

EKOLOŠKA SVIJEST U HRVATSKOJ SMJEŠTAJNOJ INDUSTRIJI

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dr. sc. **Lidija Petrić**
 dr. sc. **Ljudevit Pranić**

EKOLOŠKA SVIJEST U HRVATSKOJ SMJEŠTAJNOJ INDUSTRIJI

ENVIRONMENTAL AWARENESS IN THE CROATIAN LODGING INDUSTRY

SAŽETAK: Usprkos velikom broju pitanja vezanih za zaštitu okoliša te operativnim pitanjima s kojima se susreću hrvatski hotelijeri, vrlo se malo zna o tome koliko su upravitelji hotela osviješteni o tim pitanjima. S ciljem ispunjavanja te praznine, ovo istraživanje ispituje osviještenost hrvatskih hotelijera o važnim pitanjima, poput potrebe za učinkovitim korištenjem prirodnih izvora, očuvanjem kulturne baštine i sl. Konkretno, ono prikazuje stavove hrvatskih hotelijera prema okolišu, te ispituje određuju li takve stavove različite karakteristike hotela. U članku se zaključuje da hotelijeri iskazuju sklonost prema ekološkim pitanjima te da takvi stavovi uglavnom ne ovise o karakteristikama hotela.

KLJUČNE RIJEČI: upravljanje okolišem, ekološki standardi, hotelska industrija, Hrvatska

ABSTRACT: Notwithstanding the great environmental and operational issues facing Croatia's hoteliers, very little is known about managers' awareness of them. To fill this gap, this study examines the awareness of Croatian hoteliers of important environmental issues, e.g. the need to use natural resources efficiently, to preserve the cultural heritage, etc. Specifically, it reports on the attitudes of Croatian hoteliers towards the environment, and tests whether various hotel characteristics determine such attitudes. The article concludes that hoteliers tend to favour environmental issues, and that these attitudes are generally independent of hotel characteristics.

KEY WORDS: environmental management, eco-standards, hotel industry, Croatia

RASPRAVA

Ugostiteljska industrija i svijest o zaštiti okoliša

Tek devedesetih godina prošlog stoljeća turizam, a posebno ugostiteljska industrija, počeli su reagirati na potrebu upravljanja okolišem. Naime, 1992. godine osnovana je Međunarodna hotelska inicijativa za okoliš (*International Hotels Environment Initiative* – IHEI), u trenutku kada su neka od vodećih međunarodnih hotelskih društava shvatila da im zajednički rad može biti od velike koristi. IHEI je objavio priručnik za menadžere (IHEI, 1993; kako je navedeno u Krik, 1998), časopis *Green Hotelier* te niz priručnika za izobrazbu namijenjenih hotelskim društvima. IHEI je sada izrastao u Međunarodno partnerstvo za turizam, turistički program Međunarodnog foruma za poslovne vođe (ITP, 2009), čiji je cilj pomoći industriji u davanju vrijednog doprinosa zemljama i kulturama u kojima posluje, svojim klijentima, dioničarima i budućim generacijama. Ovo je tijelo objavilo treće izdanje priručnika *Environmental Management for Hotels*, koje hotelima i drugim ugostiteljima pruža znanje i mehanizme potrebne za razvoj praktičnih rješenja za “ozelenjavanje” njihovog poslovanja.

U sklopu šireg upravljanja okolišem, turistički objekti (obično oni veći i/ili u franšizi) sada uglavnom koriste standard ISO 14001 za upravljanje okolišem. Međunarodna organizacija za normizaciju (ISO) razvila je i izdala 1996. godine niz standarda ISO 14000. Svrha im nije zamijeniti ili duplicirati normativno uređenje neke zemlje, već dopuniti nacionalne normativne sustave (Quazi, 1999). ISO 12001 prepoznat je kao još jedan korak prema ostvarivanju Sustava upravljanja okolišem i revizije EMAS (*Eco-Management and Audit Scheme*). EMAS se počeo provoditi u Europskoj Uniji u travnju 1995. godine (EU/Environment, 2009). Radi se o dobrovoljnom programu čiji je cilj promicati stalno ocjenjivanje i unaprjeđivanje rezultata na području zaštite okoliša kod organizacija koje u

DISCUSSION

The Hospitality Industry and the Environmental Awareness

It was not until the 1990s that tourism - and in particular, the hospitality industry - started to respond to the needs of environmental management. Namely, in 1992, the International Hotels Environment Initiative was developed when a number of the leading international hotel companies realised that they had a lot to gain from working together. The IHEI had developed a manual for managers (IHEI, 1993; as cited in Kirk, 1998), a journal, “Green Hotelier”, and a number of training aids for hotel companies. IHEI has now evolved into the International Tourism Partnership, the tourism programme of the International Business Leaders Forum (ITP, 2009), whose aim is to assist the industry to make a valuable contribution to the countries and cultures in which they operate, to their customers, their shareholders and future generations. They have published the third edition of a manual “Environmental Management for Hotels” providing hotels and other related businesses with the knowledge and means to develop practical solutions to “green” their operations.

As part of wider environmental management, many (typically larger and/or franchised) tourism establishments now use the ISO 14001 environmental management standard. The ISO 14000 series of eco-standards was developed and issued by the International Organization for Standardization (ISO) in 1996. They are meant to be complementary to national regulatory regimes and are not intended to replace or duplicate a country’s regulatory regime (Quazi, 1999). ISO 14001 was recognised as a step toward achieving EMAS, the Eco-Management and Audit Scheme. EMAS has become operative in the EU since April 1995 (EU/Environment, 2009). It is a voluntary scheme aiming to promote continuous evaluation and improvements in the environmental performance of participating organisations. EMAS

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njemu sudjeluju. EMAS na više načina nadilazi standard EN ISO 14001 te zahtijeva provođenje početne revizije stanja vezanog za zaštitu okoliša, aktivno sudjelovanje kadrova u provedbi EMAS-a te objavljivanje mjerodavnih informacija za javnost i ostale zainteresirane strane.

Green Globe 21 je još jedan standard upravljanja okolišem, koji je posebno namijenjen putničkoj i turističkoj industriji. Postoji i znatan broj ekoloških oznaka, kodeksa ponašanja, programa za izvještavanje o održivosti, nagrada i programa za postavljanje mjerila u turističkoj industriji. Font (2002, kao što je citirano u WTO & UNEP, 2008: 164) utvrdio je postojanje više od 100 ekoloških oznaka za turizam, ugostiteljstvo i eko-turizam diljem svijeta (primjerice, Plava zastava, Pan park, itd.). Upravljanje okolišem, certifikacija i ekološko označavanje mogu predstavljati korisnu podlogu za upravljanje lancem dobavljača za poduzeća i za razvoj strateškog partnerstva.

Iz raspoložive literature (Kirk, 1998; Chan, 2008) jasno je da su pioniri koji su uveli ekološki operativni standard, tj. upravljanje okolišem, uglavnom bili hoteli u sklopu velikih hotelskih lanaca. Razlog tomu, osim jednostavnih mjera racionalizacije, jest što većina aktivnosti zahtijeva značajno početno ulaganje. Iako je povrat na to ulaganje relativno brz, hoteli koji posluju bez sigurne i stabilne financijske i upravljačke podrške si to ne mogu priuštiti. Osim toga, u većini zemalja politika zaštite okoliša se uglavnom bavi sankcioniranjem onih koji ne zadovoljavaju određene standarde i propise, umjesto da nagrađuje samostalne inicijative usmjerene na zaštitu okoliša. Ipak, sve češće se javljaju vladine inicijative s ciljem subvencioniranja hotela u njihovim naporima da uvedu ekološke standarde u svoje poslovanje. Izuzetan primjer jest savezna kanadska vlada koja, od sredine 90-ih godina prošlog stoljeća, osigurava godišnju potporu od 4% prihoda hotela članovima Kanadske hotelske udruge za napore koje su uložili u razvoj ekološke ponude. Takva suradnja se ostvaruje putem vladine

goes beyond EN ISO 14001 in a number of ways, requiring the undertaking of an initial environmental review, the active involvement of employees in the implementation of EMAS, and the publication of relevant information to the public and other interested parties.

