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Journal of Environmental Management and Tourism is an interdisciplinary research journal, aimed to publish articles and original research papers that should contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences.

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Sports and Recreational Tourism of Koprivnica Krizevci County in Republic of Croatia

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Abstract:

Today many experts consider tourism a complex phenomenon, and it is very frequent and a constant object of research. Almost everywhere in the world there is an area that is daily visited by tourists. Trends and society are changing, but the motives of travel remain the same. There is an increasing imperative set to sport and recreation on your vacation precisely because of the hectic everyday lifestyle. Even more nowadays tourism wants to encourage tourists to do sports activities, including many other facilities in the surroundings of the selected destinations. Sports and recreational tourism in the present time is developing more, and actually in Croatia it is one of the special forms of tourism which has a high tendency to increase. Given the distinct diversity of climates in certain tourist areas, sport and tourism in Croatia is the most attached to coastal areas and very pronounced seasonality. Such a situation brings with it the advantages, but also the shortcomings, which are more obvious in the mass character of the tourist demand. Each of the specific forms of tourism, sports and recreation, has brought a certain damage, and all because of poor organization and an extremely high concentration of tourists on small areas. Koprivnica-Krizevci County abounds with sports and recreational facilities which are already used or yet to be discovered. With extremely good transport links in the area of Koprivnica-Krizevci County there are many mountains and beautiful rivers and forests. In a sea of greenery, it is possible to enjoy the beautiful bike ride along the famous routes along the Drava River or Bilogora, go hiking on the 28 April, or simply stroll through the trim-paths. With a good organization, incorporation and the work of professional service it is possible to bring sports and recreational offer of the County to a higher level.

Keywords: active vacation; sports and recreational tourism; tourism; tourism offers; tourism resources; eco-tourism; development; transport; cooperation.

JEL Classification: O18; R12; I38; M31.

Introduction

The subject of tourists and tourism is becoming very popular in the last couple of years and it has become a part of our everyday life. The need for recreation and sport provides a motivation for achieving tourist development and we now must consider the need for a unique source of tourism in certain areas (Morozov, Morozova 2016). In every part of the country, there's a certain segment that individual finds interesting and is considering an attractive site that he wants to visit. Sport is one of the most important motivators of modern tourism, so each destination needs to adapt to the needs of the contemporary market. A sports and recreational tourism in the Republic of Croatia is only now in the formative years. It is hard to speak of Croatian tourism and not mention the seasonal character tourist offer, which experts believe has many negative consequences for our tourism in general. The continental part of Croatia has the same opportunities for development like that on the Adriatic, and the numerous tourism experts say that, in Croatia a larger number of well-educated tourism workers would improve that part of tourist offer. A sports and recreational centers have an important role in maintaining tourism in the areas where they offer a sports and recreation facilities (Andreff 2009, 2011). These centers are in the charter facilities, equipment and other props. Sports organizations are also greatly involved in the tourist offer. They're here to encourage sport and recreation in their town or county, and yet by organising the event in the community attracts admirers in tourism, sports and specifics of the area. (Geić 2011, 226)

1. Literature Review

Terms of tourists and tourism are well known to us and in the last few centuries have become almost completely acclimatized in all countries around the world. One of the oldest definition of the term tourism is designed by theorists W. Hunziker and K. Krapf (Hunziker 1942), and has been downloaded from the author of the book from the tourism and economic fundamentals and organization system. It reads: tourism is a set of relations and phenomena that arise from the travel and stay of visitors of a place if those visitors are not here for permanent residence and if such stay is not connected to any of their economic activity. As pointed by the authors, the definition has been accepted by the great Tourist Association. Eric Cohen was perhaps best in defining the term tourists: "the tourist is a voluntary, temporary traveler who travels in anticipation of the pleasures that can give him the news and changes experiences on the relatively long and inconsistent two-way journey" (Cohen 2008, 25).

