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ROLE OF SPORT AND RECREATION IN THE DEVELOPMENT OF CROATIAN TOURISM

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Preliminary reports

Tourism in Croatia is on the turning point of its development. War devastation in Croatia negatively affected tourism. The process of restoration of Croatian tourism should not only renovate the ruined tourist facilities, but it should also overcome the disadvantages of the past development of tourism.

One of the important factors of the variety and quality of tourist offer are sports-recreational activities and programmes which provide the possibility of active rest and recreation. In Croatian tourism, the sports-recreational offer has reached a certain level of development, but this offer is primarily oriented towards mass tourism.

The policy of the development of Croatian tourism, which is directed towards strengthening of qualitative factors of tourist offer, expresses the need of innovating the sports-recreational offer which will be compatible with the new quality of Croatian tourism.

This paper treats tourism and sport as interrelated fields, and emphasizes the factors of their interdependence. A short survey of historical interdependence of tourism and sport is also given in this paper. The role of sport in modern tourism is rather significant, because it becomes one of the essential motives for travelling to certain tourist destinations.

The role of sport in tourism is manifested through numerous functions that are common to sport and tourism. These functions are: the health function, educational function, socio-political function and economic functions.

Sport and recreation, apart from the fact that they enrich the tourist offer, often become the main motive for travelling to certain tourist destinations. Such trips represent a special selective type of tourism - the sports-recreational tourism.

Apart from humanistic functions, sports-recreational tourism is the creator of certain economic values. The economic effects of sport in tourism are realized within tourist organizations, but also outside tourism (sporting equipment industry, building, handicraft trades, trade, etc.).

This paper also gives the survey of the achieved economic effects of sport and recreation in Croatian tourism on the basis of several indicators: the number of the realized "sports room/nights", the number of users of sports-recreational services, and the achieved profit from sports-recreational services. These indicators also confirm the thesis that the sports-recreational services are an income-oriented category.

The paper concludes with the evaluation of development possibilities of sports-recreational tourism in Croatia.

Key words: tourism, sport, sports-recreational tourism, evaluation of economic effects, possibilities of development of sports-recreational tourism

1. INTRODUCTION

Tourism is a complex socio-economic field that in many countries significantly influences both the economic and the social development. In many European countries, this also being the case in Croatia as a receptive tourist country, tourism represents one of the most important economic activities. Namely, tourism in receptive tourist countries is a creator of numerous economic effects through which it accomplishes various economic functions, thus being a very important factor within the group of significant economic activities.

However, tourism is not only an economic activity. Apart from its economic functions, tourism also has numerous social functions: health function, sports-recreational function, cultural, educational, social welfare and political function. Social functions are not only the factor of the development of tourism. They are also of broader importance for the social development of a country. Economic and social functions are of equal importance for the development of tourism, because they are interdependent.

Although tourism in Croatia has achieved a certain developmental level till the year 1990, it has not nearly made use of its comparative advantages as an economic activity. If we add war, which had by far most negatively affected tourism, it is clear that tourism in Croatia is on the turning point of its development. The restoration process should in fact be the process of development which will eliminate numerous disadvantages of our tourism in order to achieve new quality characteristics. This relates to numerous factors of development of tourism in Croatia, before all to traffic and transport conditions, receptive tourist facilities etc.

One of the most significant factors of the quality of tourist offer are sports-recreational activities and programmes which offer various ways of active relaxation-oriented rest. These activities and programmes are also developed in our tourism, especially in some Adriatic tourist destinations as well as in some larger towns in Croatia. However, these activities and programmes share the same destiny of origin as other tourist facilities.

Since the tourist offer in Croatia, especially the tourist offer at the Adriatic, has been oriented towards mass tourism, the same concept, i.e. the concept of mass building, has been applied to sports-recreational facilities. This resulted in mass building of certain sports facilities, e.g. tennis courts (the town of Poreč alone has 130 tennis courts). The outcome meets neither the present nor the future requirements within the tourist demand.

On the other hand, numerous tourist destinations on the Croatian coast have no sports-recreational facilities whatsoever, although a reasonable demand for these facilities does exist.