Green Globe 21 is also an environmental management standard, developed specifically for the travel and tourism industry. There are also a substantial number of ecolabels, codes of conduct, sustainability reporting schemes, awards, and benchmarking programs in the tourism industry. Font (2002, as cited in WTO & UNEP, 2008; 164) identified over 100 ecolabels of tourism, hospitality and ecotourism worldwide (such as Blue Flag, Pan Parks, etc.). Environmental management, certification and ecolabelling can be a useful basis for managing a business's supply chain and for developing strategic partnerships.

From the available literature (Kirk, 1998; Chan, 2008), it is clear that the pioneers in the introduction of ecological operation standards, i.e. environmental management, were mainly hotels belonging to the big hotel chains. This is due to the fact that, apart from the simplest rationalisation measures, most activities require a significant starting investment which, although the return on it is relatively fast, cannot be afforded by hotels that operate without secure and stable financial and managerial support. Moreover, in most countries environmental policy is mainly designed to penalise noncompliance with certain standards and regulations rather than to reward autonomous environmental initiative. Nevertheless, there are increasingly frequent government initiatives aimed at subsidising hotels in their efforts to introduce ecological standards in their operations. An outstanding example is the federal government of Canada which, since the mid nineties, has been supporting with an annual subsidy of 4% of hotel income the members of the Canadian Hotel Association in their efforts to develop an environmentally friendly offer. This cooperation is carried out through the government

Agencije za zaštitu okoliša koja, između ostalog, pomaže Hotelskoj udruzi u razvoju kriterija za ekološko poslovanje tako što osigurava 50% potrebnih sredstava za provedbu programa (IHRA, UNEP, 1995: 46).

Iako se ekološke inicijative mogu provesti u svakom hotelu, svakako je mnogo lakše to učiniti ako za to postoji financijska, organizacijska i savjetodavna potpora. Iako je jedan broj zemalja izravno uključen u takve programe, ekološki programi u turističkoj industriji, a posebno u hotelskoj industriji, uglavnom se provode putem raznih profesionalnih saveza, prvenstveno putem nacionalnih hotelskih udruga. Sve su one dio Međunarodnog saveza hotela (IHRA, 2008) i ostalih zelenih organizacija (profesionalnih i neprofesionalnih) i ekoloških inicijativa. Najpoznatije su GEMI – *Global Environment Management Initiative* (1999) centra za promicanje ekoloških standarda i upravljanja okolišem u trgovačkim društvima diljem svijeta i WEC – *World Environment Centre* (2009), koji služi kao most za razmjenu informacija i znanja između industrije i vlada, kao i brojne organizacije i savezi koji se bave ovim pitanjima.

Što se tiče inicijativa EU-a u odnosu na ovo pitanje, dodjela EU Eko oznake uvedena je kako bi se istaknuli proizvodi sa smanjenim učinkom na okoliš. Radi se o dobrovoljnoj shemi, a proizvođači mogu birati hoće li ili neće primijeniti Eko oznaku. Shema se temelji na Uredbi 880/92 (EZ) Europskog Parlamenta i Vijeća od 23. ožujka 1992. godine, koja je ažurirana i revidirana Uredbom 1980/2000 (EZ) Europskog Parlamenta i Vijeća od 17. lipnja 2000. godine. Europska Eko oznaka za usluge smještaja u turističkoj industriji uvedena je kao svojevrsno priznanje smještajnim subjektima koji poštuju okoliš. Ona označava dobro upravljanje okolišem i predstavlja dodanu vrijednost kvalitete pri odabiru smještaja. Hoteli i apartmani koji nose eko oznaku s logotipom cvijeta priznati su kao objekti koji vode najveću brigu o okolišu na svom području (2009).

Agency for Environment Preservation which, among other things, helps the Hotel Association develop ecological operation criteria by ensuring 50% of the funds needed for the implementation of the programme (IHRA, UNEP, 1995: 46).

Although ecological initiatives can be made in any hotel, this is certainly much more easily done with financial, organisational and consultative support. Even though a certain number of countries are directly engaged in such programmes, ecological programmes in the tourist industry, and particularly in the hotel industry, are mainly carried out through various professional alliances, primarily through the national hotel associations. They are then associated into the International Hotel Association (IHRA, 2008) and other green organisations (professional and non-professional) and ecological initiatives. The most renowned are GEMI – *Global Environment Management Initiative* (1999), the centre for the promotion of ecological standards and environmental management in companies all over the world, and WEC – *World Environment Center* (2009), serving as a bridge for information and expertise exchange between the industry and governments, as well as numerous organisations and associations dealing with these issues.

As for EU initiatives related to the issue, the EU Eco-label award scheme has been set up to identify products with a reduced environmental impact. It is a voluntary scheme and manufacturers can choose whether or not to apply for the Eco-label. The scheme is based on Council Regulation EEC No. 880/92 of 23 March 1992, updated and revised by Council Regulation No. 1980/2000 of 17 July 2000. The European Eco-label for tourist accommodation services was created to reward accommodation services that respect the environment. It signals good environmental performance and is an added quality value when tourists choose their accommodation. Hotels and guesthouses displaying the Eco-label flower logo have been distinguished as being amongst the most environmentally friendly in their area (2009).

Hrvatska smještajna upravljanje oko

Hrvatska smještajna nepovoljnom po djelomično se na privatizacije i ne odnosima. Osim većinom sezonski nekolicinom pro zrakoplovnih ve emitivnih tržišta privlačne ponud takvim okolnost društava jedva p većina njih ne ve upravljanja oko visokim inicijal koji posluju u sl ekološki usmjer njihove strategij

Nedavno prove smještajnog sel (33,3%) uzorka politiku zaštite Osim toga, hrv stavove prema iz ekološkog u profitabilnost, gostiju, bolje e odnose s javno Usprkos činjen od upravljanja pitanja vezana ostvarivanje p ostvarivanja o ocjene od ost

Neki hoteli u upravljanja ok smanjenje po hrvatska Nac hotela educir mjera i opće oznaku ekolo

Hrvatska smještajna industrija i upravljanje okolišem

Hrvatska smještajna industrija još uvijek posluje u nepovoljnom poslovnom okolišu. Razlog tomu djelomično se nalazi u nedovršenom procesu privatizacije i neriješenim pravno-vlasničkim odnosima. Osim toga, hrvatski turizam još je uvijek većinom sezonske naravi, što je uzrokovano nekolicinom problema, poput slabih izravnih zrakoplovnih veza između njezinih destinacija i emitivnih tržišta te neprikladne i nedovoljno privlačne ponude destinacija izvan sezone. U takvim okolnostima, većina hrvatskih hotelskih društava jedva preživljava na tržištu. Zbog toga većina njih nevoljko provodi formalne sustave upravljanja okolišem, a takvu odluku pravdaju visokim inicijalnim troškovima. Iznimke su hoteli koji posluje u sklopu međunarodnih lanaca, čije ekološki usmjereno poslovanje je osnovni čimbenik njihove strategije ostvarivanja konkurentnosti.

