

## SECURITY IN EUROPEAN TOURISM WITH PARTICULAR ATTENTION PAID TO THE REPUBLIC OF CROATIA

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**Abstract:** *Security and the sense of being secure represent an important component in choosing a tourist destination, but also the quality of life of domestic population and stay of tourists in a tourist destination. Therefore, in cooperation with participants in tourism, destinations must enable safe and adequate surrounding for its visitors, and encourage the coexistence with the domestic population. Protection and security in tourism are becoming complex multidimensional terms which cover a great number of components among which are political security, public security, health and sanitation security, protection of personal data, legal protection of tourists, protection of consumers, security in communication, getting authentic data, ensuring the quality of services, etc. Croatia is a member of the European Union, and it monitors trends in the development of tourism on the European Union level and Europe in whole. Personal safety is an important component of choosing Croatia as a destination, and is one of the advantages of Croatia in relation to the competitive countries. Within the research conducted in the paper the focus is on the analysis of safety in tourism of Europe and the Republic of Croatia. The goal is understanding the significance which "sense of safety" has on the choice of European destinations and the necessity of establishment of security measures and the protection of tourists during tourist travel on all levels. Based on the conducted analysis, measures of improvement of security and protection of tourists in European and Croatian tourist destinations will be suggested.*

**Keywords:** *Security, tourism, tourist protection, Republic of Croatia, Europe*

**JEL Classification:** L83

### Introduction

European Union, as an economic community of twenty-eight states, is the biggest tourist destination in the world. Tourism as a phenomenon which stimulates the development of various economic activities directly and/or indirectly connected with providing services in tourism, and the image of cities, can produce various forms of crimes. Destinations must, in cooperation with stakeholders in tourism, enable safe and appropriate surroundings for its visitors, and encourage coexistence with the

domestic population. As important factors in choosing a destination, safety and sense of security are crucial for the quality of life in tourist destinations. This was particularly visible after 11th of September in 2001 when there was a decrease of international tourist travels due to the terrorist attacks in the United States of America, and European tourists avoided distant destinations, respectively, travelling by plane. Besides that, the quality of life was disturbed in cities exposed to the terrorist attacks (New York, London, Madrid, etc.).

Croatian tourism also registered a decrease, and the drastic fall in tourist movements due to the warfare on the area of the Republic of Croatia, as well as the neighboring countries. But, apart from these extreme security problems which had negative consequences on tourism, there are various security problems in tourism such as various threats for life and health of tourists, threats conditioned by thefts, criminal acts, violence on cultural monuments in the tourist destination, threats due to the vessels, and some activities on sea and mainland, etc.

The subject of research of this paper is security in tourism of the European Union and the Republic of Croatia. The purpose and the goal of the paper are following: to present theoretical characteristics of tourists and security measures, to analyze security in tourism of the European Union with reference on the Republic of Croatia, and the effects which insecurity and sense of insecurity have on international tourist movements.

### **Safety and tourism development on the European Union level**

Tourist policy of the European Union has a goal to maintain the position of the European Union as one of the leading world destinations and maximizing the industry contributes to the growth, employment and promotion of cooperation among European Union countries, particularly through exchange of good practice. The main challenges in tourism of the European Union have been identified among which security and protection have a special place. The challenges are following (Overview of EU Tourism Policy, European Commission):

1. Security and protection – environment, politics and social security, food and accommodation safety, and socio-cultural threats to sustainability;
2. Economic competitiveness – seasonality, regulatory and administrative obstacles, relation of tax system and tourism, difficulties in finding and keeping professional personnel;
3. Technological – keeping up with the information–technological development caused by globalization of information and progress of technology (IT tool for holiday reservation, provision of information through social networks about tourist services, etc.).
4. Market and competition – growing demand for individual experiences, new products, growing competition from other EU destinations.