The motifs of tourist travel are not changed so that we're talking about vacation, recreation outside of their usual environment, caring for the health and the desire for a completely new experience. Whereas, tourism is seen as complicated and complex socio-economic phenomenon, scientists believe that it is possible to analyse it by different criteria that we give close look or determine the specific types of tourism. According to the Division of the UNWTO, we are talking about domestic tourism, the receptive or inbound tourism, receptive or the input tourism, the national, internal, international, intraregional and the international tourism industry (Gorlova, Troska, Gureeva, Krutitskaya 2016). Tourism has become more dynamic at the beginning of the 20th century, and so we are talking about a mass tourism. In the beginning tourism had a positive meaning, while today it is the cause of mass devastation of environmental and other undesirable consequences. (Cavlek and sur. 2011, 27-47).

It is impossible to talk about the development of tourism and not to mention the connection between sport and tourism (Osipov, Skryl, Nevskaya, Shavina 2016). The connection stems from the fact that sport has a very important role in the content of tourist stay, so it is commonly known that the interrelationship between sport and tourism leads to the development of sports tourism as a special form of tourism. Urbanization and industrialization have completely changed man's way of life and life itself, and man is compelled to separate himself from a sedentary lifestyle and enjoy a holiday with sport and recreation (Evsukov, Sigarev, Ustyuzhanina, Zaytseva 2016). We can safely say that tourism, recreation and sports are related to certain common factors that help their development. The start of sports tourism in the world was marked by the appearance of team sports, and the popularity of such sports was reflected in Croatian tourism. In a joint interaction between sport and tourism, it is crucial to maintain an active common policy on the creation of quality and appropriate sports infrastructure. (Bartoluci i sur. 2007, 86-99)

First, it should be recalled that the Croatian tourism in the past, according to Bartolucci and associates, and more than 90% of the turnover, seemed to be the Adriatic area exclusively oriented to the summer months. Large so-called. the reserves lie in other parts of Croatia. That is why their development will depend on the socio-economic tourism strategy that recognizes the value and quality of many localities for the development of specific forms of

tourism. It is precisely the goal of these sports facilities that are offered to enhance the overall quality of stay and vacation of tourists. According to the classification of the author Bartolucci, sur., Tourist destinations of the Republic of Croatia can be divided according to the basic profile and contents of the tourist offer (Bartoluci 2007, 101).

Touristic sports centers, in the opinion of the author, need to keep up with the changes in trends and markets, while preserving the authenticity of the tourist destination. High-quality sports and recreational programs can overcome this seasonal character, and above all, in the opinion of experts, one should think about quality and responsibility in all other segments of the tourist offer (Osipov, Skryl, Evseev 2016). "Sport and recreation in tourism represent a richness of life and stay in tourism that ensures satisfaction and entertainment, but also benefits each individual tourist in the form of better health" (Bartoluci i sur. 2007, 101). Concluding, Bartolucci states that sports and recreational tourism in Croatia can develop as a competitive, summer or winter sports tourism, with certain indirect and direct economic effects (Bartoluci 2013, 223).

To a large extent today the restructuring of Croatian tourism is mentioned, which, according to Đulcic and Petric, marks the economic concept of conversion and privatization. Termination of the restructuring process means the state in which a particular economic object is not capable of changing any sign (Sfenrianto, Girsangas, Ruman, 2016). According to estimates of the Croatian Main Tourist Plan in 1992, more than EUR billions of euros must be invested in Croatian buildings, to begin with the reconstruction of technical assumptions. The highest concentration of hotel facilities in Croatia is in the Adriatic, which is a sort of maneuver and a certain burden for the economy (Đulcic and Petrić 2001, 309-317).

The main tourist offer has seasonal character, "meaning that it does not use the same intensity at all times of the year". (Ustyuzhanina 2016) The climate factor is a key feature that is characterized by seasons. This is primarily the summer season characterized by the optimal sea temperature. Apart from the mentioned season there is also the number of sunny days, so we can conclude that as the number of sunny days increases, the season is prolonged. On the other hand, the contrast to the summer season is the winter which is largely determined by the amount of snow compared to the geographical features of the area. The existence of two tourist seasons was marked by Croatian tourism, which is most evident in the availability of accommodation capacities. Specific accommodation capacities are good during the season and good economic results guarantee the so-called survival until next season (Prijevec 1998, 87-88).

