INTRODUCTION

OBJECT: Life cycle of tourist areas in South Dalmatia and their relation to the physical transformation of the region

GOALS:
1. To determine physical implications of tourism development in South Dalmatia within the life cycle
2. To illustrate the perception of physical impacts of tourism in the local population

RESEARCH AREA: South Dalmatia (Croatia) - coastal and insular areas

THEORETICAL BACKGROUND

- Spatial transformation of tourist areas since 1950s - spatial models that combine the type of tourists with transformation of visited areas
- S. Ploig (1973) – Psychographic model
- G. Doyle (1975) – Index of irritation (iridex)
- J. M. Merušić (1977) – Structural evolution of a tourism region

- Applications on different tourist areas – modifications and upgrades (Lundtorp and Wanhill, 2001; Russo, 2002; Garay and Cánoves, 2011)

METHODS

- Analysis of statistical data – modified method of Lundtorp and Wanhill (2001; 2006) - stage boundaries determined using the ratio of actual and maximum number of overnight stays in the cycle
- Field survey (13-31/06/2014 and 24/08-02/08/2014) – questionnaire survey with local population
- GIS analysis - constructed areas in 1970s and 2000s digitized from old and new maps

TOURISM AREA LIFE CYCLE AND IMPACTS

Long period of tourism development - pre-tourism period (until 1840s) and 4 life cycles:
1. Life cycle before World War I (19040–1914)
2. Life cycle in the period between World War I and II (1918–1939)
3. Life cycle in the socialist period (1945–1992)
4. Life cycle after the Homeland War (1993–today)

- Exploration stage (late 1940s) – state subventions – domestic tourism
- Involvement stage (late 1940s–late 1950s) – reduced state subventions - tourism agencies and new hotels – increasing foreign supply
- Development stage (early 1960s–late 1970s) – Strategic economic activity on state level (1965) – development of infrastructure (airport, roads) and construction of accommodation
- 1960s – regional plans – principle of concentration
- 1970s – construction in small settlements – rivers and spatial diffusion
- Consolidation stage (early 1980s) – economic recession – high oscillations and construction of second homes
- Factors – overbooking, dependence upon accommodation, lack of additional tourist offer, changed interests, long-haul destinations
- Maximum in 1987 – 1.1 million tourist arrivals, 7.1 million overnight stays, 78,000 tourist beds
- Diffusion of tourism - strip development along the coast
- Economic recession – threat of decline – concepts of integral tourism development
- Since 2011 – rejuvenation or development?
- Improvements in tourism + economic growth in new growth
- In 2014 1.3 million arrivals, 5.9 million overnight stays (1.2 million less than in 1987), 68,000 tourist beds
- In most cases tourism development is still unplanned

PERCEPTION OF ENVIRONMENTAL IMPACTS

- GIS methods of overlay (Clip and Enase) applied on areas digitized from maps
- 75% increase – small absolute increase is result of small available area for new construction (high terrain and steep coast)
- Strip development – construction along the coast on the most attractive locations
- Dubrovnik – suburbanization and decentralization of tourism functions
- Highest relative increase – Pelješac and islands – second homes and accommodation in private houses

NUMERICAL AND STRUCTURE OF DWELLINGS


- Tab. 2. Results of the questionnaire survey in Dubrovnik and Korčula (average scores according to the Likert 7-scale; 1. not agree at all; 7. agree completely) (Sulc, 2016)

REFERENCES

- Dubrovnik and Korčula: Analysis of tourism development and tourism impacts. Dr. Ivan Šulc, PhD
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