Nedavno provedeno istraživanje hrvatskog smještajnog sektora otkrilo je da samo trećina (33,3%) uzorka hotela posjeduje službenu, pisanu politiku zaštite okoliša (Petrić & Pranić, 2009). Osim toga, hrvatski hotelijeri imaju pozitivne stavove prema mogućim koristima koje proizlaze iz ekološkog upravljanja hotelima, uključujući veću profitabilnost, povećano zadovoljstvo osoblja i gostiju, bolje odnose s lokalnom zajednicom, bolje odnose s javnošću i razvoj konkurentnosti. Usprkos činjenici što je svih šest mogućih koristi od upravljanja okolišem dobilo pozitivne ocjene, pitanja vezana za povećano zadovoljstvo gostiju, ostvarivanje prednosti na tržištu i pomoć kod ostvarivanja odnosa s javnošću dobili su više ocjene od ostalih pitanja o stavovima.

Neki hoteli u Hrvatskoj provode neformalne mjere upravljanja okolišem, prvenstveno usmjerene na smanjenje potrošnje energije i vode. Primjerice, hrvatska Nacionalna udruga obiteljskih i malih hotela educira svoje članove za provođenje tih mjera i opće upravljanje okolišem te se trudi uvesti oznaku ekološke kvalitete, koja bi se dodjeljivala

The Croatian Lodging Industry and Environmental Management

The Croatian lodging industry is still operating in an unfavourable business environment. This is primarily due to the incomplete privatisation process and the unresolved problem of land ownership. Besides, Croatian tourism is still mostly of a seasonal character which is caused by a number of problems such as poor direct air links between its destinations and generating markets and an inadequate and insufficiently attractive offer of destinations in the off-season period. Under these circumstances, most Croatian hotel companies are coping with mere survival in the market. This is why most of them are unwilling to implement formal systems of environmental management, justifying their decision with reasons of high initial costs. The exceptions are the hotels operating within international chains whose ecologically oriented operation is the basic element of their competitive strategy.

A very recent study of the Croatian lodging sector revealed that only a third (33.3%) of the sampled hotels have a formal, written environmental policy (Petrić & Pranić, 2009). Moreover, Croatian hoteliers have positive attitudes towards the potential benefits arising from environmentally-oriented hotel management, including increased profitability, increased employee and guest satisfaction, improved relations with the local community, improved public relations, and the development of competitive advantage. Although all six of the potential benefits from eco-management received positive attitude ratings, the questions related to increased customer satisfaction, providing marketing advantage, and helping with PR were rated higher than other attitude questions.

Some hotels in Croatia implement informal measures of environmental management directed primarily at curbing energy and water consumption. For example, the Croatian Association of Small and Family Hotels provides training for its members in the implementation of

njezinim članovima. Suraduje i s Hrvatskim centrom za čistiju proizvodnju, koji je 2006. godine pokrenuo pilot projekt o mogućnostima uštede u hrvatskim hotelima uz provedbu mjera za zaštitu okoliša (CRO-CPC, 2006).

Treba primijetiti da se ni jedan hrvatski zakon ne bavi pitanjem korištenja resursa u hotelskoj industriji. To pitanje uređuje nekoliko zakona vezanih za zaštitu okoliša i industriju. Zakoni vezani za zaštitu okoliša bave se korištenjem čimbenika okoliša, poput vode, zemlje, mora, itd. Industrijski zakoni, za razliku od zakona za zaštitu okoliša koji imaju općenito usmjerenje, uređuju postupanje s određenim prirodnim izvorima, i to u određenim industrijskim granama (poput poljoprivrede, ribarstva, itd). Jasno je da se poslovanje turističke industrije (a tako i hotelske industrije) temelji na raznim prirodnim i kulturnim izvorima te da mora biti u skladu s osnovnim načelima zaštite okoliša koje uređuju ti zakoni, a posebno Zakon o zaštiti okoliša (Narodne novine (NN) br. 82/1994, 110/2007). Prema ovom zakonu (čl. 150-158), sve pravne osobe (uključujući hotele) odgovorne su za štetu prouzročenu onečišćenjem ako je ona rezultat njihova poslovanja ili nemara. U nekom hotelu, primjerice, može se raditi o ispuštanju raznih ulja, mazuta ili fekalija u vodu, ispuštanju plina u okoliš, raspršivanju azbestne prašine itd. U takvim slučajevima hotel ne samo da namiruje vlastitu štetu već treba pokriti i sve troškove mjera za otklanjanje onečišćenja.

Kad govorimo o mjerama za poticanje provedbe ekoloških inicijativa i općih politika zaštite okoliša u trgovačkim društvima (uključujući hotele), zakon pruža mogućnost uređivanja pogodnosti, poreznih poticaja i izuzeća od plaćanja pristojbi onim subjektima koji koriste manje štetne postupke proizvodnje (primjerice, koriste alternativne izvore energije ili opremu i uređaje koji ne štete okolišu), te onima koji organiziraju zbrinjavanje korištenih uređaja ili njihovih dijelova, korištenih proizvoda i njihove ambalaže, ili koriste druge načine smanjivanja negativnih

these measures and in environmental management in general, and strives to establish an environmental quality mark to be awarded to its members. It also collaborates with the Croatian Centre for Clean Production which in 2006 started a pilot project on the possibilities for savings in Croatian hotels through the implementation of environmental measures (CRO-CPC, 2006).

It is to be noted that no Croatian law deals with the issue of the use of resources in the hotel industry. The issue is defined in a number of environmental and industry laws. Environment laws deal with the usage of environment factors such as water, soil, the sea, etc. Industry laws, unlike environment laws directed towards general issues, regulate the treatment of specific natural resources, and in particular industries (such as agriculture, fishing, etc.). It is obvious that the operation of the tourism industry (and thus also of the hotel industry) is based on various natural and cultural resources and that it has to comply with the basic principles of environment protection covered in these laws, and particularly by the Act on Environmental Protection (Official Gazette (OG) nos. 82/1994, 110/2007). According to this act (Arts. 150-158), all legal entities (including hotels) are liable for the damage caused by pollution if this results from their operations or negligence. In a hotel, this can be, for instance, the emission of oil, mazut, or excrement into the water, the emission of gas into the atmosphere, the dispersion of asbestos dust, etc. In such cases, the hotel not only settles its own damage but also covers all the costs caused by measures taken to eliminate pollution.

As for measures stimulating the implementation of ecological initiatives and general environmental policy in companies (including hotels), the law provides the possibility to regulate benefits, tax incentives, and exemptions from tariffs for those entities that use less detrimental production procedures (for example, the use of alternative energy resources, the use of environment friendly equipment and appliances) and those that organise the disposal of used appliances or parts of

učinaka na okoliš (82/1994, 110/2007) provedbe politike trgovačkih društava njezinih načela od slovo na papiru.

Moguće odredni pitanjima zaštite

Iako se stavovi ho okoliša smatraju v moguće odredni pitanjima zaštite rezultata do sada naslutiti da stavov zaštite okoliša m raznih karakteris je njegova veličir sezonsko obiljež vlasništva. Primj postoji veza izm zaštitu okoliša i veličine, kategor Pranić, 2009). Ij istraživanja hote sur., 1992) i Ško

U smislu veličir obično susreću osviještenost o prepreke, nepri itd.), takvi bi ho okoliša (Tilley, između veličin 1998), hoteli v zvjezdica) treb osviještene sta dokazi koji po hoteli snažnije okoliša nego u obzirom na vr prima poslovt odmoru) mog Slično, hoteli brinuti o oko

učinaka na okoliš (Zakon o zaštiti okoliša, NN br. 82/1994, 110/2007). Sigurno je da će bez sustavne provedbe politike zaštite okoliša i bez poticanja trgovačkih društava i hotela da se pridržavaju njezinih načela održivi razvoj ostati samo mrtvo slovo na papiru.

