogous developmental issues, and thus may be considered as relatively homogenous (Goić and Bilić, 2008). For instance, in 2003 adult smoking stood at 31.5% (47% men and 15% women) among transition nations, compared to 29% (38% men and 16% women) in the rest of the world (Budak et al., 2006).

Furthermore, Croatia and Bosnia-Herzegovina have long enacted legislation against tobacco sale to minors (i.e., <18 year-olds); however, as in other transition nations (Balabanova et al., 1998), the laws are poorly enforced. For example, 66.9% of Croatia's (Centers for Disease Control and Prevention [CDCP], 2011) and 89% of Bosnia-Herzegovina's (CDCP, 2008) elementary (i.e., primary) and high (i.e., secondary) school students ages 13-15 who bought cigarettes in a store were not refused purchase because of their age. Moreover, the Eastern Europe and Eurasia

(Heinegg i sur., 2005). Navedeni primjeri zajednički sugeriraju da se postupak uvođenja modernih tržišnih mehanizama u tranzicijske države Središnje i Istočne Europe nastavlja s posebnim zadatkom značajne preinake društvenih, gospodarskih, političkih i okolišnih stavova i ponašanja domaćeg stanovništva.

Treće, do sada je samo nekolicina istraživanja o zadovoljstvu osoblja i njihovim stavovima o zabrani pušenja objavljena u turističko-ugostiteljskim časopisima (Hetland i sur., 2008; Pizam, 2012; Pranić i sur., 2013a). Doista, za industriju ugostiteljstva važno je ažuriranje literature o problematici zabrane pušenja i ugostitelji zahtijevaju relevantne podatke koji ukazuju na potencijalne učinke zabrane pušenja na zdravlje, stavove i zadovoljstvo djelatnika poslom.

Oskudica znanstveno recenziranih istraživanja o (1) učincima propisa o zabrani pušenja na industriju ugostiteljstva, (2) učincima na sektore ugostiteljstva u tranzicijskim državama, te (3) zadovoljstvu osoblja i njihovim stavovima o zabrani pušenja općenito, tvori okosnicu ovog istraživanja. Dodatan razlog ove studije izvire iz važnosti i pravodobnosti mišljenja djelatnika o pušenju u ugostiteljskim objektima u Hrvatskoj i drugim tranzicijskim državama. Dana 22. listopada 2008. Hrvatski sabor ozakonio je zabranu pušenja u javnim ustanovama kao što su bolnice, klinike, škole, dječji vrtići i sveučilišta, za čije kršenje su predviđene novčane kazne (Narodne novine, 2008). Za barove i restorane zabrana je stupila na snagu u svibnju 2009. nakon šestomjesečne odgode zbog potrebite prilagodbe. Međutim, u rujnu 2009. zabrana pušenja u barovima djelomično je opozvana za dodatno razdoblje prilagodbe do travnja 2010. (Narodne novine, 2009). Nadalje, vlasnici malih objekata (do 50 četvornih metara) koji su ispunili stroge zakonske kriterije mogli su odabrati žele li dozvoliti pušenje.

Glavni ciljevi ovog izvidajnog istraživanja su:

1. profilirati osoblje hrvatskih caffe barova,

region is the only region worldwide to have witnessed a population decrease in 1991-2002 (Heinegg et al., 2005). Taken together, these examples suggest that the process of introducing modern market mechanisms into Central and Eastern European transition countries continues with a specific task of significantly altering the host population's social, economic, political, and environmental attitudes and behaviors.

Third, very few research articles about employees' job satisfaction and attitudes toward smoking bans have been published in tourism / hospitality journals thus far (Hetland et al., 2008; Pizam, 2012; Pranic et al., 2013a). Indeed, updating the literature on smoking ban issues is important to the hospitality industry and hospitality owners and managers are seeking relevant data that identify the potential impact smoking bans will have on employees' health, attitudes, and job satisfaction.

The lack of peer reviewed research regarding (1) the effects of smoke-free legislation on the hospitality industry, (2) the impacts on hospitality sectors in transition countries, and (3) employees' job satisfaction and attitudes toward smoke-free legislation in general, form the basis for this study. The additional rationale for this study stems from the relevance and timeliness of employee opinion regarding smoking in hospitality establishments in Croatia and other transition countries. On October 22, 2008, the Croatian Parliament passed legislation prohibiting smoking in public institutions such as hospitals, clinics, schools, nurseries, and universities, with violations punishable by fine (Croatian National Gazette, 2008). For cafés, bars, and restaurants, the ban went into effect in May 2009 following a six month grace period. However, in September 2009 the ban on smoking in cafés and bars was partially repealed for yet another grace period until April 2010 (Croatian National Gazette, 2009). Moreover, proprietors with small establishments (i.e., those up to 50 square meters in size) that meet very strict conditions were given the option to choose whether to allow smoking.

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2. ispitati zadovoljstvo osoblja poslom i njihove stavove naspram propisa o pušenju u caffe barovima u Hrvatskoj poslije provedbe propisa,
3. empirijski istražiti ovise li izraženi stavovi o demografskim (spol, dob i obrazovanje) i radnim obilježjima (ugostiteljsko radno iskustvo, prosječno tjedno radno opterećenje, pušačke navike, preferirana politika pušenja u caffe barovima, prostorna razdioba radnih zaduženja u caffe baru i prostorna razdioba sjedalica u caffe baru),
4. procijeniti utjecaj demografskih i radnih obilježja na preferiranu politiku pušenja u caffe barovima,
5. istražiti učinke demografskih i radnih obilježja te stavova o zabrani pušenja u caffe barovima na zadovoljstvo osoblja poslom.

Ostatak rada započinje pregledom učinaka propisa o zabrani pušenja na segment (caffe) barova. Slijedi metodološki opis, a zatim diskusija rezultata te zaključci i implikacije.

UČINCI PROPISA O ZABRANI PUŠENJA NA BAROVE

Učinci na goste i vlasnike/poslovođitelje

Miller i Hickling (2006) su mjerili učinak propisa o zabrani pušenja na posjećenost barova i pušačke navike mladih starosti 18-24 godine tijekom četvrtog mjeseca prve faze postupne zabrane pušenja u Južnoj Australiji. Ispitanici su izjavili da češće posjećuju barove te da novi zakon značajnije utječe na posjećenost, trenutne pušačke navike i buduću vjerojatnost prestanka. Fong i sur. (2006) su procjenjivali psihološke i ponašajne učinke prve sveobuhvatne zabrane pušenja, provedene 2004. u Republici Irskoj (RI), kroz usporedbu odraslih pušača u RI i UK prije i 8-9 mjeseci nakon zabrane. Za razliku od UK, gdje pušenje nije bilo zabranjeno i pušačke navike najvećim su dijelom ostale neizmijenjene, RI je nakon uvođenja zabrane posvjedočila dramatičnom porastu pobornika potpune zabrane pušenja u gostionicama (skok

The main objectives of this exploratory study are to:

1. assess the profile of Croatia's café staff,
2. examine employees' post-implementation job satisfaction and attitudes towards café smoking ordinances in Croatia,
3. empirically explore whether the reported attitudes are associated with demographics (i.e., gender, education, and age) and work-related variables ([WRV] i.e., hospitality work experience, average weekly workload, smoking status, preferred café smoking policy, café area served, café seating allocation),
4. assess the influence of demographics and WRV on café smoking preferences,
5. investigate the effects of demographics, WRV, and attitudes towards a café smoking ban on employee's job satisfaction.

The rest of the paper is organized as follows; we first review the impacts of smoke-free legislation on the café/bar sector. We then describe the methodology employed, followed by a discussion of the results and the study's conclusions and implications.

