The relation between sport and tourism at the beginning of tourism development – the case of Croatia

Jasenka Kranjčević^{1*}

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¹ Institute for Tourism, Vrhovec 5, Zagreb, Croatia, E-mail: jasenka.kranjcevic@iztztg.hr

* Corresponding author

Abstract

This paper aims at contributing to the discussion whether functional relationships existed between tourism and sport in the Croatian part of the Adriatic Sea in the late 19th and early 20th century as they do today and whether they were interconnected. After the introduction, the paper describes tourism opportunities of the time and draws conclusions based on the research on built sports architecture, sports disciplines, sports associations and sports events that were linked to tourism. In addition to contributing to the knowledge of the history of functional relationships between sport and tourism, the paper raises the question of how much the relationship between tourism and sport has changed in the last hundred years. The research contributes to a better knowledge of sport tourism history, sport tourism heritage and sport as a tourist attraction.

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Introduction

Tourism and sport are close social phenomena, related in many ways. Their connection is best reflected in the similarity of functions they generate. The link between sport and tourism has existed since ancient Greece and Rome because sports competitions motivated travelling. This research spatially covers the Croatia's section of the Adriatic coast (most of the eastern Adriatic) from the second half of the 19th century to the beginning of the First World War, that is, the beginnings of modern tourism development. The aim of this research was to determine whether interfunctional relations -

social, health, educational, cultural, economic and political - between sport and tourism existed at the beginning of tourism development on the Croatian Adriatic coast. Given that functional connections between sport and tourism had to be proven, the following data was researched: data on sports architecture used for tourism, data on sports disciplines included in the tourism supply, data on sports clubs and/or associations associated with tourism and sports events organized for tourism purposes. The following documentation was used: sports, travel, medical and architecture magazines of the time, archival

architectural documentation, travel guides, books, exhibition catalogues and old postcards.

In many of the different magazines in the late 19th and early 20th century, the term *sport* had a more recreational dimension, being related to excursions or short travels. The use of terms *tourism* and *sport* in this paper should be viewed in the context of the period encompassed by the research since the complexity of these terms was pointed out by a number of authors (Hunziker and Krapf, 1942; Pigeassou et al., 1998; Hinch and Higham 2001, Gammon and Robinson, 2003; Schwark 2007, etc.). At the end of the 19th century, sport did not have such a strongly emphasized professional dimension as it has today nor did tourism have the same characteristics (belonging to a social class, length of stay in a destination etc.).

The problem encountered during the research on sports architecture of the time was that much of the documentation had been misplaced or destroyed while some buildings no longer existed. Although there is literature on the history of tourism destinations (Zadar, Dubrovnik, etc.), there is very little literature linking the history of sport and tourism and shedding light on whether these two social phenomena were interrelated. There is also a lack of complete studies on individual sports disciplines throughout Croatia as well as on sports associations or clubs directly or indirectly (e.g. military clubs) linked with tourism.

Of the more representative magazines linking sport and tourism at the time when Croatia was part of the Austro-Hungarian Empire, the following ones stand out: *Sport und Salon* (1888-1918) [Sport and Saloon], *Moderne Illustrierte Zeitung für Reise und Sport* (1909-1918) [Modern illustrated magazine for travel and sport], *Brioni Insel Zeitung* [The Brijuni Islands Magazine], *Der Fremdenverkehr* (1908-1914) [Tourism] and others. As obvious from the titles of these magazines, sport was not solely a professional undertaking but had a social dimension as well. The same goes for magazines on hiking, hunting and nature which presented travels, travel experiences, rules pertaining to specific disciplines, rules of

behaviour and the like. *Oesterreichische Tourist Zeitung* [Austrian Tourism Magazine], for example, dealt with topics related to tourism and hunting rights (Maurer, 1890). Likewise, the *Fremdenverkehr* [Tourism] magazine dealt with the topic of taxation of tickets for sports events (Band, 1913) etc. Medical magazines contained information on average air temperatures in individual destinations on the Adriatic coast and compared them with average air temperatures in the Mediterranean part of France, etc. Figures like these alone indicate the interdisciplinary content of magazines.

