HUSZPO HRVATSKA UDRUGA STRUČNJAKA ZAŠTITE PRIRODE I OKOLIŠA

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Appliance of environmental standards and eco-labels in sustainable tourism in the region

Primjena okolišnih standard i eko oznaka u održivom turizma u regiji

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Introduction Uvod

- **Full Quality Management (TQM) is directly linked to EN ISO standards as its foundation.**
- **Tourism in the region is characterized by an inadequate level of service quality, unfavorable structure and low capacity utilization.**
- **The applied quality defined systems largely correspond to the needs of mass tourism, and the insufficient level of total tourist products is the result of the lack of standards in the application and respect of its norms**

- Potpuno upravljanje kvalitetom (TQM) se direktno povezuje sa EN ISO standardima kao njezini temelji.
- Turizam regije karakterizira nedostatna razina kvalitete usluga, nepovoljna struktura i niska iskorištenost kapaciteta.
- Primijenjeni sustavi definirane kvalitete uglavnom odgovaraju potrebama masovnoga turizma, a nedostatna razina ukupnih turističkih proizvoda posljedica je nepostojanja standarda u primjeni i poštivanju njenih normi

- **Much of the hotel facilities are, however, in average and lower, and newly constructed buildings have a high standard of quality, ie four or five star hotels.**
- **The ISO 9000 standard is the basis of the system for the application of complete quality management and the building of a quality assurance system, and it provides the primary minimum of requirements that must meet the quality system with guidelines for their establishment and maintenance.**

- Veliki dio hrvatskih hotelskih kapaciteta ipak spada u prosječne i niže, a samo novo izgrađeni objekti imaju standard visoke kvalitete, tj. na razini hotela četiri ili pet zvjezdica.
- Norma ISO 9000 je osnova sistema za primjenu potpunog upravljanja kvalitetom i izgradnju sustava za osiguranje kvalitete, a donosi primarni minimum zahtjeva koje mora zadovoljiti sustav kvalitete, uz smjernice kako ih uspostaviti i održavati.

Rasprava

Standards are:

- **EN ISO 9001,**
- **EN ISO 14001,**
- **EN ISO 18001 OHSAS,**
- **EN ISO 22001 HACCP,**
- **EMAS**
- **Ecolabeling (European Eco-mark),**
- **Blue flag and**
- **Environment friend.**

Zastupljeni standardi su:

- EN ISO 9001,
- EN ISO 14001,
- EN ISO 18001 OHSAS,
- EN ISO 22001 HACCP,
- EMAS,
- Ecolabeling (EU eko znak),
- Plava zastava i
- Prijatelj okoliša.

EN ISO 9001

Godina	2009	2010	2011	2012	2013	2014	2015
Hotel i rest.	4731	3499	3664	5496	5021	5045	4340
Total	894133	760243	766778	911564	895363	892491	793963

Certificate number EN ISO 9001 from 2009 to 2015in the world. *

Broja certifikata EN ISO 9001 od 2009. do 2015. u svijetu.*

*https://www.iso.org/

EN ISO 14 001

God. / Drž.	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Hr	53	84	130	181	258	343	469	451	488	745	828	951	884
BiH	3	10	34	17	44	60	87	100	148	174	141	150	149
Srb				84	149	176	298	318	573	736	762	901	1120
Slo	205	338	417	379	438	444	390	399	414	411	465	425	357
Mcd		5	6	8	13	26	45	62	91	146	131	137	124
CG				1	12	17	18	15	25	16	24	26	17

Certificate number EN ISO 14001 from 2003 to 2015 in some countries of the region*

Broja certifikata EN ISO 14001 od 2003. do 2015. nekim zemljama regije*

Godina	2009	2010	2011	2012	2013	2014	2015
Hotel i restorani	1643	1420	1344	1666	1511	1873	1772
Total	185899	179210	190584	163574	240891	254108	267971