IMPACTS OF SMOKE-FREE LEGISLATION ON THE CAFÉ/BAR INDUSTRY

Impacts on customers and owners/managers

Miller and Hickling (2006) measured the impact of smoke-free laws on bar patronage and smoking behavior among young adults (18-24 years) four months into Phase I of the phased-in smoking ban in South Australia. Respondents reported higher bar patronage and greater impact of the new laws on patronage, current smoking, and future likelihood of quitting. Fong et al. (2006) evaluated the psychological and behavioral impact of the first ever nationwide comprehensive smoking ban, implemented in the Republic of Ireland (ROI) in 2004, through a comparison of adult smokers in ROI and UK before and 8-9 months after the law. Compared with UK, where smoking had not been banned and smoking behavior remained vastly

s 13% na 46%). Međutim, 35% pušača i 16% onih koji su prestali pušiti izjavilo je da zbog zakona izbjegavaju gostionice. Tang i sur. (2003) su uporabili tri presječne studije pri ispitivanju stavova barskih gostiju tri mjeseca, osam mjeseci i 2,5 godine nakon zabrane pušenja u Kaliforniji 1998. Ustanovili su da, s vremenom, barski gosti u Kaliforniji sve više podržavaju zabranu pušenja u barovima, ozbiljno shvaćaju zabrinutost za zdravlje glede pasivnog pušenja, te se pridržavaju zakona. Štoviše, 2,5 godine poslije donošenja zakona, 32,3% ispitanika izjavilo je da je veća vjerojatnost da će posjetiti bar, dok ih je 9% smatralo suprotno.

Što se tiče vlasnika i upravitelja barova, longitudinalnom studijom (2002-2007) o učincima zabrane pušenja iz 2004. na prihode gostionica u Norveškoj, Melberg i Lund (2010) su ustanovili kratkoročni pad udjela prihoda od osobne potrošnje, dok su dugoročno i sveukupno promatrano prihodi narasli. U drugoj longitudinalnoj studiji (52 mjeseca prije i poslije zabrane) u dvojezičnom gradu Ottawi, u Kanadi, Luk i sur. (2006) nisu pronašli značajan štetan učinak propisa o zabrani pušenja na barske prihode. Istraživanje barskih upravitelja u Novom Zelandu pokazalo je ne samo značajan porast sveopće podrške propisima o zabrani pušenja nakon njihove implementacije, nego i rastuće slaganje da navedeni propisi ne utječu na brojke posjetitelja i dobit (Thomson i Wilson, 2006). Alamar i Glantz (2007) nisu pronašli značajne razlike u tržišnoj vrijednosti barova uspoređujući slične barove prodane na američkim administrativnim područjima koja dozvoljavaju pušenje s onima koji ga priječe. McNabb i Hearn (2005) su pomoću polustrukturiranog razgovora ispitali upravitelje sedam barova u graničnom području između RI (pušenje zabranjeno) i Sjeverne Irske (pušenje dozvoljeno). Dok autori ispravno priznaju ograničenost njihovog uzorka, nalazi njihove prekogranične studije ukazuju da zabrana pušenja u RI nije naštetila promatranim barovima.

unchanged, ROI witnessed dramatic increases in smokers' post-implementation support for a total smoking ban in pubs (i.e., from 13% to 46%). However, because of the law, 35% of smokers and 16% of quitters reported avoiding going to pubs. Tang et al. (2003) employed three cross-sectional surveys to examine bar patrons' attitudes at three months, eight months, and 2.5 years after enactment of the 1998 smoke-free law in California. They found that, over time, California's bar patrons increasingly favored the smoke-free bar law, took seriously the health concerns regarding exposure to ETS, and complied with the law. Moreover, 2.5 years after the law's enactment, 32.3% of the respondents reported that they were more likely to visit bars, whereas only 9% had the opposite opinion.

With respect to café/pub owners and managers, in a longitudinal analysis (2002-2007) of the impact of a 2004 smoking ban on pub revenues in Norway, Melberg and Lund (2010) found that a share of personal consumption revenues went down in the short-run, but in the long-run and in absolute terms revenues increased. In another longitudinal study (52 months before and after the ban) in a bilingual city of Ottawa, Canada, Luk et al. (2006) found no significant adverse impact of smoke-free legislation on Ottawa's bar sales. A survey of New Zealand's bar managers showed not only a significant increase in overall support for the smoking legislation after implementation, but also an increased agreement that smoke-free laws do not affect patron numbers and venue profits (Thomson and Wilson, 2006). Alamar and Glantz (2007) found no significant differences in bar market value between similar bars sold in smoke-free and smoking-permitted U.S. jurisdictions. McNabb and Hearn (2005) used semi-structured interviews to survey managers of seven bars in the border area between ROI (smoking prohibited) and Northern Ireland (smoking allowed). While the authors rightfully acknowledge the limits of their sample, findings of their cross-border study indicate that the smoking ban in ROI did not harm the bars surveyed.

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Učinci na osoblje

Klein i sur. (2009) su kroz 45 mjeseci ispitivali utječe li vrsta zabrane pušenja (potpuna, djelomična, bez zabrane) na razinu zaposlenosti samostojecih barova u 10 gradova Minnesote. Nisu pronašli značajan kratkoročni i dugoročni učinak na ukupnu zaposlenost barova. U Norveškom panel istraživanju zadovoljstva djelatnika poslom prije i poslije uvođenja zabrane pušenja, zadovoljstvo djelatnika nepušača lagano je poraslo, a pušača umjereno opalo (Hetland i sur., 2008). Također, dok je zadovoljstvo poslom nakon uvođenja zabrane bilo veće među zaposlenicima koji su imali pozitivan stav o zabrani prije njenog uvođenja, zaposlenici s negativnim stavom o zabrani prije njenog uvođenja doživjeli su pad zadovoljstva nakon uvođenja zabrane.

Rabeći podatke o zaposlenosti u različitim županijama u SAD-u, Adams i Cotti (2007) su ustanovili pad barske zaposlenosti u zajednicama sa zabranom pušenja u usporedbi sa zajednicama s dozvolom pušenja. Međutim, gubitak barskih radnih mjesta bio je značajnije naglašen u područjima s visokim udjelom pušača. Također su smatrali da bi udio vanjskog prostora za sjedenje mogao utjecati na učinak politike pušenja, jer su pronašli dokaz o porastu zaposlenosti u toplijim predjelima države tijekom svježijih zimskih mjeseci, te ljeti u hladnijim predjelima.

U drugoj Norveškoj studiji, Hetland i Aarö (2005a) su ustanovili sljedeće koristi za ugostiteljsko osoblje nakon uvođenja zabrane: lakše čišćenje prostora, bolje zdravstveno stanje, bolja kvaliteta zraka, te radne odore koje ne zaudaraju po dimu cigarete. Druga istraživanja dodatno pružaju podršku odnosu uvođenja potpune zabrane pušenja i poboljšanja dišnih simptoma barskog osoblja (Eisner i sur., 1998; Eagan i sur., 2006; Skogstad i sur., 2006), kao i unutarnjoj kvaliteti zraka (Mulcahy i sur., 2005; Ellingsen i sur., 2006). Zaposlenici u Norveškoj su također imali manje neugodnih situacija i bolju suradnju u provedbi potpune zabrane pušenja u usporedbi s prethodnom

Impacts on staff

Klein et al. (2009) examined over a 45-month period whether the type of smoking ban (i.e., comprehensive, partial, and no ban) significantly affects employment levels in free-standing bars in ten Minnesota cities. They found no significant short- or long-term effect on bar total employment. In a Norwegian panel study of employee job satisfaction before and after the smoking ban implementation, there was a slight improvement in satisfaction among employees who are non-smokers and a moderate decrease in satisfaction among employees who smoke (Hetland et al., 2008). Also, while post-implementation job satisfaction was higher among employees with positive pre-implementation attitudes towards the ban, employees with negative pre-implementation attitudes experienced a decrease in post-implementation satisfaction.

Using employment data from across the various U.S. counties, Adams and Cotti (2007) found that bar employment decreased in communities where smoking was banned compared with those that allowed smoking. However, bar job loss was substantially more pronounced in areas with a high prevalence of smokers. They also argued that the prevalence of outdoor seating might influence the policy's effect, because they found evidence of increased employment in warmer regions of the country during the cooler winter months, and in the summer in colder regions.