On the basis of these facts it is necessary to determine the tendencies and orientations of sports-recreational offer within the entire tourist offer in Croatia. This paper could help achieve this goal.

2. TOURISM AND SPORT AS INTERRELATED FIELDS

2.1. *Historical interdependence of tourism and sport*

Tourism and sport are two forms of social activities that are interdependent. The correlation between them, as well as the resemblance of their functions results from the fact that the subjects of both fields appear to be the same. Connection between tourism and sport dates back to the very beginning of their development. However, the relationship between these two very complex social fields has changed significantly. It was in Ancient Rome and in Ancient Greece that sport became a motive that encouraged people to travel in order to attend big sports events. Later, within the field of tourism, sport gained a wider role, thus creating a new relationship between tourism and sport.

The role of sport in contemporary tourism is not only of perceptive nature (people do not only attend sports events), but it is at the same time an important factor which turns people into active participants in various sports: water sports, tennis, golf, skiing, horseback riding, sports games, etc.

In the book "Grundriß der allgemeinen Fremdenverkehrslehre"¹ Hunziker and Krapf have already written about the functional correlation between tourism and sport. They have explained the phenomenon of sport in tourism on examples of Swiss tourism which has a long history and tradition of sports, especially winter sports tourism.

S. Marković and O. Mojsež have conducted research on the relationship between tourism and sport. They have pointed out that the origin of both fields, "sport as well as tourism, was founded on non-economic motives that were essentially the same ... As a rule, people neither go to tourist trips nor take part in sports activities because of economic motives, i.e. in order to make some profit. They do this in order to meet health, entertainment and cultural needs."²

Sport in contemporary tourism does not only become the purpose of stay in a particular tourist destination, but it very often turns out to be the main motive for travelling to certain destinations. Such a relationship between sport and tourism leads to the development of a special type of tourism, and that is the sports-recreational tourism.

2.2. *Functions of sport in tourism*

Tourism and sport are in many ways very similar and closely related. Their interdependence is most frequently manifested in the resemblance of functions that are generated by these two social fields. Numerous functions of tourism and sport can be divided into two groups:

- 1) social or humanistic functions
- 2) economic functions.³

Regarding the topic of this paper, we shall explain only the functions of sport in tourism.

Social or humanistic functions of sport in tourism encompass: health function, educational function, and socio-political function.

Health function

One of the most important functions of sport in tourism is the health function. It is known that various programmes of sport and recreation positively influence the preservation and improvement of one's psychophysical abilities, in this case of tourists' abilities.

Research has confirmed the thesis that being engaged in sport and recreation contributes both to prevention of the diseases of modern civilization (psychological and cardiovascular diseases) and to improvement of functional abilities of an organism.

Since the health function of sport and recreation can be realized in a best way when some of the natural factors (sun, water, air) are present, it becomes one of the most important motives for travelling and changing the place of living. Thus it becomes a strong impetus for the development of tourism.

Educational function

Sport and recreation also have a particular educational function which is manifested through learning and acquiring certain sports skills like tennis, golf, horseback riding, skiing, swimming, rowing, sailing, diving, etc. However, this function does not only contribute to the increase of the educational level of tourists, but it also contributes to creating a habit (especially in children and the young) of being engaged in certain sports activities on regular basis.

Socio-political function

Participation in sports-recreational activities is the means of meeting other people regardless of social and other differences between them. This helps the realization of a particular social function of sport in tourism.

Sport is almost always connected with travelling to various destinations, and thus it becomes, together with tourism, "the ambassador of peace among countries". Besides, top sporting performances are the best means for the promotion of countries in the world. All this attributes a certain political function to sport and tourism.

Economic functions of sport and recreation in tourism

Apart from social and humanistic functions sport and sports recreation in tourism have some economic functions as well. These functions are realized through consumption of sports articles on the tourist market. In this way the economic functions generate additional economic effects in tourism.

Economic effects of sport and recreation in tourism will be elaborated on within the separate chapter in this paper.