Certificate number EN ISO 14001 from 2009 to 2015in the world. *

Broja certifikata EN ISO 14001 od 2009. do 2015. u svijetu.*

*https://www.iso.org/

EN ISO 22000

Year	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Total	**2749**	**4865**	**6050**	**7083**	**7051**	**7970**	**9357**	**10181**	**11181**	**11083**
Croatia	68	88	92	77	105	108	97	96	98	92
B and H	4	3	98	11	16	23	17	15	12	20
Serbia	2	17	26	116	145	172	193	217	232	184
Montenegro		9	9	1	3	3	7	7	4	9
Slovenia	7	12	15	20	17	17	19	11	13	16
Italy	46	60	123	226	375	483	405	754	818	1304
Bulgaria	102	223	209	214	172	229	244	190	283	335
Greece	623	1075	987	1197	1214	1097	1720	1354	1526	2227

Certificate number EN ISO 22 000 from 2007 to 2015 in some countries of the region *

Broja certifikata EN ISO 22 000 od 2007. do 2015. u nekim zemljama u regiji.*

*https://www.iso.org/

Hrvatska

- **National Environmental Label Environmental friend**
- **EU Environmental Label EU Ecolabel.**
- **8 eco signs were awarded to companies and products,**
- **10 eco signs for hotels and 5 character camps.**
- **To date, only one sign of the EU Ecolabel has been awarded.**

- Nacionalni znak zaštite okoliša Prijatelj okoliša
- Znak zaštite okoliša Europske unije EU Ecolabel.
- Dodijeljeno je 8 eko znakova tvrtkama i proizvodima,
- 10 eko znakova hotelima i 5 znakova kampovima.
- Da danas je dodijeljen samo jedan znak EU Ecolabel .

Bosna i Hercegovina

- **The Ordinance on eco - labels and the manner of managing eco - labels ("Official Gazette of the Federation BiH", no. 92/07).**
- **In the period from 2009 to 2011, products, individuals and companies were granted 18 eco-labels.**
- **No eco labels have been awarded since 2012, so the process of promoting quality environmental quality has been stopped.**

- Pravilnikom o eko – oznakama i o načinu upravljanja eko – oznakama („Službene novine Federacije BiH“, broj 92/07).
- U periodu od 2009. do 2011. godine dodijeljeno je proizvodima, pojedincima i trgovačkim društvima 18 eko oznaka.
- Od 2012. godine nisu dodjeljivane eko oznake, pa je sam proces promoviranja kvalitetnog odnosa prema okolišu zaustavljen.

Srbija

- **Ordinance on Closer Terms and Procedure for Obtaining the Right to Use the Ecological Sign, Elements, Layout and the Usage of the Ecological Signs for Products, Processes and Services ("Official Gazette of RS", No. 49/2016).**
- **To date, there are 7 eco labels in wood, three in construction and one in the textile industry.**

- Pravilnik o bližim uslovima i postupku za dobivanje prava na korišćenje ekološkog znaka, elementima, izgledu i načinu upotrebe ekološkog znaka za proizvode, procese i usluge ("Sl. glasnik RS", br. 49/2016).
- Do danas postoje 7 eko oznaka u drvnoj, tri u građevnoj i jedan u tekstilnoj industriji.

Blue flag / Plava zastava

Croatia total:
98 beach, 19 marinas.

Hrvatska:
Ukupno:
98 plaža, 19 marina.

http://www.blueflag.global/

Results, discussion and conclusions

Rezultati, diskusija i zaključci

- **Soft instruments of environmental protection in the tourism industry in the region have not lived up sufficiently, nor is identified this way strengthening the quality management system environment. The general standards of quality management in the tourism industry recorded a slight decline. Additional efforts are needed to bring the common standards EN ISO 9001, EN ISO 14001, EN ISO 22000 and others into a more significant place in quality management systems.**

Meki instrumenti zaštite okoliša u turističkoj industriji regije nisu zaživjeli u dovoljnoj mjeri, niti je identificiran ovaj način jačanja sustava upravljanja kvalitetom okoliša. Opće norme upravljanja kvalitetom u turističkoj industriji bilježe lagani pad. Potrebno je uraditi dodatni napor kako bi se uobičajeni standardi EN ISO 9001, EN ISO 14001, EN ISO 22000 i drugi zauzeli značajnije mjesto u sustavima upravljanja kvalitetom.

- **Other soft environmental protection systems such as the European environmental mark, national ecological signs and blue flags are not used enough as instruments of popularization of the environment.**

Drugi sustavi mekih instrumenata zaštite okoliša kao europski okolišni znak, nacionalni ekološki znakovi i plava zastava ne upotrebljavaju se dovoljno kao instrumenti popularizacije zaštite okoliša.