In another study in Norway, Hetland and Aarö (2005a) found that after the ban enactment, hospitality staff benefited from the easier cleaning of premises, a better state of health, better air quality, and work clothes that did not reek of smoke. Research elsewhere further supports the link between the introduction of a total smoke-ban to improvement of respiratory symptoms among bar staff (Eisner et al., 1998; Eagan et al., 2006; Skogstad et al., 2006), as well as the indoor air quality (Mulcahy et al., 2005; Ellingsen et al., 2006). Employees in Norway also reported

djelimičnom zabranom (Hetland i Aarö, 2005b). U istraživanju samostojećih i pridruženih barova (spojenih s restoranom, hotelom, itd.) u Kaliforniji, Tang i sur. (2003) su ustanovili značajan porast podrške zaposlenika zabrani pušenja nedugo nakon uvođenja zabrane i četiri godine poslije. Pozitivne promjene stavova uočene su za obje vrste barova, s tim da su kod samostojećih barova promjene nakon uvođenja zabrane veće.

Sažetak

Prethodni kratki pregled znanstveno recenziranih istraživanja generalno podupire gledište da kada je pušenje ravnomjerno zabranjeno diljem nekog zemljopisnog prostora (grad, županija, pokrajina, itd.), učinci regulative na razini industrije su nepostojeći ili čak povoljni na tom prostoru (Alamar i Glantz, 2004; Luk i sur., 2006; Melberg i Lund, 2010; Scollo i Lal, 2008). Međutim, na razini tvrtke, ograničen broj istraživanja sugerira posredni utjecaj obilježja stanovništva neke zajednice (visoki nasuprot niskom udjelu pušača) na učinak zabrane pušenja (Adams i Cotti, 2007; Hyland i sur., 2000). U slučaju zaposlenika i gostiju, čini se da njihovim stavovima i ponašanjima uglavnom upravljaju njihove pušačke navike. Stoga su djelatnici pušači češće nezadovoljni i rjeđe podržavaju zabranu pušenja nego njihovi kolege nepušači. Slično, izgledno je da će gosti nepušači češće posjećivati barove nakon uvođenja zabrane, te time nadoknaditi smanjeni broj gostiju pušača.

Ukupno, pri procjeni učinaka propisa o zabrani pušenja u sektoru ugostiteljstva, istraživači su rabili objektivne (npr. podaci izvedeni iz službene statistike zaposlenosti, razina nikotina u urinu osoblja, itd.) i/ili subjektivne (npr. podaci dobiveni anketiranjem vlasnika, zaposlenika i gostiju barova) podatke prikupljene prije i/ili poslije implementacije zabrane pušenja (Luk i Ferrence, 2005). Objektivni podaci obuhvaćaju sve organizacije na promatranim administrativnim prostorima i rutinski ih prikupljaju službene ili nepristrane ustanove tijekom duljeg razdoblja, rabeći konzistentnu metodologiju. Ovakvi podaci

fewer unpleasant incidents and better compliance in enforcing a total smoking ban compared with a previous partial ban (Hetland and Aarö, 2005b). In a study of standalone and combination bars (i.e., those connected to restaurants, hotels, etc.) in California, Tang et al. (2003) found that employee support for a smoke-free bar law significantly increased shortly after its enactment and four years later. Positive attitudinal changes were observed among both types of bars, with greater changes among standalone bars after the ban introduction.

Summary

The preceding short summary of peer-reviewed studies generally supports the view that when a smoking ban is uniform throughout a geographic area (city, state, province, etc.), the industry-level effects of regulation seem non-existent or even favorable in the area (Alamar and Glantz, 2004; Luk et al., 2006; Melberg and Lund, 2010; Scollo and Lal, 2008). However, on a firm-level, limited research suggests the moderating effect of community population characteristics (i.e., high vs. low smoking prevalence) on the impact of smoking bans (Adams and Cotti, 2007; Hyland et al., 2000). When it comes to employees and patrons, their attitudes and behaviors appear to be largely driven by their smoking status. Hence, employees who are smokers tend to be less satisfied and less supportive of smoking prohibitions than their non-smoking colleagues. Similarly, non-smoking patrons are likely to frequent bars more often after the ban's enactment, and thus offset the decreased volumes of smoking guests.

Overall, in the assessment of impacts of smoke-free legislation in the hospitality industry, researchers have employed objective (e.g., data derived from official employment statistics, staff urinary nicotine levels, etc.) and/or subjective (e.g., data obtained via surveys of owners, employees, and patrons of bars) data that were collected before and/or after the implementation of a smoking ban (Luk and Ferrence, 2005). Objective data cover all establishments in jurisdictions under consideration

su provjerljivi i subjektivnim podacima kupaca (Luk i Ferrence, 2005).

No, istraživanja o pušenju u barovima zamjera se oslanjanje na subjektivne podatke prostora (nasuprot službenim podacima) te propuštanje pušenja u kombiniranim prostorima kao što su restorani i hoteli. Čimbenici kao što su veličina gospodarstva i vrsta zabranom (Jones i Scollo, 2008). S druge strane, istraživanja da potječu iz proučavanja za zaposlenike, podatke na mikroskopskoj nadopuna studija (Luk i Ferrence, 2005) rabe subjektivne podatke na neprovjerljive uvjetovane osobne

Nevezano uz proučavanje učinaka propisa o pušenju su se na zaposlenike i gostiju razvijenih zemalja istraživanja su najčešće istraživanja (Luk i Wang, 2008). Istraživanja o učincima na ugostiteljske državamama te zemljama

METODOLOGIJA

Ova studija uključuje prikupljanje podataka pomoću anketiranja samopopunjavanje od zaposlenika u hrvatskog grada Zagreba uzorkovanja za opću populaciju 210 osoba u popis potonjih popis Hrvatskih telekomunikacijskih obučeni studenata upitnika kroz osobne papirnatog upitnika

su provjerljivi te ih se stoga smatra nadređenima subjektivnim percepcijama zaposlenika, vlasnika i kupaca (Luk i Ferrence, 2005).

No, istraživanjima koja rabe objektivne podatke zamjera se oslanjanje na prosjeke promatranog prostora (nasuprot pokazateljima na razini tvrtke) i prihode (umjesto dobit; Dunham i Marlow, 2000), te propuštanje uzimanja u obzir utjecaja pritajenih čimbenika kao što su trend, sezonalnost te opći gospodarski uvjeti i drugi događaji nepovezani sa zabranom (Jones i sur. 1999; Kang i sur., 2007). S druge strane, subjektivni podaci, pod uvjetom da potječu iz pravilno izrađenih anketnih upitnika za zaposlenike, vlasnike i kupce, mogu iznjedriti podatke na mikro razini te stoga biti korisna nadopuna studijama koje rabe objektivne podatke (Luk i Ferrence, 2005). Očekivano, studijama koje rabe subjektivne podatke zamjera se oslanjanje na neprovjerljive percepcije koje mogu biti uvjetovane osobnim stavovima o zabrani pušenja.

Nevezano uz prethodno, postojeća istraživanja o učincima propisa o zabrani pušenja usredotočila su se na zaposlenike i sektore ugostiteljstva razvijenih zemalja (Scollo i Lal, 2008), pri čemu su najčešće istraživani lokaliteti u SAD-u (Kenkel i Wang, 2008). Istovremeno, mnogo manje se zna o učincima na ugostiteljsko osoblje u tranzicijskim državama te zemljama u razvoju.

METODOLOGIJA

Ova studija uključuje primarno prikupljanje podataka pomoću dvostranog anonimnog samopopunjavajućeg upitnika na hrvatskom od zaposlenika caffè barova drugog po veličini hrvatskog grada (Split) u jesen 2011. Okvir uzorkovanja za ovu studiju obuhvaća sve osoblje u populaciji 210 splitskih caffè barova, pri čemu popis potonjih potječe sa žutih stranica HT-Hrvatskih telekomunikacija d.d. (2008). Grupa obučanih studenata pomogla je u raznošenju upitnika kroz osobnu dostavu prvog (početnog) papirnato upitnika i novačenja zaposlenika caffè

and are collected routinely by official or neutral agencies over an extensive period using consistent methods. These data are verifiable and therefore thought to be superior to the subjective perceptions of employees, owners, and consumers (Luk and Ferrence, 2005).

However, studies using objective data have been criticized for relying on community averages (as opposed to firm-level indicators) and revenues (instead of profits; Dunham and Marlow, 2000), and for failing to account for the effect of confounding factors, such as trend, seasonal variation, the general economic conditions and other events that are unrelated to the legislation (Jones et al. 1999; Kang et al., 2007). On the other hand, subjective data, provided they come from the properly designed employee, owner or consumer surveys, can reveal data at the micro level and thus be useful in supplementing studies that use objective data (Luk and Ferrence, 2005). As expected, studies using subjective data have been criticized for relying on unverifiable perceptions that may be biased by personal attitudes toward the smoking ban.

