ECONOMIC IMPACTS OF RURAL TOURISM IN RURAL AREAS OF ISTRIA (CROATIA)

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ABSTRACT. *The economic impacts of Istria rural tourism, with the starting point in tourist consumption that represents the basis of all tourism economic impacts, is researched in this paper. It is well known that without the realization of tourist consumption it would not be possible to achieve economic benefits from tourism. Therefore, the purpose and goal of this paper is to research tourist consumption of rural tourism and then to analyze its effects on the economy in the rural areas of Istria. The starting point is the presumption that tourist consumption multiplies the effects in numerous sectors and activities contributing to the growth of the rural economy of Istria. By this research it is confirmed that tourist consumption in the Istria rural economy, in which tourists constitute more than 10% to 15% of the mass of inhabitants and tourists, generates over 881.4 million in revenue and 353.7 million in the added value, which, in percentage terms, equals 15% in the total revenue and 15.6% in the total added value. The obtained results are nearly the same as those gained at the level of the Croatian economy (14.6% in the total gross output and 14.7% in the total added value).*

KEYWORDS: tourist consumption, rural tourism, Istria rural economy, economic impacts, multiplier, Croatia.

JEL classification: Q01, R11.

Introduction

Tourism is a very complex economic system composed of a series of fragments of structurally different branches and businesses in all sectors of the national and regional economy. From the economic point of view, tourism is defined as a highly sophisticated integral system within the framework of the national economy; its scope and structure surpass economic categories of business, branch, industry and sector, and it is made up of interlinked, heterogeneous, interdependent and complementary fragments of different economic branches and businesses, which, all together, constitute a logical, functional and balanced unity. Actually it is a set of complementary products and services of different economic branches and businesses, regardless of the fact that, in one of its segments, products or services are mutually competing. The economic impacts of tourism are the result of a series of market interactions (Frechtling, 1999) and interdependencies at both direct and indirect levels.

In all that, tourist consumption represents the basis of all economic tourism impacts and without its realization it would not be possible to achieve economic benefits emanating from tourism development. In this paper, the purpose and goal is to evaluate tourist consumption in rural tourism and then to analyse its impacts on the branches and businesses of the Istria rural economy. The research methods used to achieve paper's purpose and goal are based on primary and secondary sources, on the approach and methods on the attitudes of domestic and foreign authors, on the input-output analysis in combination with the satellite tourist balance and on the method of general balance with dynamic approach.

By this research the premise that tourist consumption multiplies its impacts in numerous branches and businesses of the Istria rural economy, in which the stated impacts are researched, will be proven.

1. Theoretical Basis

The problem area in this paper is approached from the point of view that tourism is an economic activity, which realizes itself within the framework of numerous branches and businesses, in which it causes economic impacts. The basis of all tourism economic impacts is tourist consumption. Economic impacts of tourism are changes which occur in the structure of the economies of emissive, transit and receptive tourism areas and countries.

1.1 Tourism as an Economic Activity

From the economic point of view, tourism is observed in the complex of numerous branches and businesses in which it causes economic impacts. Tourism impacts are based on tourist consumption (Kesar, 2008), which causes changes in the scope and structure of the economy. Tourist consumption determines branches and businesses in tourism complex (Šutalo *et al.*, 2011), whereby tourist spending cause a direct and indirect contribution to the economy.

As tourism is a very complex economic system composed of a series of fragments of structurally different economic branches and national economy sectors, its cohesive power within the economy results in many economic impacts. Economic impacts are the result of a series of market interactions and interdependencies at both direct and indirect levels.

1.2 Tourist Consumption

Tourist consumption represents the basis of all economic tourism impacts (Kim *et al.*, 2006; Frechtling, 1999; Kesar, 2008), and without its realization it is not possible to achieve a single economic impact, which emanates from tourism development.

Tourist consumption relates to products and services in preparation and realization of tourist travel and stay in a specific tourist receptive area. It is strictly associated with temporary visitors, who belong to the group of non-residential consumers (tourists and visitors).

Tourist consumption is realized in three phases:

1. in the place of residence, in an emissive tourist country (before and after travel),
2. on the way, in a transit tourist country (towards destination and on return), and
3. in a tourist destination, in a receptive tourist country (or more of them if it concerns touring).

Tourist consumption is the total consumption of goods and services, which are purchased or consumed by tourists, in order to satisfy primarily their tourist needs, regardless of whether the act of consumption occurred in the place of the tourists' permanent residence, during travel, or in the tourist destination. From the aspect of functionality, it represents a discretionary part of personal, final (non-productive) consumption, intended for the satisfaction of the needs of individuals, related to tourist travel. It is necessary to distinguish domestic and foreign consumption due to differences in the economic impacts emanating from them, but also due to the differences in the analytical (methodological) approach.