Previous studies on the relationship between sport and tourism mainly focus on highly developed European countries. Standing out among them are the works of Standeven (1994); Hinch and Higham (2001), Schwark (2007) and other authors. Schwark (2007) made a contemporary historical dating of sport tourism. Standeven (1994) dated the links between sport and tourism in 1827 and Pigeassou (1998) connected them with Alpine winter sports in the 19th century. Furthermore, Standeven and de Knop (1999) also outlined the historical development of the relationship between sport and tourism.

It is difficult to determine the exact year in which modern tourism began developing on the eastern side of the Adriatic Sea since each destination associates that data with different parameters. With each destination keen on boasting long tourism tradition, a variety of data is used. Hence, the beginnings of tourism in any given area are associated with: the beginning of keeping statistical records on tourists, the year a destination was declared a health resort, the year in which a particular travel club was founded in the area, the year of the first group visit to a specific destination, and so on.

There has been relatively little research on the mutual impact of tourism and sport in Croatia, more precisely in its Mediterranean part¹ at the time tourism began to develop (end of the 19th and beginning of the 20th century). The most significant works on the history of tourism in Croatia were produced by authors such as Antunac (1965), Hitrec (1997), Vukonić (2005)

and others. Works on the history of tourism were also published on the level of tourist destinations, such as Zadar, the Brijuni Islands, Opatija, Dubrovnik, etc. Likewise, papers were published on the history of individual sport disciplines or sports associations such as cycling, athletics, sailing, etc. Several papers covering the history of tourism and sport in Croatia at the beginning of tourism development primarily concern individual tourist destinations such as Opatija (Kos and Seršić, 2012; Sachslehner, 2011), the Brijuni Islands (Lenz Guttenberg, 2007) and Baška (Šale and Pavlović, 2004).

A brief description of tourism opportunities on Croatia's Adriatic coast

Tourism, already well developed in Europe, slowly started to spread to the continent's southeast in the late 19th century. After the political situation settled (with the weakening of the Ottoman Empire), the Austro-Hungarian Empire wanted to make its Riviera (most of it being the present-day Croatian coast of the Adriatic Sea) competitive to the French and Italian Riviera². The Austro-Hungarian Riviera consisted of the present-day coasts of Montenegro, Bosnia and Herzegovina, Croatia, Slovenia and the northern section of Italy's Adriatic coast. With the opening of the railway line Trieste - Vienna in 1857, and Rijeka - Budapest in 1873, the northern Adriatic area, or more precisely Istria and Kvarner, became more accessible to tourists from Central Europe³.

Traffic networking, favourable climate, attractiveness of the area, development of specific branches of medicine, rich architectural heritage and investments, all prompted the arrival of an ever increasing number of tourists and the construction of spas, and thus the development of tourism on the east coast of the Adriatic. Apart from rest and relaxation, tourists were looking for additional offer such as: sports and recreational activities, learning about cultural heritage, cultural events (concerts, theatre performances etc.), getting to know the local way of life, customs, costumes, food and so on.

The economic situation in the Croatian section of the Adriatic in the late 19th and early 20th

century was not at all easy. The eastern coast of the Adriatic Sea was yet to build a quality road network and, in fact, there had hardly been any roads so the main means of transportation along the coast was the boat. The economy was based on outdated forms of agricultural production, sale of raw materials and a poorly developed manufacturing industry. The economic crisis, caused by the collapse of sailing ships construction, the Wine Clause of 1891 which facilitated the import of Italian wines and the Phylloxera which destroyed vineyards in 1894, caused the population to emigrate, primarily from the coastal region and islands, to overseas countries. Emigration of the working population led to land prices dropping, which played particularly well into the hands of speculation for the construction of tourism facilities (on the coast and the islands of Lošinj, Susak, etc.). Tourism results in France, Italy, Switzerland and Germany prompted the discussion on tourism in the Austro-Hungarian Empire as well.

To improve the gloomy economic situation in Croatia, count Jan Nepomuk Harrach founded in Vienna in 1894 the *Society for the Advancement of Economic Interests of Dalmatia* (Gesellschaft zur Förderung der Wirtschaftsinteressen in Dalmatien). The Society's efforts were aimed at creating preconditions and designing individual concrete actions to improve the overall economy, including, among other things, tourism. The aforementioned Society in 1897 established a joint-stock company for the construction of hotels and health resorts in Dalmatia, which commissioned five technical bases for hotels in Dubrovnik, Trsteno, Trogir, Kaštela and Savina near Herceg Novi (Piplović, 2011). It was followed by the government's actions for the economic advancement of the Croatian coastal area (Jurić and Ćorić, 2009).

