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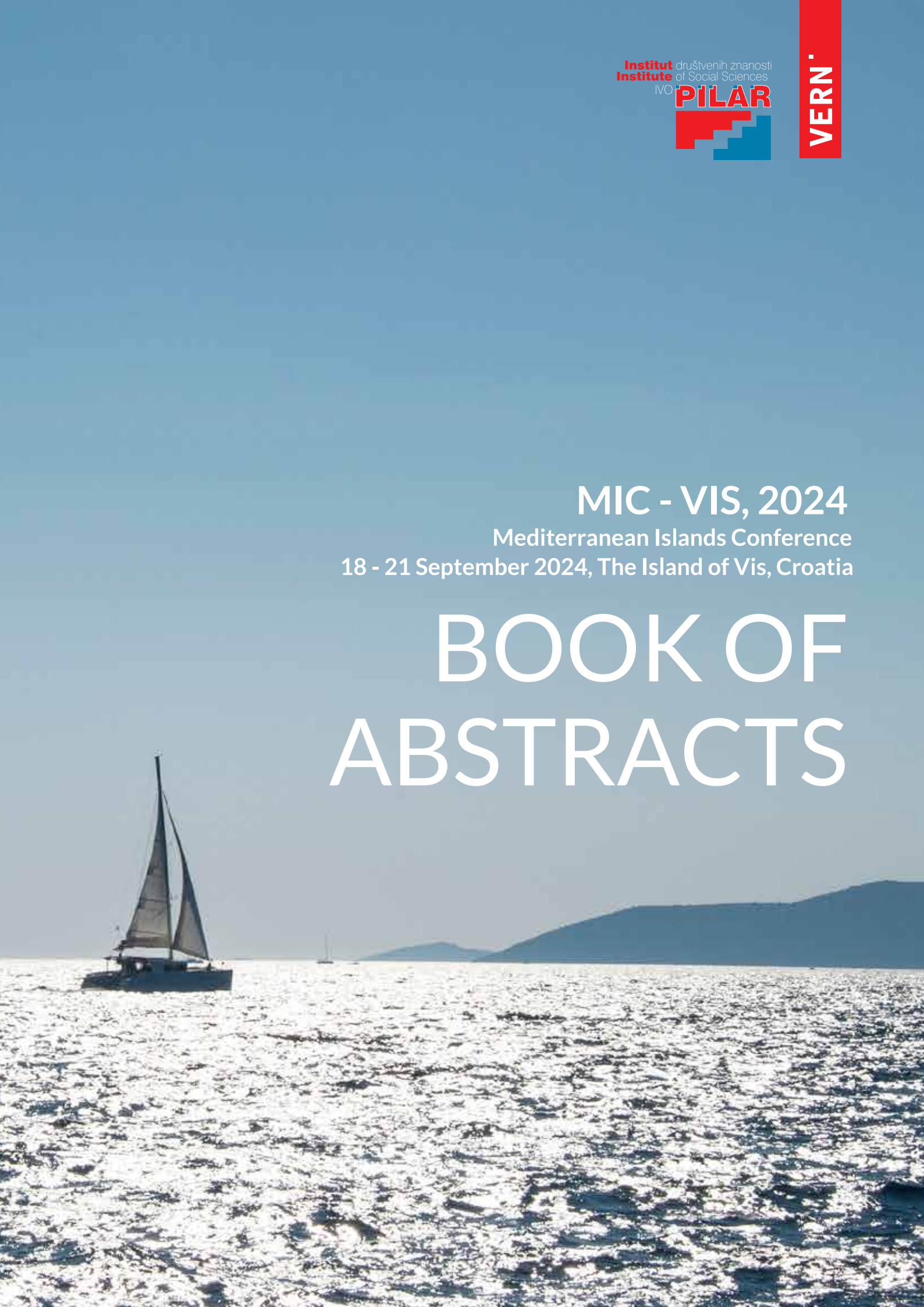
VERN'

MIC - VIS, 2024

Mediterranean Islands Conference

18 - 21 September 2024, The Island of Vis, Croatia

BOOK OF ABSTRACTS



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MIC – VIS, 2024

MIC – Vis, 2024 is 5th international multidisciplinary scientific conference organized by VERN' University and the Institute of Social Sciences Ivo Pilar. The conference will cover a broad range of topics regarding the status and role of the Mediterranean islands in the modern world as well as prospects for their development. The conference is organized under the high patronage of the President of the Republic of Croatia and the patronage of the Town of Vis.

The goal of MIC - Vis, 2024 is to foster new approaches to the main challenges that Mediterranean islands are facing and propose new solutions through brainstorming, discussion and scientific research.

MIC - Vis, 2024 is an international multidisciplinary scientific conference on the 20 following topics:

- AGRICULTURE AND FISHERIES
- ARCHITECTURE
- ARTS AND LITERATURE
- BUSINESS AND ECONOMICS
- CULTURE AND TRADITION
- DEMOGRAPHY
- EDUCATION
- ENERGETICS
- GEOGRAPHY
- HISTORY
- MARINE AND BIOLOGY
- MEDIA AND COMMUNICATION
- MIGRATION
- PUBLIC SERVICES
- RENEWABLE ENERGY SOURCES
- SECURITY
- SOCIOLOGY AND PSYCHOLOGY
- SPORT
- SUSTAINABLE DEVELOPMENT
- TOURISM

Apart from the scientific part of the conference participants will have opportunity to experience diversified and meaningful social program which will include a guided tour around the island, exhibition Colors of the Mediterranean, concert and a Gala dinner at Fort George.

Vis is the remotest of the populated Adriatic islands and is well known for its natural beauty - some of the most beautiful Croatian beaches such as Stiniva, Srebrena, Stoncica, are on the island of Vis. One of the most famous natural attractions of the Vis archipelago, Blue Cave, which is on the neighboring island Biševo, attracts thousands of visitors every year. Undersea Vis archipelago is rich in diverse flora and fauna and with the neighboring islands make this archipelago one of the most beautiful in Croatia.

PROGRAM COMMITTEE

Dionigi Albera, PhD
Institut d'Ethnologie Méditerranéenne, Européenne et Comparative, Aix-en-Provence, France, Member of the Program and Organization Committee

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Vlado Šakić, PhD
The Institute of Social Sciences Ivo Pilar, Zagreb, Croatia, Member of the Program and Organization Committee

Michael Ursinus, PhD
Heidelberg University, Germany, Member of the Program and Organization Committee

CONFERENCE PROGRAM

Day 1 - Wednesday, September 18th

17:00 - 19:00	Registration
19:00 - 20:00	Conference opening
at 20:00	Welcoming drink and Exhibition „Colors of the Mediterranean“ opening (exhibition will be opened as a result of international student photo contest)

Day 2 - Thursday, September 19th

9:30 - 12:00	Plenary session
12:00 - 14:00	Break
14:00 – 16:00	Presentations
16:00 – 16:30	Coffee break
16:30 - 18:30	Presentations
20:30 - 21:30	Open Air Concert, a solo concert by a famous Croatian guitarist Neno Munitić

Day 3 - Friday, September 20th

9:00 - 10:30	Presentations
10:30 - 11:00	Coffee break
11:00 – 13:00	Presentations
13:00 – 15:00	Break
15:00 – 17:00	Presentations
at 19:00	Gala Dinner (gala dinner will be held in the amazing interior of 200 years old Fort George, which is surrounded by beautiful scenery and incomparable view of the sea)

Day 4 - Saturday, September 21st

10:00 - 14:00	Social Program (social program will include guided tour around the island of Vis and visit to the City of Komiža)

KEYNOTE SPEAKERS

MILAN PUH, Ph.D.

Milan Puh (1986, Pula), PhD in Education and Linguistics at the University of São Paulo (USP), Master of Science in Portuguese Language and Literature at USP, Master of Linguistics at the University of Zagreb and Bachelor of Portuguese Language and Literature and Anthropology at UNIZG. Member of Post-graduate Program at the Faculty of Education at USP and head of the Center for Portuguese as a Foreign Language at the Federal University of Bahia. Professor of the Croatian language in Croatia Sacra Paulistana (CSP) and Sociedade Amigos da Dalmácia (SADA), two Croatian associations in Sao Paulo. Head of the research project History of Croats and Croatian immigration in Brazil between 2015 and 2019, during which four books were written. Associate researcher for Slavic languages on the project "Migration as the basis of international cooperation in the field of language and education" of the University of the Federal State of Paraná in Brazil. Organizer of the "Concourse for the best short story and scientific article" at Sociedade Amigos da Dalmácia in São Paulo since 2020 and of the “Guide for returnees and immigrants to the Republic of Croatia” (2023). Invited lecturer in Germany, Angola, Croatia, Bulgaria, Argentina and Brazil.

ROBIN DEGRON, Ph.D.

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ABSTRACTS

THE MARITIME HERITAGE OF RIJEKA AS A RESOURCE FOR EXPERIENTIAL INTERPRETATION THROUGH STORYTELLING

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CONFERENCE TOPIC:
Tourism

ABSTRACT
Rijeka's maritime heritage is a strong tourist resource that also becomes a kind of platform for interpretation through storytelling and networking of experiences through special forms of tourism in line with trends in the tourism market. Heritage interpretation encompasses cultural heritage (tangible and intangible) and is one of the key drivers of modern tourism. The role of storytelling in tourism is to revitalise heritage, tell a story, create a quality and authentic experience for visitors and involve them in participation.

The aim of this article is to use a creative interpretation model to show how historical facts and a certain poetics can be used to create a tourist experience that can also become a recognizable tourism product for different target groups of tourists and visitors in the off-season.

Due to its favourable geographical position at the intersection of land and sea routes with a developed seafaring and shipbuilding tradition, Rijeka can rightly tell "stories" about the sea and the underwater world, sailors, shipbuilders, the typology and construction of ships, astronomical navigation, the compass rose and sea rescue.

In this paper, a survey of the population of the city of Rijeka was conducted on the knowledge of historical facts that can serve as a basis for an experience-based interpretation. By analyzing the attraction base and researching documents and archival materials of Rijeka's maritime heritage, a model of interpretation techniques was created that includes storytelling as a means of transferring and interpreting the experience of the destination.

By recognizing this potential, it is possible to develop a completely new, innovative, interesting and attractive tourism product that offers visitors an unforgettable experience. The aim of this paper is to show the opportunities and possibilities of using storytelling in the design of innovative products and services using the example of the city of Rijeka.

KEYWORDS: maritime heritage, city of Rijeka, tourist resource, experiential interpretation, storytelling

YOUNG PEOPLE'S EXPECTATIONS FOR EMPLOYMENT AND CAREER DEVELOPMENT IN CROATIA – FROM UNEMPLOYMENT TO THE EXPECTATIONS OF THE IDEAL JOB

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CONFERENCE TOPIC:
Sociology and Psychology

ABSTRACT
Young individuals, aged between 15 and 29 years, are identified as one of the most vulnerable groups in terms of employment within the European Union. The unemployment rate among the youth in the EU is approximately 15% (14.5% as of November 2023). Recognizing this issue, the EU has initiated the 'Youth Guarantee' program since 2013, actively promoting the employment of young people. A critical factor in employment is the job preferences of the job seekers. This study explores the expectations of young individuals about their workplaces and identifies which job characteristics they consider less important versus those deemed more critical. The analysis is based on the results of the 'European Values Study' conducted in 2017 for the Republic of Croatia. By processing the data collected from the 'European Values Study 2017' survey, we examined what young people in Croatia value when choosing a job, along with their general attitudes towards jobs and working conditions available in the Croatian labor market. The findings of this analysis can contribute cumulatively to more successful employment strategies and encourage the youth towards higher quality career development.

KEYWORDS: youth, Croatia, employment, job expectations, EVS 2017

SECOND HOME PHENOMENON ON THE CROATIAN ISLANDS: NEW INSIGHTS

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CONFERENCE TOPIC:
Demography

ABSTRACT
The phenomenon of second home ownership on Croatian islands has a long-standing tradition. Thanks to the attractiveness of the coastal areas and islands, this region currently has the highest proportion of second homes in Croatia. Simultaneously, with the development of tourism on certain Croatian islands (e.g. Lošinj, Hvar, Krk) during the late 19th century, the emergence of second homes became noticeable. The early stages of tourism development did not curtail the emigration of island inhabitants, a phenomenon persisting for over a century. Migrations were predominantly motivated by economic factors. Negative migration trends in the 20th century were intertwined with adverse natural population movements, which is reflected in the contemporary state of island population. Two parallel processes are unfolding: aging, depopulation, and, in extreme cases, population extinction, and on the other hand, continuous growth in the number and proportion of second homes in the number of total housing units. Census data confirm the advanced transformation process of islands into spaces for leisure and recreation. The phenomenon is analyzed based on the data obtained from population and housing censuses in 2001, 2011, and 2021. Distinct components in the analysis include changes in the number of inhabitants, overall population dynamics (natural changes and net migration rate), alterations in the number and proportion of vacation homes, and their spatial distribution.

KEYWORDS: islands, island population, Croatia, second home

THE ROLE OF HYDROGEN IN AN ISLAND ENERGY SYSTEM

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CONFERENCE TOPIC:
Energetics

ABSTRACT
Islands have specific energy systems. In principle, islands, particularly the Mediterranean islands, can be made energy independent by using available solar energy, although connection to the mainland grid can serve as a back-up. However, as solar energy is intermittently available and with varying intensity, energy storage is required to match the demand and availability. In autonomous energy systems, the usual way of energy storage is in the batteries. However, batteries are suitable for short-term small amounts of energy storage. Solar energy availability varies seasonally, which would require the storage of large amount of energy for longer time periods. The fact that both solar energy availability and energy demand vary seasonally reduces the need for energy storage. One of the options for long term energy storage is hydrogen. Hydrogen can be produced by electrolysis of water, and can be stored and used to generate electricity when needed. The availability of stored hydrogen opens a possibility of using it as transportation fuel, for road and sea transport, making islands energy independent and running 100% on their own renewable energy. In addition, hydrogen can also be produced from presorted communal waste, thus reducing a chronic problem of waste disposal on the islands. A review of hydrogen technologies – for hydrogen production, storage and use – are presented, as well as examples of sizing such an island energy system.

KEYWORDS: hydrogen, photovolatics, electrolysis, batteries, sizing, island energy system

VIDEO GAME LITERACY IN EDUCATION: A FRAMEWORK FOR USING GAMES IN SCHOOLS

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CONFERENCE TOPIC:
Education

ABSTRACT

Video games are increasingly recognized as a powerful learning tool and as a medium that needs to be understood as part of a broader media culture. However, there are many doubts about how to use the educational potential of video games and how to approach learning about video games as a medium in general.

This paper proposes a concept of video game literacy as a starting point in learning about games and learning through games in schools. Using Bill Green's three dimensional model of literacy, which was originally designed to support the integration of ICTs in literacy education, and comparing it with James Paul Gee's ideas of video game literacy, this paper outlines a framework for learning about games in school. It focuses on the cultural literacy, especially on the placement of video games in broader human culture and on their wider significance in the general media landscape.

The framework aims to help educators integrate video games into the curriculum, across different subjects and levels, and foster students' critical and creative engagement with games, as well as their digital and media competencies.

KEYWORDS: video game literacy, cultural literacy, education, games, media

CRISIS COMMUNICATION OF HEALTH INSTITUTIONS DURING THE COVID-19 PANDEMIC: WHAT COULD ARTIFICIAL INTELLIGENCE IMPROVE?

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CONFERENCE TOPIC:
Media and Communication

ABSTRACT
Similar to other management systems, organizations are not immune to crises, regardless of their size, life cycle stage, ownership, or area of activity. Crisis situations that arise from poor organizational management and communication, or because of the actions of forces in the environment, are usually atypical and happen unexpectedly; that is to say, crisis situations are events that organizations are often not prepared for. Consequently, one of the most challenging areas of their communication activity is crisis communication. A company that has already adopted strategic preparation and a management plan has the best prospects for success, which are reflected in the complete prevention or minimization of negative consequences. The level of preparedness of an organization that faces a crisis is proportional to the success of crisis management and crisis communication processes. The speed of information collection, processing, and dissemination plays an important role in these situations, while the general impression is that artificial intelligence (AI) could improve the efficiency of organizational efforts in solving the abovementioned issues. AI algorithms can help in collecting, classifying, and aggregating data in accordance with their degree of importance, as well as in resource allocation with the aim of timely placement of relevant information. These algorithms represent an appropriate platform to support crisis management and crisis communication.

