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A MODEL FOR THE TOURISM DEVELOPMENT IN OSIJEK - BARANJA COUNTY - SPORT AND RECREATION

MODEL RAZVOJATURIZMA U OSJEČKO-BARANJSKOJ ŽUPANIJI - SPORT I REKREACIJA

ABSTRACT

Croatian tourism with the entry into the European Union is facing new challenges but also opportunities. The European Union recognized Croatia as a tourist country and on this fact we have to base our own economic potential.

Many countries and regions are turning to tourism and sports tourism as one of the main pillars of economic development. Croatia also working on the development of specific forms of tourism - sports tourism.

In this paper, we started from the assumption that sports tourism brings Osijek-Baranja County certain uses, and creates added value of the popularity of continental tourism.

The purpose of research is to research the possible assumption of improving tourism Osijek Baranja County on the development of sport and recreation.

Respecting the fact that sport and tourism are important socio-economic phenomena in the strategic development of the Croatia, the aim of this paper was to explore the possibilities of sports tourism in Osijek-Baranja County.

The obtained results indicate that there is scope for the development of active tourism in Osijek-Baranja County. Moreover research has proven that the future of sport tourism need to renew outdated tourist-sports offer with new features according to the wishes of potential tourists.

This original research paper is based on bibliographic literature, research, and offers social and economic effects of which can be seen from the footnote in the research paper.

Keywords: *sport, recreation, tourism, development, Osijek-Baranja County*

SAŽETAK

Hrvatski se turizam ulaskom u Europsku Uniju suočava s novim izazovima ali i prilikama. Naime, Europska Unija prepoznaje Hrvatsku kao turističku zemlju i baš na toj činjenici moramo temeljiti vlastiti gospodarski potencijal.

Mnoge zemlje i regije okreću se turizmu i sportskom turizmu kao jednom od glavnih nositelja gospodarskog razvoja. Hrvatska također radi na razvoju ovog specifičnog oblika turizma - sportskog turizma.

U radu smo pošli od pretpostavke kako sportski turizam donosi Osječko-Baranjskoj županiji određene koristi, te stvara dodanu vrijednost samoj popularnosti kontinentalnog turizma.

Svrha znanstvenog rada je istražiti pretpostavku mogućeg unaprjeđenja turizma Osječko-Baranjske županije na temelju razvoja sporta i rekreacije.

Uvažavajući činjenicu da su sport i turizam važne društveno ekonomske pojave u strateškom razvoju Hrvatske, cilj rada je bio istražiti mogućnosti sportskog turizma u Osječko-Baranjskoj županiji.

Rezultati dobiveni istraživanjem upućuju da postoji prostor za razvijanjem aktivnog turizma u Osječko-Baranjskoj županiji.. Štoviše istraživanje je dokazalo da je za budućnost sportskog turizma potrebno obnoviti zastarjelu turističko-sportsku ponudu novim sadržajima prema željama potencijalnih turista.

Ovaj izvorni znanstveni rad je temeljen na bibliografskoj literaturi; istraživanju ponude te društvenih i ekonomskih učinaka što se može vidjeti iz fusnota u samom znanstvenom radu.

Ključne riječi: sport, rekreacija, turizam, razvoj, Osječko- Baranjska županija

1. Introduction

New trends in development of tourism indicate changes in tourism trends that traditional holiday experiences are replaced with the contents and motives of active holidays . The quality of active tourism affects the development of sport and physical recreation. Due to the growing interest of tourists to spend their vacation unconventional, dynamic and exciting, sports tourism is experiencing its expansion. Sport tourism we can define as „Tourism where sport is main motivation for travel and tourist stay in tourist destination“³⁷

Former tourism in Osijek- Baranja County was based on the evaluation of natural resources, cultural and historical attractions, transportation position and level of tourism and hospitality facilities. Unfortunately, the county has not specialized for any one form of selective tourism which would be the guideline for other forms of tourism. So currently, there are signs of development of excursion, health, educational, environmental, rural, hunting and fishing tourism. None of these forms is sufficiently represented, therefore the Osijek-Baranja county could not be characterized as a county that leads in some of these types of tourism. Through the work we will try to list some possibilities of utilization of available resources for the development of sports and recreational tourism.

The geographical position of Osijek-Baranja County has enabled the unique natural beauty and resources that are just perfect for sports and recreational tourism. The county has a continental counties climate in the Pannonian lowland. In addition to being located on the fertile soil of the Pannonian lowland between the rivers Sava, Drava and Danube, county is rich with beautiful lowlands, hills, ponds, waterways and wetlands. All of these offers plenty of opportunities for hunters, cyclists, anglers, runners, walkers, riders and even those who like to watch nature from the air - parachutin.