3. SPORTS RECREATIONAL TOURISM AS THE SELECTIVE TYPE OF TOURISM

Selective types of tourism are based on motives that encourage people to travel to various tourist destinations. Since there are many motives for traveling, it is difficult to determine accurately the selective types of tourism. "The only exact criterion for differentiation of various types of tourism, according to Alfier⁴, is the criterion used by official statistics, which records tourist migrations with regard to the category of destinations, because the type of tourist destination reflects in the best way both the tourist migration motives and the way of spending the vacation."

If we take this as a starting point, we can say that recreational, health, cultural, religious and sports tourism are especially emphasized within various types of modern tourism.

Sport and recreation have a multiple role as motives for tourist trips. Athletes, referees, managers and spectators all set out on a tourist trip in order to take part in or to attend various sports events. These trips are usually not very long, except for big sports events (like the Olympic Games, World or European Championships, etc.). The motives for this type of trips are clearly determined and they create a special kind of tourism - sports tourism.

Apart from these trips, within modern tourism people travel more and more in order to meet their recreational needs. Recreational needs can be met by means of various activities, mostly running, swimming, water sports, tennis, golf, horseback riding, sports games, skiing, etc. What all these activities have in common is sport, only the ways and the means by which they are carried out are different.

Tourism in which sport and recreation are the main motives for travelling can be called **SPORTS-RECREATIONAL TOURISM**. It appears in various forms as follows:

- 1) competitive sports tourism
- 2) winter sports-recreational tourism
- 3) summer sports-recreational tourism, etc.

Competitive sports tourism encompasses all trips undertaken for the purpose of taking part in particular sports competitions, from national to international sports competitions. Regardless of the presence of media and possibilities of the live coverage of popular sports events all around the world, still a large number of people travel to attend these sports events, because of the feeling of "being present".

These people, of course, take part in all types of tourist consumption, and are therefore considered as tourists.

Winter sports-recreational tourism primarily takes place in winter centres that offer numerous possibilities of sport and recreation: skiing, cross-country

skiing, skating, sports games on snow and on ice, etc. It is not necessary to emphasize that many receptive tourist countries like Austria and Switzerland realize a large portion of their tourist revenue precisely from this kind of tourism.

Summer sports-recreational tourism has an even broader basis, because it takes place at the seaside, in the mountains, on rivers, lakes and other natural resources. It encompasses various sports-recreational activities like walking, running, hiking, water sports, sports games, golf, tennis, horseback riding, etc.

There is a larger number of motives in tourists that regularly use various sports facilities, especially the motives for sport and recreation, which lead to choosing a particular tourist town/destination. Therefore we can consider this type of tourism as sports-recreational tourism.

Apart from the above listed there are other selective types and kinds of tourism, that have sports features, e.g. yachting or fishing tourism. These types and kinds of tourism have, apart from sports motives, some other features so that we cannot put them exclusively into the field of sports-recreational tourism.

However, when planning the tourist offer, we should take into account adequate sports-recreational facilities, especially when considering yachting and health.

4. ECONOMIC BASIS OF DEVELOPMENT OF SPORTS-RECREATIONAL TOURISM

4.1. Economic effects of sport in tourism

Research has shown that, within the field of tourism, sport, together with its various programmes, is not only a factor of improving the tourist offer, but that it is also the creator of certain economic effects. The economic effects of sport are realized within international tourist organizations, but also outside the field of tourism.

By integrating sport into tourism an additional market for various sports articles, sporting equipment that are manufactured by the "sports industry" is created - the sports articles trade is developed. Industry and building of sports facilities are developed in the same way.

Still, the biggest economic effects are created within tourist organizations or sports businesses that render various sports-recreational services.

There are many sports-recreational programmes in modern tourism on basis of which the economic effects are realized. We shall mention only some of them:

- renting of various sports facilities (tennis courts, golf courses, sports halls, swimming pools, etc.);

- using the sports facilities and equipment (ski lift, water sports vessels, diving equipment, sailing equipment, fitness equipment/accessories, etc.);
- various sports schools (skiing s., tennis s., golf s., riding s. water sports s., etc.);
- sports games, tournaments and various competitions;
- sports attractions (hang gliding, water toboggan slides, etc.).