The first tourism figures were positive year in year out. According to the records of the *Imperial and Royal Central Office of Statistics in Vienna*, each year saw more tourists than the previous one in what was Austrian Riviera at the time. The Austrian Riviera, excluding Trieste, recorded 8 964 tourists in 1890, 14 246 tourists in 1892, 19 601 tourists in 1895 and 24 960 tourists in 1897 (Prokop, 1900). It must be

Table 1. *Number of registered tourists in Opatija, Lovran and Veli and Mali Lošinj from 1897 to 1914*

	1897	1901	1909	1913	1914
Opatija	12492	16400	39410	49187	41992
Lovran	252	1180	5621	11915	7899
Veli and Mali Lošinj	1002	1615	4665	8469	5816

Source: Blažević (1987).

taken into account that, at the time, only a few hotels offering luxurious accommodation and service had been built on the Adriatic coast (hotel Kvarner in Opatija in 1884, hotel Therapy in Crikvenica in 1885 and hotel Imperial in Dubrovnik in 1897, whereas the hotel complex on the Brijuni Islands opened its doors only in 1906).

It was the time of proliferation of societies for the enhancement of settlements, responsible for upgrading and revitalizing destinations (Kranjčević, 2013a), and some of the settlements were declared health resorts. Already in 1889 Opatija, Lošinj and Hvar were recorded as winter health resorts on the east coast of the Adriatic Sea (Reimer, 1889).

Along with facilities and events offered in tourist destinations, travel guides published average air temperatures in destinations by months and compared them with, for e.g., Mediterranean destinations in France or Italy, or with inland cities within the empire.

Tourism had already then stimulated numerous and varied investments and the promotion of the Adriatic was also led in different ways. In addition to a number of travel guides published in Vienna, Prague, London and so on, the first thematic exhibition called the Adriatic Exhibition (Adria Ausstellung) was organized in the heart of the Austro-Hungarian Empire. It was held from 3 May to 5 October 1913 in Vienna and by all means represented an important exhibition which promoted tourism in southern countries of the Austro-Hungarian Empire in different ways. The exhibition encompassed the Adriatic area of the present-day northern Italy, Slovenia, Croatia, Bosnia and Herzegovina and Montenegro. That there was huge interest in the exhibition is evident from the 2.8 million tickets sold. On an artificial lake in Prater an illusion of the eastern Adriatic coast was

created by lining its shores with replicas of the most important buildings along the Adriatic. Walking by replicas of the presented buildings, visitors had a feeling of travelling from one city to another (Kranjčević, 2014). Inside the represented buildings various promotional materials of specific tourist destinations were offered.

Given that indicators of social and economic impacts of tourism were largely positive, it is not unusual that investors on the Croatian Adriatic coast (Southern Railway Company, Qarnero etc.) modelled their investment plans after other Mediterranean (French, Italian) and mountain (Swiss) destinations in Europe.

In the tourist propaganda, some of the tourist destinations in Croatia were nicknamed after internationally famous tourist destinations. For example, the town of Rab on the island of the same name was nicknamed "Austrian Venice" because of its architecture, the island of Hvar was nicknamed "Austrian Madeira" and, thanks to car and speed boat races, the exclusive tourist destination of Opatija was called "second Monte Carlo" (Rapp and Rapp-Wimberger, 2013; Kos and Seršić, 2012).

Tourism and sports architecture

Data on sports architecture built for specific sports disciplines can be used as one of the parameters for determining the significance and role of sport in tourism. Regardless of the fact that, at the end of the 20th and beginning of the 21st century, great significance is being attached to sports architecture primarily for hosting mega events, this paper wanted to investigate how much sports architecture was used for tourism and how much of an impact it had on the development of tourism in the late 19th and early 20th century on the territory of Adriatic Croatia.

At the very beginning of modern tourism development on the Croatia's Adriatic coast, almost all sports and recreational activities involved nature. Forests and the sea were the main resources for sports and recreational activities in the tourism industry. That is why sports and recreational activities at the beginning of tourism development focused on: hunting, hiking on islands, walking by the sea, sailing, rowing, swimming in the sea and fishing, and with tourism development on tennis, cycling, speed boating, golf, car racing, etc.