2. Outdoor activities

Certain level of exercise should be an constitutive part of any holiday, especially because today most jobs have such a load in which the body recovery is achieved more quickly with

³⁷ Bartoluci, M. (2003.): **Economics and sport management**, Informator, Zagreb, pp 71

an active rather than a passive way of rest . The life of modern man takes place in an environmentally unfavorable environment dominated by concrete and asphalt construction, poor air quality, noise, cramped living and working spaces. In the "outdoor" Osijek - Baranja county activities can offer the most. With clean air, forests, rivers, walking trails, pristine nature - tourists can connect to closely related forms of tourism - health, sports and recreation

The most represented outdoor activities are natural body movements like walking, running, climbing, and jumping that tourists with relatively little effort can quickly master. Therefore, tourists are motivated to participate in them as one of the benefits of outdoor activities. The table below shows the most common activities in the countryside where tourists complement their active vacation. If we examine these types of activities, we will find that the Osijek - Baranja county can offer most of the above. This paper is based at the biking, horseback riding, hunting and fishing as one of the leading types of activities in which the county should create a foundation for the development of sports and recreational tourism.

Table 1 Sports and recreational tourism in Croatia

THE TYPES OF ACTIVITY THAT TAKES PLACE IN NATURE	POSITIVE IMPACT ON THE ANTHROPOLOGICAL STATUS	KINESIOLOGICAL PROGRAMS AND FACILITIES
CYCLIC AEROBIC ACTIVITY TYPE	PRIMARILY ON HEART AND RESPIRATORY SYSTEM	PROGRAMS IN NATURE
Walking, hiking, jogging, running, hiking trekking, aplanizam, rock climbing, swimming, rowing, cycling	Aerobic capacity increase, stimulate metabolic processes, better general circulation, stimulation of the respiratory system, anti-stress effect on the nervous system	Health preventive Team-building Touring movement Orientation in nature
EXTREME SPORTS	NERVOUS SYSTEM STIMULATION	SPECIAL PROGRAMS FOR SMALL GROUP OF PARTICIPANTS
Scuba diving, rock climbing, caving, paragliding, cycling	Increased adrenaline, better motor skills , strength, coordination, flexibility combined with other activities	Combined with other activities
TARGET TRAINING	POSITIVE EFFECTS TARGET OF EXERCISE PROGRAMS	PREVENTION PROGRAMS TO THE GENERAL PUBLIC
The morning breathing exercises, exercises in water aerobics, yoga, Tai Chi, dance, corrective exercise	Anti-stress effect , calming the nervous system , flexibility , circulation , mental satisfaction , pain reducing	As part of preventive health programs , wellness and spa offers
SPORTS GAMES AND ACTIVITIES	MOTOR ABILITIES DEVELOPMENT	ENHANCING CAPACITY
Sports cricket, tennis, table tennis, golf, miniature golf, bowling, horseback riding, rafting, kayaking, canoeing	All motor skills, socialization, relaxation, pleasure	In all offered programs, according to opportunities and interests

Source: Mirna Andrijašević, Possibilities for the development of selective tourism in Croatia based on sports - recreational offers.

<http://www.uhpa.hr/docs/files/zagreb%20ki%20HUPA%20%20SPORTSKO%20REKREACIJSKI%20TURIZAM%20U%20REPUBLICI%20HRVATSKOJ2.pdf> (accessed March 2014.)

3. Bicycling

Cycling through nature is one of the most popular outdoor activities that tourists choose. Riding a bike through numerous marked and unmarked trails, forest paths and roads, is the best way to best discover surroundings. Slavonian lowland is actually ideal for a bicycle as a mean

of transportation, there are no serious uphill climbs, sites are relatively close to each other so there is no need to travel long distances.

City of Osijek has a combination of bike paths throughout the city, and there is an important bike trail which takes you from the city center to Kopački Rit. Construction of new bike paths could actually perform the changing purposes because many trails already exist as the Danube and Drava embankments, averages through forests and secondary rural roads. They could be considered if the bike lanes would be legalized, charted and marked the course and equipped with chemical toilets, road signs and rest areas.