2. Methodology

Koprivnicko-Krizevacka County is situated in the northern part of Croatia, and other than its natural beauties - of the Drava River, Prigorje and Bilogora, with sport and recreation characteristic is the most traditional and religious, cultural-historical events county. This paper is based on different offers for sports-recreational facilities in the area of major cities Koprivnica-Križevci County. Therefore, we can talk about sports-recreational offers cities of Koprivnica, Križevci and Đurđevac and their efforts and endeavors of sporting activities and recreational activities and how they want to attract as many lovers of nature and clean and preserved environment as possible. In addition, based on the headlines of this research we have conducted a study that shows interest in the subject for sports and recreational facilities and other forms of tourism.

3. Sports and recreational offers in Koprivnica-Krizevci County

There are some special offers and facilities in the field of recreation and tourism. Besides the natural beauties of the Drava River and Prigorje, the peculiarities of Koprivnica-Križevci County are numerous religious, cultural, historical and traditional manifestations. Most foreign tourists visiting the Koprivnica-Križevci County area come from Germany, Italy and Austria (Feletar 2009, 99).

Table 1. Number of tourist arrivals in 2016 in Koprivnica-Križevci County

Total number of tourism arrivals in 2016	% increase compared to 2015
19.128	3%

Source: Authors personal insight

Table 2. Overview of overnight stays in 2016 in the area of Koprivnica-Križevci County

Total number of overnight stays in 2016.	% increase compared to 2015.
45.135	22%

Source: Authors personal insight

Current data from the Official Website of the Tourist Board of Koprivnica-Križevci County indicate that in the territory of the county in 2016, compared to 2015, 19,128 tourist arrivals, which is a total increase of 3%, while the

number of realized overnight stays is 45,135, an increase of 22 % compared to 2015. Domestic tourists account for 56% of the total number of tourists, and 44% are foreign tourists (<http://tz-koprivnicko-krizevacka.hr/podaci-u-broje-dolazaka-i-nocenja-u-koprivnicko-krizevackoj-zupaniji-to-period-01-01-31-12-2016/>).

In organizing and affirming tourism development and opportunities Podravina and Prigorje are the most productive tourist communities. Thus, tourist offices are available to visitors in the larger towns of the county, while more and more municipalities are establishing today's community (Feletar 2009, 101).

4. Sports and recreational tourism in Koprivnica-Krizevci County

In this research paper, the survey questionnaire method was used. Based on this questionnaire, data, information, opinions and opinions of the respondents on the subject of the survey are collected. The subject of research in this case is sports and recreational tourism of the County of Koprivnica-Krizevci. The questionnaires used are combinations of open and closed type of questions and questions with scales ranging from 1 to 5, and the survey questionnaire contains 19 questions. The survey is anonymous, which protects the identity of the respondents and gives the right to write their own opinions without speaking.

The questions asked in the questionnaire are:

- have you ever visited the County of Koprivnica-Krizevci?
- do you play sports?
- do you visit a tourist destination exclusively for sports and recreational tourism?
- in your opinion, what is the sport-recreational offer of Koprivnica-Krizevci County?
- what are your first associations to remember Koprivnica-Krizevci County?
- how familiar are you with the sports and recreational offer of the city of Koprivnica?
- highlight the sports and recreational activity that you were dealing with during the visit to the town of Koprivnica.
- how familiar are you with the sports and recreational offer of the town of Krizevci?
- highlight the sports and recreational activity that you were dealing with during the visit to the city of Krizevci.
- how familiar are you with the sports and recreational offer of the city of Đurđevac?
- highlight the sports and recreational activity that you were dealing with during the visit to the city of Đurđevac.
- in your opinion, what is the general offer of accommodation in Koprivnica-Krizevci County?
- are you interested in visiting Koprivnica-Krizevci County other forms of tourist offer?
- if the previous answer was positive, which forms of tourist offer are most interested to you?
- how did you hear about Koprivnica-Krizevci County?
- how familiar are you with the work of sports associations in Koprivnica-Krizevci County?
- what do you think is lacking in the Koprivnica-Krizevci County?
- sex.
- age group