KEYWORDS: crisis management, crisis communication, artificial intelligence, corporate communication, public relations

THE SITUATION WITH AND MEASURES FOR ADDRESSING LABOUR SHORTAGES IN TOURISM ON CROATIAN ISLANDS

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CONFERENCE TOPIC:
Tourism

ABSTRACT
The accommodation and food service activities, informally referred to as tourism, are one of the most important Croatian economic sectors, with the contribution to GDP in 2021 of 15.9%. The sector employs more than 105,000 people in over 21,000 companies. Key features of working conditions such as shift work, anti-social hours, seasonal variation, physical demands, dress codes, stressful periods, language skills and work-life balance problems can produce serious problems with staff shortages. According to "The employers' survey", periodically conducted by the Croatian Employment Agency, the tourist sector is experiencing growing recruitment problems. Mediterranean countries like Croatia with high seasonality of tourism and lower wages compared to Western countries, have much larger challenges in this regard, especially on islands. Some of the measures to overcome recruitment challenges in tourism sector could be seen in changes in immigration policies, developing training and education programmes, higher compensation and benefits for workers, adequate recruitment strategies, improving working conditions, supporting technology adoption as well as improving research and data collection to inform policy decisions and workforce development strategies.

KEYWORDS: labour shortage, working conditions, employers, wages, recruitment

THE BUSINESS ENVIRONMENT IN GEORGIA

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CONFERENCE TOPIC:
Business and Economics

ABSTRACT
Georgia is a great destination for investors and companies from all around the world with a stable economic development, liberal and free-market oriented economic policy, low tax rates, significantly simplified administrative procedures, low level of corruption and bureaucracy, a significantly decreased number of licenses and permissions, competitively priced workforce, lack of language barrier, advantageous geographic location and access to 2.3 billion consumer market, its solid Free Trade Agreement(FTA) including both the European Union and China. Taxation in Georgia is as follows: Personal Income Tax/Payroll - 20%, Profit Tax/Corporate Tax: 15%, reinvested profits within the company can remain indefinitely without tax, Value Added Tax (VAT)-18%, Excise duty/tax rate varies from GEL (Georgian National Currency, 1 USD=2.67 GEL) 0.08 to 800 GEL for one unit, Import Tax-0%, 5%, or 12%, Export: no tax, Property Tax- 1%, Personal Income Tax for Small Business Status- 1% (on turnover up to 500,000 GEL per year), 3% (starts to apply after exceeding 500,000 GEL limit). Dividends paid to individuals and non-resident persons are 5%.

KEYWORDS: country destination, low tax rates, low level of corruption, access to large markets (the EU & China)

VLASTA LAH: THE FORGOTTEN PROFESSIONAL CAREER OF A EUROPEAN FILMMAKER IN ARGENTINA

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CONFERENCE TOPIC:
Migration

ABSTRACT
Vlasta Lah was born in Pula in 1913, at the time part of the Austro-Hungarian Empire, nowadays a Croatian city on the Istrian peninsula. She was born during the last years of the aforementioned empire. During the periods of instability of international politics, as well as the fluidity of borders, she held different national identities: first Italian, later Yugoslavian, and currently Croatian. She was the first woman to direct a feature-length sound film in Argentina, a fact little known, both in Argentina and in her homeland. She was a pioneer in defending the work of women in the cinematographic field, and her work was overshadowed and subsumed in the tasks of assistant film director, carried out by her Italian husband Catrano Catrani. She made several films during the 1960s, whose content is analyzed in this paper, as well as the reception of Vlasta's work in Argentine society at the time. She died in Buenos Aires in 1978 at the age of 65.

KEYWORDS: migration, cinematography, Croatia, Argentina, feature-length sound, Vlasta Lah

EMOTIONAL EATING AND ATTITUDES TOWARD EATING AMONG YOUNG WOMEN IN CONTINENTAL AND MEDITERRANEAN CROATIA

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CONFERENCE TOPIC:
Sociology and Psychology

ABSTRACT
Emotional eating refers to eating that is triggered by emotions like sadness, stress, happiness, or boredom. Attitudes toward eating refer to beliefs, thoughts, feelings, and behaviors related to food. A large body of research indicates that both emotional eating and disordered attitudes toward eating are associated with disordered eating patterns, low self-esteem and body image concerns, especially among individuals with a higher body mass index (BMI). However, both emotional eating and attitudes toward eating can vary across different cultural and local contexts. Each local context is unique, characterized with distinct traditions, food practices, lifestyles, and social norms, which can shape the manifestation of emotions and attitudes toward food in various ways.

Our study explored the relationship between emotional eating and attitudes toward eating among young women from two distinct Croatian regions – Continental and Mediterranean Croatia. Specifically, the study aimed to determine how certain emotions encourage the need for food among young women and to understand the eating-related attitudes of women with different body weights from different Croatian regions. The study was conducted online and involved 1337 young women aged 18 to 21 from Croatia. Data was collected on young womens' BMI index, emotional eating (Emotional Eating Scale) and attitudes toward food (Eating Attitudes Scale – Short Form).

The results indicated that specific emotions are responsible for emotional eating among young women and that there are differences in emotional eating and eating-related attitudes between women of different body weights. However, regional differences are not pronounced. Our findings demonstrate diverse emotional eating patterns and eating-related attitudes among women with different body weight, as well as similar patterns across continental and Mediterranean regions of Croatia. Therefore, it is important to address both emotional triggers and body weight when tailoring interventions to promote healthier eating behaviors among young women.

KEYWORDS: emotional eating, eating attitudes, body mass index, regional differences, women

HOW MIGRATION PATTERNS IN CROATIAN REGIONS REFLECT IN ATTITUDES TOWARD IMMIGRATION

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CONFERENCE TOPIC:
Migration

ABSTRACT
Migration is a global phenomenon that shapes demographic composition, as well as economic, social, cultural, and political context of both the regions people leave and those they settle in. Effective integration of immigrants into the host society can have positive impacts on various aspects of the host society, leading to a more cohesive and well-functioning community. The attitudes of the host society toward immigrants play an important role in facilitating this integration process. In that context, understanding how migration patterns and public attitudes toward immigrants are related is important for creating informed policy decisions that would promote inclusive environment.

Therefore, the aim of this study is to provide a comprehensive understanding of the relationship between regional migration patterns and public attitudes towards immigrants in Croatia. The data for this study were obtained through two secondary data sources: The Croatian Bureau of Statistics for emigration and immigration patterns, and Round 12 of the European Social Survey for attitudes toward immigrants. In this study, we included 1341 participants from Croatia (50.1% men), with an average age of 48.99 years (SD = 19.12). We examined migration patterns across four Croatian regions: Pannonian Croatia, Adriatic Croatia, the City of Zagreb, and Northern Croatia. Additionally, we examined regional attitudes toward immigration in Croatia and assessed how emigration and immigration patterns within these regions reflect local attitudes towards immigration. Our findings offer initial insights into the relationship between regional migration dynamics and attitudes towards immigrants in Croatia and could also inform regional policies aimed at integrating immigrants and addressing the concerns of local communities.

KEYWORDS: migration, immigration, immigrants, attitudes, regions

TIKTOK AS A PLATFORM FOR CELEBRITY COMMUNICATION: AN EXAMPLE OF IMAGE MANAGEMENT

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CONFERENCE TOPIC:
Media and Communication

ABSTRACT
This article investigates the intricate relationship between celebrity image management and discourse on TikTok, analyzing how the platform is utilized to sculpt and maintain their public persona. It examines the strategies deployed on TikTok to captivate audiences, encompassing the creation of authentic content, active participation in prevalent trends and challenges, and the strategic use of TikTok for crisis management and fostering brand collaborations. Utilizing case study analysis methodology, the paper scrutinizes the ways in which celebrities use propaganda techniques on the platform to enhance brand identity. The findings suggest TikTok's significance as an instrument for celebrity image management, emphasizing the necessity for meticulous strategy and authentic engagement to fully leverage the platform's potential benefits. The research highlights TikTok's dual role as both a medium for direct communication with the audience and a strategic tool for image crafting, underscoring the platform's unique position in the digital landscape of celebrity-public interaction.

KEYWORDS: brand identity, celebrity communication, propaganda techniques, TikTok

GUSTAV MODRUŠAN AND PHARMACY IN KARLOVAC AT THE TURN OF THE 20TH CENTURY

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CONFERENCE TOPIC:
History

ABSTRACT
The late 19th and early 20th centuries marked a golden period for the pharmacy in Karlovac. Gustav Modrušan (1859 – 1930) is a prominent figure who strongly influenced the pharmacy in Karlovac at the time. Having completed his pharmacy studies in Graz, he purchased the pharmacy *K sv. Ćirilu i Metodu* in the Banija district of Karlovac in 1898. He renovated it according to the stringent requirements of the Croatian pharmacopoeia set by professors Gustav Janeček and Julije Domac. The pharmacy was well-equipped with pharmaceutical preparations, pharmacy specialties, perfumes, and medical instruments. In 1912 Modrušan was elected as the mayor of Karlovac, leading him to sell the pharmacy *K sv. Ćirilu i Metodu* to Josip Matković. Initially enthusiastic about the political ideas of Ante Starčević, he later aligned himself with the Yugoslav Democratic Party and the political concept of integral Yugoslavism. He served as the mayor for two terms, until 1919. In addition to successfully managing the pharmacy, Modrušan demonstrated entrepreneurial skills as the owner of a carbonated water factory and a shareholder in the company the *First Croatian Mill on Blades*. Modrušan was actively involved in various civic organizations. He recorded the events that disturbed Karlovac during the World War I in his handwritten memories in the book entitled A *Memorial Book of the City of Karlovac*. Modrušan was again appointed mayor in 1929, unfortunately his third term was interrupted by his death in 1930. Gustav Modrušan's contributions stand as a testament to his enduring impact on the development of Karlovac.

KEYWORDS: history of pharmacy, Karlovac, Pharmacy *K sv. Ćirilu i Metodu*, Gustav Modrušan, Croatia

THE AZURE SUN OF THE ISLAND OF BIŠEVO - 140TH ANNIVERSARY OF THE DISCOVERY OF THE BLUE CAVE

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CONFERENCE TOPIC:
Tourism

ABSTRACT
In 1884 a Viennese painter, Baron Eugen Ransonnet, discovered the Blue Grotto on the small Dalmatian island of Biševo near the island of Vis, making it world-famous from then on. Due to the beauty of the natural light phenomenon within it, the Blue Grotto on the small island of Biševo in the Vis archipelago was frequently compared to the Grotta azzurra, a similar grotto on the island of Capri (Italy). This discovery marked the beginning of tourism on these distant Adriatic islands. The Blue Grotto became one of the Adriatic Sea's topmost attractions for European tourist elites of the day and an inspiration to painters and poets. In the period of the post-war totalitarian political regime, the Vis Archipelago was completely or partially closed off to foreign tourists for almost half a century. It was not until May 1989 that the ban on tourist visits to this archipelago was lifted, and these islands in the Adriatic Sea, which had been a maritime crossroads throughout history, became once again open to the world. The public interest in the Blue Grotto has been growing ever since, and it once again became a top natural attraction of the Adriatic.

KEYWORDS: the Blue Cave, Biševo, Komiža, island of Vis, Eugen Ransonnet, Vienna, tourism

A DYNAMIC APPROACH TO SLOVAKIA´S TRADE PERFORMANCE

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CONFERENCE TOPIC:
Business and Economics

ABSTRACT
The paper focuses on the dynamic trends in external trade competitiveness of the Slovak Republic. The aim is to analyse the competitiveness of the Slovak foreign trade vis-à-vis the EU27 over the last 10 years and identify domestic industries with export potential. We specify the competitive industries through calculating the commonly used static Revealed Comparative Advantage (RCA) index. The findings confirmed that Slovak competitiveness is concentrated in a few labour- and capital-intensive industries, mainly automotive production, electronics and iron and steel. Furthermore, we applied a dynamic version of the RCA to recognise the industries with the highest export potential and discuss the impacts of the COVID pandemic and the war in Ukraine on the sustainability of Slovak trade performance.

KEYWORDS: competitiveness, foreign trade, RCA index

A COMPARATIVE ANALYSIS OF TWO START-UPS: STEPS TO SUCCESS

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CONFERENCE TOPIC:
Business and Economics

ABSTRACT
This paper reports on a comparative analysis of two Swiss start-ups that survived the initial phase of development. Both firms were able to raise funds and proposed a differentiated product aimed at niche markets. One of them produces special sport shoes (On Running) while the other (ID Geneve) makes expensive watches from recycled components. The analysis shows that these firms overcame the typical obstacles most start-ups face in the early development and thrived thanks to effective leadership, attractive products, reliance on digital marketing and raising capital through crowdfunding, including investments from Roger Federer (On Running), the former No.1 tennis player, and Leonardo Di Caprio known for his commitment to environmental issues (ID Geneve).

KEYWORDS: leadership, unique product, crowdfunding, digital marketing

OPPORTUNITIES TO BUILD A GREEN ECOVILLAGE FOR THE ELDERLY IN BULGARIA

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CONFERENCE TOPIC:
Demography

ABSTRACT
The duration of human life is increasing, and its quality and activity are becoming increasingly important. The elderly population in Bulgaria, other European countries, and worldwide is growing. In Bulgaria, the average life expectancy is 74.9 years, 3 years higher in cities compared to rural areas (2017-2019). There is a consistent trend of increasing average age of the population and a decrease in natural population growth. Policies related to elderly care, their active involvement in society, and their dignified existence will become increasingly important. In this regard, the development of green eco-villages will be of great public interest, growing in the future, as it relates to improving the environmental situation, providing a healthy and dignified life for the elderly, who will contribute to society, and fostering environmental education for the younger generation. The eco-village will consist of a complex of about 30 residential buildings with 2-3 floors, housing 100-150 people. Most of the buildings in the village will be constructed or renovated using eco-friendly building materials and selected technologies. There will be an emphasis on maximizing energy supply from renewable sources, such as solar panels or energy from processed manure. Elderly residents will share life in an ecological environment, with opportunities for contact with people of their age, and the chance to work according to their capacity and desire in the bio-farms established in the village, workshops, shops, or public activities. The green eco-village model can be studied as a social and health experiment to identify the factors influencing human longevity.

Acknowledgments
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KEYWORDS: ecological environment, elderly people, specialized ecovillages, selected activities, ecological economy

QUANTIFYING THE MUNICIPAL ENCIRCLEMENT EFFECT OF WIND TURBINES

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CONFERENCE TOPIC:
Energetics

ABSTRACT
Citizens may experience discomfort from the feeling of being surrounded by wind power turbines in their municipalities. This effect, usually called ``encirclement'', should be prevented during any wind farm planning process. Therefore, there need to be reliable rules for how much encirclement is tolerable and how much is too much. In addition to rules, it is necessary to be able to quantify encirclement accurately. While there is a method to do so currently at hand, that method has several shortcomings. We provide an updated approach that helps drawing a more realistic picture of the actual encirclement situation. In this paper, we introduce our GIS (Geographic Information System) procedure. Essentially, the basic idea is to evaluate the sight of wind turbines from points-of-view along a path around the perimeter of a given municipality. We then evaluate the algorithm with some real-world data to also compare our method to the former approach and find that our approach distinguishes between “encircled” or not in a somewhat stricter fashion than the former method does.

KEYWORDS: wind power, encirclement, GIS, algorithm

A COMPARATIVE ANALYSIS OF PUBLIC RELATIONS IN THE MUSIC INDUSTRY

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CONFERENCE TOPIC:
Media and Communication

ABSTRACT
Music industry is a part of the fast growing entertainment industry which is becoming increasingly important in the age of advanced technology. Music is being consumed more than ever and music streaming has helped significantly, allowing users to access any song in just a few clicks. In addition, anyone can showcase their music online and try to find their audience on their own, thereby increasing the number of musicians. Nowadays promotion of music artists works within record companies, with the help of personal branding managers or in a combination of both. The aim of this paper is to compare their work and goals. Due to the size of Croatian market, their jobs are often mixed up, with potential problems for artists. The research was conducted using the desk method, content analysis, a survey among media users and semi-structured interviews with managers and editors of the leading Croatian media. With the aim of understanding how much the internet and the development of technology caused changes in the music industry and how the media convergence influenced the development of a musician's personal branding, the main goal of our research was to define the scope of work and tools used by discographers and personal promotion managers to achieve the best possible promotion of artists and compare their ways of working. The research was conducted using qualitative research on respondents employed in record companies and personal promotion managers. The research should establish if there is room for progress in case that all stakeholders in the music market are ready to cooperate and communicate with each other.

KEYWORDS: music industry, musician, personal branding, public relations, record labels

ISLANDS AND INSULAR SPACES AS IMAGINED GEOGRAPHIES IN THE CONTEXT OF CLIMATE CHANGE: REFLECTIONS BASED ON CONTEMPORARY GERMAN-LANGUAGE NARRATIVES

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CONFERENCE TOPIC:
Arts and Literature

ABSTRACT

Current times of climate change have arrived in literature, turning the climate into a protagonist of literary representations of different places and cultures; global warming "occupies a primary position not just on political and scientific agendas but in the wider cultural imagination" (Trexler & Johns-Putra, 2011, p. 185). The recent surge of "cli-fi" (Bloom 2007) shows that islands and insular spaces as a setting for idealised societies are experiencing a revival in the form of 'ecotopias', but also in the form of their counterpart, i.e. the island as a dystopian and experimental space for new forms of existence and adaptation during climate change. In the context of climate fiction and island literature, the imagery of the oceans and the island can be a suitable figure of thought to represent a more deterritorialized awareness of planetary dimensions connecting the local with the global. However, in her article about islands as imaginative geographies in the context of climate change, Carol Farbotko (2010) also critically reflects the media exploitation of islands to create awareness about the effects of global warming. She argues that the traditional Western image of the island as a laboratory is upheld so that islands are seen as manifesting potential threats the mainland is facing in the future.