On another note, extant research on the impacts of smoke-free legislation has centered on hospitality employees and industries in developed countries (e.g., Scollo and Lal, 2008), with the most commonly examined localities being those located in the U.S. (Kenkel and Wang, 2008). Meanwhile, much less is known about the impact on hospitality staff in transition and developing countries.

METHODOLOGY

This study featured a primary data collection, whereby a two-page anonymous self-administered questionnaire written in Croatian was administered to café employees in Croatia's second largest city (Split) in Fall 2011. The sampling frame for this study comprised all staff employed in the population of Split's 210 cafés, where the latter was obtained from the yellow pages of HT-Hrvatske telekomunikacije (Croatian

barova (vlasnici, upravitelji i zamjenici upravitelja isključeni) za sudjelovanje u anketi. Upitnici su popunjeni na licu mjesta ili prikupljeni u prethodno dogovorenom kasnijem terminu. U caffè barovima u kojima su djelatnici propustili ili prvotno odbili popuniti upitnik, u dva dodatna navrata pokušalo se podsjetiti ili unovačiti drugog zaposlenika da upotpuni zadatak.

Većina anketnih pitanja posuđena je od autora Biener i Siegel (1997), Brayfield i Rothe, (1951), Cameron i sur. (2003), Fong i sur. (2006), Hetland i Aarö (2005a), Judge i sur. (2001), Kang i sur. (2007), Miller i Hickling (2006), Roseman (2005), Tang i sur. (2003), te Wan i Pilkington (2009) i prilagođena surječju ove studije. Budući da zabrana pušenja potencijalno može utjecati na navike pijenja gostiju pušača i nepušača (Room, 2005), osmišljene su dvije stavke Likertove ljestvice da bi se ispitalo očekuju li zaposlenici promjene u konzumaciji alkohola i kave kod gostiju nakon ozakonjenja zabrane.

Upitnik je sastavljen iz tri dijela. Prvi dio mjeri demografska obilježja ispitanika (spol, dob i obrazovanje), ugostiteljsko radno iskustvo, prosječno tjedno radno opterećenje, pušačke navike, preferiranu politiku pušenja u caffè barovima, prostornu razdiobu radnih zaduženja u caffè baru te prostornu razdiobu sjedalica u caffè baru. Drugi dio mjeri stavove ispitanika o zabrani pušenja nakon implementacije zabrane pomoću 24 stavke na petostupanjskoj Likertovoj ljestvici u rasponu od 1 (*u potpunosti se ne slažem*) do 5 (*u potpunosti se slažem*). U sklopu navedene ljestvice, nekoliko stavki je ponovljeno u preformuliranom obliku s ciljem smanjenja opasnosti od neistinitih odgovora (Churchill, 1979; Nunnally, 1978). Treći dio mjeri zadovoljstvo ispitanika poslom pomoću indeksa zadovoljstva poslom, s pet stavki na istoj petostupanjskoj Likertovoj ljestvici (Brayfield i Rothe, 1951; Hetland i Aarö, 2005a; Judge i sur., 2001). Upitnik je kreiran sukladno dokazanim smjernicama izrade upitnika (Fanning, 2005; Dillman, 2000) te potvrđen od strane dvaju

Telecom, 2008). A group of trained students assisted in survey dissemination by personally delivering the first (baseline) paper survey and recruiting café employees (owners, managers, and assistant managers excluded) to partake in survey completion. The questionnaires were either completed on the spot or picked-up at a pre-agreed later time. For those cafés where employees either failed or initially refused to complete the questionnaire, two additional attempts were made in hopes of reminding or recruiting another employee to complete the task.

The majority of survey questions were borrowed from Biener and Siegel (1997), Brayfield and Rothe, (1951), Cameron et al. (2003), Fong et al. (2006), Hetland and Aaro (2005a), Judge et al. (2001), Kang et al. (2007), Miller and Hickling (2006), Roseman (2005), Tang et al. (2003), and Wan and Pilkington (2009), and adapted to this study's context. Since smoking ban can potentially influence drinking habits of both smoking and non-smoking patrons (Room, 2005), two Likert scale items were developed in order to examine employees' anticipated changes in patron alcohol and coffee consumption after the law's enactment.

The questionnaire was composed of three sections. The first section measured respondents' demographics (i.e., gender, education, and age), hospitality work experience, average weekly workload, smoking status, preferred café smoking policy, café area served, and café seating allocation. The second section measured respondents' post-implementation attitudes of a café smoking ban, using a 24-item five-point Likert scale anchored by 1 (*strongly disagree*) and 5 (*strongly agree*). Therein, several items were reverse-worded to reduce the danger of response bias (Churchill, 1979; Nunnally, 1978). Section three measured respondents' job satisfaction using a 5-item, five-point Likert-type job satisfaction index (Brayfield & Rothe, 1951; Hetland & Aaro, 2005a; Judge et al., 2001). Questionnaire design followed the established survey guidelines (Fanning, 2005; Dillman, 2000) and was evaluated by two social science research

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stručnjaka društvenih znanosti. Naknadnim predisputivanjem mjernog instrumenta na 10 djelatnika restorana otkriveno je samo nekoliko zatipaka koji su lako ispravljani.

Opisna statistika obuhvaća analizu učestalosti za sve varijable. Razlike u iskazanim predodžbama o zabrani pušenja nakon uvođenja zabrane u odnosu na demografska i radna obilježja ispitane su neparametrijskim Kruskal-Wallis (K-W) i Mann-Whitney U (M-W U) testovima. Utjecaj demografskih i radnih obilježja na preferiranu politiku pušenja u caffè barovima ispitan je serijom hi-kvadrat (χ^2) testova. Učinci demografskih i radnih obilježja te stavova o zabrani pušenja u caffè barovima na zadovoljstvo osoblja poslom također su ispitani serijom hi-kvadrat testova. P-vrijednost manja od 0,05 uzeta je kao dokaz statističkog značaja.

Mjera unutarnje dosljednosti (pouzdanosti) ljestvice zadovoljstva poslom i ljestvice stavova izračunata je pomoću Cronbachovog alfa koeficijenta (Carmines i Zeller, 1979; Cook i Campbell, 1979). Da bi se istražile temeljne dimenzije ljestvice predodžbi koju tvore 24 stavke, provedeno je aglomerativno hijerarhijsko grupiranje.

REZULTATI I DISKUSIJA

Profil ispitanika

Sveukupno je prikupljeno 149 uporabljivih upitnika iz 210 caffè barova. Tipičan ispitanik u ovom istraživanju (Tablica 1) može se opisati kao muškarac (58%), do 35 godina starosti (71%), s diplomom srednje škole (84%), s više od pet godina ugostiteljskog radnog iskustva (58%), redoviti ili povremeni pušač (65%), te koji prosječno radi 40+ sati tjedno (67%). U usporedbi s našim uzorkom, 27% odraslog stanovništva u Hrvatskoj (18+ godina starosti) su pušači, od kojih 32% muškarci i 22% žene (WHO, 2011).

Na upit o preferiranoj vrsti politike pušenja u caffè barovima, 51% ispitanika naznačilo je da

experts. The subsequent pre-test of the instrument on 10 restaurant employees revealed only a few typos that were easily corrected.

Descriptive statistics included frequency analysis of all variables. The differences in the expressed post-implementation attitudes towards a café smoking ban regarding the demographics and WRV were tested by the non-parametric Kruskal-Wallis (K-W) and Mann-Whitney U (M-W U) tests. The influence of demographics and WRV on preferred café smoking policy was examined via a series of Chi-square (χ^2) tests. The effects of demographics, WRV, and attitudes towards a café smoking ban on employee's job satisfaction were also examined through a series of Chi-square tests. P-value less than .05 was considered as the evidence of statistical significance.

Measure of internal consistency (reliability) of both job satisfaction and attitudinal scales was calculated using Cronbach's alpha coefficient (Carmines and Zeller, 1979; Cook and Campbell, 1979). Agglomerative hierarchical cluster analysis of the 24-item attitudinal scale was performed to explore the scale's underlying dimensions.