Moguće odrednice stavova hotelijera prema pitanjima zaštite okoliša

Iako se stavovi hotelijera prema pitanjima zaštite okoliša smatraju važnima (Deng i sur., 1992), moguće odrednice stavova hotelijera prema pitanjima zaštite okoliša nisu toliko jasne. Neki od rezultata do sada provedenih istraživanja daju naslutiti da stavovi hotelijera prema pitanjima zaštite okoliša mogu i ne moraju biti funkcija raznih karakteristika smještajnog objekta, kao što je njegova veličina, kategorija, lokacija, namjena, sezonsko obilježje, godine poslovanja i vrsta vlasništva. Primjerice, čini se da u Hrvatskoj postoji veza između postojanja pismene politike za zaštitu okoliša i karakteristika hotela, poput veličine, kategorije i vrste vlasništva (Petrić i Pranić, 2009). Ipak, to je u suprotnosti s nalazima istraživanja hotela provedenog u Kanadi (Deng i sur., 1992) i Škotskoj (Kirk, 1998).

U smislu veličine, s obzirom da se manji hoteli obično susreću s većim ograničenjima (npr. niska osviještenost o zaštiti okoliša, ekonomske prepreke, neprimjerena institucionalna podrška itd.), takvi bi hoteli mogli biti manje skloni zaštiti okoliša (Tilley, 1999). S obzirom na snažnu vezu između veličine hotela i njegove kategorije (Kirk, 1998), hoteli visoke kategorije (npr. 4 do 5 zvjezdica) trebali bi jednako tako iskazivati jače osviještene stavove o zaštiti okoliša. Postoje i neki dokazi koji podržavaju tezu da mali gradski/ruralni hoteli snažnije podržavaju opće politike zaštite okoliša nego urbani hoteli (Deng i sur., 1992). S obzirom na vrstu gostiju, hotel koji uglavnom prima poslovne putnike (za razliku od putnika na odmoru) mogao bi voditi manju brigu o okolišu. Slično, hoteli koji posluju sezonski mogli bi više brinuti o okolišu od hotela koji posluju tijekom

appliance, used products and their packaging, or use other ways to reduce the negative effects on the environment (Act on Environmental Protection, OG nos. 82/1994, 110/2007). It is certain that without the systematic implementation of an environmental policy, and if companies and hotels are not stimulated to adhere to its principles, sustainable development will just be hollow words.

Possible Determinants of Hoteliers' Attitudes Towards Environmental Issues

While the attitudes of hoteliers towards environmental issues appear important (Deng et al., 1992), the possible determinants of hoteliers' attitudes to environmental issues seem less straightforward. Some of the findings from existing research suggest that hoteliers' attitudes towards environmental issues may or may not be a function of various characteristics of the lodging facility, such as its type, size, quality rating, location, trip motive, seasonality, years in business, and ownership type. For instance, in Croatia there appears to be an association between the presence of a written eco-policy and the characteristics of the hotel, such as size, quality rating, and ownership type (Petrić & Pranić, 2009). Yet, this is in contrast to the survey findings of hotels in Canada (Deng et al., 1992) and Scotland (Kirk, 1998).

In terms of size, since smaller hotels generally face greater constraints (i.e., low environmental awareness, economic barriers, inadequate institutional support, etc.), they may be less prone to protect the environment (Tilley, 1999). Given the usually strong association between the size of the hotel and its quality rating (Kirk, 1998), hotels with superior quality (e.g., 4 to 5 stars) should similarly exhibit more environmentally conscious attitudes. There is also some evidence supporting the notion that small town/rural hotels are more in favour of general environmental policies than their urban counterparts (Deng et al., 1992). With respect to guest type, a hotel catering mostly to business travellers (as opposed to leisure travellers) may perhaps display less concern for

cijele godine (Petrić & Pranić, 2009). Osim toga, hoteli s dužom tradicijom mogli bi biti osjetljiviji prema zaštiti okoliša u svrhu zaštite svojih dugoročnih interesa (npr. kako bi očuvali upravo ono što privlači turiste). Konačno, moglo bi se očekivati da postoji razlika u stavovima vezanim za zaštitu okoliša između nezavisnih hotela i onih u sklopu lanca hotela (Bohdanowicz, 2005; Green Flag for Greener Hotels, 2001).

HIPOTEZE ISTRAŽIVANJA

U skladu s ciljevima našeg istraživanja, i na temelju prethodnih rasprava, slijede glavne hipoteze ovog istraživanja, kao i određeni broj podhipoteza:

- H1: Postoji odnos između stavova hotelijera prema odabranim pitanjima zaštite okoliša i karakteristika hotela;
- H1a: Postoji odnos između stavova hotelijera prema odabranim pitanjima zaštite okoliša i vrste smještaja;
- H1b: Postoji odnos između stavova hotelijera prema odabranim pitanjima zaštite okoliša i veličine hotela;
- H1c: Postoji odnos između stavova hotelijera prema odabranim pitanjima zaštite okoliša i kategorije hotela;
- H1d: Postoji odnos između stavova hotelijera prema odabranim pitanjima zaštite okoliša i lokacije hotela;
- H1e: Postoji odnos između stavova hotelijera prema odabranim pitanjima zaštite okoliša i vrste gostiju;
- H1f: Postoji odnos između stavova hotelijera prema odabranim pitanjima zaštite okoliša i sezonskog poslovanja;
- H1g: Postoji odnos između stavova hotelijera prema odabranim pitanjima zaštite okoliša i vrste vlasništva;

the environment. Similarly, seasonal hotels may be more worried about the environment than hotels operating all year round (Petrić & Pranić, 2009). In addition, longer established hotels could be more sensitive to environmental protection as a way to protect their long-term interests (i.e., to retain what attracts tourists). Finally, one may also expect a difference in environmental attitudes between independent and chain-owned hotels (Bohdanowicz, 2005; Green Flag for Greener Hotels, 2001).

RESEARCH HYPOTHESES

In line with the goals of our study, and based on the previous discussion, this study's main research hypothesis and a number of sub-hypotheses are as follows:

- H1: There is a relationship between hoteliers' attitudes towards selected environmental issues and the characteristics of the hotel;
- H1a: There is a relationship between hoteliers' attitudes towards selected environmental issues and lodging type;
- H1b: There is a relationship between hoteliers' attitudes towards selected environmental issues and hotel size;
- H1c: There is a relationship between hoteliers' attitudes towards selected environmental issues and hotel quality;
- H1d: There is a relationship between hoteliers' attitudes towards selected environmental issues and hotel location;
- H1e: There is a relationship between hoteliers' attitudes towards selected environmental issues and guest type;
- H1f: There is a relationship between hoteliers' attitudes towards selected environmental issues and the seasonality of operations;

H1h: Postoji odnos između stavova hotelijera prema zaštiti okoliša i vrste vlasništva;

METODOLOGIJA

Okvir za uzorkovanje obuhvatio je 671 apart-hotela [11], apartmani [52] u godini, čije je podjelo Turizma (MINT) obuhvatio je ukupno uzorkovanje), uključujući apart-hotela, 46 apartmana. Odabir nasumično je obavljen *Research Random* provedeno tijekom

Upitnik je izradjen literature i ocijenjen društvena istraživanja provjera ankete nakon koje se u samo nekoliko upitnika bio je smjernicama za (2000). Tako je upitnik, ispitanik u kojoj je naveo datum najavljen povećati stopa putem elektroprograma *Ma* privatnosti ispitanika e-p

Glavnim upitnik za saradnju Prvi dio upitnika višestrukog istraživanja karakteristika (hotel, apartman) veličine (mal

H1h: Postoji odnos između stavova hotelijera prema odabranim pitanjima zaštite okoliša i duljine poslovanja hotela.