By domestic tourist consumption, allocation of gained revenue is made within the national space which "migrates" from one spatial and administrative unity (for example, county or town) to another, which does not significantly affect the GDP of a country. By domestic tourist consumption, redirection of funds from a tourist emissive country to a tourist

receptive country occurs, on the basis of which considerable economic impacts are achieved, especially in the sense of an increase in the GDP of a country.

1.3 Tourism Economic Impacts

Tourism economic impacts are changes which occur in the structure of the economy of tourist emissive, transit and tourist receptive areas, as a consequence of tourist trends, tourist consumption and, finally, of tourism development (Lee, Chang, 2008; Oh, 2005).

Tourist consumption is the basis of all economic impacts of tourism (Ashley, 2006; Brida *et al.,* 2008; De Agostini *et al.*, 2005; Fayissa *et al.*, 2009; Singh *et al.*, 2006; Zhang *et al.*, 2008; Kesar, 2008). By means of tourist consumption, tourism generates general economic growth and development at all levels of the economy.

It is not possible to observe the economic impacts of tourism in an isolated way, as they are in unbreakable interdependence with other impacts, which are achieved by tourism development: social, cultural, ecological (spatial) and other impacts.

Economic impacts of tourism are:

- growth in revenue generated by tourist offer subjects (legal and physical persons) on the basis of realized tourist consumption,
- growth in the gross domestic product,
- growth in public revenue from funds collected on the basis of unpaid duties and tourist taxes,
- growth in revenue from export of products and services by means of tourism (as it is recorded in the account of current pay balance transactions),
- growth in direct and indirect employment and labour market restructuring (especially regional),
- growth in entrepreneurial activity (small and medium entrepreneurship),
- growth in capital investment (private and public),
- activation of non-economic resources (transformation into tourist attractive resources),
- empowerment of regional development and interregional cooperation,
- stimulation of general economic growth and development,
- growth in the local population's standard of living, etc.

Economic impacts from tourism are measured with physical indicators, such as the volume of realized visitors and overnights, the financial volume of realized tourist consumption, etc. As a rule, they are the result of scientifically based evaluations and not of precise calculations, which shows that, in a large measure, approximate and not exact indicators are concerned. Depending on the aim of the research, measurement of the economic impacts of tourism can be an extremely complex methodological process. Simple impacts are monitored continually and they are recorded in statistical reports, while the more complex ones are measured quarterly, annually or occasionally and within special researches.

2. Research Methodology

In this paper, the research is based on primary and secondary sources as well as on the approach and methods based on the attitudes of domestic and foreign authors. The fundamental goal is set, i.e. to evaluate the impacts from rural tourism in Istria and to determine its contribution to the economy. The economic impacts of tourism have most frequently, until now, been researched using the input-output analysis in combination with the satellite tourist balance (Dwyer e*t al.*, 2005; Zhang *et al.*, 2008; Singh *et al.*, 2006; De Agostini *et al.*, 2005; Brida *et al.*, 2008; Kesar, 2008). As these methods are responsible for

the static quality and full clarification of the impacts of tourist consumption in economy, other methods are also used, among which is the method of general balance with dynamic approach; mathematically it is very complex and demanding in the sense of provision of the required data.

For the determination of the impact of rural tourism's tourist consumption in the rural economy of Istria, the input-output analysis is used in this paper, conducted for the Croatian economy in 2005 (Šutalo *et al.*, 2011). By adjusting and linking data on revenue of businesses, a basis for evaluation of contributions is created using Leontief's Inverse (I-A $^{-1}$), which coefficients are adjusted for the rural economy of Istria and taken from the paper by Šutalo *et al.* (2011).

Data on realized visitors and overnights is used in this research as well as the financial indicators of revenue trends in specific businesses in rural Istria municipalities, in which tourists are represented by at least 10% to 15% in the total mass of inhabitants and tourists. Thus, the research sample includes 20 municipalities and towns from the rural areas of Istria.

Data for this research was extracted from the four most recent publicly available sources:

1. records about revenue (County of Istria Chamber of Commerce 2008-2011),

2. number of tourists by municipalities taken from the records of the County of Istria Tourist Organization for the year 2011,

3. number of inhabitants by municipalities taken from the 2011 census, and

4. Leontief's Inverse taken from the input-output analysis of Croatia for the year 2005, which Šutalo *et al.* prepared and published in their paper in 2011.