5. Case Studies

5.1. Questionnaire interpretation

The questionnaire was conducted by random selection and was divided among the students of the Međimurje Polytechnic in Čakovec, in the Koprivnica High School, in the direction of the hotel and tourist technician, students of the North University of Koprivnica heading for journalism, the Facebook group ONA where people of all ages and the profile of the beneficiary Anamarija Kalavarić. The aim of this research is to get information on the interest of tourists for sports and recreational contents, their present view of the county in the sports and recreational view. Based on current data from 2016 on the number of total arrivals and overnight stays and in some counties, it is evident that the percentages are increasing. Through the nineteen questions, we will try to find out about the current sports and recreational offer of Koprivnica-Krizevci County, opinions on the work of sports associations and accommodation. Open type questions will give us a clear picture of the opinions of the respondents about what is missing in the Koprivnica-Krizevci County and thus provide clear insight into what needs to be changed and improved in the future.

The age group ranges from the age of 18 up to 41 and over. The above-mentioned aim was to show which part of the population was most interested in meeting this questionnaire, that is, the topic of the questionnaire itself. So, most respondents are younger than 18 and up to 25 years of age, we are talking about 102 respondents. 22 respondents aged 26 to 30, 21 respondents ranging from 31 to 40 years, while only 5 subjects age 41 up to the

age of 41 participated in the survey. The sample in this study represents the total number of respondents, of which 128 are female and 22 are male.

Table 3. Sample of respondents by sex group

Sex of respondents	Number of respondents
MALE	22
FEMALE	128

Source: Authors personal insight

Table 4. Sample of respondents by age group

Age of respondents	Number of respondents
Mlade od 18 do 25	102
26 – 30	22
31 – 40	21
41 and above	5

Source: Authors personal insight

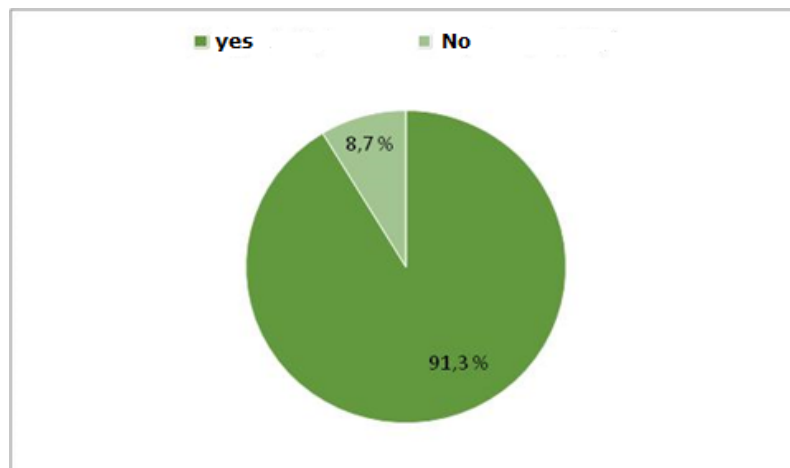
Graphic image of the most important survey questions:

- Have you ever visited Koprivnica-Križevci County?

(If the answer is positive, please continue to complete the survey, and if the answer is negative, thank you for your cooperation). The question of visiting Koprivnica-Križevci County was conceived as an elimination issue. Of the total number of respondents (150), 137 of them visited the county as well, while thirteen respondents did not continue their survey due to the lack knowledge of the same area. The survey was transmitted on social networks, so it was extremely important to collect as much data as possible in data collection.