In the proposed paper for the 5th Mediterranean Islands Conference 2024 in Vis, literary islands in the context of climate change are discussed on the basis of selected examples of contemporary German-language literature ('Malé' (2020) by Roman Ehrlich and 'At Sea' (Auf See, 2022) by Theresia Enzensberger, both nominated for the German Book Prize). The paper explores to what extent contemporary literature draws on the traditional imagery of the island in the context of climate change or breaks with the established ideas at the threshold of the local and the global.

KEYWORDS: climate change, German-language literature, dystopia, utopia, insularity, imagined geographies

AN ISLAND AS A LITTLE 'GREEN HUB': SUSTAINABLE DEVELOPMENT ACTORS ON THE ISLAND OF ZLARIN

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CONFERENCE TOPIC:
Sustainable Development

ABSTRACT
The very reality of size and insularity of small islands makes them the subject of particular social, environmental, and economic concerns. Complex issues can present challenges to the development and quality of life on a small island, including those of population (i.a. age and migrations), economy (i.a. overdependence on tourism and seasonality), and ecology (i.a. environmental vulnerability and reduction of biodiversity). The 'bounded' geography and pronouncedly 'visible' interdependence of development factors make islands a 'natural' site for sustainable development visions. Furthermore, insularity produces not only separation but also connections: it creates links between people, practices, and ideas. Highlighted interdependencies lead us to a conceptualization of islands as 'hubs of connections' — places that both facilitate connections and are constructed by them.

This paper uses the 'hub of connections' perspective to study the island of Zlarin, focusing on sustainable development processes and actors. Zlarin, small in terms of its land size and population, has recently become a 'hub' of projects and visions aiming for its sustainable development, including environmental activism and infrastructural interventions. Our research is based on ethnographic approach and interviews, aiming to explore the visions, meanings, and practices of various actors engaged in the sustainable development of the island. We consider both differences and connections in actors' experiences and ideas, along with their generations and backgrounds, to contribute to the understanding of the sustainable development path of an island as a little 'green hub'.

KEYWORDS: sustainable development, development actors, environmental activism, island, hub, Zlarin

SHOULD WE STAY OR SHOULD WE GO? FAMILIES WITH YOUNG CHILDREN AND LIFE ON CROATIAN ISLANDS

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CONFERENCE TOPIC:
Sociology and Psychology

ABSTRACT
Island life has unique advantages and disadvantages when compared to life on the mainland. In Croatia, islanders sometimes express a higher quality of life and emphasize stronger community ties with a higher level of solidarity, better climate and environmental resources, as well as a slower and more relaxed style of life than on the mainland. However, specific disadvantages can lower the quality of life on the island, such as: insufficient traffic connections, lack of local infrastructure and retail stores, inflexibility of work and imposition of seasonal work, and a lack of cultural offer and content for leisure time. Island life can be even more challenging for families with young children due to the lack of necessary medical services (especially children's health care), and elective informal educational or cultural offers. Considering both sides of the arguments for island living, it is impossible to escape the fact that there is a recorded demographic aging of the island population in Croatia. In this paper we present findings based on data collected through semi-structured interviews, focusing on nuclear families or single-parent families with one or more children with an upper age limit of 10 years. The focus of the research is on presenting various reasons and motives for families with young children to stay on (or immigrate to) the island or to emigrate to the mainland. We are interested in elucidating what are some of the common or differentiating reasons for their decisions regarding their family as well as identifying the respondents' views of the advantages and disadvantages of island life.

KEYWORDS: Island, family, young children, young people, emigration, immigration

VOCATIONAL EDUCATION ON CROATIAN ISLANDS

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CONFERENCE TOPIC:
Education

ABSTRACT
Vocational education in Croatia encompasses a wide range of programs and schools that provide practical training and expertise for various industries and professions. There is a continuous effort in Croatia to improve the quality of vocational education to ensure that it meets the needs of the labour market and enables young people to pursue successful careers in various fields. The state of vocational education on Croatian islands is insufficiently addressed by researchers and practitioners, despite its crucial role in ensuring the development and sustainability of communities, considering the geographical isolation and demographic characteristics of the islands.

This paper addresses the specific challenges and perspectives of vocational education on Croatian islands. Data from the Croatian Bureau of Statistics on secondary industrial and crafts schools, as well as technical and related secondary schools, were utilized. Vocational schools comprise two-thirds (65.5%) of the total 713 secondary schools in Croatia, with 27 vocational schools located on the islands. Specifically, 14 are industrial and crafts schools, and 13 are technical and related schools situated on the islands. The paper analyses the availability of various vocational programs on the islands and students' preferences when choosing schools. The analyses not only use the data on available schools on Croatian islands but also the data on students who choose different educational programs and vocational areas during enrolment. Through analysing the current situation and identifying key problems, this paper explores ways to improve the availability, quality, and relevance of vocational education on Croatian islands.

KEYWORDS: vocational education, career choice, adolescents, the Mediterranean

A COMPARATIVE ANALYSIS OF SOCIO-POLITICAL VALUES IN TEN MEDITERRANEAN COUNTRIES: EVIDENCE FROM THE EUROPEAN SOCIAL SURVEY

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CONFERENCE TOPIC:
Sociology and Psychology

ABSTRACT
Values are deeply rooted, abstract orientations that help to guide, justify, or explain people's opinions, attitudes, and actions. In addition, values are also deeply rooted in personal and policy decisions. The European Social Survey (ESS) is the largest research project examining human values which is conducted every two years on cross-sectional samples. The survey measures human orientations, such as attitudes, beliefs, and behavior patterns of diverse populations in more than thirty nations. This paper draws attention to the European Social Survey (ESS10, ESS9 and ESS8) databases. Special attention is paid to the comparison of socio-political values (political interest and trust, socio-political orientations, and immigration) in ten Mediterranean countries which are included in the survey such as Cyprus, France, Greece, Croatia, Israel, Italy, Montenegro, Portugal, and Spain. We aim to present the main commonalities and divergences in the value structure, their character, time and spatial distribution within this cultural landscape.

KEYWORDS: European Social Survey, socio-political values, spatial analysis, the Mediterranean

THE IMPACT OF THE CROATIAN NATIONAL TOURIST BOARD'S PUBLIC RELATIONS ACTIVITIES ON MEDIA REPORTING – ADOPTION OF REPUTATIONAL (PR) NARRATIVES?

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CONFERENCE TOPIC:

Media and Communication

ABSTRACT

In today's globalized world, the rapid dissemination of information shapes the environment, making public relations crucial for success, particularly in tourism—a sector classified among rapidly growing industries. The specialized application of PR strategies and activities in tourism aims at creating and maintaining a recognizable public image—a positive portrayal of tourist destinations, specific attractions, events, or entire countries. This communication model underscores the pivotal role of media reporting.

However, recognizing that the media are not mere conveyors of information but active participants in constructing social, political, economic, cultural, and other realities, it is intriguing to examine how they mediate information derived from the public relations activities of the tourism sector.

Therefore, the primary objective of this research is to analyse how the media respond to reputational (PR) narratives and activities undertaken by the Croatian National Tourist Board as the leading institution in promoting the Republic of Croatia as a tourist destination. On one hand, the analysis encompasses the corporate PR communication techniques employed by the Croatian National Tourist Board in its own communication channels, primarily websites and social media profiles. Simultaneously, using a media content analysis of the most widely read daily online news portals, it is determined to what extent the media adopt the narrative of reputational stories, and to what extent they deviate from the initial PR activities and "return" to the routine of dominant media themes. Due to the volume of media coverage, the study is limited to one month in the pre-season and one month in the tourist season of 2024.

KEYWORDS: reputational stories, public relations, tourism, media reporting, Croatian National Tourist Board

THE MIGRATION MOVEMENTS OF THE GREEK COLONIZATION IN THE MEDITERRANEAN AND THE INFLUENCE OF GREEK COLONISTS DURING THE DEVELOPMENT OF AGRICULTURE IN THE EXAMPLES OF THE ADRIATIC ISLANDS OF VIS, HVAR AND KORČULA

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CONFERENCE TOPIC:
History

ABSTRACT
Based on earlier research, the authors present the impact of migration and colonization movements from the eastern Mediterranean area towards the Adriatic islands of Vis, Hvar and Korčula. At the same time, they pay special attention to the relations of the settled Greek colonists with local Illyrian population and especially their influence on the development of agriculture on the mentioned colonized Adriatic islands. Using both ancient and recent historical sources, the paper tackles the importance of multicultural influences on the life of the island population. The paper observes the development of the legal system under the influence of Greek culture, in terms of imparting knowledge about agrarian relations. On the aforementioned Croatian islands, this knowledge about agrarian relations was preserved not only in antiquity but also through customary law among new Croatian settlers in later historical times. The authors compare the legal provisions of the Hvar and Korčula statutes, especially those regarding provisions on agriculture. The effect of these legal norms on the development and sustainability of agricultural land points us to the continuity of the communal arrangement created on the earlier substrate of ancient island life. Preserved customs based on the ancient legal tradition of arranging agricultural parcels remain to this day a unique example of the way of life of local communities on the Croatian islands of Vis, Hvar and Korčula, and are also included in the UNESCO list of cultural heritage.

KEYWORDS: migrations, colonization, the Mediterranean, the Adriatic Sea, ancient customs law, statutes, ancient agriculture, social history

VIS IN ANTIQUITY

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CONFERENCE TOPIC:
History

ABSTRACT
This paper describes the issue of settlement on the island of Vis since the 3rd century BC, as well as its name, Issa, which is considered to be pre-Indo-European. Likewise, the cult of Aphrodite of the Faroes, which in the historical period was worshiped on the island of Vis, proves the close connection between Issa in the Adriatic and the Thessalian town of Pherae.

Archaeological finds of ´gomile´ (stone mounds or cairns) on Vis date from the end of the Bronze Age, and their bearers are Indo-European Illyrians. When it comes to the Dalmatian coast and the islands, Illyrians inhabited them around the time of the 2nd century BC, when they destroyed the material remains of the Painted Pottery Culture. The first coins of Issa, dating from the first half of the 4th century before Christ, bear the figure of Ionius, who was already at that time an Issean hero with a great reputation. According to some authors, the foundation of Issa is considered to be approximately in the year 397 before Christ, when Dionysius' activity in the Adriatic was already known.

In the 4th century BC, Issa founded their colony on the eastern end of the island of Korcula for the reasons of improving trade links with the Illyrian regions from Pelješac to the south. A special mention should be made of the inscription found near Lumbarda on Korcula, which determined the division of land between those who first inhabited the island, occupied the land, and walled the city, and what would belong to those who arrived later, which is elaborated in the rest of the paper.

KEYWORDS: the island of Vis, Illyrians, archaeological finds, colonies

PARENTS' SUBJECTIVE WELL-BEING IN THE YEARS AFTER COVID-19 PANDEMIC

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CONFERENCE TOPIC:
Sociology and Psychology

ABSTRACT
Parents of school-aged children could be an especially vulnerable subpopulation for the COVID-19-related life disruptions. Parents had to navigate their careers as well as many challenges related to homeschooling. However, these challenges did not affect all parents equally. Some parents perceived deteriorations in their quality of life, while others did not. The goal of this study was to compare life satisfaction between the two groups of parents, those who perceived a worsening of their everyday lives and those who did not perceive any changes due to the COVID-19 pandemic. It was examined what parents were most likely to perceive a worsening of their lives and whether expected differences in life satisfaction remain two years after the pandemic.

The study was conducted as part of the CHILD-WELL project financed by the Croatian Science Foundation. Overall, 502 women and 433 men who are parents of school-aged children, were included in this study based on their ratings of the COVID-19 pandemic with respect to their everyday lives. Only parents who perceived no changes and those who perceived big detriments in their everyday lives were included. Parents gave data about their life satisfaction for three years, sociodemographic characteristics, and experienced stressors during the lockdown.

Parents who perceived a worsening of their everyday lives had lower income, worse health, and they experienced more COVID-19-related stressors. Those parents also had lower life satisfaction during the pandemic, and two years later as well. These results show that those parents who perceived COVID-19 to be most harmful did not experience big changes in their life satisfaction two years later. Differences between the two groups of parents could be explained by the prior differences in sociodemographic characteristics, which possibly shows that COVID-19 had a differential impact on parents depending on their life circumstances.

KEYWORDS: subjective well-being, parents, COVID-19 pandemic, longitudinal

IN PRAISE OF TRANSLATORS OR: THE CURSE OF OUR OBSESSION WITH ORIGINALITY

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CONFERENCE TOPIC:
Business and Economics

ABSTRACT

This paper builds on the author's personal career observations and reflections about the state of affairs in academic research and careers. I start by asking what constitutes a successful academic and a productive research career, I then provocatively probe the core assumptions that underlie our rarely-questioned mainstream approach in academia, moving to critically examine what are the consequences of this approach both for academic careers and for the society as a whole, finishing with pointing out a need to radically reorient our unquestioned assumptions and practices regarding academic research.

Academic research has never been more popular or successful, nearly regardless of the study area. Typical parameters of success in most socio-economic environments, including universities, have been related to growth and some quantitative increase. From that perspective, there is no doubt that the 'business' or craft of academic research, if operationalised as number of publications, is a phenomenal success!

From both individual career and institutional prestige motivations, published research has been the main indicator of success in research, at least in the broad area of Social Sciences, which the author belongs to and focuses on in this paper (although the criticisms and arguments made would apply to other academic research areas).

The underlying value guiding research is seeking originality; while a noble value in general, within academic research circles it has become akin to an obsession; the outcome being a plethora of published research that has little value, exposure or interest beyond a very small circle of academics.

At the same time, the gap between published research and the potential beneficiaries of it in the general public is wider than ever. What this tension points out to is that what we need is not more originality-obsessed scholars communicating with each other but, rather, scholars who can translate research into lay-persons' language.

KEYWORDS: academic careers, research, originality, relevance, universitites, writing

SECURITY, PUBLIC POLICIES AND POPULISM

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CONFERENCE TOPIC:
Security

ABSTRACT
In the 21st century, security will be an important challenge for the future of liberal democracies. Particularly in Europe, with irregular immigration, the pandemic COVID-19 crisis, coupled with a weak economic growth will increase new extremist and populist movements to defend strong public security policies with the intent of redesigning the European society. On the one hand, this kind of national movement defends a hyper valorization of security by limiting rights, liberties, and guarantees. On the other hand, such movements defend the incapacity of public authorities to assure the safety of their own populations and propose the privatization of important areas in public security. Both cases are serious and present a danger to liberal democracy.

KEYWORDS: populism, public policies, new challenges, security

MEASURING THE POTENTIAL OF INTERNATIONAL FESTIVALS

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CONFERENCE TOPIC:
Culture and Tradition

ABSTRACT
Literary festivals are considered public events that bring together production participants in the publishing industry and visitors, and provide opportunities for social and cultural interaction among the actors participating in the festival. The research and methodological framework of the paper is the EU-China Literature Festival, which is designed as an interaction of European and Chinese authors with Chinese audiences and as a promotion of European culture in Chinese cities. The research methodology was used to measure the views of three groups of stakeholders of the EU-China International Literary Festival: Festival visitors, European authors (international participants), and Chinese authors (national participants). One of the research objectives was to compare and identify similarities and differences among the three groups of respondents.
The research paper also provides the design of research procedures used in multilingual research by international research teams. The tested international festival research methodology can be used by future researchers of festival phenomena for developing an instrument for gathering the views of festival participants (authors, visitors, and organisers) of literary festivals and all other related festivals.

KEYWORDS: creative industry, literary festival, research methodology, festival stakeholders, international festival

APPLICATIONS OF THE DEA METHODOLOGY IN SMART TOURISM: A PRISMA-COMPLIANT SYSTEMATIC LITERATURE REVIEW

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CONFERENCE TOPIC:
Tourism

ABSTRACT
Smart tourism has been captivating attention from both tourism practitioners and academic members in the past decade and there is a notable technological shift in the tourism sector titled “smart tourism”. Recent research reveals that smart tourism concepts are inevitable and their incorporation into the tourism sector is inescapable.

The main aim of this systematic literature review is to survey and present the previously published relevant studies employing the Data Envelopment Analysis (DEA) methodology in smart tourism-related research. Another goal is to provide a theoretical overview of the DEA methodology and the concept of smart tourism. The PRISMA guidelines for an extensive systematic literature review of studies are applied, with the keywords “Data Envelopment Analysis“ and “Smart Tourism” in both Scopus and Web of Science global scientific databases.