FINDINGS AND DISCUSSION

Respondent profile

A total of 149 usable questionnaires were obtained from 210 cafés. A typical respondent in this study (Table 1) can be described as a male (58%), under the age of 35 (71%), a high-school graduate (84%), having over five years of hospitality work experience (58%), working 40+ hours per week on average (67%), and a full-time or occasional smoker (65%). In comparison to our sample, 27 percent of Croatia's adult population (i.e., 18+) are smokers, of which 32 percent men and 22 percent women (WHO, 2011).

When asked about their preferred type of café smoking policy, 51% of the respondents indicated that smoking should be allowed in all guest areas,

TABLICA 1. PROFIL ISPITANIKA
TABLE 1. RESPONDENT PROFILE

VARIJABLA VARIABLE	BROJ #	VALJANI % VALID %
Spol (n=148) / Gender (n=148)		
muško / Male	86	58.1
žensko / Female	62	41.9
Dob (n=149) / Age (n=149)		
16-24	49	32.9
25-34	57	38.3
35-44	33	22.1
≥45	10	6.7
Dostignuto obrazovanje (n=148) / Education attained (n=148)		
srednja škola ili niže / High school or less	127	85.9
VSS, prvostupnik(-ca) ili više / Bachelor's degree or higher	21	14.2
Ugostiteljsko radno iskustvo u godinama (n=148) Hospitality work experience in years (n=148)		
0-5	62	41.9
6-10	48	32.4
11-15	20	13.5
≥16	18	12.2
Prosječno tjedno radno opterećenje u h/tjedno (n=148) Average weekly workload in h/week (n=148)		
≤40	48	32.4
41-48	68	45.9
≥49	32	21.6
Navike konzumiranja cigareta i dr. duhanskih proizvoda (n=146) Smoking status (n=146)		
dnevno konzumiram / Full-time smoker	75	51.4
povremeno konzumiram (npr. u prigodama) / Occasional smoker	20	13.7
nekoć sam konzumirao(-la), ali sam prestao(-la) / Former smoker	23	15.8
nikada nisam konzumirao(-la) / Never smoked	28	19.2
Preferirana politika pušenja u caffe baru (n=148) Preferred café smoking policy (n=148)		
zabraniti pušenje u svim prostorima za goste / Ban smoking everywhere	22	14.9
dozvoliti pušenje u svim prostorima za goste / Allow smoking everywhere	76	51.4
dozvoliti pušenje samo vani (npr. na terasi) Allow smoking in outdoor area only (e.g. on the patio)	25	16.9
dozvoliti pušenje samo u zasebnom prostoru unutar lokala Allow smoking in designated indoor area only	10	6.8
dozvoliti pušenje samo vani i u zasebnom prostoru unutar lokala Allow smoking in outdoor and designated indoor areas only	15	10.1

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VARIJABLA VARIABLE	BROJ #	VALJANI % VALID %
Na radnom mjestu najviše vremena obično provodite (n=146) Where do you spend majority of your time (i.e., café area served; n=146)		
unutra (u zatvorenom) / Indoors	119	81.5
vani (na otvorenom) / Outdoors	27	18.5
Većina sjedaćih mjesta za goste u Vašem lokalu nalazi se (n=148) Café seating allocation (n=148)		
u prostoru otvorene ili pretežito otvorene terase / Majority outdoors	33	22.3
u zatvorenom ili pretežito zatvorenom prostoru / Majority indoors	48	32.4
otprilike podjednako u otvorenom i zatvorenom dijelu lokala About the same both outdoors and indoors	67	45.3

pušenje trebalo dozvoliti u svim gostinjskim prostorima, zatim slijede: dozvoliti samo vani (17%), potpuno zabraniti (15%), dozvoliti vani u zasebnom prostoru unutar lokala (10%), te dozvoliti samo u zasebnom prostoru unutar lokala (10%). Dok su na poslu, ogromna većina ispitanika (81%) većinu vremena provodi unutra, nasuprot vanjskoj terasi (18%). Glede prostorne razdiobe u kafićima, 45% caffe barova ima jednak omjer unutarnjeg i vanjskog sjedenja, a slijede lokali s većinski unutarnjim (32%) te većinski vanjskim (18%) sjedenjem.

Zadovoljstvo poslom i stavovi o zabrani pušenja

zbog visoke disperzije podataka (koeficijent varijacije $V > 0,30$), prikazani su medijani stupnja saglasnosti ispitanika s pet stavki zadovoljstva poslom i 24 stavke stavova (Tablica 2). Uposlenici caffe barova doimaju se umjereno zadovoljni poslom. Glede stavova osoblja o zabrani, ispitanici se najviše slažu sa sljedeće dvije tvrdnje: "sadašnji zakon nanosi poslovnu štetu caffe barovima" i "od stupanja na snagu sadašnjeg zakona, pušači više odlaze u lokale s potpunom ili djelomičnom dozvolom pušenja".

Učionici ankete najmanje se slažu s tvrdnjama "sadašnji zakon rezultirao je porastom prometa u ovom lokalu", "ubuduće ću težiti pronaći posao u sredini gdje je zabranjeno pušenje", te "važno

followed by outdoor area only (17%), full smoking ban (15%), both outdoor and designated indoor areas (10%), and designated indoor area only (7%). While at work, an overwhelming majority (81%) of the respondents spend most of their time indoors, as opposed to an outdoor patio (18%). In terms of seating allocation, 45% of cafés have an equal share of indoor and outdoor seating, followed by cafés with majority indoor (32%) and majority outdoor (22%) seating.

Job satisfaction and attitudes towards a smoke ban

Because of our dataset's high dispersion (coefficient of variation $V > .30$), respondents' answers are indicated by the median level of agreement with the five job satisfaction and 24 attitude items (Table 2). Accordingly, café employees appear moderately satisfied with their jobs. In terms of staff attitudes towards the ban, subjects reported the highest agreement with the following two statements: "The current law negatively impacts café business" and "smokers frequent partially or fully smoke-friendly hospitality establishments more often since the ban's implementation".

Participants indicated lowest degree of agreement with the statements "the current ban increased my café's patronage", "I will seek a smoke-

TABLICA 2. ODNOS STAVOVA O ZABRANI PUŠENJA, DEMOGRAFSKIH I RADNIH OBILJEŽJA, TE ZADOVOLJSTVA POSLOM
TABLE 2. THE RELATIONSHIP AMONG SMOKE BAN ATTITUDES, DEMOGRAPHICS, WRV, AND JOB SATISFACTION

V ⁱ	M ⁱⁱ	G ⁱⁱⁱ	A ^{iv}	E ⁱⁱⁱ	H ^{iv}	W ^{iv}	S ^{iv}	P ^{iv}	R ⁱⁱⁱ	SA ^{iv}	J ⁱⁱⁱ
1 ^v	3	.748	.868	.455	.865	.471	.001**N	.000**O-I	.036* ^l	.776	.824
2	3	.517	.660	.386	.833	.570	.074	.000**B	.152	.265	.219
3	3	.648	.710	.669	.435	.933	.762	.003**O	.857	.672	.908
4	5	.914	.178	.222	.301	.018* ⁴⁰	.038* ^D	.004**A	.543	.219	.042* ^S
5	1	.010* ^F	.499	.350	.533	.121	.118	.025* ^O	.417	.364	.043* ^D
6	3	.896	.643	.405	.929	.667	.069	.033* ^A	.225	.626	.807
7	5	.516	.119	.154	.295	.173	.009** ^D	.201	.430	.929	.009** ^S
8	3	.850	.369	.635	.369	.120	.358	.025* ^O	.611	.656	.383
9	4	.821	.902	.872	.468	.246	.000** ^D	.000** ^A	.657	.597	.059
10	3	.180	.027* ³⁰	.339	.456	.416	.204	.944	.160	.496	.960
11	4	.800	.597	.548	.219	.351	.057	.000** ^A	.117	.595	.252
12	2	.412	.526	.356	.149	.133	.003** ^{ES}	.000** ^O	.615	.587	.316
13	1	.836	.921	.345	.943	.368	.001** ^O	.000** ^B	.243	.212	.031* ^S
14	1	.280	.705	.778	.491	.203	.003** ^{ES}	.000** ^O	.135	.065	.121
15	4	.490	.039* ³⁰	.142	.590	.366	.742	.401	.124	.007** ^E	.798
16	2	.683	.609	.942	.072	.172	.000** ^N	.000** ^B	.285	.303	.024* ^S
17	3	.787	.923	.642	.541	.002** ⁴⁸	.000** ^{ES}	.000** ^I	.310	.270	.067
18	4	.528	.989	.406	.503	.081	.283	.016* ^l	.034* ^l	.326	.624
19	3	.430	.921	.615	.308	.089	.220	.001** ^O	.106	.410	.610
20	3	.883	.123	.345	.121	.346	.181	.023	.703	.298	.894
21	3	.176	.744	.049* ^H	.742	.297	.903	.411	.951	.170	.360
22	3	.283	.685	.052	.854	.238	.898	.510	.952	.300	.298
23	3	.858	.189	.783	.199	.790	.400	.518	.422	.874	.109
24	2	.917	.561	.603	.741	.303	.613	.001** ^{O-I}	.914	.582	.094
25	3.6	.108	.547	.278	.597	.038* ⁴⁰	.542	.067	.076	.025* ^E	