Figure 1 showing the number of respondents on the visit of Koprivnica-Križevci County. Dark green- yes, I have visited, Light green - no, I did not visit

Figure 1. Number of respondents on the visit of Koprivnica-Križevci County



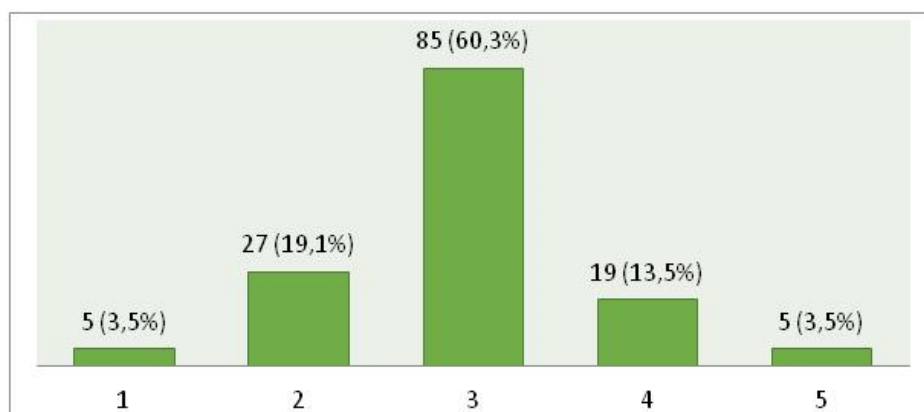
Source: Authors personal insight

- In your opinion, what is the sport-recreational offer of Koprivnica-Križevci County?

Scale of grades 1 to 5 shows us for which assessment the respondents decided the most when completing the questionnaire. Points 1 to 5 in this issue signify the following: 1 - Extremely unsatisfactory, 2 - Unsatisfactory, 3 - Not good or bad, 4 - very good 5 - great. The sports-recreational offer of the Koprivnica-Križevci County was rated by the highest number of respondents with a score of 3, or rather 85 respondents. The rating, insufficient and excellent, the equals the same as the number of respondents, 5 of them.

Figure 2 was rated by 27 respondents, while 19 respondents rated it very good.

Figure 2. Presentation of the assessment of the respondents of the sports and recreational offer of the Koprivnica-Križevci County



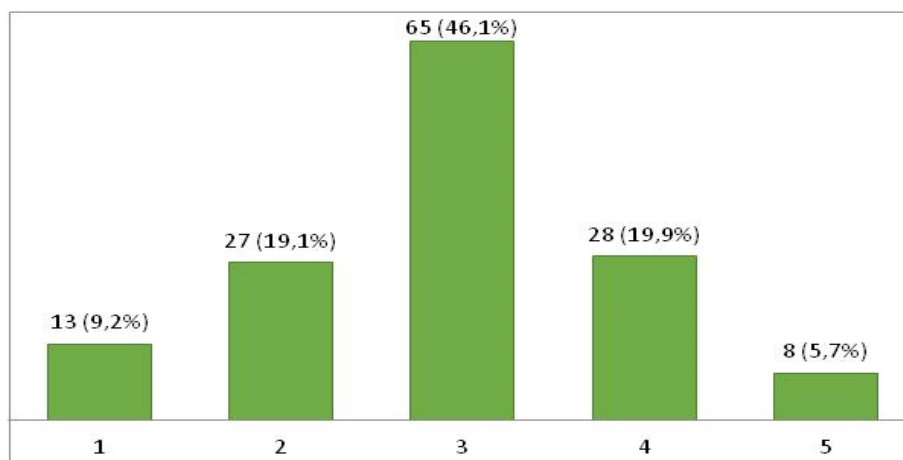
Source: Authors personal insight

- How familiar are you with the sports and recreational offer of the city of Koprivnica?

Scale 1 - 5 here means: 1 - I'm not familiar at all, 2 - I'm not familiar, 3 - I'm not familiar, but I have an intention to learn, 4 - I'm very familiar with 5, I'm very familiar.

This questionnaire question sought to find out how much the respondents were actually acquainted with sports and recreational activities in the area of Koprivnica. I am not familiar with, but I have the intention to learn was the answer of the most respondents, and more precisely 65 of them. Sports and recreational offer was not known at all by thirteen respondents, 28 students were very knowledgeable about sports and recreational offer, while 8 respondents were well acquainted.