In the past, interestingly, hunting, fishing and hiking used to be classified as recreational and sports disciplines because they involved spending time breathing fresh air, moving through the woods and meadows and demanded the construction of highly specialized facilities. In addition to the construction of temporary deer stands, small in volume foresters' houses (Dubrovnik, Opatija) or hunting lodges were built for hunters to socialize before and after the hunt, with several lavishly decorated rooms for "more distinguished or larger in number" guests (Kern, 1910). Speaking of which, forestry and hunting magazines in the early 20th century discussed the minimum standards for the construction of foresters' and hunting lodges (Kern, 1910).

Likewise, hiking was also related to spending time in nature and to facilitate movement it was necessary to undertake larger or smaller construction works, such as: constructing and marking hiking trails and forest roads, constructing mountain shelters, mountain huts and even mountain hotels with different levels of catering services. To enable the representatives of the crown to get to know the area they ruled, and partly to promote sports, recreation and tourism, it was not unusual for local authorities to upgrade hiking trails or mountain shelters before the distinguished visits. Thus, in 1887 a hiking trail was constructed and marked on the island of Lošinj (the road to Osorčica) on the occasion of the Crown Prince Rudolf of Habsburg visiting the island (Blažević, 1987). For the hike of Princess widow Stefanie to Učka (1396 mamsl) a shelter was built in 1890 and named after her

(Österreichische Tourist-Zeitung, 1890). Seven years later, a new, more luxurious shelter with catering facilities was built (Vasko-Juhász, 2006). To facilitate the sightseeing of the Kvarner and Istria panorama during good weather a lookout was built in 1911. Year after year the number of visitors from Opatija who hiked up to Učka or came by carriage or car increased and so in 1909 a project was drawn to build a hotel, but it was never realized (Kranjčević and Kos, 2013). To facilitate different physical fitness levels of tourists, Opatija offered three categories of hiking trails (Cohn *et al.*, 1907). The easiest option was the path along the sea, the so called *lungo mare*, and the most difficult one was the hiking trip to Učka. Excursions to Učka represented a combination of the sea and mountains.

With the development of maritime transport and tourism, and thus also the economy, lighthouses, docks, harbours and marinas were being intensively designed and built on the east Adriatic coast from the mid-19th century. Shipyards for building ships, yachts and boats were also erected. Since the main command of the Austro-Hungarian Navy was in Pula, this fact ensured the arrival of high-society clientele but also the safety of high social classes and members of the imperial family. These conditions impacted the development and thus also the construction of facilities for nautical tourism. Following the demand by yachtsmen, a nautical centre was planned in Opatija, but it was never built because of the outbreak of the First World War (Kranjčević and Kos, 2014).

With the development of tourism, the natural seashore along hotels, guest houses and/or villas started to be upgraded and built for the purpose of swimming i.e. recreation in the sea. At the end of the 19th century new, previously unknown facilities were built - swimming beaches, initially modest and then luxurious. In addition to changing cabins, swimming beaches also comprised restaurants, photo shops, jewellery stores, massage rooms, etc. Staying near the sea and swimming in the sea showed increasing positive effects on health. Since swimming beaches represented major tourism promoters of a particular destination, their design was entrusted to renowned architects. Plans for swimming beaches or their

models were exhibited at a number of jubilee or trade exhibitions. The most representative beaches were: Oštro beach in Kraljevica⁴, Čikat beach on the island of Lošinj, Slatina beach in Opatija, etc. Because of the seasonal use of swimming beaches (from late spring to early fall), indoor pools with heated seawater were planned for construction. Thus in 1910 an indoor heated swimming pool was built on the Brijuni Islands (Lenz Guttenberg, 2007) for swimming throughout the year. It was destroyed during bombing in the Second World War.

The popularity of lawn tennis spread from Central Europe to its southeast. Tennis courts were first built in the northern and then also in the southern part of the Adriatic (Opatija, Brijuni Islands, Trsteno, etc.). Less developed tourist destinations also realized that sports architecture attracted tourists and as a result tennis courts were planned adjacent to hotels during the development of urban plans (Kranjčević, 2013b).