Economic effects of sport in tourism can be evaluated as:

- direct economic effects and
- indirect economic effects.

Direct economic effects are realized in tourist or sports businesses on the basis of selling the sports-recreational services. They are realized through the difference of income and costs of sports services (programmes) and can be measured in any tourist or sports organization.

Apart from direct economic effects, there are also indirect economic effects of sport in tourism. They are manifested through various types of tourist businesses and are created by those tourists for whom sport appears to be the main motive for their staying in certain tourist destinations. These tourists are sportsmen and people who take part in sport for recreational purposes - they participate in various competitions, tournaments, games, recreational programmes for skiing, tennis, sports games, etc. Such programmes are most frequently realized in the pre- and post-season period.

Indirect economic effects of sport in tourism are manifested through several factors:

- motivation to choose a particular tourist destination;
- prolongation of the tourist season;
- acquisition of a new concept of tourism which would not be limited to tourist season;
- increase of extra spending;
- variety and quality of tourist offer, etc.

When planning the development of tourism one should take into account the total economic effects of sport in tourism, because the evaluation done only on the basis of direct economic effects can result in the wrong assessment of economic efficiency of some sports-recreational programmes.

4.2. Survey of some economic effects of sport in tourism

It is not possible to carry out the integral analysis of economic effects of sport in Croatian tourism mainly because one lacks appropriate data on operation and business transactions of sports-recreational centres. Namely, sports-recreational centres in Croatian tourism were only rarely juridical and

economically (in economic terms) independent. They were mostly operating within the system of tourist organizations and businesses.

Official statistics has therefore not been recording the income, costs and other indicators of business transactions of these centres.

The exception are sports-recreational centres in Umag, Poreč and Rovinj, ibenik and Dubrovnik. In these towns the sports-recreational centres have operated on income-based principles, so that they have recorded certain indicators from the business area. This paper therefore analyzes those economic effects that have been collected in these centres in the period from 1985 to 1989. In this period Croatian tourism has accomplished the highest economic effects ever.

Table 1. Survey of realized "sports room/nights"

Tourist Destinations	The average of realized room/nights from 1985-1989	The average of realized "sports room/nights"	The portion of "sports room/nights" %
1. Umag	3.112.760	191.800	6
2. Poreč	8.243.979	500.824	6
3. Rovinj	1.335.729	89.680	7
4. Solaris Šibenik	886.300	35.392	4
5. Dubrava Dubrovnik	1.680.210	51.600	3

Source: calculated on the basis of data collected from ZSH (Statistical Office of the Republic of Croatia) and the records of sports centres from 1985 - 1989

The expression "sports room/nights" imply the overnight stays of those tourists whose main motive for coming and staying in the listed tourist destinations has been connected with utilizing various sports activities. Here we are talking about group package tours during pre- and post-season (e.g. various tennis tournaments and sports games competitions, organized active vacations) and tourists who have regularly used certain sports facilities.

The survey of realized "sports room/nights" shows that Istria is on the top of the list with regard to the number of realized "sports room/nights", because it has the richest sports-recreational offer as well as the largest number of tourists.

Regardless of certain reservations about the accuracy of this data, it is still possible to conclude that with the help of sports-recreational offer a significant number of room/nights is realized, thus creating the source for all other types of tourist expenditure.

Table 2. Number of sports-recreational programmes users

Tourist destination	Average number of users according to the type of recreation in						Total
	Sports hall	Tennis	Table tennis	Ball games	Water sports	Other sports	
1. Umag	133.000	18.000	3.500	2.500	8.800	26.000	191.800
2. Poreč	56.000	133.000	42.596	19.200	80.534	168.945	500.824
3. Rovinj	12.000	16.500	3.300	11.700	27.680	18.500	89.680
4. Šibenik	–	13.700	6.600	3.340	9.334	2.418	35.392
5. Dubrovnik	8.000	15.600	6.000	3.000	17.000	4.000	51.600

Source: data from the records of sports centres between 1987 - 1989

On the basis of this data we can conclude that the largest number of sports-recreational programmes users are found in Poreč, then Umag, Rovinj, Dubrovnik and Šibenik, which was to be expected, because of the number of sports facilities and programmes in these tourist destinations. Different types of guests contribute to differentiation between the tourist offer in Istria and the one in Dubrovnik (according to the habits and wishes of tourists with regard to utilization of sports programmes). However, the fact that tourists in Dubrovnik also use certain sports-recreational programmes confirms the necessity of developing these programmes within the area of tourist offer.