Figure 3. Presentation of the participants' knowledge of sports and recreational activities in the area of the town of Koprivnica



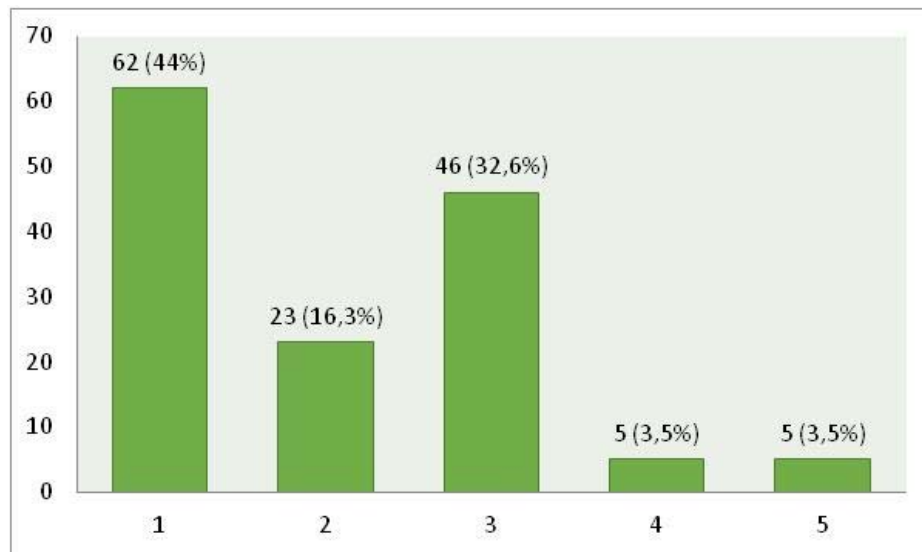
Source: Authors personal insight

- How familiar are you with the sports and recreational offer of the town of Đurđevac?

Scale 1 - 5 here means: 1 - I'm not familiar at all, 2 - I'm not familiar, 3 - I'm not familiar, but I intend to get to know 4 - I'm very familiar (5) I'm very familiar.

In Đurđevac, the majority of the respondents selected I was not at all acquainted with the sports and recreational facilities, even 64 of them. 46 of them are not familiar with sports and recreational activities in Đurđevac but intend to become acquainted with them. Equal number of respondents, more precisely 5, is very good and excellent familiar with sports and recreational amenities in the city.

Figure 4. View of the sports and recreational offer in Đurđevac



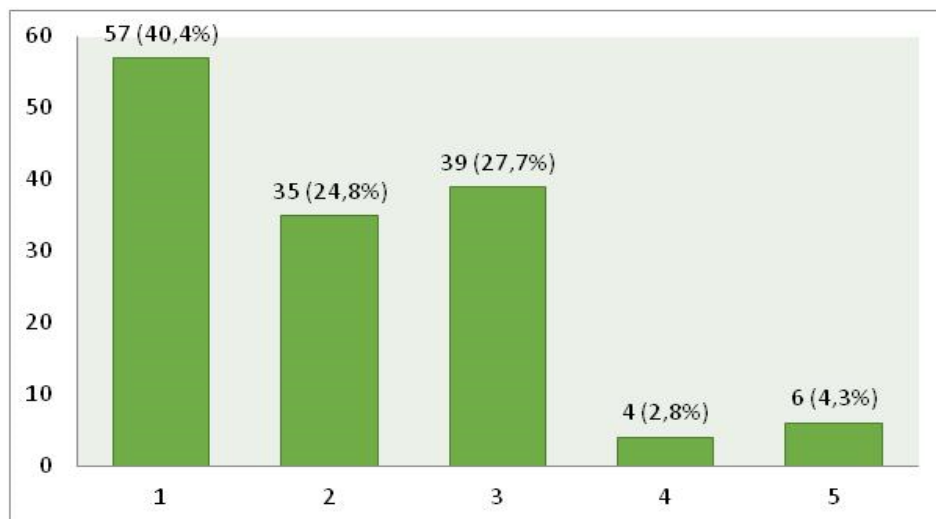
Source: Authors personal insight

■ How familiar are you with the sport and recreational offer of the town of Križevci?