The action society "Qarnero" expanded its activities from Opatija to the Lovran area and in 1894 ordered an urban development plan for tourism development. In Lovran, in addition to hotels and villas, the plan was to build a stadium with an auditorium for cycling, equestrian and other events. The stadium was to be used for various public celebrations as well (Fassbender, 1908). This project was soon followed by projects for the construction of golf courses on the Brijuni Islands which also hosted golf competitions (Lenz Guttenberg, 2007).

It is interesting to note that a fitness gym was built in Opatija (Glax, 1909), which was equipped with a variety of devices, modern at the time, for strengthening certain muscles. This gym was advertised as a gym for taking care of health. It could be used all year round, regardless of the weather.

Opatija, in cooperation with the Automobile Club of Nice, organized in 1902 an automobile race from Nice to Opatija, passing through Italy. The race aroused great public interest but Italian authorities refused to grant it the permission to pass through their territory. In the

end the race was turned into a promenade ride. Given the development of motorsport in France, Italy and Monte Carlo, the plan was to construct a road along the eastern coast of the Adriatic connecting Trieste and Cetinje. The test drive was more of an adventure than a sports competition (Regni d' Ur, 1910). However, since there were no constructed roads in Dalmatia, aside from Istria, the idea remained just a plan on the paper. Car races were held from Zagreb to the seaside, but lack of gas stations made gasoline supply a big problem.

Billiards (Cohn *et al.*, 1907) and chess were advertised as sports and recreational activities at the time and did not require any specially designed buildings but were played in the already existing social rooms. Some hotels advertised that their common social areas contained pool tables. Cycling, already well developed in Europe (Pederin, 1991), was also developing in the northern part of the Adriatic. No special bicycle trails were built; instead, cyclists drove their bikes on the streets of tourist destinations, though the more daring tourists also went on longer tours. Various athletic sports were mainly practised on military or school playgrounds to which gym equipment would be brought.

Next to Opatija, on the Učka Mountain, recreational winter sports were planned. To that end, a smaller ski centre with sports facilities for skiing and sledging was planned as early as 1909 (Kardos, 1913), but it was also not built. Skiing courses were also held near Rijeka, on Platak in 1912 (Kos and Seršić, 2012,). Shooting ranges used to have great significance in sports and recreational activities and for tourism because they were strongly associated with hunting. In Pula, shooting ranges were linked to the military and in Opatija to civil societies. A podium for clay pigeon shooting was built in Opatija and competitions organized (Kos and Seršić, 2012).

In short, with the development of sports and recreational activities and tourism on the Croatia's Adriatic coast different kinds of sports architecture were designed and/or built. As tourism developed, more and more complex sports architecture was built that required

specialized knowledge (lawn tennis, golf, gyms, stadiums, etc.). Sports and recreational architecture made it possible to hold competitions, become familiar with certain sports disciplines, organize political and social events, contribute to health and the like and thus linked tourism and sport, i.e. enabled the realization of various functions of tourism for the needs of sport. The seasonal nature of numerous sports disciplines, which occasionally depend on the weather, became increasingly more obvious. In order to attract tourists throughout the year, as well as not to depend on good weather, plans were made to gradually build "enclosed" sports architecture

that was not weather dependent. Besides, the increasingly more professional sports and recreational activities, tourists were also interested in the recreation of the local population (indigenous games), as a way of getting to know folk traditions. Thus, tourists sometimes watched bocce, tilting at the ring, Sinjska alka, tug of war etc. (Die österreichisch-ungarische Monarchie in Wort und Bild, 1891: 203).

Tourism and sports associations

With the arrival of an ever increasing number of tourists, there was a need for professional providers of sports and recreational services,

Table 2 *Sports and recreational activities in the tourist offer on the Croatia's Adriatic coast until 1918.*