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ⁱ Varijable (grupe s maksimalnim prosječnim rangovima su u zagradama): G=spol (F=žensko); A=dob (30=25-34 godina); E=obrazovanje (H=srednja škola); H=ugostiteljsko radno iskustvo; W=prosječno tjedno radno opterećenje (40=do 40 h/tjedno; 48=41-48 h/tjedno); S=pušačke navike (D=redoviti pušač; N=nepušač; ES=bivši pušač; O=povremeni pušač); P=preferirana politika pušenja (A=dozvoliti; B=potpuno zabraniti; O=dozvoliti samo vani; O-I=dozvoliti samo vani i u zasebnom prostoru unutra; I=dozvoliti samo u zasebnom prostoru unutra); R=prostorna razdioba radnih zaduženja (I=unutra); SA=prostorna razdioba sjedalica (E=podjednako vani i unutra); J=zadovoljstvo poslom (S=zadovoljstvo [odgovori 4 i 5 na 5-stupanjskoj Likertovoj ljestvici u rasponu od "1=u potpunosti se ne slažem" do "5=u potpunosti se slažem"]; D=nezadovoljstvo [odgovori 1-3 na istoj ljestvici]).

ⁱⁱ Zbog visoke disperzije podataka (koeficijent varijacije $V > 0,30$), aritmetička sredina nije valjana mjera središnje vrijednosti, te se stoga rabi medijan.

ⁱⁱⁱ Mann-Whitney U (M-W U) test.

^{iv} Kruskal-Wallis (K-W) test. * $p < .05$; ** $p < .01$.

^v 1. Ugodnije je posjetiti caffe barove s potpunom ili djelomičnom zabranom pušenja; 2. Sadašnji zakon [SZ] je potreban za zaštitu zdravlja osoblja; 3. SZ potiče pušače na prestanak pušenja; 4. SZ nanosi poslovnu štetu caffe barovima; 5. SZ o zabrani/ograničavanju pušenja u caffe barovima rezultirao je porastom prometa u mom lokal; 6. SZ o zabrani/ograničavanju pušenja u caffe barovima utjecao je vrlo negativno na djelatnike; 7. Od stupanja na snagu SZ-a, pušači više odlaze u lokale s potpunom ili djelomičnom dozvolom pušenja; 8. Od stupanja na snagu SZ-a, NEpušači više odlaze u lokale s potpunom ili djelomičnom zabranom pušenja; 9. SZ je nepravedno ograničenje za pušače; 10. Od stupanja na snagu SZ-a, pušači više puše kod kuće; 11. Posljedica SZ-a je gubitak radnih mjesta; 12. Podržavam SZ o ograničavanju uporabe duhanskih proizvoda što se tiče caffe barova; 13. Ubuduće ću težiti pronaći posao u sredini gdje je zabranjeno pušenje; 14. Važno mi je pronaći posao kod poslodavca kod kojeg je zabranjeno pušenje; 15. Često sam izložen(-a) duhanskom dimu drugih ljudi na poslu; 16. Smeta mi duhanski dim drugih ljudi koji puše u mojoj blizini; 17. Zabrinut(-a) sam zbog možebitno štetnih učinaka izloženosti pasivnom pušenju na moje zdravlje; 18. Pasivno pušenje je štetno; 19. SZ-om se poboljšava kvaliteta življenja; 20. Zabranu pušenja bi trebalo ukinuti u caffe barovima; 21. Od stupanja na snagu SZ-a, gosti manje konzumiraju alkohol; 22. Od stupanja na snagu SZ-a, gosti manje konzumiraju kavu; 23. SZ o zabrani pušenja i ograničavanju uporabe duhanskih proizvoda u caffe barovima bilo je vrlo teško sprovesti; 24. SZ o zabrani/ograničavanju pušenja u caffe barovima izazvao je vrlo pozitivnu reakciju gostiju; 25. Srednja vrijednost zadovoljstva poslom obuhvaća sljedećih pet stavki (I. Osjećam se prilično zadovoljan(-na) s mojim sadašnjim poslom; II. Uglavnom sam entuzijastičan(-na) oko svog posla; III. Svaki dan na poslu izgleda kao da nikada neće završiti; IV. Pronalazim stvarno zadovoljstvo u svom poslu; V. Smatram svoj posao prilično nezadovoljavajućim).

ⁱ Variables (groups with the highest average ranks are in parentheses): G=gender (F=female); A=age (30=25-34 years); E=education (H=high school); H=hospitality work experience; W=average weekly workload (40=up to 40 hrs/wk; 48=41-48 hrs/wk); S=smoking status (D=full-time smoker; N=non-smoker; ES=ex-smoker; O=occasional smoker); P=preferred café smoking policy (A=allow; B=full ban; O=allow in outdoor area only; O-I=allow outdoors and in designated indoor area only; I=allow in designated indoor area only); R=café area served (I=indoors); SA=seating allocation (E=equally indoors and outdoors); J=job satisfaction (S=satisfied [answers 4 & 5 on a 5-point Likert-type index anchored by "1=strongly disagree" and "5=strongly agree"]; D=dissatisfied [answers 1-3 on the same scale]).

ⁱⁱ Because of dataset's high dispersion (coefficient of variation $V > .30$), mean is not a valid measure of central tendency, and median is used instead.

ⁱⁱⁱ Mann-Whitney U (M-W U) test.

^{iv} Kruskal-Wallis (K-W) test. * $p < .05$; ** $p < .01$.

^v 1. It is more pleasant to visit cafés with full or partial smoke ban; 2. Current law [CL] is necessary to protect staff health; 3. CL encourages smokers to quit; 4. CL negatively affects café business; 5. CL resulted in increased café patronage; 6. CL negatively affected staff; 7. Smokers visit cafés with full or partial smoking allowed more often

since the CL's enactment; 8. Non-smokers visit cafés with full or partial smoking ban more often since the CL's enactment; 9. CL is unfair to smokers; 10. Smokers smoke at home more often since the CL's enactment; 11. CL caused job loss; 12. I support the CL banning smoking in cafés; 13. I will seek a smoke-free workplace in the future; 14. I consider it important to find a job with a smoke-free employer; 15. I'm frequently exposed to workplace SHS; 16. I'm bothered by others who smoke near me; 17. I'm concerned about the consequences of SHS on my health; 18. SHS is hazardous; 19. CL improves the quality of life; 20. The current café smoking ban should be lifted; 21. Patrons drink less alcohol in cafés since the CL's enactment; 22. Patrons drink less coffee in cafés since the CL's enactment; 23. It was very difficult to implement the CL; 24. Café patrons reacted very favorably to the CL; 25. Mean job satisfaction comprised of the following five items (I. I feel fairly satisfied with my present job; II. Most days I am enthusiastic about my work; III. Each day at work seems like it will never end; IV. I find real enjoyment in my work; V. I consider my job to be rather unpleasant).

mi je pronaći posao kod poslodavca kod kojeg je zabranjeno pušenje”. Neslaganje s potonjim dvjema tvrdnjama možda se može objasniti stopama nezaposlenosti od 36% i 21,3% u starosnim kategorijama 15-24 godina, odnosno 15-39 godina (Eurostat, 2014), te s frapantnih 65% redovitih i povremenih pušača u našem uzorku.