In June 2010 the European Commission has launched an initiative for adoption of a new joint tourist policy in Europe under the name "Europe world tourist destination No.1". That initiative launched a new strategy and action plan of European Union tourism. Four priorities of actions have been identified (Overview of EU Tourism Policy, European Commission):

- encouraging competitiveness of European tourism,
- promotion of development of sustainable, responsible and quality tourism;

consolidation of image of Europe as a collection of sustainable, high-quality destinations,

- maximizing potential of financial policy of the European Union for tourism development.

Safety of tourists is included in development of European brand "Quality tourism" in which increasing security of tourists and trust in a tourist product is pointed out as a value of brand. Necessity of further cooperation of the European Commission with state members, tourism industry and other stakeholders is especially pointed out in order to improve security in accommodation facilities, especially considering the fire risks (Overview of EU Tourism Policy, European Commission).

Previously mentioned indicates that the European Commission pays great attention to safety and protection in tourism, in order to improve quality of tourism on the European Union level.

### **Safety as a motive of arrival in the European Union**

Motive is defined as a stimulation of a person on a certain activity due to the satisfaction of a created need (Pirjavec, 1998). From the stated definition it can be concluded that tourist motives are an internal stimulation to a person to include in tourist flows, so tourist motivation as well is an internal impulse for inclusion in tourist flows. One of the most numerous reasons for inclusion of a person in tourist flows is certainly a vacation. It is the most frequent motive. Besides this motive, motives that encourage people on temporary leave and stay outside domicile place are, i.e., hunting, navigation, sports show, visit to a sanctuary, congress, music events, exhibitions, gastronomy, entertainment, relaxing, etc. Motives for travel have changed its character throughout the history. However, security also has a greater significance as an element of tourist offer in motivation of tourist arrivals to a destination.

"Personal safety" and "sense of safety in a country" are not motives which trigger tourists on tourist travel, but can be sorted in key factors which influence tourist's decision about the choice of a tourist destination (Mansfeld and Pizam, 2006). Research conducted by the European Commission in 2005 has shown a decrease of crime, such as auto theft, burglary, robbery, sexual and other assaults in the period from 1995 until 2004 in the majority of the European Union member states, except Belgium, where the research registered growth of robberies and thefts (European citizens and the feeling of insecurity, 2006). Out of 15 "old" member countries, and Estonia, Poland and Hungary which were included in the research, 15% of the respondents claimed they were victims of a crime in 2004, which is a reduction in relation to 1995 for 21%. Furthermore, research has shown that the citizens of Great Britain, Estonia, Netherlands and Denmark have identified their countries as countries with higher crime rate for 30% than the European Union average. In the frame of countries of Eastern and Middle Europe, the report has shown high crime rate and bad opinion about the police and Estonia; three countries, Estonia, Hungary and Poland reported about a high number of pickpockets, robberies and auto thefts. Road safety is one of the causes for concern for about 30% of interviewed Europeans (European citizens and the feeling of insecurity, 2006). In 2015, Eurobarometer research has pointed out on safety challenges which the European Union is facing. Approximately half of the respondents (49%) identified terrorism as one of the most important security challenges. This is a substantial increase from 33% of respondents who mentioned terrorism in 2011 (Internal Security, 2011). Among the most significant security challenges the citizens of EU also pointed out economic and financial crisis (27%), organized crime (23%),

poverty (23%), corruption (23%) religious extremism (20%) and irregular immigration (19%) (European Commission, Europeans' Attitudes towards Security, 2015). Bearing in mind that in some European Union countries domestic tourists make over 90% of total tourist turnover, it can be concluded that is also the perception of tourists on the tourist travel within the European Union.

### **Terrorism as a security problem of tourists in the European Union**

In the recent years terrorism has been profiled as one of the most difficult security problems in the European Union, but also around the world (Bilandžić, 2011). However, it is necessary to point out that this is not a new phenomenon in Europe. In the period from 2009 until 2013 in the European Union member states there was 1.010 unsuccessful, disabled or conducted attacks in which thirty-eight people were killed (EU fighting against terrorism, 2014). Considering the threats which in terms of terrorism are present in the European Union, terrorism needs to be combated on the national and international level.