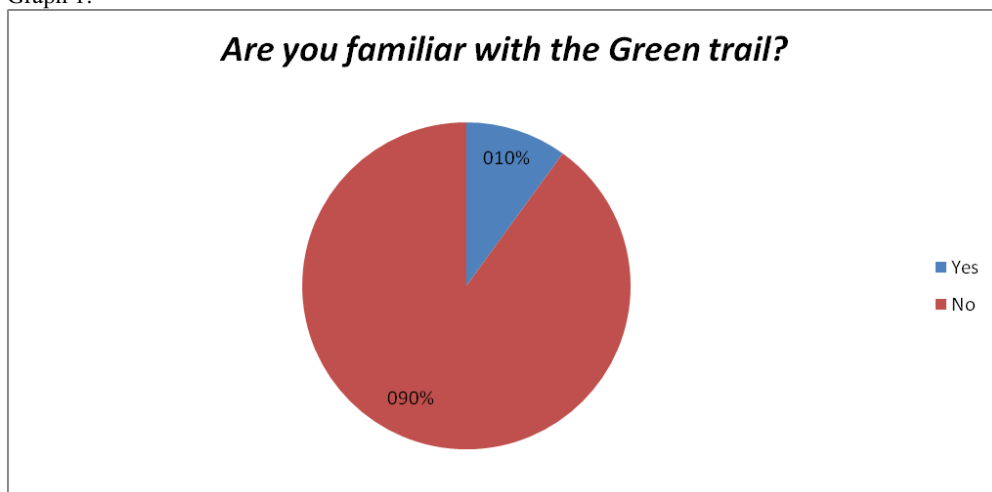
City of Osijek, with over 30 kilometers of trails, can rightly be called the leading city in the county in building bike paths and certainly other cities should take an example of Osijek. The construction of bike paths in the city of Osijek started a kind of "cycling revolution" which is the number of cyclists has increased enormously. By this positive example of promoting Osijek contributed to local governments and non-governmental organizations to insure money to build a track using the EU funds.

Foundation "Slagalice" from Osijek implemented a project worth nearly 400,000 euros, financed by the European Union under the IPA Cross-Border Programme Croatia - Hungary. The "Green - track trail that connects" connects three counties: Osijek - Baranja, Virovitica and Požega Slavonija and the two-state 120 - kilometer long bicycle trail that starts in the Hungarian village Kémes, border crossing Donji Miholjac, Orahovica, Kutjevo, Našice and ends in Latinovac.

This bike path opens up opportunities for the local population for the development of selective types of tourism such as sports and recreation, ecotourism, health tourism, etc. Green Trail is designed as a project for the development of tourism in the local economy. The amazing fact is that you can sit on the bike in Našice and get to Vienna or Prague.

We conducted a survey on a sample of 50 people from the Osijek - Baranja County and got devastating results. As many as 90 % surveyed were not familiar with the Green trail which is a part of a Greenway European network that connects a big part of Europe. This leads us to the conclusion that it should be a lot more work to promote cycling tourism in the county.

Graph 1:



Source: Jurlina, M., Vida, D., (2014.): **Survey** n= 50, unstatistical, random sample, Slavonija – Baranja county inhabitants

4. Horseback riding

State stud farm in Đakovo was established 1506.³⁸, and thus ranks among the oldest stud farm in Europe. Horses Lipizzaner breed in Ergela grown since the beginning of the 18th³⁹ century. For breeding and selecting horses used two locations - Stallion, located in the Đakovo, and Ivandvor, close to the city. But apart from breeding and selection of horses, studfarmhas the quality of which prove noted places in equestrian competitions.

State Lipizzaner stud farm Đakovo on three core activities⁴⁰:

- breeding and selection of horses lipizzan
- Training of horses for sporting events, including treadmills, hand driving, driving fourwheeler
- food production on their own land, or land of 350 hectares land, hay, straw, oats

In addition to core activities, state Lipizzaner stud farm Đakovo offers tourist activities with this in mind: tourist visits to Stallion and Ivandvor, shows for tourists, themed shows, Christmas Ball Lipizzaner horses and ride Lipizzan horse-drawn carriage. Although, all of the above has the features and recreational tourism through a walk, it would be commendable if in the future offer we could see the riding school for children and adults. As part of the riding school could be realized and added value in terms of the development of health tourism (therapeutic riding).

Horseback riding is an ideal form of recreation which releases stress and raises the level of mental and physical abilities. It is important to note that this type of recreation may commence regardless of age would certainly contributed to greater numbers of tourists interested to visit to Osijek-Baranja county, and city Đakovo.

5. Hunting and fishing

The natural environment of Slavonia and Baranja rich with hunting base and fish resources, plenty of river flows and Slavonian forests, as well as economic characteristics of Slavonia and Baranja region's main source of hunting and fishing tourism development. Osijek-Baranja County is among the richest fund of wildlife, fish, forests and rivers, which significantly affects the development of sports and recreational tourism. The county owns 83 hunting grounds the total hunting area of 347,685 ha managed by hunting associations and 14 state hunting grounds⁴¹. Hunting Association of Osijek-Baranja county consists of six hunting office: Baranja, Donji Miholjac, Đakovo Našice, Osijek and Valpovo.