This literature review indicates that the identified relevant studies were published in the period between 2015 and 2023. The findings primarily present the applicability of DEA methodology in investigating smart tourism solutions. The main scientific and practical contribution of this paper is reflected in the identification, review and in-depth analysis of the published papers in the field of smart tourism. Thus, the findings and different perspectives analysed with DEA could represent a stepping stone for future investigation from other scholars, analysts and local tourism organizations and communities.

The ultimate goal of this review is to increase knowledge among academic members, researchers and tourism policymakers in the application possibilities of the DEA methodology in the field of smart tourism.

KEYWORDS: Data Envelopment Analysis (DEA), smart tourism, systematic review, PRISMA

"MUSEUMIZATION OF MIGRATION": STORIES OF ARRIVALS, DEPARTURES AND RETURNS

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CONFERENCE TOPIC:
Migration

ABSTRACT
Ten years ago, Grosfoguel, Le Bot & Poli (2011) stated that on the one hand, there is a large number of publications on migration, and on the other, many published works on museums, but these two topics together were rarely the subject of systematic reflection. New social landscapes and migrant flows influenced the redefinition of the role of museums in societies "in transition, in motion, in perpetual transformation" (Korff 2005 cited in NEMO, 2015, p. 4). Museums as institutions are recognized as important actors in addressing social changes related to migration processes and different types of population movements (International Council of Museums in NEMO, 2016). In numerous European museums, exhibitions dedicated to migration and different migrant experiences (Whitehead et al., 2016) have been set up with the aim of promoting tolerance and diversity, but in the context of the "museumization of migration" projects (Baur, 2009; Meza Torres, 2014) critical questions have also been articulated about these new ways of promoting national identity and "portraying host nations as multicultural and tolerant" (Baur acc to Jenkins, 2016). In addition to immigration museums, emigration museums have also been established. As a Mediterranean country, Italy has a "long history of emigration and a very short experience of immigration" (Del Boca & Venturini, 2003, p. 1). The paper presents through case studies the Mu.MA - Maritime and Migration Museum and the MEI National Museum of Italian Emigration from Genoa, as well as their representations of migration and migrant experiences. Some initiatives for the museological representation of migration have also been launched in Croatia. In conclusion, the paper presents the project of setting up an exhibition of migration experiences planned in the context of the project "Dynamics and challenges of migration, re-migration and immigration in the Republic of Croatia" (DinamiRH).

KEYWORDS: migration, museum, museumization of migration, Italy, Croatia, case studies

WHAT DO WE KNOW ABOUT DEPOPULATION IN REMOTE PLACES? THE CASE OF CROATIAN ISLANDS

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CONFERENCE TOPIC:
Demography

ABSTRACT

Most European countries have experienced depopulation in rural and remote places over the last decade. Eurostat (2021) forecasts that populations are likely to shrink in four out of five rural regions by 2050. Croatia has for more than half a century recorded an increasing number of places with a significant decrease in the number of inhabitants. This process is particularly pronounced on many islands. There are almost 200 uninhabited places in Croatia (Dugački, Peternel and Škiljan 2021), of which many are located on the islands.

Croatian islands have many difficulties that remind of the general problems of rural and remote regions, which includes fast urbanization, deagrarianization and falling birth rates, but there are also some specific national causes and explanations. Despite this, demographic trends in Croatia are generally treated as a marginal problem, regardless of the fact that they directly and indirectly generate economic and social problems that are difficult to overcome: demographic aging, labour market bottlenecks, problems of caring for single elderly, lack of sustainability in health and social security systems, and reduced economic growth.

In this paper we focus on migration and examine previous studies on why people leave remote and rural areas. The research questions are: (RQ1) What do we know about why people leave rural and remote regions? (RQ2) Which are the main drivers for leaving rural and remote regions according to previous research? For this, we consider both the theoretical perspectives on migration, but also previous empirical findings. We have found that there are many lessons learned from international experiences that also can be applied on Croatian islands, for example migration due to education and labour market possibilities. However, access to amenities and higher quality of life are advantages for the Croatian islands.

KEYWORDS: Croatia, depopulation, migration, rural, remote, urbanization

THE USE OF INSTAGRAM IN THE PROMOTION OF ISLANDS IN THE ZADAR COUNTY

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CONFERENCE TOPIC:
Media and Communication

ABSTRACT
This study examines the promotional communication on Instagram for islands in the Zadar County, focusing on Vir, Pag, Ugljan, and Pasman during 2023. Utilizing content analysis of Instagram posts, this research aims to uncover similarities and differences in communication approaches among the islands. The methodology relies solely on the analysis of publicly available Instagram posts, extracting data for quantitative and qualitative assessment. By scrutinizing content themes, hashtags, and user engagement metrics, the study seeks to identify prevalent promotional elements employed by stakeholders, i.e. tourism boards on the mentioned islands.

The findings are expected to provide insights into the efficacy of Instagram as a promotional tool for island destinations and offer actionable recommendations for enhancing digital marketing efforts. This research contributes to advancing understanding in destination marketing and social media strategies, particularly in the context of island tourism within the Zadar County.

KEYWORDS: Instagram, islands, Zadar County, content analysis, digital marketing

THE SUBVERSIVE CHIC OF THE COMMUNICATIONAL ASPECT OF THE TERM MEDITERRANEAN AESTHETICS: A SYSTEMATIC LITERATURE REVIEW

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CONFERENCE TOPIC:
Media and Communication

ABSTRACT
The paper deals with the scientific definition of the term "Mediterranean Aesthetics," which is frequent in public and media spaces and used in the context of the Mediterranean way of arranging space, forms of architecture or fashion design, specific landscapes, music, sound, food decor and general lifestyle that exudes the chic qualities of the Mediterranean Aesthetics. Delving deeper into the scientific literature to discover the scope of the concept of the term "Aesthetics" in the context of the "Mediterranean", we nevertheless discover much deeper text elements of modern and subversive cultures that shape the notion of "Mediterranean Aesthetics" as we know it today. The research problem relates to the communication aspect of the mentioned term and the issue of the evasion of its complete meaning in popular interpretations in the media and public speech, without knowledge about its subversive dimensions, e.g. often mentioned in the context of Mediterranean Modernism or the Aesthetics of Mediterranean Migrant Art. By reviewing the previous research on various scientific bases, there is no source with an appropriate scientific synthesis and the scope of the term. The research questions determine if and how the term "Mediterranean Aesthetics" is defined in the scientific literature, namely, its conceptual form and scope. The paper sets up a new theoretical framework for reading the meaning and dimensions of the mentioned term, which is essential due to its expanded understanding of scientific use. The research was conducted on the materials from arts, humanities, and social sciences because they include a communication aspect within their activity, using the SLR and PRISMA method of the scientific index and citation databases in order to achieve a systematic and articulated insight into its creative, qualitative and critical relevance.

KEYWORDS: Mediterranean, aesthetics, communication, subversive, chic, SLR, PRISMA

THE IMPACT OF AI ON THE TOURISM SECTOR IN CROATIA

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CONFERENCE TOPIC:
Tourism

ABSTRACT
This paper explores how Artificial Intelligence (AI) is being used to enhance the tourism industry in the Republic of Croatia. With tourism being a major contributor to Croatia's economy, there is a growing need for innovative technologies to support and boost this sector. AI offers numerous opportunities to improve tourist experiences and streamline operations. The study looks at key areas where AI is making a difference: customer service, personalized marketing, predictive analytics, and operational management. AI-powered chatbots and virtual assistants are now providing round-the-clock customer support, answering questions in various languages, and improving tourist satisfaction. Personalized marketing, driven by AI, helps deliver tailored travel recommendations and special offers, leading to higher engagement and booking rates. AI's predictive analytics can forecast travel trends, manage tourist numbers, and optimize resource use, which is essential for balancing tourist inflow and sustainability. Additionally, AI enhances the efficiency of hotels and transport services by automating processes like bookings, check-ins, and route planning, reducing costs, and improving service quality. The paper also examines real-life examples of AI use in Croatia, showcasing successful applications in hotels, travel agencies, and tourism boards. These examples highlight the benefits and challenges of using AI, providing a clear picture of its current and future impact. Findings suggest that while AI is still emerging in Croatian tourism, it holds great promise for growth. Challenges include the need for better technological infrastructure, improved digital skills, and supportive regulations. The paper concludes with recommendations for policymakers and industry leaders to create a favorable environment for AI adoption, ensuring Croatia stays competitive and innovative in the global tourism market.

KEYWORDS: tourism, Croatia, artificial intelligence, AI applications

TUG OF WAR WITH NOISE TRADERS? EVIDENCE FROM THE G7 STOCK MARKETS

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CONFERENCE TOPIC:
Business and Economics

ABSTRACT
This paper studies the tug of war between overnight noise trading and daytime arbitrage in the G7 stock markets. We confirm Akbas, Boehmer, Jiang, and Koch (2022) reporting that this tug of war predicts future returns in the US stock market. We verify this result also in the Canadian stock market. In contrast, for the stock markets of France, Germany, Italy, the UK, and Japan, this tug of war is not predictive for future returns. These country-wise findings are documented in average raw returns and prevail upon risk adjustment along both Carhart (1997) four factors and Fama and French (2018) six factors. A microstructure perspective on the tug of war suggests that the split evidence between the US and Canadian stock markets and the remaining G7 stock markets is due to institutional and regulatory differences which restrict daytime institutional arbitrage in the European stock markets and Japan.

KEYWORDS: overnight returns, daytime reversals, noise traders, institutional arbitrage, international stock markets

THE APPLICATION OF DATA MINING IN PREPARATIONS FOR A MARATHON

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CONFERENCE TOPIC:
Sport

ABSTRACT
Preparations for a marathon are a long-term process that does not only require persistence and hard work, but a quality preparation with the possibility of the training process analysis. Using the contemporary ICT tools and methods enables the two-way communication among an athlete, their coach and the system for the training analysis. The application of the appropriate ICT solution enables monitoring an athlete's trainings in real or near real time. Thereby, the corrections of their training microcycles are possible in due time.

Using appropriate data mining tools and methods it is possible to identify patterns that may lead to injuries, such as overtraining, inadequate recovery, or biomechanical imbalances. By monitoring training and health metrics, data mining can provide insights into risk factors, achieve better results or even help in adjusting training to prevent injuries. With the development of the appropriate data model and hardware-software platform, it is possible to store training data using mobile technologies. Those data can be periodically analysed by one of the data mining methods and represent an important dataset helpful in preparing and programming the training process or even in predicting results, which indirectly guides to assist in setting realistic goals and pacing strategies.

This paper describes how these methods evaluate the performed trainings and identify the inadequate trainings. Furthermore, the paper shows the possibility of application of data mining methods in the discrimination of particular microcycles in the preparation of marathon-runners. It also shows a graphical interpretation of the input variables impact on marathon results and provides quality guidelines for training programming. With the appropriate sport and medical sensors, gathered data and discoveries that were acquired by data mining can be modified in due time into the remaining microcycles of the preparations for the purpose of achieving the desired result in a key race.

KEYWORDS: data mining, marathon, monitoring, preparations, training

A CASE STUDY OF THE PORTRAYAL OF MIGRANTS IN THE CROATIAN ELECTRONIC MEDIA

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CONFERENCE TOPIC:
Media and Communication

ABSTRACT
Croatia is one of the European countries on the so-called Balkan route used by migrants from Asian and African countries to reach their desired Western European destinations. Consequently, during the tremendous migrant crisis in 2015, Croatia became the so-called hot spot, i.e. a transitional migrant hub. Since Croatia became a member of the European Union in 2013, entered Schengen and introduced the euro as a currency, it has become attractive to migrants not only as a transitional destination but also as a final destination, which is evident from the increase in the number of foreign workers in Croatia in the last few years. Although, according to the data of the State Bureau of Statistics, the most significant number of immigrants to Croatia in 2022 were from Ukraine (19.3%) and Bosnia and Herzegovina (14.6%), the number of immigrants from Asian and African countries is continuously increasing, and migrants are becoming visible in daily interaction with the resident population, especially in larger cities such as Zagreb, Split and Rijeka. The greater visibility of migrants from Asian and African countries has led to xenophobic incidents that manifest as street violence against migrants or hate speech on social media. Mass media communication is critical in integrating migrants into society, so this paper, by triangulating qualitative and quantitative methodological approaches, investigates how the three most-read Croatian news portals (index.hr, 24sata online, Dnevnik.hr) portray migrants. In the paper, based on the results of the conducted research, recommendations are given for the integrative presentation of migrants in the media.

KEYWORDS: migrants, Croatia, online portals, xenophobia, media responsibility

THE TRANSLOCALITY AND EMIGRATION FROM THE CROATIAN ISLANDS

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CONFERENCE TOPIC:
Sociology and Psychology

ABSTRACT
Emigration is one of the key social processes guiding the development of the Croatian islands in the long term. From a historical and demographic perspective, this phenomenon is typically interpreted exclusively in a negative light, as emigration from the islands usually means young people relocating permanently, with long-term social consequences. However, their departure does not mean the severance of all ties with the islands they leave; instead, the strong local identity of emigrants has created exceptionally active translocal social networks. Regular, intensive contact between emigrants and the local communities they have moved away from has strongly tied the islands these emigrants hail from with the localities to which they have emigrated. Emigrants gather on the basis of their origins in their new homelands, transferring traditions and customs into their new environment through everyday life. The aim of the paper is to analyse the basic characteristics of the translocal nature of diaspora communities created by emigrants from the islands. The research focuses on the local and regional clubs and organisations founded by 20th-century emigrants from the Croatian islands in Australia and New Zealand on the basis of archival material and published sources of various provenance from Croatia, as well as from the diaspora communities themselves.

KEYWORDS: islands, Croatia, emigration, diaspora, Australia, New Zealand, translocality

JARGON TERMINOLOGY: THE DICTIONARY OF A FILM JARGON PROJECT

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CONFERENCE TOPIC:
Arts and Literature

ABSTRACT
During the academic year 2023/2024 at the BA program of the Film, Television, and Multimedia Study at Vern' University, a student project titled "The Dictionary of Film Jargon" was launched. The project was conceived by Lana Hudeček and Ozana Ramljak, who developed the concept of the dictionary in accordance with which the collection and processing of the material takes place and it gathers interested students from the second and third year.

Although film jargon is covered in some other dictionaries, such as the HRT Lexicon and Enes Midžić's *Talk Around the Camera Dictionary*, the development of a film jargon dictionary is a useful project precisely because it shows the extent to which jargon changes and largely relates to contemporary technologies. The material for the dictionary is collected from available literature, the internet (forums), on sets where students participate within their activities in other courses, during lectures (lecturer presentations), and on all other professional, formal, and informal occasions.

KEYWORDS: film jargon, dictionary, student project

THE INFLUENCE OF MENDELEEV'S PERIODIC TABLE OF ELEMENTS ON THE DEVELOPMENT OF CROATIAN CHEMISTRY TEXTBOOKS AND CHEMISTRY TEACHING

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CONFERENCE TOPIC:
History

ABSTRACT
Chemical science community is celebrating the 155th anniversary of Mendeleev's discovery of the periodic table of elements in 2024. The discovery of the periodic table of elements was not accepted in Croatia at the time of its publication (1869), because the teaching of chemical science was not fully developed in Croatia. About fifteen years passed from Mendeleev's discovery of the periodic table of elements to its reception and dissemination throughout Croatia. Croatian scientific community recognized the significance of Mendeleev's work through the act of Yugoslav (today Croatian) Academy of Sciences and Arts which elected Mendeleev as an honorary member (1882). This was the first European Academy of Sciences to honour Mendeleev. Gustav Janeček, a university professor of chemistry, prepared his lectures in compliance with the periodic table of elements (1888). The first chemistry textbook in Croatian with the periodic table of elements was *Anorganska kemija* (Inorganic Chemistry, 1901), written by Julije Domac. The first university textbook of general chemistry in Croatian with the periodic table of elements was *Opća kemija, I. dio* (Chemistry I – General, 1919), published by G. Janeček, and the first comprehensive university textbook of chemistry written in accordance with the periodic table of elements was published by Fran Bubanović (1930). Although a bit later than other European countries, the Croatian academic community monitored the development of the periodic table and information on scientific findings related to the evolution of the periodic table.

KEYWORDS: periodic table, Mendeleev, Croatian Academy of Sciences and Arts, Croatian chemistry textbooks, Gustav Janeček, Julije Domac, Fran Bubanović

INTERNATIONAL STUDENT MOBILITY - DATA REVIEW

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CONFERENCE TOPIC:
Migration

ABSTRACT
This paper investigates the escalating numerical growth and diversification observed among internationally mobile students pursuing tertiary education abroad. Educational migration, a historical constant spanning centuries, has emerged as a contemporary imperative within the heightened global competition for talent.

The increasing prominence of international students as highly sought-after professionals in political, business, and scientific spheres aligns with the global surge in proclivity for studying abroad. This inclination is manifested in the growing numerical significance of migrating students, emphasizing the multifaceted decision-making paradigm underlying pursuing education abroad.