In 2005 the European Council has adopted strategy for fighting of European Union against terrorism. It is focused in 4 main directions of action: prevention, protection, prosecution and response. Prevention determines and solves factors which contribute to the radicalism and processes in which individuals are recruited with a goal of conducting terrorist actions. Protection of citizens and infrastructure is the second pillar in fighting against terrorism. It includes protection of external borders of the European Union, improvement of security in traffic, protection of goals of strategic importance and reduction of exposure of critical infrastructure. Third pillar on which fighting against terrorism in the European Union is based is prosecution. In order to reduce capability of terrorists in planning and organizing terrorist activities, European Union is working on bringing them to justice. In realization of these goals it is focused on strengthening capabilities of national institutions, improving cooperation among countries and information exchange between judicial authorities and the police, through Eurojust and Europol, fighting against financing terrorism and deprivation of terrorists of their financial funds for organization and conducting attacks and intercommunication. In 2014 Council and the Parliament of the European Union brought a set of rules about prevention of money laundry and financing terrorism. The fourth pillar of fighting against terrorism is preparation for managing and reducing consequences of terrorist attacks. It is operated in this direction by strengthening the capability to respond on consequences, by coordinating and satisfying the victim's needs. Priorities in this direction are developing an arrangement of the European Union for coordination of the response on crisis, audit of the mechanism for civil protection, development of risk assessment or exchange of the best practice in providing help for the victims of terrorism. Particular significance is given to the cooperation with the third countries, i.e. USA, and other international and regional organizations which act in fighting against terrorism.

### **Security and health of passengers in the European Union**

UNWTO expressed its attitude about the safety of health of passengers in the manual "Tourist protection and safety, Practical measures for the destination" wherein the following is: "Health risks connected with travels are a problem of divided responsibility of all participants in tourism (health care, tourism industry and passengers)..." Key factors of health risks on a journey are: destination, duration of a visit, purpose of travel, traveler's behavior and reliability/local/health care and standards of accommodation, food and water quality, as well as sanitation and hygiene of the

destination's environment (Gotovac, 2007). In order to reduce health risks of tourists in the European Union, information is placed on national webpages of health institutions about possible health risks in the countries visited. For example, Croatian Institute for Public Health reported about risks of a disease of Ebola in Guinea, Liberia, Sierra Leone and Nigeria, and localized transmission of Ebola on the area of the European Union, in Spain and Great Britain.

European Union citizens and citizens of third world countries (if they have a right on health protection in the European Union countries) which travel to the European Union countries with the necessary certificate (European health insurance card and temporary substitute of a receipt) can get the necessary services directly without the compensation, except paying the administrative costs for public hospital protection in a private arrangement with national health services. Citizens which come from countries that are not included in the agreement about health protection must pay for health services in the European Union member countries according to the price list of health services.

### **Safety problems and security measures in the accommodation facilities**

European Commission is trying to minimize security problems in the accommodation facilities with various measures. These measures include recommendation of the Council 86/666/EEZ about the safety of the existing hotels in terms of fire risks, Directive 90/314/EEZ about package travels, package holidays and package tours (in the process of the audit) and Directive 2008/122/EZ about using real estates for temporary lease (European Parliament, Sektorske politike - turizam).

Security measures in accommodation facilities also relate on the application of hotel standards during building the hotel facility, as well as standards related with accommodation services in a hotel, food services in a hotel, etc. In order to guest's health in a hotel facility, HACCP (Hazard Analysis Critical Control Point) is used, which implies the analysis of dangers and critical control points. It is a preventive and systematic system for ensuring food safety, based on the application of correct technological processes and their control and supervision of the whole system (Mogorović, 2005). It is about the system which enables managing food safety, and is based on control of the production process in order to reduce occurrence of risks to the lowest possible level, from which arises the purpose of this system.