Sports and recreation activities until 1918	Seasonal character	Competition	Specially equipped spaces / built facilities
hunting	yes	no	deer stands, exclusive hunting lodges
fishing	yes	no	-
sailing	yes	yes	docks, marinas, exclusive clubs, storage for sailboats, marking competitive trails, nautical centres
rowing	yes	yes	storage for boats, marking competitive trails
speed boating	yes	yes	storage for speed boats, marking competitive trails
outdoor gymnastics	yes	yes	military or school yards to which gymnastics equipment was brought
indoor gymnastics	no	no	gym with gymnastics equipment
swimming in the sea	yes	yes	construction of separate swimming beaches for men and women, swimmers and non-swimmers
swimming in indoor swimming pools	no	no	construction of indoor swimming pools
lawn tennis	yes	yes	tennis courts
car racing	yes	yes	built roads
cycling	yes	yes	built trails
hiking	no	no	marking hiking trails, mountain lodges, mountain shelters, lookouts, mountain hotels
chess	no	yes	common social areas in a hotel or bed and breakfast
billiard	no	yes	common social areas in a hotel or bed and breakfast
shooting	no	yes	shooting ranges
football	yes	yes	military or school playgrounds
skiing	yes	no	prepared ski slopes
sledging	yes	no	prepared sledging tracks

Source: Author.

Figure 1 *The model of influences of interfunctional relationships of sport and tourism in the Croatian part of the Adriatic Sea at the beginning of tourism development*

Source: Author.

both for training visitors in individual sports disciplines and for organizing competitions (e.g. hunting, fishing, hiking, etc.). For that reason, during the development of tourism different clubs and sports associations were established, and to become a member, one had to pay a membership fee and comply with the association's rules. Most clubs and associations had their own magazines.

Given the former significance of hunting in the sports and recreational activities, hunters were organized in hunting clubs, and they did so on the basis of the *Imperial Order from 28 August 1851*. Hunting clubs members usually came from the upper social political and economic strata. Parallel with hunting clubs, hunting societies were established with an aim of taking care of the breeding of wild game in a particular area. In addition to hunting clubs, there were also shooting clubs.

For the purpose of organizing hiking trips and meetings, the Croatian Alpine Association was founded as early as 1874 (on the model of Alpine clubs in England). In Istria, an Alpine association was founded in 1876. The association's aim was to "explore Istrian mountains, organize field excursions and explore cultural and historical heritage" (Blažević, 1987). A few years later, in 1899, the Tourism and Alpine Association Liburnia was founded in Zadar (Golf, 1929).

The following clubs were very active in organizing sailing activities: Union Yacht Club Quarnero in Opatija (founded in 1887), Yacht Club Pula (founded in 1891), Yacht Club Mali Lošinj and so on. Among sailing clubs, by far the most famous one was the club from Pula due to the fact that the highest-ranked officers of the Austro-Hungarian Navy, who possessed sailing skills and held high positions in the society, worked and lived in Pula. Members of these sports clubs belonged to the highest political, public and economic strata of the society, not only from the Austro-Hungarian Empire but also from: the United States, Great Britain, Germany and Italy (Piplović, 2010), which only shows their significance. Clubs were certainly important for organizing regattas of different significance. Competition was not the sole reason for sailing as spending time surrounded by air from the sea and socializing were also important.

Other sports associations worthy of mentioning were cycling (Croatian Cycling Federation was founded in 1894), tennis and chess clubs. Although the winter resort on Učka was not built, Club Alpino was founded in 1885 in Rijeka which was both a hiking and a skiing club (Kos & Seršić, 2012). It is interesting to note that that the so-called rowing, sailing and swimming lessons for children and adults were organized in various destinations (Sachlehner, 2011). Due to an increasing number of tourists, various specialized thematic clubs or

association were established in the coastal areas of Croatia, which organized meetings and/or competitions, trips, published magazines, catalogues, tourist trips and other activities and thus promoted sports and recreational activities.

It was the time when tourist destinations and associations on the territory of the present-day Croatia and Austria published their own magazines. The Brijuni Islands published *Brijuni Insel Zeitung* (the Brijuni Islands Magazine), Opatija published *Kur- und Bade - Zeitung* (Health & Bathing Gazette) and Pula published *Oesterreichische Riviera Zeitung* (Austrian Riviera Magazine). Various associations published their own magazines too. For example, the Croatian Alpine Association has been publishing its own magazine *The Croatian Mountaineer* (Hrvatski planinar) in the Croatian language since 1898.

Engaging in sports and recreational activities near the sea, surrounded by the fresh air showed positive effects on health. A stay on the Adriatic coast had positive results in the treatment of respiratory diseases (Clar, 1886). Therefore, promotional tourist activities often emphasized the link between sports and

recreational activities and a stay at the seaside. Sports associations likewise emphasized the importance and the role of sports and recreational activities in the preservation and improvement of health (physical and mental).