METODOLOGIJA

Okvir za uzorkovanje u ovom istraživanju obuhvatio je 671 smještajnu jedinicu (hoteli [562], aparthoteli [11], turistička naselja [46] i turistički apartmani [52]) u Hrvatskoj u siječnju 2009. godine, čije je podatke osiguralo Ministarstvo Turizma (MINT). Stvarni uzorak istraživanja obuhvatio je ukupno 310 objekata (46% okvira za uzorkovanje), uključujući 210 hotela, 11 aparthotela, 46 turističkih naselja i 52 turistička apartmana. Od ukupno 562 hotela, njih 210 nasumično je odabrano korištenjem programa *Research Randomizer* (2009). Istraživanje je provedeno tijekom veljače i ožujka 2009. godine.

Upitnik je izrađen uz pomoć mjerodavne literature i ocijenjen od strane dvoje stručnjaka za društvena istraživanja. Provedena je prethodna provjera ankete u dva hotela (malom i velikom), nakon koje se ukazala potreba za ispravljanjem samo nekoliko pravopisnih pogrešaka. Izgled upitnika bio je u skladu s prihvaćenim smjernicama za elektronske ankete (Dillman, 2000). Tako je, prije slanja posljednje verzije upitnika, ispitanicima poslana elektronska poruka u kojoj je navedeno podrijetlo, opseg, narav i datum najavljenog upitnika, kako bi se pokušala povećati stopa odgovora na upitnik. Dopisivanje putem elektronske pošte provedeno je uz pomoć programa *Mail Merge Wizard* u svrhu osiguranja privatnosti ispitanika te izbjegavanja masovnih primitaka e-poruka.

Glavnim upraviteljima odabranih hotela poslan je upitnik za samoispunjavanje na hrvatskom jeziku. Prvi dio upitnika sadržavao je 7 pitanja tipa višestrukog izbora s ponuđenim odgovorima o karakteristikama hotela, poput vrste smještaja (hotel, aparthotel, turističko naselje ili apartman), veličine (mali [≤50 soba/jedinica], srednji [51-100]

H1g: There is a relationship between hoteliers' attitudes towards selected environmental issues and ownership type;

H1h: There is a relationship between hoteliers' attitudes towards selected environmental issues and the length of time that a hotel has been in business.

METHODOLOGY

The sampling frame for this study comprises 671 lodging units (hotels [562], aparthotels [11], tourist resorts [46] and tourist apartments [52]) located in Croatia in January 2009, courtesy of Croatia's Ministry of Tourism (MINT). The actual study sample totalled 310 facilities (46% of the sampling frame), including 210 hotels, 11 aparthotels, 46 tourist resorts and 52 tourist apartments. The 210 hotels in the sample were randomly selected among 562 hotels using the *Research Randomizer* (2009). The study was carried out during February and March 2009.

The questionnaire was developed through a review of related literature and evaluated by two social science research experts. The survey was pre-tested on two hotels (one small and one large), following which only the correction of a few typographical errors was required. The questionnaire design followed the established guidelines for mail surveys (Dillman, 2000). Thus, prior to mailing the final version of the survey, an email informing the respondents about the source, scope, nature, and date of the approaching survey was sent in an attempt to improve the survey response rate. The email correspondence was conducted using the *Mail Merge Wizard*, so as to assure respondent privacy and to avoid the appearance of mass emailing.

A two-page self-completion questionnaire written in Croatian was mailed to the General Managers of the sampled hotels. The first part of the survey included 7 multiple-choice questions about hotel

ili veliki [>100]), kategorije (2-5 zvjezdica), lokaliteta (obala, grad, ruralno područje, autocesta, zračna luka, ili drugo), vrste gostiju (odmor, posao, ili drugo), sezonske naravi (sezonsko ili tijekom cijele godine) i vrste vlasništva (nezavisno ili u sklopu lanca). U ovom dijelu ankete nalazilo se i otvoreno pitanje o duljini poslovanja hotela na koje su ispitanici morali odgovoriti.

Drugi dio upitnika sadržavao je mjerilo od 8 točaka za mjerenje stavova u odnosu na pitanja zaštite okoliša, uključujući sedam točaka usvojenih iz prethodnog istraživanja (Deng i sur., 1992) te jednu novu točku. Konkretno, ispitanici su morali ocijeniti 8 izjava koje su se odnosile na sljedeća pitanja: (1) potrebu za učinkovitim korištenjem prirodnih izvora; (2) potrebu za očuvanjem kulturne baštine; (3) potrebu za očuvanjem stila arhitekture; (4) potrebu za većom kontrolom izgradnje; (5) potrebu za očuvanjem lokalnih krajobrazza; (6) mišljenje o prenapučenosti lokalnog okoliša; (7) potrebu za boljom provedbom mjera i politika vezanih za očuvanje i zaštitu okoliša; i (8) mišljenje o tome ograničavaju li politike za zaštitu okoliša razvoj poduzetništva. Sve su izjave ocijenjene na Likertovoj ljestvici od 5 točaka, u rasponu od 1 (*uopće se ne slažem*) do 5 (*potpuno se slažem*).

REZULTATI

Od 310 hotela kojima je upitnik poslan elektronskom poštom, vraćen je 81 korisni upitnik, što predstavlja omjer odgovora od 26%.

Vrsta uzorka

Od 81 smještajnog objekta koji je vratio ispunjeni upitnik, većina njih bili su hoteli (66 ili 81,5%), nakon čega su slijedili turistički apartmani (6 ili 7,4%), turistička naselja (5 ili 6,2%), i aparthoteli (4 ili 4,9%). Posljednje tri skupine spojene su u svrhu daljnje analize, pa su dobivene dvije skupine – hoteli (66 ili 81,5%) i ostali smještajni objekti (15 ili

characteristics, such as lodging type (hotel, aparthotel, tourist resort or tourist apartment), size (small [≤ 50 rooms/units], medium [51-100] or large [> 100]), quality rating (2-5 stars), location (coastal, city, rural, highway, airport or other), guest type (leisure, business or other), seasonality of operations (seasonal or all year round), and ownership type (independent or chain-operated). This section of the survey also included an open question about the length of time that the hotel has been in business that the respondent had to answer.

The second section of the questionnaire featured an 8-item measure of attitude toward environmental issues, including seven items adopted from previous research (Deng et al., 1992) and one new item. Specifically, respondents rated eight statements in relation to the following issues: (1) the need to use natural resources efficiently; (2) the need to preserve the cultural heritage; (3) the need to preserve architectural style; (4) the need for greater control over building and construction; (5) the need to preserve local landscapes; (6) the perception that the local environment is overcrowded; (7) the need for better enforcement of environmental conservation and protection measures and policies; and (8) the perception that existing environmental protection policies restrict business development. All statements were rated on a 5-point Likert scale, ranging from 1 (*strongly disagree*) to 5 (*strongly agree*).

RESULTS

Of the 310 questionnaires mailed, 81 usable surveys were returned, representing an overall response rate of 26%.