Besides threats of guests safety which arise from the construction itself, equipment and providing food and beverage services in the accommodation facility, threats occur as criminal actions as well, such as thefts in accommodation facilities, assaults, etc. For this purpose security measures are undertaken, which are related with legislation and institutions in charge of safety in certain countries.

In 2014, the European Commission conducted a research about the safety of tourists in the accommodation facilities in the European Union (Green paper Safety of Tourism Accommodation Services, 2014). In the context of the existing instruments and implementation on the national level, when it comes to accommodation services in tourism in a wider sense, politics of certain countries significantly varies in terms of security. From twenty-four member states which delivered the data to the European Commission in 2014, twenty-one reported about the existence of the general law which covers services such as categorization of accommodation facilities (or general regulations about safety of services, or safety of products, or protection of consumers, or safety at work), and seventeen member states gave a thorough report about

sector regulations which refer to the accommodation services, supplemented with self-regulation in six cases (Green paper - Safety of Tourism Accommodation Services, 2014).

The obligation of the Member States is to provide information about the risks which are threatening health and safety (article 29.3). Considering the safety of tourist services, there is no comprehensive legislation on the European Union level. The only instrument related to safety in the accommodation facility is the recommendation of the Council of Europe 86/666 about the fire safety in the existing hotels which defines minimum security standards for all the hotels in the European Union (capacity of at least 20 rooms), and it is recommended that all member states undertake all the necessary measures of insurance and application of safety standards when the existing laws are not sufficient. Besides that, numerous instruments of the European Union and initiatives in the area of various politics (i.e. building products, safety on work place, professional qualification, environment and travel) can contribute directly or indirectly to the safety of services in the accommodation facilities.

In the context of monitoring and implementation, the unique existing European instrument which regulates fire protection in the tourist accommodation is not obligatory, so it is without the mandatory implementation. In the mid-year of 2011, the European Commission presented the report about the application of recommendations in the member countries. In the report it was concluded that, even though recommendations contribute to the increasing of the level of safety in hotels throughout the European Union, minimum security standards prescribed in the recommendation were not totally achieved.

### **Safety in tourism of the Republic of Croatia**

As already pointed out in the paper, the element of safety is one of the most significant elements of the tourist offer which influences on the decision of tourists when choosing a tourist destination. The basic preconditions of appearance of tourist travels are undoubtedly a certain level of everyday settlement of basic physiological needs, and adequate level of safety. It is understandable by itself that the same level of settlement of these two basic needs in the place of temporary tourist stay must not be brought to question in any way, because that in the same extent reduces "space" for achieving all those needs whose satisfaction is the basic motive of a tourist travel.

In order to highlight the perception of tourists on safety as an element of tourist offer in a destination, in this part of the paper the authors will research the satisfaction of tourists with safety in the Republic of Croatia, and provide a comparative review with the competitive countries.

### **Satisfaction of tourists with the safety in the Republic of Croatia**

With comparative advantages of the Republic of Croatia, such as: natural beauties of the Adriatic Coast, islands and tourist potential of a Continental part (thermal springs, castles, protected area, etc.), ecologically clean natural surroundings, geographical position, rich cultural-historical heritage, etc., personal safety also finds its place, as in accommodation facilities and in destinations (Strategy of Development of Tourism of the Republic of Croatia until 2020, 2013).