In addition to the receiving sports associations or destinations, the emitting sports clubs and associations also informed about the opportunities to practice sports and engage in recreational activities on the Croatia's Adriatic.

Tourism and sports competitions

This section of the paper aims at investigating whether sports competitions and tourism development were interrelated, i.e. whether sports competitions attracted tourists to visit a destination on the Croatian side of the Adriatic Sea in the late 19th and early 20th century.

Although at the time sport was played primarily for recreational purposes, for some disciplines such as hunting, fishing and hiking only meetings were organized, without competitions. Due to the arrival of an increasing number of hunters, hunting associations started warning about the decrease of wild game which led to the adoption of stricter rules, that is, of clearer

Table 3 *Significance of sports / sports and recreational activities at the beginning of tourism development and today*

Sports disciplines / sports and recreational activities in tourism until 1918	International significance		Regional significance		Local significance	
	until 1918	2015	until 1918	2015	until 1918	2015
hunting	yes	no	yes	no	yes	yes
fishing	yes	no	yes	yes	yes	yes
sailing	yes	yes	yes	yes	no	yes
rowing	yes	yes	no	no	yes	yes
speed boating	yes	no	yes	no	no	no
outdoor gymnastics	yes	yes	yes	yes	yes	yes
indoor gymnastics / fitness	no	yes	no	yes	yes	yes
swimming in the sea	yes	yes	yes	yes	no	yes
swimming in indoor swimming pools	yes	yes	no	yes	no	no
outdoor tennis	yes	yes	yes	yes	no	no
car racing	yes	yes	yes	yes	yes	yes
cycling	yes	yes	yes	yes	no	no
hiking	yes	yes	yes	yes	no	no
chess	yes	yes	yes	yes	no	no
billiard	yes	no	yes	no	yes	yes
football	no	yes	no	yes	yes	yes

Source: Author.

rules for hunting tourism (Maurer, 1890). Some sports competitions were open to the public and clubs or associations sold tickets for them, which indicates the economic function of sport in tourism. Competitions were of local, regional or international significance. Some competitions became traditional over time. Opatija, for example, held regular competitions in various sports disciplines: lawn tennis, cycling, sailing, chess, billiard and other disciplines (Cohn *et al.*, 1907). For example, international swimming competitions with swimming "masters" from the Austro-Hungarian Empire, Sweden, Germany and other countries were held every September (Cohn *et al.*, 1907). Opatija hosted automobile competitions since 1902 (Kos & Seršić, 2012). Football, nowadays a very popular sport, attracted lower social strata at the beginning of tourism development.

Exclusive tourist destinations such as the Brijuni Islands and Opatija organized not only locally but internationally significant competitions in sailing, rowing, swimming, speed boating, lawn tennis and chess, and even car races. Some of the competitions, such as sailing and lawn tennis ones, featured female competitors as well as male. Women also took part in hunting and hiking. Clay pigeon shooting and shooting competitions were organized as well (Kos & Seršić, 2012).

As sports competitions became increasingly more attractive to tourists and athletes, authorities began discussing the introduction of taxes on tickets for sports competitions (Band, 1913). The largest international competitions were organized under the patronage by the members of the imperial family and therefore great attention was paid to prizes (Opatija and the Brijuni Islands). For example, an imperial trophy was awarded for the international sports week in Opatija in 1912 (Sportliche Rundschau - die interationalne Sportwoche in Abbazia, 1912). The biggest attractions were speed boat competitions in four categories. Competitions, especially those of international significance, were announced months in advance in newspapers and posters were printed inviting people to attend them. The higher the rank of the competition, the more journalists and photographers reported on it.

In brief, with the development of tourism, the number of sports and recreational disciplines, sports and recreational facilities and sports competitions along the Croatian Adriatic coast increased.

Conclusions

This research has shown that sport and tourism, from the very beginnings of modern tourism at the Adriatic coast of Croatia, that is, from the late 19th and early 20th century, have showed sociological, cultural, economic, educational, health and political relations. Although the intensity and thus also the significance and quality of the relationship between sport and tourism depended on the interest in a particular sports discipline, it can be concluded that all of the functions have always been present.