This exploration delves into the intricate rationales and occasions that impel students towards educational migration, extending beyond economic considerations to encompass a spectrum of contextual factors. The proclivity for international student migration arises from a nuanced interplay of academic, personal, economic, and legal residency considerations, culminating in the discerning selection of educational destinations distinguished by excellence.

The paper underscores the imperative for more detailed and updated data, particularly from prominent host countries like the United States or European countries, to support our understanding of international student demographics and intentions.

KEYWORDS: students, mobility, education, migration, youth

EXPERIENCES OF TERTIARY STUDENTS WITH ARTIFICIAL INTELLIGENCE

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CONFERENCE TOPIC:
Education

ABSTRACT
As artificial intelligence (AI) becomes increasingly prevalent in everyday life, its growing impact on tertiary education has become inevitable. The goal of this paper is to investigate the experiences of students from three different institutions of higher learning with artificial intelligence through a structured survey encompassing diverse dimensions of AI usage.

The survey addresses the tools employed by students, the purposes for which AI is utilized, and its perceived impact on their academic success. Factors such as the extent of their preparedness for AI implementation and encountered challenges are also explored. Apart from that, attitudes towards AI usage in academic integrity, ethical considerations, and the potential role of AI in shaping the value of educational credentials are also touched upon. Furthermore, the survey explores students' perceptions of the advantages and disadvantages of AI in higher education.

The findings offer insights for educators and institutions aiming to enhance AI integration in higher education while focusing on the perspective of the students themselves.

KEYWORDS: artificial intelligence, AI usage, student experiences, survey, tertiary education

FISHING VILLAGE MEETS THEATER: AN ANALYSIS OF THE THEATER POCO LOCO PROJECT IN KALI

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CONFERENCE TOPIC:
Sociology and Psychology

ABSTRACT
The municipality of Kali is located on the island of Ugljan, about 5 km away from Zadar. Despite its excellent location and numerous resources, Kali is one of the few places on the Adriatic coast where tourism plays a secondary role. Fishing and mariculture are the dominant sources of income for most of the population. Consequently, the offer of tourism events, even during the summer, is limited, especially regarding cultural events. The main tourism events during the summer are the "Kali Fishermen's Nights" and the Day of Saint Lawrence, the municipality's patron saint. In terms of cultural offerings, it is worth highlighting the initiative of Theater Poco Loco, which has provided children from the island with an interactive theater experience for years. Interestingly, their creative journey began with a series of workshops called Act with Actors and the play Grandmothers are Not to Blame, first performed in the summer of 2014 in Kali. The project involved 21 children aged 8 to 12, and the uniqueness of the workshops was that the play included island-born children who shared the stage equally with actors, discovering through their own experience how a "real" play is made. For some, this was their first encounter with theater. The Theater celebrates ten years of creative work again in Kali this year. This research aimed to gain a deeper insight into the impact of the Theater Poco Loco project on the residents. Through semi-structured interviews with the founders of the theater, the head of the Kali Municipality Tourist Board, and children, now young adults who participated in the first cycle of workshops, their experiences, the impact on their lives, along with all the benefits and obstacles they encountered on that journey, are analyzed.

KEYWORDS: Theater Poco Loco, Kali, workshop, acting

CORVUS ALBUS OR ABOUT TWO PHOTOGRAPHS IN AN (ALMOST) FORGOTTEN ALBUM: RESEARCH MATERIALS ON THE WORK AND LIFE OF AURELIA DE SOUZA (1866-1922)

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CONFERENCE TOPIC:

Arts and Literature

ABSTRACT

As part of the preparation of the catalogue raisonné dedicated to the artist Aurélia de Souza, of Porto, (1866-1922), who "is a unique case in Portuguese painting, of contemporary 'rediscovery' and valorisation", whose research team includes the author of this article, it was impossible to include all the materials collected during research on her vast oeuvre. Many invaluable clues that could be drawn from some of the documents that, for the time being, have been put aside, are still waiting to be explored.

This paper is a brief reflection on the artist, now considered one of the most important figures in Portuguese culture at the turn of the 20th century. It is based on fragments of the aforementioned material, namely, two photographs from the family archive.

KEYWORDS: Portuguese painting, fin de siècle, Aurélia de Souza, Sofia de Souza, family album

THE FUTURE OF MEDITERRANEAN TOURISM IN A POST COVID WORLD – CASE STUDIES OF VIS AND MALTA

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CONFERENCE TOPIC:
Tourism

ABSTRACT

While tourism has contributed significantly to the economic development of the Mediterranean region, it has also created major negative externalities, such as the degradation of natural ecosystems, the leakages of economic benefits, the dependency on tourism incomes as well as the increase of climate warming. The negative environmental impacts of tourism on the coastal and maritime areas originate mainly from the construction and operations of built infrastructure (resorts, residences, ports, marinas and other facilities) and from maritime/coastal recreational activities (nautical tourism, golf courses, water sports, etc.). These negative externalities engage water and energy consumption, especially in water sensitive areas, where they lead to physical changes in the natural landscape and artificialisation of the coast that inevitably generates pollution and loss of biodiversity.

Mediterranean tourism, severely impacted by the travel restrictions due to the COVID-19 pandemic, is now at a crossroads. It has the opportunity to shift towards more sustainable tourism patterns or on the contrary return to previous overgrowing trends. Ambitious, green and inclusive recovery plans are therefore strongly required to ensure a positive future for Mediterranean tourism and contribute towards a prosperous region.

Small island economies have traditionally been popular tourist destinations; achieving sustainable tourism development is a major challenge for such economies. Faced with unique characteristics, they deserve special attention, thus raising concerns about whether existing models and solutions are applicable in understanding community responses to tourism in such economies. This paper presents research and case studies based on two examples, namely Vis in Croatia and Malta for understanding small island community's attitudes to tourism.

KEYWORDS: small economies, community responses, attitudes, support, tourism development, Vis, Malta

ARSEN – THE BEST MEDITERRANEAN SONGWRITER

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CONFERENCE TOPIC:
Arts and Literature

ABSTRACT

In this paper we aim to show and prove the importance of Arsen Dedić to the Mediterranean, Croatian, and European culture. Arsen Dedić is one of the most significant authorial phenomena, not only on the music scene but also on the wider Mediterranean art scene and in this part of Europe. His influence on music and new generations, as well as on the most important artists of each new generation is immeasurable and immense.

As the pioneer of singer-songwriting in Croatia, with his long career and songs of the highest artistic achievement, he created an opus that unquestionably and empathically places him among the European songwriting greats like Jacques Brel, Leo Ferre, and Sergio Endrigo and global ones led by Leonard Choen and Bob Dylan.

Dedić has always shown that he is unsuited to the stage and completely outside of the mold from which the leading figures of the schlager music scene were cast. His songs, even when the term singer-songwriter was used as an insult or a pejorative - bore the stamp of songwritership and strong personality, devoid of noise, trendy affectation, and hyperbole in a complete contrast to the cannon of schlager music production.

In the early 1960s everything was ready for his arrival. Amid the growing opposition between the mass and elite culture, the era of New Orality was emerging...

KEYWORDS: songwriter, chanson, the Mediteranean, poetry, authorial phenomena

WELLBEING AS NICHE TOURISM ON THE ISLAND OF VIS

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CONFERENCE TOPIC:
Tourism

ABSTRACT
Wellbeing plays an important role in promoting tourism for both tourists and the local communities they visit. Niche tourism applies to a certain tourism product and service that can be developed and adapted to the needs of a particular tourism market segment. The concept of tourism wellbeing focuses on the positive impacts that tourism can have on the physical, mental, and emotional wellbeing of individuals, as well as the overall wellbeing of communities and destinations. Tourism can have a significant impact on the wellbeing of local communities. Tourism wellbeing acknowledges the positive impacts of tourism on the physical, mental, and emotional wellbeing of tourists, as well as the economic and cultural benefits it brings to local communities. By recognizing and promoting these positive effects, stakeholders in the tourism industry can ensure sustainable and responsible tourism practices that can prioritize the wellbeing of all involved parties. Wellbeing can become a tourist niche through which the island of Vis can establish and position itself with specific products and services as a tourist destination. This paper deals with the current development of the global tourism market towards niche tourism of wellbeing and focuses on a new potential form of tourism in this growing sector as wellbeing continues to expand and integrate into the global tourism market. The paper considers the possibility of a potential increase in the number of tourists for the benefit of the island's inhabitants and the further development of the tourism offer of the island of Vis through the wellbeing niche.

KEYWORDS: wellbeing, niche tourism, experience

ZRĆE BETWEEN MORAL PANIC AND A SUCCESSFUL TOURISM PRODUCT: AN ANALYSIS OF MEDIA NARRATIVES IN THE CONTEXT OF CLUB CULTURE ON THE ISLAND OF PAG

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CONFERENCE TOPIC:
Sociology and Psychology

ABSTRACT
Half a century has passed since Stanley Cohen and Jock Young introduced the notion of moral panic to sociology; today, it remains one of the central concepts in analyzing the influence of the media on the perception of various social phenomena that deviate from the dominant social norms. The key element introduced by moral panic into sociological discourse is the recognition of the ideological role the media plays in building the meaning related to youth subcultures. Although the mainstream media did participate in producing moral panic related to club culture in the early 1990s, criticism of the subcultural concept also included criticism of the prior interpretation of the role of the media in the creation and functioning of youth alliances, including the party scene. These new theories and concepts not only overemphasize this role of the media, but interpret it as a force that creates subcultures instead of undermining them, as had been previously believed. Furthermore, in light of increasing social differentiation and the fragmentation of cultural consumption, it becomes necessary to analyze the role of new, different types of media that produce plural, often conflicting reactions and interpretations of the same social phenomena. This paper thus implements a qualitative analysis of the content of texts that focus on Zrće as a party destination in order to identify the ways in which the media construct and present the club culture surrounding electronic music. The analysis encompasses the period from 2004-2024; it includes three national, three local, and two specialized media sources in order to shed light on all the ways in which Zrće is interpreted and presented in the media, and how these constructions and presentations have changed over time.

KEYWORDS: youth, island, moral panic, tourism, media

MASKED MEASURING OF PERSONALITY TRAITS VIA GAMING PERFORMANCE

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CONFERENCE TOPIC:
Sociology and Psychology

ABSTRACT
Personality traits are important factors that influence various aspects of human behaviour, such as preferences, motivations, and performance. Indecisiveness and rashness are two personality traits that reflect different aspects of decision-making styles. Indecisive people tend to avoid or delay making decisions, while rash people tend to make decisions impulsively. Both traits can have negative impacts on various life domains, such as academic, career, and interpersonal outcomes. In this study, we propose a novel method of assessing indecisiveness and rashness traits based on gaming performance, using an endless flyer arcade game. We hypothesize that higher gaming performance, as indicated by the score (playtime duration), will be associated with lower levels of indecisiveness and rashness traits. Hypotheses were tested using a convenience sample of 134 participants, who first played an endless arcade game, then completed a questionnaire with indecisiveness and rashness scales devised by the author. Data collection was done using only desktop computers or laptops to ensure the same gameplay experience. Multiple regression analysis was conducted, with controlling for age and gender, revealing negative significant but low association of indecisiveness score and gaming performance, i.e. respondents who had higher gaming scores also reported lower levels of indecisiveness in decision making.Our research suggests that gaming performance can offer valuable insights into personality traits and other psychological factors.

KEYWORDS: personality, indecisiveness, rashness, gaming performance, decision making

A STUDY OF DETERMINING THE DEGREE OF CONTAMINATION OF CERTAIN CRAFT BEERS PACKAGED IN KEGS AT SUMMER TEMPERATURES

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CONFERENCE TOPIC:

Agriculture and Fisheries

ABSTRACT

Beers, especially craft beer, show more stability sensory-wise if they are packed in kegs (especially in summer, at higher temperatures) because this is a practical packaging for small craft breweries that mainly sell draft beer. The consumption of craft beer is on the rise in Croatia, and microplastics (MP) represent a potential risk to human health. As there are few studies on MP contamination in craft beers, this study aimed to investigate possible MP contamination of craft beer in kegs. Ten brands of craft beer packaged in 20 L kegs from six small craft breweries were tested, and taken for testing from local craft breweries in the summer period. It was found that out of ten tested samples, only two contained microplastic compounds in concentrations above "traces" (L(-)-glyceraldehyde /unnatural form/ and in beer samples from one craft brewery, but even there at around 60% of the allowed concentration It can be concluded that packaging craft beer in kegs is a very good way to protect craft beer from MP contamination for small craft beer producers.

KEYWORDS: plastic, craft beer, keg packaging, summer temperature

THE PERCEPTION OF FAN GROUPS AMONG FOOTBALL PLAYERS, COACHES AND FOOTBALL STAFF IN THE MEDITERRANEAN

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CONFERENCE TOPIC:
Sport

ABSTRACT
The way of working of fan groups and their activities are more and more frequently the subject of media monitoring. Fans are mostly perceived negatively, since they are often equated with hooligans and their deviant behaviour in general, because matches, especially derby matches, are where cheering turns into violent, more aggressive behaviour, which in turn is further reinforced by racist and other chauvinist outbursts. On the other hand, fan groups show no desire to change this kind of public opinion. The goal of this research is to show the way of communication among the representatives of fans, football players, coaches, club staff and football club officials, what the perception of fan groups by football players, coaches, club employees and club officials is, and finally, what the role of fan groups in the success of the club or team is. Also, this paper includes recent research in which the focus groups were also football club coaches in the Mediterranean and South-Eastern Europe, which is our general research area.

KEYWORDS: fans, football, coaches, the Mediterranean, media, communication

THE ECONOMY OF SLOVAKIA AFTER 30 YEARS OF INDEPENDENCE

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CONFERENCE TOPIC:
Business and Economics

ABSTRACT
Last year, 30 years had passed since Slovakia achieved independence. Our country's economy has been able to go through different periods and experience its highs and lows during this relatively short period. When assessing how the Slovak economy fared during its era of independence, it depends a lot on the point of view. However, one thing is certain already – to fully utilize its potential, Slovakia will need a new wave of economic reforms. After the difficult 90s, Slovakia revived, was able to record several successes and gradually approach the level of developed countries. In 2004 we became part of the European Union and in 2009 we adopted the euro. Since the fall of the communist regime, Slovakia has undergone unprecedented economic development. Accession to the EU brought the country profit from the economic boom, mainly thanks to foreign direct investments and the sale of strategic infrastructure. However, the country did not use the huge inflow of capital to start innovation or to support its own businesses and their innovative exports. Slovakia is completely dependent on international trade. As the official EU website states, our country has the 12th most open economy in the world, but it struggles with a monotonous export structure, where 79% of exports go to the EU. In addition, Slovakia's economy is dependent on the automotive sector, which accounts for 34% of total exports. It is obvious that the Slovak economy does not have an easy year ahead. The fading pandemic, the war in Ukraine, high energy prices will all be obstacles that it will have to deal with.

KEYWORDS: Slovakia, foreign direct investments, economy, the European Union, automotive sector

A COMPREHENSIVE OVERVIEW OF OPEN EDUCATIONAL RESOURCES FOR MATHEMATICS

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CONFERENCE TOPIC:
Education

ABSTRACT
In recent years, Open Educational Resources (OER) have become important assets in educational landscapes worldwide. Defined by the United Nations Educational, Scientific and Cultural Organization (UNESCO) as pedagogical, learning, or research materials licensed openly for unrestricted utilization, OER have permeated several educational levels, from elementary to tertiary education. The number of open educational resources available on the Internet for teaching Mathematics has been increasing lately.

Because of this, some researchers have suggested a variety of categorization techniques, such as subject lists, classification algorithms, and semantic enrichment for the usage of open data. However, these studies are dispersed throughout the literature, so it is unclear what the state of the art currently is.

The present study offers a summary of the concept and essential elements, accompanied by an illustration of open educational resources for Mathematics. The main results are centred on organizing the most significant OER sources for Mathematics, which will serve as support for the development of an OER Project.

KEYWORDS: Open Educational Resources (OERs), mathematics, higher education

THE MEDITERRANEAN AND THE EMERGENCE OF CULTURES AND CIVILISATIONS

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CONFERENCE TOPIC:
History

ABSTRACT
The Mediterranean was the cradle of African, Asian, and European cultures and civilizations. From ancient Egyptian civilization to European civilization and Mesopotamian civilization, they all emerged, sailed, and communicated in this foundational space. They shared ideas, politics, modus vivendi, language systems, archetypes, myths, beliefs, and inventions. They sometimes gave them their own individualities or faces, adapting them to their spaces, realities, politics, and historical times. But the Mediterranean matrix has persisted beyond time and specific contexts.
The "Great Sea" guaranteed the necessary freedom of movement for the communication between these different backgrounds, which constitute a greater and more diverse substratum of the Western World.