Results of the research Tomas indicate that in the period from 2004 until 2010 the level of satisfaction of guests with the element of personal safety was increased in coastal

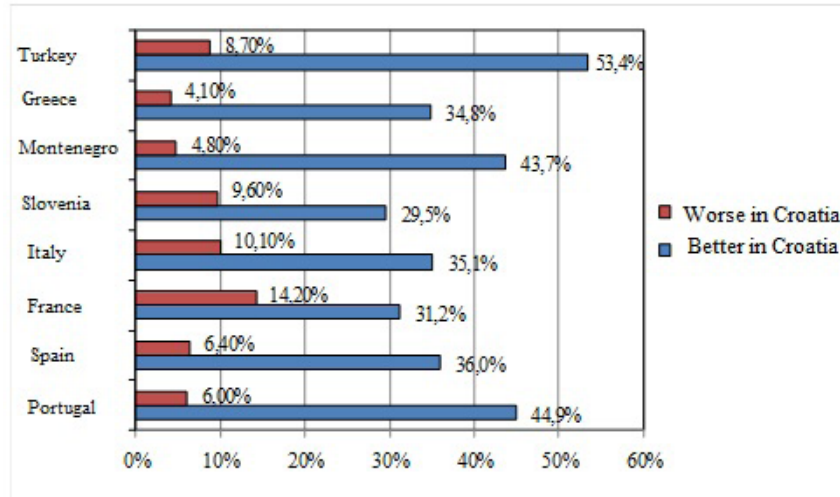
destinations of the Republic of Croatia (seven coastal counties). In 2004 the element "personal safety" was in sixth place, while in 2010 it took fourth place (Tomas - Attitudes and Consumption of Tourists in Croatia, 2004, 2007, 2010). It is also necessary to point out that in 1987 and 1989 this element of tourist offer of Croatia was in third place, while in 1994 it took sixth place (Tomas trends – Attitudes and Consumption of Tourists in Croatia 1987-2008, 2009). In 1994 "personal safety" was graded with a low level of satisfaction in the Republic of Croatia, which is understandable considering that war operations still lasted in its area. Improving the level of satisfaction of tourists with "personal safety" is an indicator that Croatia is working intensively on creating an image of a safe destination; it takes care about the safety of its visitors. The majority of guests in the Republic of Croatia separates the sense of safety as an element with high or very high influence when choosing a destination for spending a summer vacation (57,6% in the year 2010). Thereby the influence of this element on the majority of tourists was higher than the average. It has the highest impact on the guests from Poland (67,2%), followed by guests from Netherlands (64,6%), and the domestic guests (62,7%). Tourists from Serbia (41,7%) were the least influenced by the "sense of security" when choosing a destination. By analyzing the trends in the period from 2004 until 2010 it has been noticed that the "sense of security" became more important for almost all of the guests. In 2004 the "sense of safety" as an element of tourist offer has influenced the most on the choice of tourists who visited the Dalmatian counties: Zadar, Split-Dalmatia, Šibenik-Knin and Dubrovnik-Neretva. County of Dubrovnik-Neretva still has a high influence of "sense of safety" (63% in the year 2010).

Research of Institute for tourism Tomas Summer Attitudes and Consumption of Tourists 2014 has shown that in the Adriatic coastal destinations tourists' grade "personal safety" with a high grade. As an element of offer of a tourist destination, it is placed on the fourth place behind "beauty of nature and landscape", "kindness of personnel in the accommodation facilities" and "suitability for spending a family vacation". In relation to the researches which were conducted in years 2004, 2007 and 2010, satisfaction of tourists with this element of tourist offer hasn't changed. "Sense of safety" as an element of tourist offer of coastal destinations still has a high level of guest's satisfaction, and in 2014 it was placed on the very top of the elements of tourist offer that tourists were most satisfied with. 80,7% of tourists who stayed in Croatia in summer 2014 were satisfied with "personal safety" as an element of tourist offer. The most of them were satisfied in the County of Dubrovnik-Neretva (86,7%) and the least in the County of Šibenik-Knin (72,9%) (Tmas - Summer Attitudes and Consumption of Tourists, 2014).