Table 3. Profit from sports-recreational services

profit in 000 DEM

Sports-recreational centres	Y E A R			Average profit
	1987	1988	1989	
1. Umag	310	350	478	379
2. Poreč	780	935	960	892
3. Rovinj	286	312	388	327
4. Šibenik	71	104	118	98
5. Dubrovnik	86	121	116	108

Source: according to the records of SRC (Sports-recreational centres) during the period from 1987 - 1989 calculated in DEM according to the exchange rate on 31st December of the current year

On the basis of the data collected in sports-recreational centres in Umag, Poreč, Rovinj, Šibenik (Solaris) and Dubrovnik (Dubrava - Babin Kuk), we can calculate the profit from sports-recreational services in the period from 1987 to 1989. Profit is the net result of business transactions of centres, and is calculated as the difference of total revenue and total costs (material costs, depreciation charges, gross salaries, taxes and contributions).

Although this data should also be considered with a certain amount of reservation about its accuracy, it does show that sports-recreational services are

an income-based category in these tourist centres, because they enable the covering of all expenses and lead to profit.

Some sports centres in Istria also confirm this thesis - these centres operate as private enterprises which render sports services on the principle of profit making.

The listed indicators illustrate the achieved economic effects in tourist destinations in which the sports-recreational offer is highly developed. To be able to carry out an integral analysis, a larger number of indicators from all important tourist destinations in Croatia that have a suitable sports-recreational offer should be collected.

5. ASSESSMENT OF POSSIBILITY OF DEVELOPMENT OF SPORTS-RECREATIONAL TOURISM IN CROATIA

As it has already been said in this paper, there are numerous possibilities in Croatia for the development of various types of sports-recreational tourism. All these types of sports-recreational tourism can be divided into three groups:

- 1) "competitive sports tourism"
- 2) winter sports-recreational tourism
- 3) summer sports-recreational tourism.

When talking about the "*competitive sports tourism*" we must say that its development primarily depends on the development of the entire competitive sport, before all on the development of those sports that represent Croatia in international competitions.

These types of sports tourism are most frequently realized in bigger towns of Croatia: Zagreb, Split, Rijeka, Osijek, but also in some smaller towns, e.g. tennis tournaments in Umag, Bol, international sailing regattas in Mošćenička Draga, international golf tournaments on Brijuni, equestrian sports tournament in Đakovo, etc.

These sports events should be encouraged not only because of economic effects of tourism and other activities, but also because they are the best way of promoting Croatia in the world.

Various types of *winter sports-recreational tourism* also have numerous possibilities of development. These types of tourism can be successfully developed in the mountains, in spas, and at the seaside.

In parts of Croatia there are natural and other conditions for hiking, skiing and other winter sports (the mountains of Medvednica, Velebit, and in Gorski kotar). In these areas lodging facilities should be repaired, new roads should be built, and special attention should be paid to building of sports-recreational facilities (renovation of skiing courses, setting of new ski lifts, etc.).

Such forms of the tourist offer would predominantly, but not exclusively, be oriented towards domestic tourists.

Apart from the mountain sports-recreational tourism, other types of sports-recreational tourism (at the seaside or in spas) can also be developed. The basic prerequisites are sports-recreational programmes as well as sports facilities and activities. For example, on the Adriatic coast in Croatia there are approximately 1,000 tennis courts, but no tennis halls whatsoever.

Certain sports programmes could be successfully combined with some programmes of health tourism in spas (recovery of sportsmen, recovery of the disabled, etc.).

The so-called "*summer sports-recreational tourism*" has the best developmental possibilities, primarily at the seaside, but also on rivers, lakes and in the mountains. Various types of sports-recreational offer have already led to certain effects.