Učinci demografskih i radnih obilježja na stavove o zabrani pušenja

Za ljestvicu stavova koju tvore 24 stavke, rezultat grupiranja metodom prosječne veze između grupa jest jedna grupa s 15 stavki (Friedmanov test χ^2 , $p < 0.001$; Tablica 3) s prihvatljivim Cronbachovim alfa koeficijentom (0,83). Temeljem analize pouzdanosti, stavke 4, 6, 7, 9, 11, 20, 23, 25, i 28 prikazane su odvojeno.

Konkretno, osoblje caffè barova pokazalo je statistički viši stupanj slaganja sa sljedećim tvrdnjama: “od stupanja na snagu sadašnjeg zakona, pušači više odlaze u lokale s potpunom ili djelomičnom dozvolom pušenja”, “sadašnji zakon nanosi poslovnu štetu caffè barovima”, te “često sam izložen(-a) duhanskom dimu drugih ljudi na poslu”. Statistički niži stupanj slaganja osoblja caffè barova je s tvrdnjama koje tvore grupu 1. Općenito, stavovi osoblja caffè barova naspram aktualne zabrane pušenja više su negativni nego pozitivni.

Uporaba K-W i M-W U testova za otkrivanje utjecaja demografskih i radnih obilježja

free workplace in the future”, and “I consider it important to find a job with a non-smoking employer”. The disagreement with the latter two statements can perhaps be explained by Croatia's 36% and 21.3% unemployment rates in the 15-24 and 15-39 age groups, respectively, (Eurostat, 2014) and a staggering 65% of full-time and occasional smokers in our sample.

The effects of demographics and WRV on smoke ban attitudes

For the 24-item attitudinal scale, the average linkage between groups clustering produced one 15-item cluster (Friedman test χ^2 , $p < 0.001$; Table 3) with an acceptable .83 Cronbach's Alpha. Based on reliability analysis, items 4, 6, 7, 9, 11, 20, 23, 25, and 28 are listed separately.

Specifically, café staff showed statistically higher degree of agreement with the following statements: “Smokers visit hospitality establishments with full or partial smoking allowed more often after the law's enactment”, “the current ban negatively impacts café business”, and “I'm frequently exposed to café SHS”. Statistically lower degree of café staff agreement is with the statements comprising cluster 1. Generally, the attitudes of café employees towards the current café smoking ban are more negative than positive.

The application of K-W and M-W U tests in order to detect the effects of respondent

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ispitanika na stavove o zabrani pušenja ukazuje na nepostojanje značajnih razlika u odnosu na ugostiteljsko radno iskustvo (Tablica 2). Slično, vrlo mali broj značajnih razlika javlja se u odnosu na spol, prosječno tjedno radno opterećenje, obrazovanje, dob, prostornu razdiobu radnih zaduženja te prostornu razdiobu sjedalica. No, najveći broj značajnih razlika opažen je u odnosu na preferiranu politiku pušenja i pušačke navike.

Primjerice, uposlenici naklonjeni pušenju isključivo u vanjskom prostoru lokala – u usporedbi s drugima – značajno jače vjeruju da sadašnji zakon potiče pušače na prestanak, da je rezultirao većom posjećenošću caffe barova, da od uvođenja zabrane nepušači češće posjećuju caffe barove s potpunom ili djelomičnom zabranom, da aktualni zakon poboljšava kvalitetu življenja, značajno više podržavaju sadašnju zabranu za caffe barove,

demographics and WRV on smoke ban attitudes indicates no significant differences in regards to the hospitality work experience (Table 2). Similarly, very few significant differences appeared in regards to gender, average weekly workload, education, age, café area served, and café seating allocation. However, the greatest number of significant differences was noted due to preferred café smoking policy and smoking status.

For instance, employees favoring outdoor smoking only – as compared to their counterparts – hold significantly stronger beliefs that the current law encourages smokers to quit, that it resulted in increased café patronage, that non-smokers visit cafés with full or partial smoking ban more often since the law's enactment, that the current law improves the quality of life, are significantly more supportive of the current café smoke-free law, and

TABLICA 3. REZULTAT GRUPIRANJA 24 STAVKE STAVOVA
TABLE 3. CLUSTERING OUTPUT FOR THE 24 ATTITUDINAL ITEMS

GRUPE ⁱ CLUSTERS ⁱ	SREDNJA VRIJEDNOST RANGIRANJA MEAN RANK
stavka 7 ⁱⁱ / Item 7 ⁱⁱ	6,66
stavka 4 / Item 4	6,50
stavka 15 / Item 15	6,19
stavka 9 / Item 9	5,86
stavka 11 / Item 11	5,69
stavka 18 / Item 18	5,66
stavka 23 / Item 23	5,51
stavka 20 / Item 20	5,04
stavka 6 / Item 6	4,65
Grupa 1 (stavke 1, 2, 3, 5, 8, 10, 12, 13, 14, 16, 17, 19, 21, 22, 24) Cluster 1 (Items 1, 2, 3, 5, 8, 10, 12, 13, 14, 16, 17, 19, 21, 22, 24)	3,24

ⁱ Friedmanov test χ^2 , $p < 0.001$

ⁱⁱ Za detaljan opis, molimo vidite pozivnu bilješku ^v u Tablici 2.

ⁱ Friedman test χ^2 , $p < 0.001$

ⁱⁱ For detailed description, please refer to the footnote ^v in Table 2.

te smatraju značajno važnijim pronaći posao kod poslodavca kod kojeg je pušenje zabranjeno.

Nadalje, bivši pušači koji favoriziraju pušenju isključivo u vanjskom prostoru lokala – u usporedbi s drugima – značajno više podržavaju aktualni zakon o zabrani pušenja u caffe barovima, te smatraju značajno važnijim pronaći posao kod poslodavca kod kojeg je pušenje zabranjeno. U interesu jezgrovitosti, ostali značajni rezultati u Tablici 2 ovdje nisu detaljno elaborirani; međutim, treba ih protumačiti na sličan način.

Učinci demografskih i radnih obilježja na preferiranu politiku pušenja u caffe barovima

Glede preferirane politike pušenja u caffe barovima, hi-kvadrat testovi ne otkrivaju ikakve značajne razlike u odnosu na demografska obilježja, ugostiteljsko radno iskustvo, prostornu razdiobu radnih zaduženja te prostornu razdiobu sjedalica. Međutim, značajne razlike uočene su u odnosu na pušačke navike ($\chi^2, p < .001$) i prosječno tjedno radno opterećenje ($\chi^2, p = .006$). Zanimljivo, dok bi redoviti pušači i nepušači dozvolili pušenje u svim gostinjskim prostorima caffe barova, povremeni i bivši pušači podržavaju djelomičnu zabranu pušenja u caffe barovima. Slično, dok bi oni koji rade do 40 ili 49+ sati tjedno dozvolili pušenje u svim gostinjskim prostorima, oni koji rade 41-48 sati tjedno skloni su djelomičnoj zabrani pušenja.

Učinci demografskih i radnih obilježja te stavova na zadovoljstvo poslom

Ljestvica zadovoljstva poslom koju tvori pet stavki postigla je prihvatljiv Cronbachov alfa koeficijent (0,76) (Nunnally, 1978). *p* vrijednosti K-W i M-W U testova u posljednjem redu Tablice 2 ukazuju na značajne razlike u zadovoljstvu osoblja poslom ovisno o prosječnom tjednom radnom opterećenju i prostornoj razdiobi sjedalica. Tako oni koji rade do 40 sati tjedno u caffe baru s podjednakim omjerom sjedalica u otvorenom i zatvorenom pokazuju značajno već zadovoljstvo poslom. *p* vrijednosti M-W U testa u desnom zadnjem

consider it significantly more important to find a job with a smoke-free employer.

Additionally, former smokers who favor outdoor smoking only – as compared to their counterparts – are significantly more supportive of the current café smoke-free law and consider it significantly more important to find a job with a smoke-free employer. For brevity, other significant results in Table 2 are not further elaborated here; however they should be interpreted in a similar fashion.