2.1 Research Goals and Hypothesis

The fundamental research goals in the paper are the detection of the impacts of Istria rural tourism on the economy of its rural areas. In connection with this, a hypothesis was set, which states that rural tourism's tourist consumption multiplies the impacts in almost every branch and business, thus contributing to the growth of the Istria rural economy in which it is researched.

Validation of the set hypothesis was conducted on the example of the rural tourist destination of Istria, being based on the usual approach and methods, which are known among domestic and foreign researchers.

2.2 Research Period and Area

Determination of the impacts of rural tourism on the Istria rural economy was conducted for the year 2011, since there was an insufficient amount of publicly available sources after that year.

The spatial encirclement of the rural tourist destination of Istria and its economy was defined by the selection of municipalities and towns in which the share of tourists in the total mass of inhabitants and tourists was at least 10% to 15% (Mladenović, 1982). The rural destination of Istria and its economy, in which 20 municipalities and towns were included, were defined in this way *(Figure 1)*. Coastal municipalities and towns, in which a large number of accommodation capacities are constructed and which encourage mass tourism, were not included into the research.

2.3 Limitations of the Precise Calculation of Economic Impacts of Tourism

Tourism has an important role and a great influence on the economy. However, regardless of that, its importance and influence cannot be precisely evaluated for several reasons.

Difficulties occur in the measurement of tourism, since it is viewed as a set of activities, which is determined by the demand. This is a reflection of the fact that, in national calculations, tourism is not expressed as a separate sector (Šutalo *et al.*, 2011). Equally, tourism cannot be reduced to only one economic business; it is necessary to observe it as a set of different businesses.

An additional difficulty in the measurement of the tourism impacts, as quoted by Hara (2008) emanates from the tourist product characteristics, which are partly impalpable and difficult to measure by using either physical or financial indicators.

Furthermore, difficulties are also obvious in the process of the creation and storage of tourism statistics; several aspects, which must be taken into consideration, are particularly critical, as they directly affect the indicator inconsistency, namely, the scope of tourism in the national economy, whereby inclusion or non-inclusion of the impacts of some businesses in the impact of tourism has not been proven, and, finally, the treatment of the grey economy as the difference between fraud and legal business.

3. Results

3.1 Definition of Municipalities and Bearers of Istria Rural Tourism

The selection of municipalities and bearers of Istria rural tourism was made according to the instructions by Mladenović, Ružić (Mladenović, 1982; Ružić, 1988), who are of the opinion that in municipalities with 85% to 90% of present inhabitants and below 10% to 15% of tourists, the realized income of a relatively low number of tourists should be neglected and attributed to the local population. Rural Istria municipalities and towns with a number of tourists larger than 10% to 15% are shown in *Table 1*.

From the illustration of the tourists and inhabitants (*Table 1*) it can be noticed that 20 selected municipalities and towns make up the research sample. These are municipalities and towns of rural Istria in which larger tourist traffic is present. In the listed municipalities and towns, tourist consumption will be evaluated, followed by the analysis of its impact on the local (rural) economy of Istria.

Table 1. Rural Istria municipalities with the tourist share of 10% to 15% in the total number of inhabitants and tourists in the year 2011

Municipality	Number of inhabitants	Number of tourists	Total inhabitants and tourists	% of tourists in total
Bale	1.129	31.029	32.158	96.5
Barban	2.715	3.967	6.682	59.4
Brtonigla	1.607	42.655	44.262	96.4
Buje	5.127	33.753	38.880	86.8
Buzet	6.133	8.272	14.405	57.4
Grožnjan	768	1.647	2.415	68.2
Kanfanar	1.538	3.169	4.707	67.3
Kaštelir-Labinci	1.459	3.341	4.800	69.6
Kršan	2.951	3.879	6.830	56.8
Ližnjan	3.993	5.887	9.880	59.6
Marčana	4.206	24.121	28.327	85.2

Table 1 (*continuation*). Rural Istria municipalities with the tourist share of 10% to 15% in the total number of inhabitants and tourists in the year 2011

Motovun	1.001	6.564	7.565	86.8
Oprtalj	862	9.191	10.053	91.4
Pazin	8.630	12.025	20.655	58.2
Raša	3.197	24.987	28.184	88.7
Svetivičenat	2.183	4.269	6.452	66.2
Višnjan	2.266	2.886	5.152	56.0
Vižinada	1.155	1.023	2.178	46.0
Vodnjan	6.119	23.726	29.845	79.5
Žminj	3.470	3.157	6.627	47.6
Total	**60.509**	**249.548**	**310.057**	**80.5**

Source: 2011 census, Tourist and Overnight Records, County of Istria Tourist Organization.