The Nature of the Sample

Of the 81 lodging units that returned the survey, the majority were hotels (66 or 81.5%), followed by tourist apartments (6 or 7.4%), tourist resorts (5 or 6.2%), and aparthotels (4 or 4.9%). Thus, the latter three groups were merged together for

18,5%). U odnosu na skupine – mali hoteli (≤ 50 soba), srednji hoteli (51-100 soba) i veliki hoteli (> 50 soba) odnosu na kategoriju kvalitete, 3 zvjezdice, dok ih je 50% 2 zvjezdice. U odnosu na vrstu hotela na obali te 39%. S obzirom na vrstu usluge, uglavnom ugošćuju gosti na odmoru (50% ili 28 ili 35,9%). Ana većina hotela (46 ili 57%) su u vlasništvu, 58 (71,4%) u sklopu hotelskog lanca. Hotela pokazala je uz veliki broj "mlađih" hotela (83%), a najviše 123 godine vrijednosti medija (godina) hoteli su u daljnju analizu: 40% ili 48 godina, a koje smatraju starim hotelima (48.1%) koje nazivaju starim hotelima.

Stavovi prema karakteristikama hotela

Srednja vrijednost od osam pitanja prikazana u Tablici 1. Prema rezultatima, snažno slaganje s izjavama o zaštiti okoliša. Trenutnog osjećaja za okoliš u današnjoj Hrvatskoj.

Radi testiranja pretpostavljene karakteristike hotela zaštitu okoliša, kriterij Whitneyevi U test podaci prekršili normalnu distribuciju podataka uz pomoć histograma pokazano Guassianovom.

18,5%). U odnosu na veličinu, formirane su dvije skupine – *mali hoteli* (≤ 50 soba: 37 hotela ili 45,7%) i *veliki hoteli* (> 50 soba: 44 hotela ili 54,3%). U odnosu na kategoriju, bilo je 61 (76,2%) *hotela s 2-3 zvjezdice*, dok ih je 19 (23,8%) imalo 4-5 *zvjezdica*. U odnosu na lokaciju, bilo je 40 (50,6%) *hotela na obali* te 39 (49,4%) *gradskih/urbanih hotela*. S obzirom na vrstu gostiju koju određeni hotel uglavnom ugošćuje, pojavile su se dvije skupine: *gosti na odmoru* (50 ili 64,1%) i *poslovni/ostali gosti* (28 ili 35,9%). Analiza je dalje pokazala da je većina hotela (46 ili 56,8%) otvorena *tijekom cijele godine*, dok ih je 35 (43,1%) *sezonskih*. U odnosu na vlasništvo, 58 (71,6%) ih je *nezavisno*, a 23 (28,4%) *u sklopu hotelskog lanca*. Analiza duljine poslovanja hotela pokazala je da postoji nejednaka raspodjela uz veliki broj “mladih” (≤ 50 godina poslovanja) hotela (83%), a nakon toga široki raspon hotela s najviše 123 godine poslovanja. Na temelju vrijednosti medijana godine starosti hotela (25 godina) hoteli su podijeljeni u dvije skupine za daljnju analizu: 40 hotela (51,9%) koji posluju ≤ 25 godina, a koje smo nazvali *mladim hotelima*, te 37 hotela (48,1%) koji posluju > 25 godina, a koje smo nazvali *starim hotelima*.

Stavovi prema pitanjima zaštite okoliša i karakteristike hotela

Srednja vrijednost rezultata i postotaka za svako od osam pitanja vezanih za stavove prikazani su u Tablici 1. Prema očekivanjima, uzorak je izrazio snažno slaganje s općom potrebom očuvanja i zaštite okoliša. Takav je nalaz najvjerojatnije odraz trenutnog osjećaja prema pitanjima zaštite okoliša u današnjoj Hrvatskoj.

Radi testiranja postoji li kakva veza između karakteristika hotela i stavova prema pitanjima zaštite okoliša, korišteni su neparametrijski Mann-Whitneyevi U testovi (M-W U), s obzirom da su podaci prekršili dvije glavne pretpostavke – normalnu distribuciju i jednakost varijanci. Provjera podataka uz pomoć Kolmogorov-Smirnovog testa i histograma pokazala je da podaci nisu u skladu s Guissianovom distribucijom, tj. da ne postoji

subsequent analysis, yielding two groups – *hotels* (66 or 81.5%) and *other lodging facilities* (15 or 18.5%). In terms of size, two groups were evident – *small hotels* (≤ 50 rooms: 37 hotels or 45.7%) and *large hotels* (> 50 rooms: 44 hotels or 54.3%). In relation to quality rating, 61 (76.2%) were 2-3 *star hotels*, while 19 (23.8%) were 4-5 *star hotels*. With regard to location, there were 40 (50.6%) *coastal hotels* and 39 (49.4%) *city/urban/other hotels*. As far as the type of guests mainly served by a particular hotel, two groups emerged: *leisure guests* (50 or 64.1%), and *business/other guests* (28 or 35.9%). The analysis further revealed that the majority of hotels (46 or 56.8%) were open *all year round*, while 35 (43.1%) were *seasonal*. In terms of ownership, 58 (71.6%) were *independent* and 23 (28.4%) were *chain-affiliated* hotels. The analysis of the length of time that a hotel had been in business showed that there was a skewed distribution with a large number of “younger” (≤ 50 years in business) hotels (83%), and then a broad distribution of hotels with up to a maximum of 123 years in business. Based on the median value of the years that a hotel had been in business (25 years), hotels were divided into two groups for further analysis: 40 hotels (51.9%) with ≤ 25 years in business, referred to as *young hotels*, and 37 hotels (48.1%) with > 25 years in business, referred to as *old hotels*.

Attitude to Environmental Issues and Hotel Characteristics

The mean scores and percentages for each of the eight attitude questions are shown in Table 1. As expected, the sample expressed strong agreement on the general need to conserve and protect the environment. This finding most likely mirrors the current sentiment towards environmental issues in contemporary Croatia.

To test if there is any relationship between the characteristics of the hotel and attitudes towards environmental issues, nonparametric Mann-Whitney U (M-W U) tests were used since the data violated two major assumptions - normal distribution and equality of variances. Inspection

TABLICA 1. STAVOVI HOTELIJERA PREMA PITANJIMA ZAŠTITE OKOLIŠA
TABLE 1. HOTELIERS' ATTITUDES TOWARDS ENVIRONMENTAL ISSUES

PITANJE / ISSUE	UOPĆE SE NE SLAŽEM / STRONGLY DISAGREE			POTPUNO SE SLAŽEM / STRONGLY AGREE		SR. VR. ² / MEAN ²	MJESTO / RANK	N
	1	2	3	4	5			
Potreba za učinkovitim korištenjem prirodnih izvora / The need to use natural resources efficiently	0,0 ¹	0,0	0,0	1,3	98,8	4,99	1	80
Potreba za očuvanjem baštine / The need to preserve heritage	0,0	0,0	0,0	2,5	97,5	4,98	2	81
Potreba za kontrolom gradnje / The need for control over construction	0,0 ¹	0,0	3,8	13,9	82,3	4,78	3	79
Potreba za zaštitom krajobraza / The need to protect landscape	0,0	1,3	1,3	17,5	80,0	4,76	4	80
Potreba za zaštitom arhitekture / The need to preserve architecture	0,0	0,0	6,2	23,5	70,4	4,64	5	81
Potreba za provedbom ekoloških politika / The need for enforcement of eco-policies	0,0	2,5	8,6	18,5	70,4	4,57	6	81
Postoji prenapučenost / Overcrowding exists	13,8	22,5	26,3	15,0	22,5	3,10	7	80
Važeće politike koče razvoj turizma / Current policies inhibit tourism development	25,9	12,3	35,8	17,3	8,6	2,70	8	81

¹ Valjani % / Valid %

² Srednja vrijednost od 1 = uopće se ne slažem do 5 = potpuno se slažem / Mean ranging from 1 = strongly disagree to 5 = strongly agree

normalna distribucija. Na sličan način, s obzirom da je Leveneov test pokazao da populacijske varijance nisu jednake, prekršena je pretpostavlja jednakosti varijanci. Zbog toga je odabran M-W U test te su podaci analizirani pomoću Statističkog programa za društvene znanosti (SPSS).