### **Comparative review with the competitive countries**

Safety in a country is one of the competitive advantages of Croatia, along with the beauty of landscape and cleanliness of place. By comparing tourist's grades of elements of tourist offer in Croatia with the competitive countries (picture 1) it has been registered that the sense of safety in the country was graded significantly better in 2010. For 31,2% of tourists this element is better in Croatia than in France, and for 53,4% of them it is better than in Turkey.

**Picture 1:** Grade of the element "sense of safety in a country" in relation to the competitive countries in year 2010



Source: Tomas Summer-Attitudes and consumption of tourists in Croatia, Institute for Tourism, Zagreb, 2010.

According to the results of Travel and Tourism Competitiveness Report (Strategy of Development of Tourism of the Republic of Croatia until 2020, 2013), in 2011 Croatian tourism took 34<sup>th</sup> place according to its international competitiveness in the world, wherein it significantly lags behind other developed tourist countries of the Mediterranean (France, Spain, Italy, Greece, Cyprus, Malta). Among other elements, Croatia also achieved average competitiveness in the quality of personal safety (range 33) (Strategy of Development of Tourism of the Republic of Croatia until 2020, 2013). This is also contributed by the measures undertaken by all the stakeholders in the tourist destination, and it relates on increasing the safety in the destination, from tourists themselves, hotel facilities, local government and state measures.

### Security problems in Croatian tourism

Various security problems are present in Croatian tourism, which can be comprehensively divided on threats conditioned by thefts, felonies, and violence on cultural monuments. One of the negative phenomena in tourism is crime. Very often, tourists are victims of criminal acts conducted because of greed. I.e., in parallel with the growth of tourist turnover in coastal destinations of the Republic of Croatia also grew the problem of so called tourist crime, respectively, criminal acts in which the victims are mostly tourists. Tourists and their asset and destination in which they are spending their holiday become the place where forms of thefts connected to the tourist season manifest (Matika and Gugić, 2007). It is important to point out that some forms of criminal acts, which are present during the whole year on a certain area, more frequently appear during the tourist season, so the growth of such criminal acts conditioned by the tourist season is called Seasonal crime (Matika and Gugić, 2007).

During the tourist season an increase of the number of criminal acts was registered against the assets, security in road traffic, in the area of the economic crime, against life and body, dignity of a person and moral, for example, indecent acts, rape, pedophilia, etc. Tourism creates a large number of opportunities for conducting criminal acts, but also in a large number of cases tourists themselves create "opportunities" of conducting such offenses, and the perpetrator in such case doesn't choose the way



how to commit the offense, but the way of committing is conditioned by the caught situation, or the situation is the consequence of the specific conditions brought by tourism.

There are no special statistics about tourist crime, so it is difficult to determine whether criminal acts committed during the summer were only on tourists. The data is sporadic and presented only in order to point out the problem of crime during the summer stimulated by the influx of a large number of tourists, but also the reduction of tourist's caution during the vacation. So in the County of Primorje-Gorski kotar during June and July in 2013 there was a significant growth of criminal acts of burglaries and thefts. Seventy-three thefts and burglaries were reported in residential buildings, which in comparison to the same period in 2012 is an increase of 64%. Burglaries occur mostly during the day, when there is no one in the residential building, and the object of thefts is mostly gold and jewelry (The Voice of Istria, 2013). Car burglaries were also increasing; twenty-six in relation to sixteen in June and July in 2012, which is a growth of 62,5%. The objects of car burglaries are handbags, cell phones and portable computers which the owners usually leave in a visible place. The burglar's targets are most frequently cars parked along the beach and public places. On the beaches in the County of Primorje-Gorski kotar in June and July in 2013 forty - one reported theft have occurred and in relation to the same period in 2012, that is an increase of 10% (The Voice of Istria, 2013). Based on the stated it is visible that during the tourist season in Croatian coastal destinations there is an increase of criminal acts, so it is necessary to increase security measures in that part of the year, especially in the context of creating an image of Croatia as a safe tourist destination.