Source: the Istria Region. Home. General Information. Physical Plans. Physical Plans of the Istria Region. Graphical Part. // http://www.istra-istria.hr/index.php?id=929.

Figure 1. **Cities and Municipalities of Istria County**

3.2 Determination of Revenue of the Istria Rural Economy

In *Table 2*, the revenue of the Istria rural economy is illustrated. As it can be seen, the revenue is made of 8 businesses.

Table 2. Realized revenue by businesses and municipalities in 2011 in rural Istria in 000 Croatian kunas

Municipality/ income	Agriculture and forestry	Industry and mining	Energetics	Construction	Commerce	Hotels and restaurants	Transport	Culture, sports and recreation	Total
Bale	7.911	8.370	547	5.928	409	13.284	763	178	**37.390**
Barban	2.880	22.970	0	2.290	9.745	1.432	1.404	0	**37.390**
Brtonigla	135	2.416	0	4.158	18.800	398	106	0	**74.780**
Buje	1.124	204.404	16	74.044	264.461	69.723	12.298	18.709	**644.779**
Buzet	327	758.216	0	108.423	350.218	6.549	6.468	5.931	**1.236.132**
Grožnjan	0	1.890	0	378	5.886	0	0	0	**8.154**
Kanfanar	0	7.468	29	572	70.510	1.540	91	112	**80.322**
Kaštelir-Labinci	0	10.655	0	20.548	38.074	583	0	332	**70.192**
Kršan	11.348	376.333	956.160	2.771	75.795	3.760	7.246	0	**1.433.413**
Ližnjan	508	732	32	1.768	34.711	783	54.713	1.151	**94.398**
Marčana	0	12.073	0	1.202	14.987	432	0	0	**28.694**
Motovun	181	7.160	0	12.057	8.073	481	912	86	**28.950**
Oprtalj	1.946	319	0	575	211	8.590	27	0	**11.668**

Table 2 (*continuation*). Realized revenue by businesses and municipalities in 2011 in rural Istria in 000 Croatian kunas

Pazin	259.029	526.759	0	65.647	324.849	5.130	8.773	0	**1.190.187**
Raša	99	422.525	0	214	7.152	378	26.297	0	**456.665**
Svetivičenat	0	23.216	0	9.172	3.684	948	1.724	0	**38.744**
Višnjan	1.428	4.654	0	11.424	9.640	1.339	6.647	0	**35.132**
Vižinada	62	2.617	0	1.237	270	51	0	0	**4.237**
Vodnjan	930	130.716	0	12.571	121.509	930	0	313	**266.969**
Žminj	425	50.853	0	20.243	54.590	86	34.958	0	**161.155**
Total	**288.333**	**2.574.346**	**956.784**	**355.222**	**1.413.574**	**116.417**	**162.427**	**26.812**	**5.893.915**

Source: records of Revenue by Businesses, County of Istria Chamber of Commerce, 2011.

Selected rural Istria municipalities and towns realize 5.893 billion kunas in revenue. The biggest part of the realized revenue in selected municipalities is generated in the businesses of industry and mining as well as commerce and energetics. The quoted revenue will be analysed in order to determine the direct and indirect impacts of Istria rural tourism.

3.3 Direct and Indirect Generated Added value from Rural Tourism in Istria Rural Economy

The total revenue and added value generated by tourist consumption are stated in *Table 3*.

Table 3. Evaluation of the direct and indirect generated added value from Istria rural tourism in the year 2011

Business	Total revenue in 000 kunas	% of total revenue generated by tourist consumption	Revenue generated by tourist consumption in 000 kunas	% of added value in revenue by businesses	Added value generated by tourist consumption in 000 kunas	Structure of the added value generated by tourist consumption
Agriculture and forestry	288.333	0.155	44.692	0.525	23.463	6.6
Industry and mining	2.574.346	0.124	319.219	0.328	104.704	29.6
Energetics	956.784	0.179	171.264	0.283	48.468	13.7
Construction	355.222	0.053	18.827	0.347	6.533	1.8
Commerce	1.413.574	0.122	172.456	0.528	91.057	25.7
Hotels and restaurants	116.417	0.946	110.130	0.561	61.783	17.5
Transport	162.427	0.220	35.734	0.405	14.472	4.1
Culture, sports and recreation	26.812	0.267	7.159	0.456	3.265	0.9
Total	**5.893.915**		**881.481**		**353.745**	**100.0**

Source: author's calculations according to % of share generated on the basis of the matrix multiplier and vector of the column of Croatian tourist consumption for the year 2005 (Institute for Tourism, 2008).