Matrica rezultata na temelju ove analize (Tablica 2) pokazuje da karakteristike hotela uglavnom ne utječu na stavove prema pitanjima zaštite okoliša. Međutim, primijećeno je malo konkretnih statistički značajnih razlika. Primjerice, sezonske smještajne jedinice jače su se zalagale za bolju provedbu mjera i politika očuvanja i zaštite okoliša nego hoteli koji posluju tijekom cijele godine. Ova

of the data using the Kolmogorov-Smirnov test and histogram revealed that the data do not follow the Gaussian distribution, that is, they are not normally distributed. Similarly, since the Levene test indicated that the population variances are not equal, the equality of variances assumption was violated. Thus, the M-W U test was selected and data were analysed using the Statistical Program for Social Sciences (SPSS).

The matrix of results based on this analysis (Table 2) shows that hotel characteristics generally do not affect attitudes towards environmental issues. However, there were a few specific statistically significant differences. For

još nekoliko razlika
Tablici 2. Sve u sve
i Tablici 2 pokazuj
podrška ni za jednu

ZAKLJUČCI I IMP

U ovom se članku
prema odabranim
hrvatskom smješta
učinci odabranih k
prema pitanjima z
je izrazio snažnu p
pitanjima zaštite o
karakteristike hot
veličine, kategorij
obilježja, vlasništ

TABLICA 2. ODN
TABLE 2. RELAT
TOČKA / ITEM

Učinkovito koriš	Use resources ef
Očuvanje baštir	Preserve heritag
Kontrola gradnj	Control constru
Očuvanje krajo	Protect landscap
Očuvanje arhit	Preserve archit
Provedba eko-	Enforce eco-po
Postoji prenap	Overcrowding
Važeće politik	Current polici
N	

i još nekoliko razlika označene su zvjezdicom u Tablici 2. Sve u svemu, međutim, nalazi prikazani u Tablici 2 pokazuju da većinom ne postoji podrška ni za jednu od 8 hipoteza.

ZAKLJUČCI I IMPLIKACIJE

U ovom se članku empirijski proučavaju stavovi prema odabranim pitanjima zaštite okoliša u hrvatskom smještajnom sektoru. Istražuju se i učinci odabranih karakteristika hotela na stavove prema pitanjima zaštite okoliša. Općenito, uzorak je izrazio snažnu pozitivnu sklonost prema pitanjima zaštite okoliša. Uglavnom, karakteristike hotela, poput vrste smještaja, veličine, kategorije, vrste gostiju, sezonskog obilježja, vlasništva i duljine poslovanja hotela,

instance, seasonal lodging units were more in favour of better enforcement of environmental conservation and protection measures and policies than hotels operating all year round. This and a few other differences are marked by an asterisk in Table 2. Overall, however, the findings presented in Table 2 suggest that all eight hypotheses appear mostly unsupported.

CONCLUSIONS AND IMPLICATIONS

This article has empirically examined the attitudes towards selected environmental issues in the Croatian lodging sector. It has also investigated the effects of selected hotel characteristics on attitudes to environmental issues. Generally, the sample expressed a strong positive sentiment

TABLICA 2. ODNOS IZMEĐU KARAKTERISTIKA HOTELA I STAVOVA O PITANJIMA ZAŠTITE OKOLIŠA

TABLE 2. RELATIONSHIP BETWEEN HOTEL CHARACTERISTICS AND ATTITUDES TO ENVIRONMENTAL ISSUES

TOČKA / ITEM	VRSTA SMJEŠTAJA / LODGING TYPE				VELIČINA / SIZE			
	Hotel	Ostalo	M-W U	p	Veliki	Mali	M-W U	p
	\bar{X}^1	\bar{X}	vrijednost / M-W U		\bar{X}	\bar{X}	vrijednost / M-W U	
	Hotel	Other	M-W U		Large	Small	M-W U	
	\bar{X}^1	\bar{X}	value		\bar{X}	\bar{X}	value	
Učinkovito korištenje izvora / Use resources efficiently	4,98	5,00	480.000	,631	5,00	4,97	770.000	,269
Očuvanje baštine / Preserve heritage	4,98	4,93	469.500	,249	5,00	4,95	770.000	,121
Kontrola gradnje / Control construction	4,65	4,60	447.000	,465	4,75	4,51	678.000	,107
Očuvanje krajobraza / Protect landscape	4,78	4,79	439.000	,757	4,95	4,59	559.000	,001*
Očuvanje arhitekture / Preserve architecture	4,74	4,86	428.000	,535	4,84	4,68	623.500	,017*
Provedba eko-politika / Enforce eco-policies	2,92	3,93	268.000	,012*	3,21	2,97	720.500	,459
Postoji prenapučenost / Overcrowding exists	4,50	4,87	387.000	,102	4,68	4,43	683.500	,123
Važeće politike koče turizam / Current policies inhibit tourism	2,62	3,07	386.500	,171	2,57	2,86	708.500	,299
N	66	15			44	37		

TOČKA / ITEM	KATEGORIJA / QUALITY RATING				VELIČINA / SIZE			
	2-3 zvjezdice	4-5 zvjezdica	M-W U	p	Obala	Ostalo	M-W U	p
	\bar{X} / 2-3 stars \bar{X}	\bar{X} / 4-5 stars \bar{X}	vrijednost / M-W U value		\bar{X} / Coast \bar{X}	\bar{X} / Other \bar{X}	vrijednost / M-W U value	
Učinkovito korištenje izvora / Use resources efficiently	5,00	4,95	540.000	,076	5,00	4,97	741.000	,317
Očuvanje baštine / Preserve heritage	4,97	5,00	560.500	,427	4,95	5,00	741.000	,160
Kontrola gradnje / Control construction	4,61	4,74	513.500	,352	4,75	4,51	645.000	,100
Očuvanje krajobraza / Protect landscape	4,78	4,79	543.500	,767	4,85	4,71	660.000	,218
Očuvanje arhitekture / Preserve architecture	4,77	4,74	560.500	,876	4,90	4,62	600.500	,023*
Provedba eko-politika / Enforce eco-policies	2,92	3,63	406.000	,054	3,33	2,90	624.500	,164
Postoji prenapučenost / Overcrowding exists	4,57	4,58	564.000	,826	4,65	4,46	687.500	,262
Važeće politike kočte turizam / Current policies inhibit tourism	2,64	2,84	523.500	,511	2,65	2,77	735.000	,647
N	61	19			40	39		

TOČKA / ITEM	VRSTA GOSTIJU / GUEST TYPE				SEZONSKA NARAV / SEASONALITY			
	Odmor	Poslovno	M-W U	p	Non stop	Sezonski	M-W U	p
	\bar{X} / Leisure \bar{X}	i ostalo \bar{X} / Business & other \bar{X}	vrijednost / M-W U value		\bar{X} / Non stop \bar{X}	\bar{X} / Seasonal \bar{X}	vrijednost / M-W U value	
Učinkovito korištenje izvora / Use resources efficiently	4,98	5,00	609.500	,514	4,98	5,00	770.000	,378
Očuvanje baštine / Preserve heritage	4,96	5,00	609.500	,357	5,00	4,94	759.000	,103
Kontrola gradnje / Control construction	4,71	4,43	507.500	,090	4,59	4,71	739.000	,431
Očuvanje krajobraza / Protect landscape	4,80	4,74	620.000	,987	4,76	4,82	724.000	,541
Očuvanje arhitekture / Preserve architecture	4,83	4,70	558.000	,307	4,67	4,88	666.000	,104
Provedba eko-politika / Enforce eco-policies	3,22	2,70	482.500	,114	2,83	3,47	574.500	,039*
Postoji prenapučenost / Overcrowding exists	4,60	4,52	631.000	,983	4,48	4,69	674.500	,121
Važeće politike kočte turizam / Current policies inhibit tourism	2,69	2,74	609.000	,789	2,83	2,54	698.000	,290
N	50	28			46	35		

TOČKA / ITEM
Učinkovito korištenje izvora / Use resources efficiently
Očuvanje baštine / Preserve heritage
Kontrola gradnje / Control construction
Očuvanje krajobraza / Protect landscape
Očuvanje arhitekture / Preserve architecture
Provedba eko-politika / Enforce eco-policies
Postoji prenapučenost / Overcrowding exists
Važeće politike kočte turizam / Current policies inhibit tourism
N

¹ Srednja vrijednost od 1 =
Mean ranging from 1 =
* Značajno p < ,05 / Significant

nisu značajno promijenili
zaštiti okoliša.