### **Threats conditioned by violence of cultural monuments**

As an example of tourist crime in Croatia criminal acts could be stated in which the victim is not a tourist, but in which artistic and cultural values are being attacked. Croatia is rich in monumental and cultural heritage, especially in its coastal area. This area registers a large number of immovable and movable cultural heritage, non-material cultural heritage, and archeological cultural heritage. The excavations of contractors in historical destinations are very frequently accompanied by the findings of old graves, the remains of stone walls, processed stone blocks or objects made of ceramic, copper and other materials, or materials which have a monumental value (Matika and Gugić, 2007). Numerous sites which are situated in the coastal area of the Republic of Croatia are partially explored, and they possess archeological and artistic value which is under the protection of the state, regulated by the law about protection of cultural monuments.

In towns and settlements there are numerous cultural monuments of high value: sacral objects, fortresses, summer houses, palaces, village houses and objects of everyday use, which provide tourists the local atmosphere, enable acquisition of historical findings about the destination they are visiting, and offer responses on numerous questions regarding the destination's history.

The desire of tourists for owning a little part of that history is completely understandable, the objects such as stone, ceramics, and similar archeological findings. Usually, the archeologists leave for the visitors something they can bring to their homes, which won't call in question the research or reduce archeological and artistic value of a particular archeological locality. However, usually it doesn't end with that, so small petty thefts turn into devastation, violence and crime. So, protection of monumental culture is a big problem. In favor of that, a fact can be stated that all objects of monumental

value are not registered in the registers, partially due to the number, and partially due to the negligence and disorganization (Matika and Gugić, 2007). Considering that monumental culture provides Croatia special value, it is an important component of its tourist development, attractiveness with individual tourists and positioning on the tourist market.

Characteristic forms of endangerment of cultural monuments are manifested in the following activities (Matika and Gugić, 2007):

1. Underwater activities on forbidden places where ship wrecks are situated, with the cargo from which various objects are extracted and illegally carried out of the country. These activities are usually lead by domestic people who know underwater and present themselves as guides or scuba-diving instructors;
2. Breaking into objects, of which the most endangered are churches, convents, chapels and similar objects, and the objects of theft are artistic pieces, paintings, sculptures, chalices, candlesticks, and similar.

The perpetrators of criminal offenses over cultural monuments are usually organized groups of foreign tourists who arrive to Croatia, with all the necessary equipment (i.e. for scuba-diving in great depths), then they associate with good connoisseurs of underwater archeological localities or art in churches and galleries, and jointly approach to their robbery. Even though the number of such criminal acts is not high, it causes priceless and irreparable damage to the Croatian cultural-historical treasure, especially since the experience shows that numerous desolations of underwater treasure (stealing of amphora, antique dishes etc. from underwater findings) were never revealed or the true extent of illicit activities is never determined. Even if the felony is discovered, its perpetrator usually stays unknown, and stolen art usually irretrievably end up in antique shops or private galleries abroad.

Statistical data point out on significantly smaller state than the real one. Namely, reviews of the collections are irregular, incomplete and imprecise. Detected thefts are often in a large time gap from their commission. A great number of accidentally discovered thefts show that there is a significantly larger number of those that are never discovered, and very often are not reported so unconcern of those who take care of the art would not be discovered. These cases are most frequent in the archives, galleries, holdings and other institutions. Lack or evasion is very often discovered after the implementation of the inventory which is, as it is already pointed out, irregular. Besides in the tourist season, more frequent are attacks on naval localities of sunken ships outside the tourist season, as well as stealing amphora and other objects from the Adriatic Sea (Matika and Gugić, 2007).

Based on the mentioned, it can be concluded that stealing of cultural asset is a frequent problem in the Republic of Croatia, and must be given an undivided attention.