However, the existing sports-recreational offer should be reoriented towards plans for the future development of Croatian tourism. The existing sports facilities were built for mass tourism, and they do not therefore meet the present and the future requirements of the tourist offer in Croatia. When we talk about the past building of sports facilities in Croatian tourism B. Vukoniæ⁶ may well emphasize:

"a) that a large number of sports facilities is intended for team sports, especially ball games, and that it is as such directed towards mass tourism,

b) that there is a relatively small number of sports that are represented within the tourist offer."

Therefore in my opinion, future sports-recreational centres at the seaside should be oriented towards individual sports that will offer "more discretion" to individuals. Further, today we know of numerous sports-recreational programmes that are not found in our sports centres as part of the tourist offer.

In tourist centres like Poreč, which will continue to develop mass tourism in future as well, the existing sports facilities and programmes should be renovated and supplemented by new programmes, maybe even at the cost of abundant concentration of some sports facilities, e.g. tennis courts.

In tourist destinations which will be oriented predominantly towards increasing the quality of the tourist offer as the whole, we should find out which sports facilities and programmes are complementary to such types of tourist offer. We should also find out which sports are interesting for the tourists, especially when we talk about expensive sports like golf, horseback riding, water sports, etc.

Namely, the mistakes that have been made by the so-called uniformed sports centres in tourism should not be repeated.

In this paper only some possibilities of development of Croatian tourism have been elaborated. There are, of course, other possibilities and different approaches to ways of solving these problems.

In the end we can say that sport, together with all its forms gives a lot of possibilities for its own development, as well as for a more successful development of Croatian tourism, which will undoubtedly have a positive effect on the development of Croatian sport.

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Sažetak

ULOGA ŠPORTA I REKREACIJE U RAZVITKU HRVATSKOG TURIZMA

Turizam se u Hrvatskoj nalazi na prekretnici svog razvitka. Golema ratna razaranja u Hrvatskoj posebno su se negativno odrazila na turizam. Proces obnove hrvatskog turizma trebao bi ne samo obnoviti unšitene turističke kapacitete, nego otkloniti dosadašnje slabosti turističkog razvitka.

Jedan od značajnijih faktora bogatstva i kvalitete turističke ponude su športsko-rekreacijski sadržaji i programi koje pružaju mogućnosti aktivna odmora i rekreacije. U hrvatskom turizmu športsko-rekreacijska ponuda dostigla je određenu razinu razvitka, ali je ona upućena prije svega na masovne oblike turističkog prometa.

U politici razvitka hrvatskog turizma koja je usmjerena na jačanje kvalitativnih činioca turističke ponude, potrebno je inovirati i športsko-rekreacijsku ponudu koja će biti primjerena novoj kvaliteti hrvatskog turizma.

U radu se turizam i šport tretiraju kao međufunkcionalne pojave, a istraženi su činioci njihove međuzavisnosti. Daje se kratak pregled povijesne međuzavisnosti turizma i športa. U suvremenom turizmu šport ima značajnu ulogu jer postaje jedan od važnih motiva za putovanje u određene turističke destinacije.

Uloga športa u turizmu manifestira se u brojnim funkcijama koje su zajedničke športu i turizmu. To su zdravstvena funkcija, odgojno-obrazovna, socijalno-politička te ekonomska funkcija.

U prilog tome u radu su prikazani ostvareni ekonomski učinci športa i rekreacije u hrvatskom turizmu s nekoliko pokazatelja: ostvarena "športska noćenja", broj korisnika športsko-rekreacijskih usluga te ostvarena dobit od športsko-rekreacijskih usluga. I ovi pokazatelji potvrdili su tezu da su športsko-rekreacijske usluge dohodovna kategorija.

Na kraju se ovog rada daje ocjena mogućnosti razvitka športsko-rekreacijskog turizma u Hrvatskoj u svim njegovima pojavnim oblicima.

Ključne riječi: turizam, šport, športsko-rekreacijski turizam, ekonomski učinci športa, mogućnosti razvoja športsko-rekreacijskog turizma.