The effects of demographics and WRV on café smoking preferences

In terms of respondents' preferred café smoking policy, Chi-square tests revealed no significant differences in regards to demographics, hospitality work experience, café area served, and café seating allocation. However, significant differences were noted due to smoking status ($\chi^2, p < .001$) and average weekly workload ($\chi^2, p = .006$). Interestingly, while full-time smokers and non-smokers would allow café smoking in all guest areas, occasional and former smokers support a partial café smoke ban. Similarly, while those who work either up to 40 hours or 49+ hours per week would allow café smoking in all guest areas, those working 41-48 hours per week favor a partial café smoke ban.

The effects of demographics, WRV, and attitudes on job satisfaction

The 5-item job satisfaction scale achieved an acceptable .76 Alpha Coefficient (Nunnally, 1978). K-W and M-W U *p* values in the bottom-most row of Table 2 reveal significant variation in employee job satisfaction from average weekly workload and café seating allocation. Accordingly, those who work up to 40 hours per week at a café with an equal split of indoor and outdoor seating exhibit significantly greater job satisfaction. M-W U *p* values in the rightmost column of Table 2 unveil that satisfied employees show statistically higher degree of agreement with the following four statements: "The current law negatively

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ZAKLJUČAK

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stupcu Tablice 2 otkrivaju da se zadovoljni djelatnici značajno više slažu sa sljedeće četiri tvrdnje: “sadašnji zakon nanosi poslovnu štetu caffe barovima”, “od stupanja na snagu sadašnjeg zakona, pušači više odlaze u lokale s potpunom ili djelomičnom dozvolom pušenja”, “ubuduće ću težiti pronaći posao u sredini gdje je zabranjeno pušenje”, te “smeta mi duhanski dim drugih ljudi koji puše u mojoj blizini”.

ZAKLJUČAK

Ovim istraživanjem empirijski su profilirani zaposlenici hrvatskih caffe barova i ispitani njihovi stavovi o zabrani pušenja u caffe barovima nakon implementacije zabrane. Također su istražene veze među demografskim i radnim obilježjima, stavovima o zabrani pušenja, te zadovoljstvom poslom. Imajući u vidu važnost stavova i zadovoljstva sadašnjih i potencijalnih djelatnika za vlasnike i voditelje caffe barova u nekim državama (Hrvatskoj), a vrlo malo se zna o navedenim stavovima i zadovoljstvu, drži se da rezultati ovog istraživanja imaju teoretske i stručne implikacije.

Dok spol, dob, obrazovanje, prostorna razdioba sjedalica, ugostiteljsko radno iskustvo, prosječno tjedno radno opterećenje, te prostorna razdioba radnih zaduženja nisu značajni pretkazatelji različitih stavova o zabrani pušenja, preferirana politika pušenja i pušačke navike donekle utječu na stavove ispitanika o zabrani pušenja. Rezultati također objelodanjuju da je većina ispitanika načelno svjesna opasnosti pasivnog pušenja; međutim, većina je za dozvolu pušenja u svim prostorima za goste. Drugim riječima, većina ispitanika doima se nespremna napraviti ustupak za goste, osoblje i vlasnike koji su protiv pušenja. Ovaj nalaz sugerira da bi zakonodavac pri domišljanju politike pušenja u caffe barovima stoga u obzir trebao uzeti obilježja stanovništva (učestalost pušača), prostornu razdiobu sjedalica u caffe barovima (omjer unutarnjeg i vanjskog sjedenja), te kombinaciju prethodnih dvaju činitelja.

affects café business”, “smokers visit cafés with full or partial smoking allowed more often since the law’s enactment”, “I will seek a smoke-free workplace in the future”, and “I’m bothered by others who smoke near me”.

CONCLUSION

This study empirically profiled Croatia’s café employees and examined their post-implementation attitudes towards a café smoking ban. It also investigated the relationships among demographic characteristics, WRV, attitudes, and job satisfaction. Since for café owners and managers in some countries (i.e., Croatia) the attitudes and satisfaction of current/prospective employees are important, and very little is known about staff attitudes and job satisfaction in Croatia and other transition countries, it is believed that results of the current study have theoretical and managerial implications.

While gender, education, age, café seating allocation, hospitality work experience, average weekly workload, and the café area served were for the most part not significant in explaining different attitudes toward a smoking ban, respondents’ preferred café smoking policy and smoking status somewhat did influence how respondents viewed the smoking ban. Results also revealed that most respondents are generally aware of the dangers of café SHS; however majority favors allowing smoking everywhere. That is, majority of respondents appear unwilling to make concessions to anti-smoking patrons, staff, and owners/managers. This finding suggests that lawmakers should consider population characteristics (i.e., smoking prevalence), seating allocation (i.e., the proportion of café outdoor vs. indoor seating), and the combination thereof when devising café smoking policies.

The current study was limited to café employees in Croatia after the smoke ban. Thus, future research should involve restaurant staff and comparisons should be made between café and

Ova studija ograničena je na djelatnike caffe barova u Hrvatskoj poslije zabrane pušenja. Buduća istraživanja stoga trebaju uključiti restoransko osoblje te usporedbu između osoblja caffe barova i restorana. Dodatna istraživanja također su nužna da bi se ustanovili stavovi o propisima o zabrani pušenja među gostima i vlasnicima caffe barova, kako u Hrvatskoj tako i u drugim tranzicijskim državama. Nakon uvođenja zabrane pušenja u drugim tranzicijskim državama, buduća istraživanja ponovno trebaju razmotriti problematiku učinaka zabrane pušenja u ugostiteljskom sektoru. Slično, istraživanjem ugostitelja u navedenim državama treba doznati na koje izazove nailaze ili su nailazili tijekom promjena, odnosno kako teče uskladba sa zakonom.

Drugo možebitno ograničenje ovog istraživanja leži u broju kategorija odgovora na upite o ugostiteljskom radnom iskustvu i prosječnom tjednom radnom opterećenju. Dok je u ovom istraživanju jedna od raspoloživih kategorija odgovora na upit o ugostiteljskom radnom iskustvu "0-5 godina", u budućim studijama treba razmisliti o razdiobi navedene kategorije na više kraćih vremenskih intervala. Naime, razlika u stavovima izgrađenima tijekom jednomjesečnog i petogodišnjeg iskustva u ugostiteljstvu može biti povelika. Slično, glede prosječnog tjednog radnog opterećenja, stavovi o pušenju značajno se mogu razlikovati između zaposlenika s punim i onih sa skraćenim radnim vremenom. Nadalje, buduće studije trebaju razmisliti o definiranju što se misli pod redovitim i povremenim pušenjem. S obzirom na to da se valjanost istraživanja postiže postupnim sabiranjem informacija iz raznih znanstvenih studija koje se bave istraživanom pojavom (Anastasi, 1976), od budućih istraživanja o zabrani pušenja u caffe barovima i drugdje u ugostiteljstvu očekuje se da oplemene i empirijski potvrde ili ospore mjerni instrument rabljen u ovom istraživanju.

restaurant personnel. More research is also necessary to determine the attitudes of the smoke-free ordinances among café patrons and owners/managers, both in Croatia and other transition economies. After the enactment of a smoke-free legislation in other transition countries, future studies should revisit the issue of the effects of smoke-free laws in the hospitality industry. Similarly, hospitality owners and managers in these countries should be queried to see what kind of challenges they are encountering or have encountered during the changes or to identify how they comply with the smoking regulations.

Another potential limitation of this study lies in the number of response categories used to capture the respondent hospitality work experience and average weekly workload. While this study's question regarding the hospitality work experience includes a "0-5 years" response category, future studies should consider breaking this down further. Namely, the difference between working one month and five years in the industry and forming attitudes on smoking may be substantial. Similarly, in terms of the average weekly workload, attitudes towards smoking may differ significantly between a part-time and full-time employee. Also, future studies should consider defining what is meant by full-time and occasional smoking status. Since validity is an incremental build-up of information from various studies dealing with the concept of scientific inquiry (Anastasi, 1976), future research on smoke-free legislation in cafés and other hospitality contexts will serve to enhance and empirically validate or invalidate the research instrument used in this study.

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