### **Security measures in Croatian Tourism**

Tourism crime present in Croatia effects negatively on the image of a tourist destination and has a negative promotion. So, various measures are undertaken in order to reduce it to the minimum, with a goal of protecting personality and tourist's asset. Preventive activities of the police, but also the local community and the tourists themselves have a special meaning.

Measures which the Republic of Croatia is conducting with a purpose of increasing safety of tourists consist of three elements: preventive security measures, providing help to the tourists and international cooperation in tourism. Within the frame of preventive security measures of Croatia, and according to the instructions of the World Tourism Organization, a whole set of projects was designed, which influenced on increasing the level of security during the tourist season (brochures about self-protective behavior for tourists, bicycle patrols, police water scooters, etc.). Units of traffic youth, contact police officers and complete police operating system in the field are trying to preserve a favorable state security within their regular tasks. Since 1994, an action Tours is continuously conducted in Croatia due to the raising of security during the tourist season, through prevention of crime and offenses, and increased security measures in traffic and on border crossings, in order to enable for tourists a safe arrival and stay in Croatia (Ministry of the Internal Affairs of the Republic of Croatia).

In 2006 this action was expanded by adding new contents, modeled by long-standing practice in the European Union countries, and a pilot project was started – International police cooperation “Police in uniform” which was during the time renamed into “Safe tourist season”. During June in 2006 the Ministry of the Internal Affairs was the host of the meeting of principles of 12 European countries whose citizens are the most frequent and the most numerous tourists in the Croatian Adriatic. During that period of time, a Plan of measures and activities within the action Tours was presented, experiences were exchanged, police cooperation was concretized in order to enable top quality stay for tourists from the European countries, a Memo about understanding and cooperation was signed, and the right of pre-emption with the Croatia was shared by the Hungarian police. Considering the data which showed that the majority of Hungarian guests stayed in Zadar area, and based on the memo about the understanding between Hungarian and Croatian police, it was decided that during the summer season four Hungarian police-officers will stay in the area of police department of Zadar. Their role was to establish the highest quality communication with the Hungarian tourists. In 2007 an interest was shown by the Austrian, Italian, Czech and German police, so a memo about cooperation was signed with the police of these countries for that year. From year 2009 Ministry of Tourism was also included, and in 2012 it co-financed a project with 200.000 Croatian Kuna (Ministry of the Internal Affairs of the Republic of Croatia). The fact is, however, that security in tourism is not achieved only through activities of police officers, but it must also comprehend all participants in tourism, and especially tourist employees.

## **Conclusion**

Independently whether it is about safety of tourists or service providers, safety in tourism is the basic need and assumption of an effective tourist activity. Even though it is not the primary, but the secondary motive of tourist arrivals in a certain tourist destination, it is one of the important elements of tourist offer, by which an image of a tourist destination is created, and competitiveness on the tourist market is achieved. So, tourist destinations are trying to ensure stay of tourists with a high level of security and create an image of a safe tourist destination. State takes over the obligation to protect the public good, to create general level of safety of population and tourists, and regulation of relations and conditions in the area of private protection. Responsibility for safety, however, is distributed on an individual, organizers and tourist employees, tourist communities, local and regional community. Only through systematic actions it is possible to act preventively and increase safety in the destination. Safety is an important factor of tourist development in the European Union. Special significance has been given to it in the proposition of the Strategy of development of the European

Union. European Union doesn't have a joint policy of security and protection of tourists in its area, it is mostly left to the individual states within their national legislation. The fact is, however that the European Union meets with numerous security problems, so various measures are undertaken in order to reduce these security problems to a minimum. This is particularly related to the problem connected with terrorism, on which area there is a joint policy of member countries in fighting against terrorism. In the area of Croatia significant measures are undertaken with a goal of tourist's safety, such as increased police patrols, participation of foreign tourists during the tourist season, printing flyers with warning, greater ensuring of forest protection, greater safety on the roads, etc. By increasing the level of safety, an image of a safe tourist destination, gladly visited by the tourists, will be formed.

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