Tourism has constantly enriched itself with sports disciplines throughout its development, while sports disciplines developed different relationships with tourism. Under the influence of tourism and vice-versa, sport expanded or reduced interest in specific sports disciplines, changing its volume in space-architectural and quantitative terms and increased or decreased the number of visitors to certain disciplines. Although sport and tourism used various means for drawing attention, their functions have not changed.

To be able to visualize the relationship between sport and tourism, we must bear in mind that, at the beginning of tourism development, sport was not a professional undertaking as it is today nor did tourism have the features of the today's travel industry (this primarily refers to the length of stay in a destination and to belonging to a specific social class).

The share and influence of certain functions between sport and tourism will continue to change depending on interests. Likewise, different interests changed the share of individual sports disciplines (hunting, fishing, etc.) in tourism. While hunting used to be the dominant sports and recreational discipline in tourism in the past, it is almost completely neglected today. Tennis, interestingly, is a sports discipline with a continuously upward curve in the Adriatic Croatia.

The research has also found that more developed tourist destinations assigned greater significance to sports and recreational activities and, consequently, to sports architecture, sports associations and sports competitions. Therefore, it was not just hotels but tourist destinations as well that offered possibilities for practicing various sports and recreational activities. Tourist destinations organized various sports training courses, such as rowing, sailing, swimming and tennis ones. At the beginning of tourism development, destinations organized sports competitions of varying significance (local, regional and international). Less developed destinations, which saw their future in tourism, incorporated the construction of specific sports architecture into their urban plans. Naturally, at the beginning of tourism development sports and recreational activities were more associated with geographical features of the area (due to the rich fauna, hunting had a dominant role, while sailing, rowing, speed boating and swimming dominated at the seaside) (Hinch, 2001).

Since the research also included an investigation of sports architecture at the beginning of modern tourism development, it was found that all of the sports and recreational activities at the time were more seasonal in character, making the sports and tourism offer dependent on season and weather. Outdoor swimming, sailing, rowing and speed boating were offered in late spring, summer and early autumn. To allow for swimming regardless of the season, an indoor heated swimming pool was built on the Brijuni Islands. Hunting was also a seasonal activity, its seasons being late autumn, winter and early spring, while fishing was mainly a summer activity. Due to the favourable climate, tennis was played outdoors almost throughout the year, but it is weather dependent. Mountain Učka, in the vicinity of Opatija, often enjoyed snow in the winter so hiking tours, skiing and sledging were often organized for tourists.

At the beginning of tourism development, sports and recreational activities were not the primary objective of tourism development but were nevertheless an important element of the tourist offer in a destination. A sports discipline was associated with the symbol of the

destination culture and the culture of tourists (Schwark, 2007). Sports and recreational activities, primarily used for spending the leisure time, certainly had the function of improving health, improving the social and political contacts and expanding the knowledge of sports activities, but also had an impact on the economy destinations. Sports competitions were opportunities for political gatherings or expressing one's political views.

Numerous health, sports and tourism magazines, travel guides, posters, books and postcards contributed without a doubt to linking sport and tourism. Various sports architecture has also contributed to improving the relationships between sport and tourism. Not to be forgotten are also numerous sport associations, athletes, tourists and service providers.

From the very beginning of modern tourism, sports and recreational activities and/or sport were and remain an important part of tourism development plans with mutual impact. Despite the fact that tourism sport activities on the Croatian Adriatic coast did not compare with those in France, Italy or Switzerland at the same time, neither in terms of tourist arrivals nor in terms of the level of comfort, it can be concluded that sport played an important role in tourism development in the early 20th century. Finally, we can ask how much the relationship between tourism and sport has changed in the last hundred years.

Endnotes:

¹ From 1867 to 1918 the Croatian part of the Adriatic coast was part of the Austro-Hungarian Empire.

² For comparison, Switzerland had 3600 hotels and 170 000 beds in 1913. Pfister (2005): 27.

³ In the early 20th century a train ride from Vienna to Trieste took 13 hours and 30 minutes. As of 1914, the journey took 10 hours and 30 minutes. At that time, two day and two night trains operated the line. A train ride from Budapest to Rijeka lasted 13 hours and 30 minutes. Kojić (1956): 211.

⁴ The grandeur of the swimming beach is evident from the fact that it was presented at the jubilee exhibitions in Vienna in 1894 and Budapest in 1896.

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