KEYWORDS: the Mediterranean, African civilisation, Asian civilisation, European civilisation, cultures

ON THE LINKAGE OF MOMENTUM AND REVERSAL – EVIDENCE FROM THE G7 STOCK MARKETS

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CONFERENCE TOPIC:
Business and Economics

ABSTRACT
This paper studies the linkage of momentum and reversal in the G7 stock markets. We confirm Conrad and Yavuz's (2017) findings that momentum is not linked to subsequent return reversal in the US stock market. In the stock markets of the remaining G7 countries, our results object the decoupling of momentum and return reversal. In these stock markets, the two return anomalies are linked to each other. In particular, momentum is followed by return reversal in the stock markets of Germany, the UK, Japan, Canada, France, and Italy. These observations obtain for momentum portfolios which are made up of different risk profiles with respect to size and book-to-market ratio. Our results hold true both in raw returns and in risk-adjusted returns.

KEYWORDS: momentum, return reversal, linkage, international stock markets

PREDICTORS OF THE USE OF ALTERNATIVE MEDICINE IN CROATIA

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CONFERENCE TOPIC:
Sociology and Psychology

ABSTRACT
Alternative medicine is partly traditional and folk medicine that bases its diagnostic and treatment methods on philosophical principles, experience, and tradition, unlike conventional medicine, which is grounded in scientific principles. The research aim is to identify predictors contributing to alternative medicine with a particular focus on rural life compared to urban, which may include islands.

Data were collected from the International Social Survey Programme (ISSP): "Health and Health Care module 2021" on a representative sample for Croatia.

Binary logistic regression was performed with the variable of visiting a practitioner of alternative or folk medicine in the past year as the binary dependent variable and a set of relevant predictors. The model showed that living in rural areas, having a positive attitude towards alternative, traditional or folk medicine, higher frequency of doctor visits, and experiencing having a medical service denied are statistically significant predictors of visiting a practitioner of alternative, traditional or folk medicine.

Among other factors, living outside urban areas, including islands, increases the likelihood of visiting a practitioner of alternative, traditional or folk medicine, suggesting possible issues with healthcare accessibility and/or unequal spatial distribution of healthcare.

KEYWORDS: alternative medicine, traditional medicine, folk medicine, rural areas, urban areas, Croatia

CITIZENS' CLIMATE CHANGE ATTITUDES ACROSS THE FOUR CROATIAN REGIONS

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CONFERENCE TOPIC:
Sociology and Psychology

ABSTRACT

The scientific consensus on climate change is well-established, yet public opinion varies, influenced by online narratives that often contradict scientific findings. Thus, we set out to investigate Croatian citizens' attitudes toward climate change, focusing on the perceived importance of nature and the environment, concerns about climate change, feelings of personal responsibility to mitigate climate change, and beliefs regarding its causes.

We initially compared Croatia's climate change attitudes to those in other countries participating in the tenth wave (2020-2022) of the European Social Survey (ESS), revealing Croatia as one of the nations most concerned about climate change and ranking in the top third regarding the importance of environment and nature. However, regarding feelings of personal responsibility to combat climate change, Croatian citizens nearly enter the lowest third of the investigated countries.

Furthermore, we focused specifically on the Croatian sample of 1,592 residents (aged 16 to 89; 55% women) by examining regional differences in climate change attitudes across four distinct areas: Mediterranean Croatia, Pannonian Croatia, Northern Croatia, and the capital, Zagreb. These regions vary in historical, cultural, economic, and climatic aspects.

Whilst controlling for age, sex, education level, and type of residence, we found significant regional variations. Citizens of the Mediterranean region placed higher importance on nature and the environment compared to citizens of other regions, although marginally compared to Pannonian residents. Yet, citizens of Northern Croatia showed marginally greater concern about climate change than those in the Mediterranean region. No significant differences were found in attributing climate change to natural versus human activities across the regions. Finally, individuals from Northern Croatia reported the lowest levels of personal responsibility for addressing climate change.

These findings reveal Croatia's varied climate attitudes within regional contexts, which might prove relevant for crafting targeted public engagement and mitigation strategies.

KEYWORDS: climate change attitudes, Croatian regions, Mediterranean Croatia, European Social Survey (ESS)

SATELLITE REMOTE SENSING FOR OBSERVING MEDITERRANEAN SEA SURFACE SALINITY DUE TO THE CLIMATE CHANGES

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CONFERENCE TOPIC:
Sustainable Development

ABSTRACT

Sea salinity depends on temperature, evaporation, and rainfall. The Mediterranean Sea has a salinity value of 38 g/kg. The Mediterranean has a high salinity because it is almost closed from the Atlantic Ocean, and its evaporation is three times higher than the precipitation and the arrival of fresh water from the rivers combined.

Sea salinity affects sea currents, sea density and temperature, and thus the climate. Furthermore, the salinity of the sea also affects the nutrients in the sea, which then affects fisheries. The salinity of the sea also affects the absorption of CO2 (carbon dioxide) produced by humans. Due to the changes in sea salinity and temperature increases, the migrations of species occur. Changes in the salinity of the sea in some species can lead to changes in their behavior, reduce their reproduction as well as their survival capabilities, which can also have an impact on fisheries. Fish and crabs, for example, grow better at lower salinity levels. Next, because of global warming, there may be an increase of the sea level, which could especially affect the islands and infrastructure on the seacoasts.

Remote sensing satellites, the most famous of which are SMOS from the European Space Agency (ESA) and SMAP from the National Aeronautics and Space Administration (NASA), have microwave sensors with which they can measure the salinity of the sea on the surface. The satellites, together with the ARGO maritime system, which has around 3,600 measuring stations in the world's oceans, measure the sea salinity all over the world.

KEYWORDS: sea surface salinity, global warming, Mediterranean Sea, satellite remote sensing

BIODIVERSITY OF FUCALES IN THE USTICA ISLAND MARINE PROTECTED AREAS (TYRRHENIAN SEA, ITALY)

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CONFERENCE TOPIC:
Marine and Biology

ABSTRACT

Fucales (Phaeophyceae) are ecosystem engineers and forest-forming macroalgae that are among the most productive and valuable carbon-rich marine benthic communities, extending from the surface to the upper circalittoral zone on photophilic rocky substrates along temperate coasts. In the Mediterranean, the predominant species belong to the genera Cystoseira sensu lato (s.l.) (i.e., Cystoseira sensu stricto, Ericaria, and Gongolaria) and Sargassum C. Agardh, which provide a number of important ecosystem functions and services. Increasing human threats and warming are affecting the species distribution, genetic diversity, functional responses and interactions of these valuable and vulnerable communities. In recent decades, populations of Cystoseira s.l. have significantly reduced their range, with dominance shifting towards macroalgal species with lower intrinsic complexity. Therefore, there is an urgent need to assess the current distribution of the species, especially in MPAs, which play a fundamental role in valorization and conservation of these communities. However, protection must be integrated by regular monitoring programs to promptly detect potential threats and early signs of decline.

We present here an assessment of the occurrence and distribution of Fucales in the Ustica Island MPA (Tyrrhenian Sea, Italy), inferred from literature data. A high diversity was found, with 21 taxa of the complex Cystoseira sensu lato and 4 taxa of the genus Sargassum. The most abundant Fucales were Ericaria amentacea, E. brachycarpa, E. balearica, Gongolaria sauvageauana, G. montagnei and E. zosteroides. The data presented here provide a necessary basis for the MPA to plan future monitoring activities and to record changes (expansion, regression and/or loss) in these valuable communities.

KEYWORDS: biodiversity, ecosystem engineers, fucales, marine protected areas, Tyrrhenian Sea

OPTIMIZATION OF NEURAL NETWORK FOR CONTROL OF DISPATCHABLE ENERGY SOURCE OF ISLANDED MICROGRID BASED ON ONE YEAR SIMULATION

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CONFERENCE TOPIC:

Renewable Energy Sources

ABSTRACT

The control of dispatchable energy source such as a diesel generator or fuel cell in a microgrid system is usually performed using fuzzy logic or a simple if-then logic. The objective of this paper was to train a neural network based on a full year simulation of a microgrid system and compare the result with an if-then control system. Both control systems were trained using the same microgrid simulation. The simulation model includes a diesel generator, photovoltaic panels, wind turbines and battery storage. The first step was to perform the microgrid sizing optimization in which the sizing of a diesel generator, photovoltaic panels, wind turbines is determined together with the optimal control parameters for if-then control system. Next, we used neural network (on the previously optimized system) instead of the if-then control and optimized the weights of the network. The neural network with 4 neurons in a hidden layer was used. This amounts to 20 optimization parameters (16 weights and 4 bias factors). The results showed that further improvement of 2% in the overall system cost is possible with the more advanced control system based on neural networks.

KEYWORDS: microgrid, optimization, neural network, renewable energy, dispatchable energy source

CULTURAL PARTICIPATION AND YOUTH ON THE ISLANDS: CASE STUDY OF THE MARCO POLO CENTRE IN KORČULA

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CONFERENCE TOPIC:
Sociology and Psychology

ABSTRACT
Cultural participation is defined as participation in formal and informal cultural practices in everyday life; it encompasses all types of participation individuals use to increase their cultural and informational capacity to define their own identity and personal expression. The Marco Polo Centre is a unit of the Korčula City Museum. The institution offers insight into the history of Korčula from the 13th to the 16th century. It interprets the battle between the Venetian and Genoese fleets that took place in the Korčula archipelago in 1298, as well as the fact that Marco Polo participated in the battle on the Venetian side. It also interprets the life and fate of Marco Polo as the world's most famous explorer, who introduced Mediaeval Europe to the Far East. This paper presents a 2022-2024 case study encompassing organized actions of the Marco Polo Centre aimed at youth cultural participation and encouraging the development of intercultural dialogue between the island youth and members of other regions, nations, and cultures. This paper focused on some of these actions and analyzed youth participation: the Dragon Boat Festival in Zagreb, Advent Run in Zagreb, Mediterranean Day in Korčula, In Search of Korčula in Zagreb, The Paths of Marco Polo in Korčula, the Erasmus + project Our Culture, Our Future in Korčula, and The Heritage of the Winged Lions in Korčula. The case study is a comprehensive research method focused on events within their specific social context. It requires the use of multiple data sources; Yin (2007) holds that interviews are the most important sources. Therefore, in addition to archival sources and notes on the actions, we also conducted interviews with young people.

KEYWORDS: island, youth, cultural participation, cultural heritage, Korčula

ISLAND FISHERMEN AND FARMERS – FORGOTTEN CHARACTERS OF ONE-DIMENSIONAL ISLAND MODERNISATION

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CONFERENCE TOPIC:
Agriculture and Fisheries

ABSTRACT

The paper is based on the experience and findings of two studies carried out in co-operation with the Nature Conservation Association. The research sample were fishermen from Lastovo, Korčula and Vis and sheep owners from Cres, Krk, Lošinj and Rab. The identity of the Kvarner islands was once closely linked to sheep farming, as was the identity of the islands of Vis, Lastovo and Korčula with fishing, but these activities were marginalised by modernisation in the wake of tourism. Nevertheless, fishing and livestock farming on the islands have not completely disappeared and our thesis is that they are in transition and can still represent a significant social and economic potential. In this paper, we present selected socio-demographic characteristics of Kvarner sheep owners and Dalmatian fishermen and their views on the potential role of primary activities in the overall island economy.

KEYWORDS: island agriculture, sheep farming, fishermen, island modernisation

CIRCULARITY PRINCIPLES IN THE RECREATIONAL BOATING SECTOR: SUSTAINABLE END-OF-LIFE BOAT MANAGEMENT ALONG THE INDUSTRY VALUE CHAIN

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CONFERENCE TOPIC:
Business and Economics

ABSTRACT
The challenges of sustainable management of end-of-life boats are growing significantly in the contemporary recreational boating industry, creating pressure along the industry value chain. Therefore, the issues of efficiently managing recreational boats that lose their market function and economic value in the service sector and boats that have reached their end-of-life are also growing. The paper explores the circular economy (CE) approach in the blue economy, focusing on the issues of end-of-life boats (ELB) management in the nautical sector. It investigates sustainable solutions, the applications of the 4R strategies (Reduce, Reuse, Recycle, Recover), and the circularity approach in the nautical industry value chain and, consequently, the sector's sustainable development. The research analyses existing business practices and potential strategic solutions in the sector's value chain, considering the circularity principles and the 4Rs model application in the plastic recreational boats' lifecycle. It also examines the role of the main stakeholders along the industry value chain, from boat construction (the manufacturing sector) through recreational boating services (the service sector) to the final disposal of end-of-life boats.

KEYWORDS: circular economy, 4R framework, nautical tourism, industry value chain, end-of-life recreational boats, sustainable development

THE SOCIO-ECONOMIC AND ECOLOGICAL CONSEQUENCES OF TOURISM EXPANSION ON THE ISLAND'S DESTINATION: JELSA, THE ISLAND OF HVAR (CROATIA)

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CONFERENCE TOPIC:
Sustainable Development

ABSTRACT
Tourism growth and development are significant challenges to destinations due to their pressure on the local community and natural environment. Also, tourism's various adverse socio-economic and environmental outcomes may outperform its overall beneficial effects in small island destinations. This paper investigates the local population's attitudes to the negative and positive effects of tourism in a small island destination. The research surveyed residents of Jelsa, a small town on the island of Hvar, Croatia. Even though the results show many unfavorable effects of tourism growth in diverse aspects of sustainability, the adverse effects do not exceed the positive effects in the researched destination.

KEYWORDS: island destination, tourism growth, socio-economic impacts, ecological impacts, local community

PARADISE LOST: THE CASE OF OKINAWA

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CONFERENCE TOPIC:
Tourism

ABSTRACT
The promise and problems found in small places are more discernible and magnified, yet also indicative and predictive of what could be happening elsewhere. Such is the case of Okinawa, an archipelago in the Pacific Ocean, Japan's southernmost prefecture. With the pleasant natural amenities of turquoise seas, beaches, and lush vegetation in a mild climate and a distinctive culture of its own, removed yet accessible geographically, Okinawa has come to rely heavily on tourism to bolster its economy. Smaller in area than Luxembourg, but larger in population to Luxembourg, Okinawa is a small place that magnifies the best and worst possibilities of a tourist-driven economy. This paper examines how Okinawa has experienced/ endured several large-scale projects, using a top-down approach to the development of its tourism economy as well as its social and physical infrastructure. Historical and political influences are described, to provide the needed background to appreciate Okinawa's current situation, following the post-WWII era and the damage experienced from the war and its aftermath. The paper notes a pattern of failed and failing top-down approaches to the development of the island prefecture, in contrast to organically generated, yet promising contributions, in the way of small enterprises and initiatives. The case of Okinawa is a cautionary tale for other island communities.

KEYWORDS: over-tourism, over-development, top-down development, organic development, ethics

CHALLENGES OF POPULATION DYNAMICS: MODERN DEMOGRAPHIC CHARACTERISTICS OF THE AGING FEMALE POPULATION OF CROATIAN ISLANDS

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CONFERENCE TOPIC:
Demography

ABSTRACT
The specificity of the area of Croatia consists of islands. The population on the Croatian islands is located in 321 settlements. Since 1921 the Croatian islands population gradually decreased, so that it was reduced to today's (2021) 120,437 inhabitants. The reasons for this are numerous: the participation of the island population in the waves of emigration from Croatia, the process of littoralization, the process of urbanization related to industrialization, depopulation, war events, and more recently selective emigration conditioned by business opportunities within the EU. These processes have disrupted the population structures, especially the biological structure of the population of Croatian islands. Croatian islands recorded a decrease in the share of young people (0-19 years old) from 22.03% (2001), over 17.80% (2011) to 16.53% (2021). This demographic portrait reflects the demographic "transition towards a significantly older population" (Serrao, 2015, p. 5) at the national level (Peračković & Pokos, 2015), at the level of the Mediterranean region (Ambrosetti, 2020; Doignon et al, 2023), and at the global level (Street, 2019). Aging is not gender-neutral. Global and national statistics indicate a higher number of women in older age cohorts (UNECE, 2020, p. 2). This paper explores the aging process of the female population of Croatian islands in the modern period (2001–2021). Classic demographic statistical and mathematical research methods were used in combination with GIS analysis. The female population decreased (2001-2021) from 62,030 women to 60,749 women. The aging index of the female population increased from 140.42 (2001) to 242.48 (2021). Demographic processes on Croatian islands also affected the reduction of the fertile contingent of women: 27,130 women (2001); 24,922 women (2011); 21,568 women (2021). This reduction of the fertile contingent of women on the islands will significantly affect the strategic approach to the demographic revitalization of this area.

KEYWORDS: demographic revitalization, ageing index, islands, aging, female population

TEMPORARY LIVING ON AN ISLAND: CHANGES IN THE PATTERN OF SECOND HOME DEVELOPMENT ON CROATIAN ISLANDS BETWEEN 2011 AND 2021

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CONFERENCE TOPIC:
Sociology and Psychology

ABSTRACT
While census data from 2021 indicate a general decline in the number of second homes at the national level, the density of second homes remains high in certain parts of Croatia. Due to the tendency to concentrate in and near amenity reach areas, their presence is particularly visible in the coastal region of Croatia, especially on the islands. When considering the impact of second homes on the socio-spatial transformation of host areas, it is also crucial to take into account the dynamics of their usage. And many authors have observed that second homes were more intensively used during and after the recent COVID-19 pandemic. Like other aspects of everyday life, the dynamics and the way of second home use are also linked to some elements of broader socio-technical transformation, such as the increase in teleworking and the growing popularity of online marketplaces for homestays. Given that Croatian islands are generally development-specific areas, and second homes constitute a large portion of the housing stock there, any kind of transformation of the second home phenomenon could be significant for local development in the future. Therefore, the aim of this paper is to get an insight into patterns of second home development on Croatian islands between 2011 and 2021. For this purpose, we used census data to analyze changes in the structure of the housing stock in general and in the number of second homes in particular as well as their relations with the population change.