On the basis of indicators from *Table 3*, it can be noticed that in the Istria rural economy the value in revenue equals 5.893 billion kunas, out of which the revenue generated by tourist consumption equals 881.4 million or 15.0% of the total and 353.7 million of the added value equals 2.257 billion or 15.6% of the total added value; this closely expresses the importance of tourist consumption for the Istria rural economy. In order to compare and validate the correctness of the process and research results, results at the level of the Croatian economy for the year 2005 are quoted. In that year, tourist consumption directly and indirectly generated the production to the value of 69 billion kunas, which represents 14.6% of the total gross output and 33 billion kunas of the added value, which represents the share of 14.7 % of the total added value (Šutalo *et al.*, 2011).

The methodology of the evaluation of the tourism impacts by means of linking results from the tourist satellite balance and input-output table is recognized in many countries. Eurostat (2009) research results show the total tourism impacts on the economy, namely for Austria, Estonia and Spain. This is how, for example, through tourism Austria realized 8.2% of the gross domestic product in the year 2007, Estonia 8% in 2004 and Spain 10.9% in 2005.

In the structure of the added value, tourist consumption, industry, mining, commerce and hospitality businesses are represented by the largest percentage.

In *Table 4*, the output impact on the Istria rural economy is presented.

Table 4. Review of the indirect and total output impacts of the unit output of each business in final consumption of the Istria rural economy in the year 2011

Business	Total contribution in %	Indirect contribution in %	Rank according to the multiplier size
Agriculture and forestry	2.04	1.04	7
Industry and mining	2.61	1.61	2
Energetics	2.83	1.83	1
Construction	2.59	1.59	3
Commerce	2.07	1.07	6
Hotels and restaurants	2.00	1.00	8
Transport	2.33	1.33	4
Culture, sports and recreation	2.19	1.19	5

Source: author's calculations.

From the illustrated ranking, it is clear that the businesses of energetics, industry, mining and construction have the largest output impact followed by the others. Contrarily, service businesses have the lowest multiplier among which is the hospitality business (hotels and restaurants).

Conclusions

Tourism which from the economic point of view is made up of a complex of numerous branches and businesses causes the direct or indirect impacts on the economy through tourist consumption. With reference to that, the direct and indirect impacts of tourism in the Istria rural economy, made of 8 businesses in 20 municipalities and towns, have been researched.

This research confirms that tourist consumption in the Istria rural economy, in which tourists constitute more than 10% to 15% of the mass of inhabitants and tourists, generates over 881.4 million in revenue and 353.7 million in the added value, which, in percentage terms, equal 15% in the total revenue and 15.6% in the total added value. The obtained results are nearly the same as those gained at the level of the Croatian economy (14.6% in the total gross output and 14.7% in the total added value).

The presented research shows that tourism with tourist consumption generates impacts in a large number of economic branches and businesses which the referred authors prove in their papers at the level of national economies, and which is also proven on the example of the local (rural) economy of Istria.

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KAIMO TURIZMO EKONOMINIS POVEIKIS ISTRIJOS KAIMO VIETOVĖMS (KROATIJA)

Pavlo Ružić, Damir Demonja

SANTRAUKA

Straipsnyje tiriamas Istrijos kaimo turizmo ekonominis poveikis nagrinėjant turizmo vartojimą. Žinoma, kad ekonominės naudos iš turizmo galima pasiekti tik realizavus turizmo vartojimą. Todėl straipsnio tikslas – išanalizuoti turizmo vartojimo poveikį Istrijos kaimo vietovių ekonomikai. Keliama prielaida, kad turizmo vartojimas padidina prie Istrijos kaimo ekonomikos augimo prisidedančių daugumos sektorių ir veiklų poveikį.

Tyrimas atliktas remiantis pirminiais ir antriniais šaltiniais, taip pat šalies ir užsienio autorių nuomonėmis ir metodais. Tyrimas atskleidė, kad turizmo vartojimas Istrijos kaimo ekonomikoje, prie kurios turistai prisideda daugiau nei 10–15 proc., skaičiuojant visus gyventojus ir turistus, sudaro daugiau nei 881,4 mln. pajamų bei 353,4 mln. pridėtinės vertės, atitinkamai tai sudaro 15 proc. visų pajamų ir 15,6 proc. visos pridėtinės vertės. Gauti rezultatai beveik sutampa su visos Kroatijos ekonomikos rezultatu (14,6 proc. visos bendrosios produkcijos ir 14,7 proc. visos pridėtinės vertės).

REIKŠMINIAI ŽODŽIAI: turizmo vartojimas, kaimo turizmas, Istrijos kaimo ekonomika, ekonominis poveikis, koeficientas, Kroatija.