Iako su u nekoliko slučajeva
značajni učinci karaktera
prema pitanjima za
razlika su vjerojatno
posljedica. Primjeri
statistički značajan
očuvanju lokalne arhitekture
vrijednosti za dvije
hotele i 4,68 za male
skupine snažno potiču
arhitekture. Zato su
razlike odnose na
o protivljenju zaštiti

S obzirom da je ovo
prva i najvažnija t

W U jednost / W U se	P	TOČKA / ITEM	VLASNIŠTVO / OWNERSHIP				DULJINA POSLOVANJA / YEARS IN BUSINESS			
			Lanac \bar{X} / Chain \bar{X}^1	Nezavisni \bar{X} / Independent \bar{X}	M-W U vrijednost / M-W U value	p	? 25 \bar{X} / ? 25 \bar{X}	? 26 \bar{X} / ? 26 \bar{X}	M-W U vrijednost / M-W U value	p
			1.000	,317	Učinkovito korištenje izvora / Use resources efficiently	5,00	4,98	644.000	,525	4,97
1.000	,160	Očuvanje baštine / Preserve heritage	4,96	4,98	649.500	,495	4,95	5,00	703.000	,171
1.000	,100	Kontrola gradnje / Control construction	4,70	4,62	657.000	,896	4,58	4,68	704.000	,651
1.000	,218	Očuvanje krajobraza / Protect landscape	4,87	4,75	597.000	,445	4,63	4,94	527.000	,007*
1.500	,023*	Očuvanje arhitekture / Preserve architecture	4,83	4,74	596.000	,363	4,75	4,78	650.000	,292
1.500	,164	Provedba eko-politika / Enforce eco-policies	3,48	2,95	513.500	,122	3,13	3,19	695.000	,790
1.500	,262	Postoji prenapučenost / Overcrowding exists	4,78	4,48	546.000	,114	4,45	4,65	692.000	,549
1.500	,647	Važeće politike kočje turizam / Current policies inhibit tourism	2,43	2,81	557.500	,234	2,98	2,54	598.500	,135
		N	23	58			40	37		

¹ Srednja vrijednost od 1 = uopće se ne slažem do 5 = potpuno se slažem /
Mean ranging from 1 = strongly disagree to 5 = strongly agree

* Značajno $p < ,05$ / Significant at $p < ,05$

nisu značajno promijenile snagu sklonosti prema zaštiti okoliša.

Iako su u nekoliko navrata primijećeni statistički značajni učinci karakteristika hotela na stavove prema pitanjima zaštite okoliša, neke od tih razlika su vjerojatno imale malo praktičnih posljedica. Primjerice, dok je veličina hotela statistički značajan prediktor podrške hotelijera očuvanju lokalne arhitekture, dobivene srednje vrijednosti za dvije veličine hotela (4,84 za *velike hotele* i 4,68 za *male hotele*) sugerira da obje skupine snažno podržavaju zaštitu lokalne arhitekture. Zato treba naglasiti da se uočene razlike odnose na stupanj podrške, a ne na izjavu o protivljenju zaštiti okoliša.

S obzirom da je okoliš (odnosno Jadransko more) prva i najvažnija turistička "atrakcija", malo je

towards environmental issues. By and large, hotel characteristics – such as lodging type, size, quality rating, location, guest type, seasonality, ownership, and the length of time that a hotel has been in business – did not significantly alter the strength of sentiment felt towards the environment.

Although there were a few instances of statistically significant effects of hotel characteristics on attitudes towards environmental issues, some of these differences probably have few practical implications. For instance, while hotel size is a statistically significant predictor of hoteliers' support for the preservation of local architecture, the observed means for the two hotel sizes (4.84 for *large hotels* and 4.68 for *small hotels*) suggest that both groups highly favour the protection of local architecture. Thus, it must be noted that the

vjerojatno da će neki ispitanik reći da se protiv ideji zaštite okoliša. Opet, bilo bi naivno vjerovati da barem neke interesne skupine (primjerice, sektor nekretnina) ne bi želio izgraditi više smještajnih kapaciteta. Međutim, činjenica da se hrvatski smještajni sektor instinktivno ne protivi nametanju kontrola izgradnje – usprkos tome što postoje problemi naglašene sezonske naravi i upitne profitabilnosti (Šunjerga, 2009.) – je samo po sebi zanimljivo. Jednako zanimljiv je rezultat da one industrijske grane koje su najugroženije – odnosno, mali, ruralni i nezavisni hoteli s najmanje resursa – iskazuju jednaku brigu kao i veći, profitabilniji hoteli. Sve u svemu, izgleda da bi hrvatska smještajna industrija razumjela potrebu uvođenja ograničenja u svom sektoru kad bi hrvatska Vlada nametnula ograničenja turističkom razvitku.

Jasno, rezultati prikazani u ovom članku mogu se koristiti za mijenjanje, razvoj i provedbu politika zaštite okoliša u hrvatskom smještajnom sektoru. Međutim, prije uvođenja bilo kakvih politika za zaštitu okoliša, potrebno je detaljnije istražiti moguće troškove i koristi ovakvih ekoloških politika za hrvatske hotelijere. Jednako važno bilo bi pogledati aktualne prepreke provedbi najboljih ekoloških praksi. Rezultati predloženog istraživanja mogli bi pružiti primjere dobre prakse i ponuditi savjete za prevladavanje prepreka, koji bi se tada mogli proširiti i na ostale hotele.

differences identified are differences in degree of support, rather than a statement of opposition to environmental protection.

Since environment (i.e., the Adriatic Sea) is Croatia's first and foremost tourism "attraction", it is unlikely that any respondents would say that they were against the idea of protecting the environment. Yet, it would be naive to think that at least some interest groups (e.g., the real estate sector) would not wish to generate more accommodation capacity. However, the fact that the Croatian lodging sector does not instinctively oppose the imposition of building controls – amid problems with pronouncedly high seasonality and questionable profitability (Šunjerga, 2009) – is, in itself, of interest. Equally interesting is the finding that those segments of the industry that appear as the most vulnerable – that is, small, rural, and independent hotels with the least resources – are just as concerned as larger, more profitable hotels. Overall, it seems that if the Croatian government was to impose restrictions on tourism development, the Croatian lodging industry would tend to understand the need for restrictions on its business.

Clearly, the findings in this article could be used for amending, developing and enforcing the environmental protection policies in the Croatian lodging sector. However, prior to employing any environmental policies, the potential costs and benefits for Croatian hoteliers from such eco-policies would need to be investigated in more detail. Equally important would be to look into the actual hindrances to the implementation of environmentally best practices. The findings from such proposed research could provide evidence of good practice and offer advice to overcome common obstacles, which could then be spread to other hotels.

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