County has a rich tradition of hunting and can offer high trophy wild animals in open hunting (deer, wild boar) and in fenced hunting grounds (mouflon, fallow deer). Formula for successful hunting is a combination of excellent hunting grounds and wildlife and the quality of accommodation and food, all of which the county can offer. When we add to that from July 1st 2013 European hunters can easily come to Croatian hunting area, we have the opportunity to increase the number of foreign fighters which so far has been between 7000-7500⁴². For

³⁸ Čačić, M., Baban, M., Korabi, N., Tadić, D. (2007.): **Geographical - cultural aspects of breeding**

Lipizzaner in Croatia, 1. Hrvatski simpozij o lipicanskoj pasmini, Đakovo, 2007., pp 1

³⁹ Čačić, M., Baban, M., Korabi, N., Tadić, D. (2007.): **Geographical - cultural aspects of breeding Lipizzaner in Croatia**, 1. Hrvatski simpozij o lipicanskoj pasmini, Đakovo, 2007., pp 1

⁴⁰State Lipizzaner stud farm Đakovo: **Stud farm Đakovo today**; <http://www.ergela-djakovo.hr/content/ergela-dakovo-danas> (accessed April 2014.)

⁴¹ Tourist Bord of Osijek – Baranja county: **Hunting and Fishing**, <http://www.tzozsarzup.hr/en/experience/hunting-and-fishing/> (accessed March 2014.)

⁴² Poslovni dnevnik: **Lovni turizam u EU okreće 10 mlrd. eura, Hrvatska uzima mrvice**,

comparison, in Europe is active even 7 million hunters⁴³. The above data shows that the increase in this form of tourism definitely has. The biggest competitors are our Hungary, Czech, Slovakia, Romania and Bulgaria, which offer a range of facilities, as well as hunting grounds tour and photo safari. If this added in our service we could get possibility of an increased number of arrivals.

Increased hunters arrivals are expected when Croatia enters the Schengen zone, which will facilitate complicated signing and transfer of weapons across the border, as well as transportation of trophies and wildlife.

Special emphasis should be given on the development strategy of hunting Osijek-Baranja. Tourists hunters spend two or three times more than ordinary tourists, but foreign hunters in Croatia consume only 30% of the tourist services and 70% on hunting wildlife while abroad, the ratio is reversed. The increase in revenue per hunter tourists can be expected when the public sector recognize the potential in promoting hunting activities and when hunting societies overcome voluntarism and amateurism in terms of hunting tourism businesses. The solution surely lies in cooperation Association of Croatian Travel Agencies and Croatian Hunting Association, the standardization of services, professionalization, and the inclusion of non-hunting areas in international competition worth 10 billion euros⁴⁴.

Because water is rich in all kinds of fish, fishing in the Osijek-Baranja county is prevalent in all its parts. The county has a substantial basis for the development of sport fishing tourism.

Water-resource potential of the area are:

- Lakes formed by natural or artificial means
- Rivers with tributaries and backwaters
- Old riverbeds
- Wetlands
- Sport-fishing ponds and economic ponds

Current interest of foreign tourists fishing for the Osijek-Baranja County is great. But it would be greater if there is prepared offer within the continental tourism. To foreign fishermen really started to come in Osijek-Baranja County, it is necessary to work on obtaining permission from the relevant ministries to increase fish stocks and protect it. It should be available via the media and trade shows to present the beauty and richness of the county, call them at selected places to hunt fish and offer them appropriate accommodation with traditional local cuisine.

6. Conclusion

“Share in the overall continental Croatian tourist trade is still negligibly small. Low share is the result of disproportionate funds reallocation, poor accommodation, low share of private investment, lack of attractive content.”⁴⁵. This is typical description of continental Croatian tourism.

<http://www.poslovni.hr/hrvatska/lovni-turizam-u-eu-okrece-10-mlrd-eura-hrvatska-uzima-mrvice-240329>
(accessed February 2014.)

⁴³ The European Federation of Associations for Hunting & Conservation: **Hunters for conservation**, <http://www.face.eu/nature-conservation/hunters-for-conservation> (accessed February 2014.)

⁴⁴ Poslovni dnevnik: **Lovni turizam u EU okreće 10 mlrd. eura, Hrvatska uzima mrvice**, <http://www.poslovni.hr/hrvatska/lovni-turizam-u-eu-okrece-10-mlrd-eura-hrvatska-uzima-mrvice-240329>
(accessed February 2014.)

⁴⁵ Jurlina, M., Vida, D., (2013.): **Development level of health tourism in Osijek-Baranja County**, 2nd International Scientific Symposium Economy of Eastern Croatia – Yesterday, Today, Tomorrow, Osijek 2013.

The analysis of the various tourism resources, leads to the conclusion that the Osijek-Baranja County has exceptional advantages for the development of various forms of sport and recreation tourism. It is necessary to invest in outdated tourism objects and adapt to the modern demands of tourism demand, animate tourism professionals and small family farms in order to raise the level of offer and using economic and financial potential of this tourism niche.

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