Scale 1 - 5 here means: 1 - I'm not familiar at all, 2 - I'm not familiar, 3 - I'm not familiar, but I intend to get to know 4 - I'm very familiar (5) I'm very familiar.

Despite numerous sports and recreational activities in the city, as many as 57 respondents are not very familiar with sports and recreational activities in the Križevci area. 39 respondents are not familiar, but intend to get acquainted with sports and recreational activities, while 6 respondents are very familiar with sports and recreational activities in the city. With this high number of respondents who are unfamiliar with sports and recreational activities, there is a high degree of misinformation and disinterest for visiting such activities in the Križevci area.

Figure 5. An overview of the participants with the sports and recreational offer of the town of Križevci



Source: Authors personal insight

■ What do you think is missing in Koprivnica-Križevci County?

It is through such open questions that one can best find out what the respondents think when they have an opportunity to enter anonymously. In the opinion of the respondents, namely 97, what is most missing in Koprivnica-Križevci County is promotion, money, people, accommodation capacities and city parks. New ideas and work of sport associations would be a good incentive for further development of tourism in the Koprivnica-Križevci County. In addition, respondents believe that there is a lack of faculty and content for the younger population. Concerts of serious music and spas would be of interest to many respondents, and the education of the tourism sector would greatly contribute to creating better tourist offers and other content that tourists would occupy. Also, better planning

of the roads, in the opinion of the respondents, which would better connect the village and the city and allow to visit the other neglected attractions of the Koprivnica-Križevci County. In addition to the above, respondents indicated more restaurants and more information on events. The respondents' opinion is largely in line with a good marketing strategy, which is primarily related to multiple sports facilities and playgrounds.

Table 5. An overview of the respondents about the disadvantages of tourism in Koprivnica-Križevci County

Opinion of the respondents	Broj ispitanika
Promotion	16
People	11
Money	10
Better landscaping	10
New ideas	9
Good marketing strategy	9
Accommodation capacities	9
Education of tourism sector	8
Better presentation and work of associations	4
Spa	2
Facilities for the younger population	2
Better arranged roads	2
Colleges	2
More sports fields	2
Concerts of serious music	1

Source: Authors personal insight

From the answers given to the questions from the survey questionnaire, one can best see the familiarity of the respondents with the sports and recreational offer in Koprivnica - Križevci County, as well as its overall reputation among the population.

Conclusion

We are witnessing that tourism in the modern world is a rapidly growing activity that unites many contents. The interest of tourists for sports and recreational activities is becoming more pronounced precisely because of their lifestyles and their stagnant work habits. The county of Koprivnica-Križevci is situated in the extremely grateful part of Croatia. Apart from its abundance of greenery and natural beauties, Bilogora and the Kalnik mountain are special. The same promenades built along these areas give an unforgettable feeling to every visitor. Koprivnica is a city of rich history and beautiful preserved heritage, and is proud to wear the name of a bicycle town. In addition to numerous bicycle monuments, there are numerous events around the city, which, from its beginnings to the back of a few years, have witnessed a significant increase in visitors.

Extremely great potential other than the bicycle routes itself is the Šoderica Lake, which, along with the Declaration of the Podravina Sea, seeks every summer to become the favorite destination of all those who want good entertainment and sports. There are also many associations in the area of Koprivnica which strive to maintain sport and recreation at a certain level. Đurđevac is also known for its remarkably rich historical legacy, and their sports and recreational offer is only at the beginning. In the city, the SCRC will be built, which will greatly help this part of Croatia to be better presented on the basis of the preparation of athletes and other recreational needs of the individual. Križevci, however, offer their sport and recreation offer based on the Kalnik Mountain. Most of the sports and recreational activities take place in Kalnik, and with the efforts of the associations, the aim is to improve the current offer.