KEYWORDS: second homes, islands, local development, Croatia

THE RELIABILITY OF CHATGPT IN MEDICAL CASE REPORTS

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CONFERENCE TOPIC:
Education

ABSTRACT

In the rapidly evolving landscape of healthcare, artificial intelligence (AI) systems, particularly large language models like ChatGPT, are increasingly being explored as tools for medical diagnosis. This paper critically examines the reliability and efficacy of ChatGPT in the realm of medical diagnostics. We first introduce the foundational architecture of ChatGPT, highlighting its learning mechanisms and data processing capabilities. The study then delves into the application of ChatGPT in medical settings, comparing its diagnostic outputs with established medical standards and diagnoses made by healthcare professionals.

Methodologically, the paper employs a mixed-methods approach, including a quantitative analysis of ChatGPT's diagnostic accuracy in varied clinical scenarios and a qualitative assessment of its explanatory and interaction capabilities. The study also evaluates the ethical considerations, potential biases, and limitations inherent in utilizing AI for medical diagnostics.

Our findings suggest that while ChatGPT demonstrates significant potential in supporting medical diagnostics, its reliability varies depending on the complexity of the case, the quality of input data, and its training parameters. We discuss the implications of these findings for healthcare professionals, patients, and AI developers, emphasizing the importance of a collaborative approach to healthcare and the need for ongoing training and evaluation of AI systems in medical contexts.

The paper concludes by outlining future research directions, focusing on improving the accuracy, explainability, and ethical deployment of AI in healthcare. This study contributes to the growing discourse on the integration of AI in medicine, providing insights into the opportunities and challenges of employing tools like ChatGPT in medical diagnosis.

This abstract provides a comprehensive overview of the study while summarizing its main points, methodology, findings, and implications.

KEYWORDS: medicine, ChatGPT, AI, case reports, diagnosis

PERCEPTION OF ANTI-CORRUPTION MECHANISMS IN CROATIAN PUBLIC PROCUREMENT

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CONFERENCE TOPIC:
Business and Economics

ABSTRACT
The public procurement market constitutes a significant part of the Croatian economy, which can be clearly seen from the share of public procurement expenditure in GDP - financial resources of taxpayers that are spent on various common needs, such as roads, hospitals, schools, etc. through expenditure public procurement accounted for 16.6% of GDP in Croatia in 2020. The share is even higher if state-owned companies such as utility companies that provide services, such as water supply and electricity supply, are also taken into account. This puts Croatia in the group of leading countries in terms of the share of public procurement expenditure in GDP in the European Union. Public procurement procedures obviously allocate a significant part of public resources, which makes them very sensitive to corrupt activities, so a strong anti-corruption framework is a key factor in their effective and legal use. Therefore, the Republic of Croatia has made the fight against corruption one of the priority areas of public policies. This paper provides an overview of the public procurement procedures of the current Law on Public Procurement and the anti-corruption mechanism, with a special focus on the effects of public procurement on the Croatian economy.

KEYWORDS: public procurement, instruments of public procurement, anti-corruption mechanism, transparency, market competition

BENEFITS OF BLUE CAVE ON LOCAL COMMUNITIES

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CONFERENCE TOPIC:
Sustainable Development

ABSTRACT
In 1884, the Viennese painter baron Eugen Ransonnet introduced the Blue Cave on the island of Biševo to the world. His discovery marked the beginning of tourism in Dalmatia and the Blue Cave has become a must-see tourist attraction of the Adriatic Sea. The Blue Cave has been protected as a geomorphological monument of nature since 1951. A special natural light phenomenon in the cave leaves no one indifferent. Ransonnet wrote that this rich light source gave the rocks, the ores and other submerged objects a silvery-blush hue similar to the one in the Capri Blue Grotto, directing the light from all sides onto the rocky reef, making it look like a castle of a sea deity. The geological survey of the cave in 2019 shed further light on the phenomenon. During the 2019 research, a total of 119 marine species have been found in the Blue Cave, five of which are strictly protected by the law. In order to preserve the cave and for safety reasons, it is only possible to visit the cave accompanied by the concession-holder Nautical center Komiža. We used a SWOT analysis to present benefits of the Blue Cave for local communities, and we analyzed an increased interest in the Blue Cave over the years. The Blue Cave is part of EU project for regional development.

KEYWORDS: Blue Cave, communities, benefits, increased interest

APITOURISM IN CROATIA AND ITS DEVELOPMENT POTENTIAL ON THE ISLAND OF VIS

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CONFERENCE TOPIC:
Tourism

ABSTRACT
This paper presents the phenomenon of apitourism, which represents a new trend in tourism with an emphasis on the importance of bees and bee products, offering numerous possibilities for combining them with tourism. Using the example of Karlovac County, the potentials for the development of apitourism are presented with a focus on the first Strategy for the Development of Apitourism in a Croatian county. In addition to apitourism in Karlovac County, Slovenia, and Istria, the paper also presents the beekeeping story from the island of Vis, which increasingly relies on sustainable and innovative forms of tourism, products, and services. As the island of Vis has significant potential for the development of apitourism thanks to its well-known beekeepers and diverse bee products, this paper also addresses appropriate proposals for expanding the island's tourist offer in this direction. This could be achieved by further attracting tourists who seek authentic experiences and support the sustainable development of the local community by promoting various educational activities, tastings, and visits to apiaries. The further development of apitourism offerings can additionally enhance the recognition of Vis as a destination for nature and beekeeping enthusiasts.

KEYWORDS: bees, apitourism, Strategy for the Development of Apitourism, Karlovac County, island of Vis

POSSIBILITIES OF IMPLEMENTING THE CLIL METHOD FOR FOREIGN LANGUAGE TEACHING FOR SUSTAINABLE DEVELOPMENT

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CONFERENCE TOPIC:
Education

ABSTRACT
CLIL (Content and Language Integrated Learning) is a dual-focused approach in which an additional language is used for the learning and teaching of both content and language. A CLIL approach not only focuses on linguistic skills and the transfer of content but also promotes the development of transversal skills such as cooperation, creativity, citizenship, and critical thinking. CLIL should not simply be understood as a foreign language didactic concept in which the subject is only introduced in order to improve the learner's foreign language skills. Different strategies can be pursued in CLIL lessons that are also implemented in practice and, at the same time, lead to sustainable education. The research will be conducted in the academic year 2023-2024 among graduate students studying German as a foreign language (Faculty of Humanities and Social Sciences in Split) with the aim of raising awareness of the importance of the CLIL method. The aim of the research is to question students' perceptions of the use of CLIL so that they become aware that it is an approach that includes content and language in equal measure and where sustainable education could be developed. Language and content are taught and learned in an integrated manner, i.e., they are connected to each other and treated as a whole. The Shapiro-Wilk normality test will be used to confirm the assumption of normality, and descriptive statistics of relevant measures will be summarized according to sample size, mean values, and standard deviations. The research will try to show that the added value of CLIL refers to the language and the subject, with the aim of developing a multilingual approach to teaching from the perspective of sustainable development in education.

KEYWORDS: CLIL method, research, sustainable development, education, foreign language

YOUTH ON THE ADRIATIC ISLANDS IN THE CURRENT EMPIRICAL SOCIAL SCIENCES LITERATURE

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CONFERENCE TOPIC:
Sociology and Psychology

ABSTRACT
In past decades, Croatian social sciences and humanities researchers have approached the Croatian islands with a primary focus on the processes of emigration and population aging. In addition to these topics, they were primarily interested in analysing the social consequences of economic development. As opposed to numerous scientific publications on the social participation of youth in Zagreb, the participation of youth on the islands has not been subjected to systematic scientific research. Despite this, certain valuable efforts have been made to provide transversal studies on the lives of youth on the islands of the northern Adriatic and the Šibenik and Zadar archipelagos. Scientific research is thus also lacking on phenomena related to youth populations on some of the most important and largest Croatian islands, such as Brač, Hvar, Korčula, Lastovo, and Vis. Additionally, there has been no comparison of youth (non)participation in the Croatian island and urban context. By publishing scientific research based upon collected data, the TYPeS project (2024-2028) will strive to fill these gaps regarding youth and their social participation. This applies especially to the interpretation of their rebellion and dissatisfaction. Special emphasis will be placed on the motifs of internal and external migration as proof of youth dissatisfaction, as well as of youth remaining in their local communities and relying on the idea of sustainable development to build new forms of sociability and local culture. The first step in the TYPeS project involves an overview and analysis of existing scientific publications on youth on the Croatian islands. The key findings of the analysis are presented in this paper.

KEYWORDS: youth, islands, Croatia, social participation, scientific publication

THE INFLUENCE OF GLOBALIZATION ON MARITIME SHIPPING AND SEAFARERS MARKET

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CONFERENCE TOPIC:
Sustainable Development

ABSTRACT
The aim of this article is to emphasize the importance of maritime shipping and seafarer's market challenges due to globalization and its consequences. Economic transport by sea is becoming more and more prominent with today's market conditions and high competition. In today's seafarer market, one of the main problems is the lack of seafarers, especially experienced officers, because the global supply of officers is constantly increasing, and the demand is still higher than the supply. Ships and shipping technologies are becoming more advanced and require well-educated and trained personnel. The main challenge and possible problem in the maritime industry is a sufficient supply of well-trained and educated seafarers, which can lead to serious consequences, such as major incidents in the maritime industry. For the industry to function safely and effectively, the supply of skilled seafarers is essential. This paper identifies the need to develop skilled seafarers, create career advancement opportunities, and further investments in training and education programs as issues, which Croatia must address to remain competitive in the global seafarer market. The sustainable supply of skilled Croatian seafarers to the global shipping industry requires the cooperation of the Croatian government, domestic maritime educational and training institutions, and shipping companies.

KEYWORDS: globalization, maritime shipping, seafarer market, seafarer's education, demand and supply of seafarers

THE DEVELOPMENT OF CHARITABLE ORGANISATIONS SUPPORTING MARGINALISED WOMEN IN THE AREAS OF THE AUSTRO-HUNGARIAN MONARCHY IN THE FIRST HALF OF THE 19TH CENTURY ON THE EXAMPLE OF CRACOW (HISTORICAL CONTE)

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CONFERENCE TOPIC:
History

ABSTRACT
A major problem in Austria-Hungary was the social situation of young women coming from the margins of society, servants, homeless, living on the streets of the metropolises of that time. They tended to come from the poorest areas of the empire - Galicia, as evidenced by the historical name 'Galician misery' depicting the dire living conditions of the rural population.

It became common for girls to be 'forced out of the house' to provide food for the boys needed to work the land. Therefore, the girls set off for the big cities in the hope of finding work and improving their situation. Unfortunately, they often became victims of crime there or finding work as servants became slaves in the homes of the rich bourgeoisie.

This phenomenon was particularly worrying at a time of strong growth in the big cities in the 19th century, which became rich on, among other things, cheap labor. At that time Cracow was one of the metropolises of the Austro-Hungarian Empire, where poor women servants, deprived of their rights, were forced into slave labor.

To save this social group charity organizations were set up, implementing very modern forms of help, supporting both girls as well as their illegitimate children.

KEYWORDS: The Austro-Hungarian Monarchy, charity organizations, social exclusion, woman-servant, state social policy, poverty as a social phenomenon

SUSTAINABLE HOUSING - ENCOURAGING THE DEMOGRAPHIC GROWTH OF THE ISLAND POPULATION BY FORMING SEPARATE PARTS OF THE CONSTRUCTION AREA OF THE SETTLEMENT

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CONFERENCE TOPIC:
Sustainable Development

ABSTRACT

The Adriatic Islands represent the geographical, cultural, historical and natural beauty of exceptional category. At the same time, it is exactly the syndrome of distance and isolation of many islands the fact that leads to the small number of the island population.

The purpose of the paper is to show the possibility of forming separate parts of the construction area of settlements that would represent rural residential self-sustaining communities, in carefully selected areas of the island, near existing settlements, taking into account the recommendations derived from the previous multidisciplinary analysis. Such hamlets should offer a new and quality lifestyle that would maintain closeness with nature, rely on sustainable construction and renewable energy sources, in accordance with permaculture and also legal and administrative connection to the developed parts of the island. Urban planning and design of separate parts of the construction area of the settlement is necessary to create the possibility for a relatively fast and legal way of achieving such settlements.

For the purpose of data collection, a survey conducted through social media should show the interest of primarily younger and middle age groups. Field research includes testing the possibility of forming such settlements on certain south Dalmatian islands, in accordance with the legislation in the field of spatial and urban planning and coastal protection, as well as to consider the benefits of such a project for the domicile population and already existing settlements.

The newly formed rural residential communities of about two hundred locals from various fields of professions, interests and craft skills would represent small social communities that would not endanger ecologically the "wild" side of the uninhabited parts of the island but could represent quality life "on the other side of the sea" – close enough, but far enough for happiness.

KEYWORDS: demographic growth, housing communities, separate parts of the construction area of the settlement, sustainable housing, spatial and urban planning, urban design

CHALLENGE AND OPPORTUNITY OF TOURIST SPORTS AND RECREATIONAL OFFERS WITHIN SUSTAINABLE SPATIAL PLANNING OF THE COASTAL AREA

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CONFERENCE TOPIC:
Sustainable Development

ABSTRACT
The Adriatic coast, with its indented coastline and natural terrain configuration, represents a natural beauty symbiosis of the sea, stone and Mediterranean vegetation. Much of it remains untouched, and the most beautiful beaches and unique coastal parts are often inaccessible, usually available just from the sea.

The purpose of this paper is to identify the challenges of "wild" nature and to offer the possibility of organizing tourist sports and recreational activities in a way that respects the existing state of the coastal area at its best. This includes regulating designated public spaces for sports purposes through spatial plans and forming an active tourism area.

The island of Vis, with its southeastern coastal belt and beautiful coves, is particularly inspiring for this type of tourist offer. The intention is to provide access to the coves via regulated cycling and walking paths, and to connect several coves with paths embedded in the existing stone, including urban equipment. The suggested intervention in nature would enable swimming, diving, jumping into the water, walking, climbing rocks, running, rollerblading, and cycling - with minimal construction interventions in nature.

The topic is developed starting from the analysis of the geographical and natural characteristics of the terrain, location selection, defining the population that chooses such places for their active holidays, researching for similar complexes that have already been realized on the Adriatic coast.

From an architectural and urban planning perspective, the paper envisions the presentation of designing a sports corridor on four levels of urban path/bridge processing, discretely incorporated into the environment. In terms of sustainability, the challenge is in using natural materials from existing environment, full integration into the natural space, as well as the use sports elements that can be dismantled providing the possibility of returning the space into its original state.

KEYWORDS: coastal area, designated public sports space, tourist sports and recreational offer, minimal construction interventions, sustainable use of materials, return to the original state

SOCIAL OR POLITICIZED IDENTITY: WHAT DISTINGUISHES ACTIVISTS AND NON-ACTIVISTS IN CROATIA?

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CONFERENCE TOPIC:
Sociology and Psychology

ABSTRACT
According to the Social identity model of collective actions, politicized identities, or identifications with political organizations or initiatives aiming to address specific concerns, were established as a more relevant determinant of collective actions compared to mere identification with a social group, implying that citizens considering various subjects irrelevant should exhibit the lowest levels of activism despite identification with an overarching group. Additionally, many measures operationalize activism as a general tendency towards participation in normative collective actions without taking a person-oriented perspective, which could reveal some potentially relevant heterogeneity in the construct. All this motivated us to conduct a latent class analysis of activist behavior and intentions (signing petitions, boycotting products, participating in lawful demonstrations and unofficial strikes) on the Croatian sample collected in 2017 within the fifth wave of the European Value Study to determine the patterns of activism, and follow-up analyses aiming to determine whether these patterns differ with respect to social identification (closeness to one's own town, region, country, continent, world, and pride in citizenship) and concern with different subjects (neighbors, people from the region, countrymen, Europeans, humankind, the elderly, the unemployed, immigrants, people with disabilities). Analyses conducted on the overall Croatian sample, as well as the analyses conducted separately on subsamples from Continental and Adriatic Croatia, revealed a three-class solution: activists, (dominantly) non-activists and individuals willing to participate in political actions (who dominantly did not report participation). The differences in group identification were somewhat inconsistent and suggested that activists and non-activists were similarly identified with national and supranational groups, while activists were less proud of their citizenship. On the other hand, non-activists were least concerned with their neighborhood, region, and fellow countrymen, as well as humankind, elderly and unemployed citizens, immigrants and people with disabilities), confirming the relevance of politicized identities reflecting through a concern with specific issues.