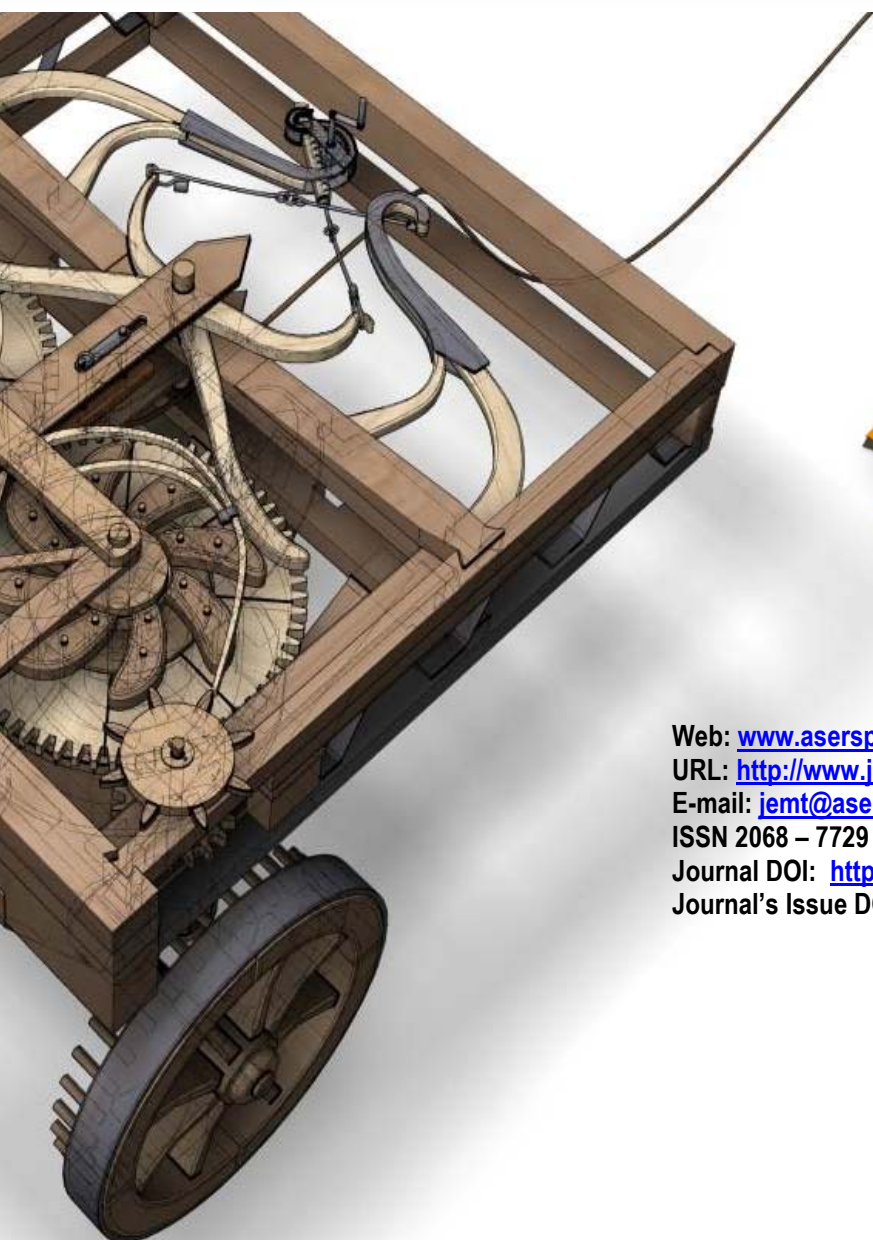
Even though there is a high degree of misinformation and lack of interest in this area based on the survey conducted, there are very clear critiques clearly outlined in the question of what is missing in Koprivnica-Križevci County; poor promotion, lack of marketing budget, gastronomic offer and lack of accommodation capacity. Therefore, we can conclude that sports and recreational tourism in this area of the county has extremely high possibilities for development, but this can only be achieved through the cooperation of local communities, the local population and educated workforce.

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