KEYWORDS: activism, collective actions, identity, identification, group, social, politicized

HEALTH PROTECTION ON CROATIAN ISLANDS - CURRENT SITUATION AND OUTLOOK TO THE FUTURE

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CONFERENCE TOPIC:
Demography

ABSTRACT

The Republic of Croatia has beautiful islands, clean sea and healthy food. The Croatian islands, as jewels of this country, should be highly desirable destinations for life and work as well as summer vacations. However, the question is whether Croatian islands are safe in case of health problems for people who have a permanent residence or for tourists who use the benefits of the islands for vacation. One of the reasons why people do not want to live and spend holidays on the island is inadequate health protection. Through recent history, it can be seen that more intensive work is being done to improve this situation and that, through the National Health Development Strategies, efforts are being made to meet as much as possible the needs of the island's inhabitants for quality professional medical care based on the improvement of the health system through accessibility, fairness and equality in the use of health care services, through improving the quality of work of the medical staff as well as through the safety of patients and healthcare workers.

Analyzing the national development strategies 2006-2011, 2012-2020 and the National Island Development Plan 2021-2027. it can be seen that the work in this area is intensifying and that in 2030 the Republic of Croatia will be a competitive, innovative and safe country with a recognizable identity and culture, a country of preserved resources, quality living conditions and equal opportunities for all. A comparative analysis of the situation spotted on the larger Croatian islands would lead to guidelines on how to attract people to the island while at the same time providing them with health protection.

KEYWORDS: Croatian islands, health care on the Croatian islands, preservation of regional identity, security, National Island Development Plan

AN INTEGRATED METHODOLOGY FOR CONTEMPORARY MUSIC HERITAGE: A FOCUS ON MEDITERRANEAN PERFORMING ARTS ASSETS

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CONFERENCE TOPIC:
Arts and Literature

ABSTRACT

Preservation of cultural heritage is a significant concern shared by countries worldwide in the today's globalized world. Throughout history, migration, social practices, and cultural expressions have combined to create complex artistic manifestations. This is particularly evident in the Mediterranean countries. While certain nations may lead in the preservation, valuation, and reuse of performing arts-related materials, there's an opportunity to glean insights from their less successful approaches by (1) developing cutting-edge methodologies suitable for contemporary music's complex assets and (2) creating a system to help institutions value and reuse those assets.

Our objective is to present a strategic framework for research, management, and curation, proposing a novel model designed for practical usability that can be integrated into future processes of archives digitization, organization, and documentation. We also address the integration of documentation with contextual information and explore methods for producing supplementary materials to enhance the value and re-usability of these resources. Our aim is to recover assets, restore materials (including manuscripts, images, obsolete sound carriers, etc.), establish links between different documents, and consolidate all information in a digital archive. This will facilitate the future re-staging of performing arts works.

Drawing from our experience in Portugal, which can be adapted to other countries, we have developed a set of services with well-defined methodologies. These services encompass material recovery and treatment, digitization and restoration, and the creation of 'artwork dossiers'. The outcomes of our efforts will facilitate the re-staging of performing arts works, grant researchers access to assets, provide recommendations to policymakers and cultural institutions, and foster the production of documentaries or other culturally related media products.

Case studies involving Portuguese and Italian assets will be presented, and we propose extending these initiatives through cooperation protocols with other countries.

KEYWORDS: cultural heritage preservation, contemporary music, digital archive, complex assets preservation, artwork dossier, Mediterranean countries

CARNIVAL, ANGEL, AND DUST - RANKO MARINKOVIĆ'S SHORT STORIES IN ANTUN VRDOLJAK'S FILM

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CONFERENCE TOPIC:
Arts and Literature

ABSTRACT
The film "Carnival, Angel, and Dust", directed by Antun Vrdoljak, is based on the stories of the same name written by writer Ranko Marinković and published in his book - the collection of short stories - “Hands”. The paper presents the fundamental issues of adaptation of literary works and by using the example of the adaptation of Marinković's short stories, it examines the specific model of transferring a literary work into a film, as well as the peculiarities of the omnibus as a film form. The question of the filmicity of Marinković's literature is also addressed; namely, intertwining a realist weave with modernist and postmodernist psychological threads, intellectualist reflection with a meticulous observation of trivial everyday life, Mediterranean spleen with a universal feeling of loneliness, searching, disappointment, bounded by the borders of a Mediterranean island, as a chronotope, but also as a determinant that shapes mentality, worldview, identity, Marinković offered to his reader prose that, primarily, delves deeply into human nature, recognizing individual destiny as a metonymy of collective destiny. Therefore, the possibilities of its adaptation into audiovisual media and the way Antun Vrdoljak accomplished it in this film is explored. Particular attention is paid to the analysis of specific island humor, pungent, cruel, merciless, sarcastic, and grotesque. Through the study of characters and described dramatic situations, the present motifs of loneliness, misfortune, and death, in the atmosphere of a small environment, a closed island community where it is impossible to hide one's intimacy, communities often prone to cruelty, it is verified how humor and sarcasm become crutches for life, resistance its seriousness, fatality and finality, with an almost cathartic effect.

KEYWORDS: Ranko Marinković, Antun Vrdoljak, short story, film, adaptation

A MEDIATIONAL ANALYSIS OF FOOD ADDICTION IN ECUADORIAN STUDENTS

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CONFERENCE TOPIC:
Sociology and Psychology

ABSTRACT
Background: Food addiction (FA) is a construct that has gained interest in recent years, but its relevance in the Ecuadorian population has not yet been explored. The aims of this work were to explore the differences in the psychological profile (including FA) between university students from Ecuador, and to identify the underlying the structure of the relationships of the FA severity level through a mediational model. The sample consisted of 972 university students, females and males (mean age 20.1 years old, SD=2.6), recruited from four Ecuadorian regions. The assessment tools included an unidimensional scale of FA, eating related measures, emotion regulation state, impulsivity, and psychopathology state. Path analysis modeled the direct and indirect effects explaining the FA severity level. The results indicated that higher psychopathological levels were associated with FA. Likewise, no differences in FA were observed between the Ecuadorian regions. The path analysis suggested that older age, female gender and higher difficulties in emotional regulation, impulsivity, negative mood and anxiety, trigger disordered eating; next, more impaired eating behavior impacted on the FA level. FA is a complex clinical entity that includes multiple components related with eating disorder and other mental health problems. The results of this work provide empirical knowledge for designing evidence-based prevention and treatment strategies.

KEYWORDS: food addiction, eating disorder, path analysis, emotion regulation, Ecuadorians

KNOWLEDGE OF FOREIGN LANGUAGES AS A KEY PREREQUISITE FOR ENHANCING SUSTAINABLE TOURISM

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CONFERENCE TOPIC:
Education

ABSTRACT
The global tourism industry has witnessed exponential growth over the past decades, with sustainable tourism within the green economy emerging as a crucial concept in contemporary discourse. As destinations strive to balance economic viability with environmental and socio-cultural preservation, the role of foreign language training in fostering sustainable tourism practices has gained prominence. This paper explores the significance of foreign language proficiency in the context of sustainable tourism as part of the green economy development by analyzing how tourism students can achieve the required level of proficiency in foreign languages through formal education and training. With an accent on English as a lingua franca of the tourism industry, this research examines the complexities surrounding the process of foreign language training in Croatia, focusing on challenges encountered by learners and educators alike. Drawing on a synthesis of available literature and empirical data, the aim of the paper is to identify key challenges of foreign language education in green tourism context and provide an insight into the socio-economic factors contributing to unequal access to quality language education, particularly in rural and economically disadvantaged areas of Croatia.

KEYWORDS: education, English, foreign languages, green economy, sustainability, tourism

MEDITERRANEAN IDENTITY IN THE MOSAIC OF IDENTITY HERITAGE IN CROATIA

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CONFERENCE TOPIC:
Sociology and Psychology

ABSTRACT
Croatia is a bridge between Central Europe and the Mediterranean. For most of its history, it was part of the Habsburg Monarchy and the Austro-Hungarian Empire; the coastal part was under the rule of Venice, and even Napoleon ruled it for a short period. After the First World War, it became part of the first and second Yugoslavia, until gaining independence in 1991. The sketched history is still clearly visible today in the diversity of inherited local traditions. Considering the recent global unification and the homogenizing force of the Homeland War, the question is whether a diverse heritage can be observed in the younger generation: is their identity homogeneous or mosaic; and if it is mosaic, how much of the Mediterranean is in the mixture.

The answers can be provided by a survey conducted in 2021 by the Ivo Pilar Institute on a representative sample of the population 18 to 40 (as part of the second stage of the project Together one heart, one soul, one Croatia, funded by the European Social Fund and the state budget.

Among other, five identities were offered in the questionnaire, and respondents had to choose up to three most important ones.

The main results show that 54.8% of the respondents indicated only one identity, 13.6% chose two, and 21.8% three, while 9.8% did not answer the question. The majority consider themselves Croats (65.1%). After Croatian, European identity was the most pronounced (28.7%), followed by Western Balkan (24.3%), Mediterranean (19.6%) and Central European (9.4%). Mediterranean is significantly more prominent on the coast (33.4%) than inland (12.0%). Overall, despite the dominance of the national one, other identities (including Mediterranean) are noticeably present, i.e. they have not completely faded in the generation that mostly grew up in independent Croatia and the globalizing world.

KEYWORDS: identity, Croatia, history, Mediterranean, young generation

THE EFFECT OF ACCOUNTING ETHICS PRINCIPLES APPLICATION AND ORGANIZATIONAL ETHICAL FRAMEWORK ON FINANCIAL REPORTING QUALITY

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CONFERENCE TOPIC:
Business and Economics

ABSTRACT
This study aims to determine the most important aspects of financial reporting quality according to professional accountants' view of the earnings quality. Namely, financial reporting quality is evaluated by the company's predisposition to manage their earnings. The second objective is to investigate which aspects of organizational ethics practices affect financial reporting quality of the companies in Croatia. Empirical research was conducted using online survey as a research instrument. The collected data were analyzed and the hypotheses tested by means of univariate statistics using SPSS program. The results indicate that the most important features of the earnings quality in the observed companies are that they reflect consistent reporting choices, are sustainable and useful predictors of future earnings. These features are related to accounting ethics principles application but also by different aspects of organizational ethical framework.

KEYWORDS: financial reporting quality, accounting ethics, organizational ethics

INNOVATIVE METHODOLOGICAL APPROACH OF THE ASSESSMENT OF THE INFLUENCE OF DIGITALIZATION ON THE ESG FRAMEWORK IN THE DOMAIN OF NAUTICAL TOURISM

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CONFERENCE TOPIC:
Tourism

ABSTRACT
This paper undertakes a comprehensive review aimed at investigating the influence of digitalization on the Environmental, Social, and Governance (ESG) frameworks within the domain of nautical tourism. The primary research objectives are twofold: firstly, to evaluate the impact of digital tools and platforms on the application and comprehension of ESG principles in the nautical tourism context; and secondly, to discern the opportunities and challenges arising from digitalization in advancing sustainable practices within this sector. The emergence of digital technologies has precipitated significant transformations in the tourism industry, exerting profound effects on various facets, including sustainability practices. Within this study, an examination is conducted into how the incorporation of digital tools and platforms has precipitated a shift towards green transformation within nautical tourism. Methodologically, this research adopts a rigorous analysis of existing literature to synthesize pivotal findings and delineate the prospects and challenges associated with digitalization in driving sustainable practices within the nautical tourism sphere. This paper furnishes a comprehensive overview of the contemporary landscape of nautical tourism vis-à-vis sustainability, offering strategic direction for industry stakeholders to enhance environmental stewardship, social responsibility, and adherence to ethical principles. The significance of this study lies in its contribution to understanding the evolving terrain of digitalized ESG initiatives in nautical tourism, along with providing actionable recommendations for future research and stakeholder engagement in this dynamic field. The discussions presented herein are geared towards guiding stakeholders in championing sustainability within nautical tourism, while leveraging digital technologies proficiently to achieve ESG objectives.

KEYWORDS: digitalization, ESG, innovative, literature review, methodology, nautical tourism

THE INFLUENCE OF CONTENT TYPE ON SOCIAL MEDIA ON THE INTENSITY OF COMMUNICATION WITH CLIENTS

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CONFERENCE TOPIC:
Media and Communication

ABSTRACT
From a business standpoint, social media platforms constitute an essential component of the marketing communication channel. Depending on the strategic maturity of the company, Social Media Marketing Management (SMMM) can be viewed through four areas: online commerce strategy, content strategy, social media management strategy, and customer relationship management strategy. The subject of this paper is situated in the field of social media management strategies. The problem is addressed by posing the research question: Which type of content, live content or pre-recorded content, significantly influences the intensity of communication via social media with clients/consumers? Considering the advantages offered by live content, the problem was approached with assumption that live content is the leading format on social media platforms. Data collection to address this was conducted using a survey questionnaire technique and the snowball sampling method on a sample of profit sector organizations. The hypotheses were examined using descriptive and inferential statistical methods, through which inductive conclusions were drawn: (1) the type of content significantly determines the intensity and form of communication with clients, and (2) when defining social media management strategy, and consequently SMMM strategy, it is important to acknowledge the preferences of the target audience (existing and potential clients) regarding the type of content. To develop a model for assessing the influence of content types on social media platforms on communication intensity with clients, the research should aim to refine the measurement tool and include a more statistically significant sample, which ought to incorporate organizations from the public sector.

KEYWORDS: communication, social media, live content, recorded content, strategy, SMMM

SOMETHING ABOUT COMMISSION'S RECOMMENDATIONS TO MEMBER STATES TO ACHIVE PROTECTION OF LANDSCAPES FROM SPECULATIONS ON THE LAND MARKET – KRIŽNICA

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CONFERENCE TOPIC:
Sustainable Development

ABSTRACT
Križnica on the Drava is the only Croatian inhabited river island. It is a multiple protected area with numerous plant and animal species in Pitomača municipality. Križnica was declared the significant landscape by the Virovitica-Podravina County Assembly in 2001. Since 2012, Križnica has been a Croatian-Hungarian Biosphere Reserve, and as a pentalateral Biosphere Reserve since 2021, under the protection of UNESCO. The public institution near Virovitica is obliged to carry out protection activities, from 2017 to 2025, based on the Strategy and Action Plan for Nature Protection of the Republic of Croatia (OG, 72/2017). Achieving the first strategic goal will be a big challenge to ensure a clear, harmonized and enforceable legislative and institutional framework for the implementation of the nature conservation mechanism, i.e. the river island Križnica. Investors within the EU enjoy freedom of movement of capital and freedom of business establishment. The Commission notes that the free movement of capital can be a trigger for the seizure of agricultural land. In Communication on the acquisition of agricultural land and EU law (2017/C 350/05), Commission interprets the way to achieve legitimate public interests in accordance with the EU law. Furthermore, to help Member States after the expiry of the approved period in the Accession Treaty during which they were allowed to limit the purchase of protected land by the EU investors. Member States can regulate their land markets, while respecting fundamental freedoms and nondiscrimination (p. 2 of the Communication). In order to prevent land speculation, preserve agricultural communities and manage the landscape, such investment restrictions are allowed (p. 3a of the Communication).

KEYWORDS: landscape, Križnica, speculation, Commission's Communication, restrictions

GENERALIZED MOMENTUM

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CONFERENCE TOPIC:
Business and Economics

ABSTRACT
Relying on a flexible schedule of months prior for assessing past performance, generalized momentum has been studied in the US stock market throughout 35 years. Generalized momentum strategies earn on average raw returns up to 1.19% and Fama and French (1993, 1995) three-factor alphas and five-factor alphas amounting up to 0.94% and 1.17% on a monthly basis, respectively. Adjusting for fundamental risk along Carhart (1997) four-factors does not absorb generalized momentum. Generalized momentum is shown to be driven by both low-risk and high-risk profile stocks. Penny stocks might boost generalized momentum. Furthermore, generalized momentum is reported to be robust to value weighting, to work in sub-periods, and to be independent of turn-of-the-year effects.

KEYWORDS: momentum, return auto-correlation, investment strategy, performance attribution

COMMUNICATION CHALLENGES AND ORGANIZATIONAL RESISTANCES DURING THE IMPLEMENTATION OF E-DIARY IN PRIMARY SCHOOLS IN THE REPUBLIC OF CROATIA

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CONFERENCE TOPIC:
Media and Communication

ABSTRACT
Change, pivotal for the development and functionality in organizations, is imperative due to technological innovations, strategic adaptations, and enhanced efficiency. Lack thereof leads to a loss of competitiveness, efficiency, stakeholder trust, and reputation. Employee resistance to change within organizational structures is inevitable, especially without adequate support. This paper focuses on analyzing communication challenges encountered during the implementation of the e-Diary application in Croatian primary schools, representing a significant organizational change. The mentioned application, designed for recording student grades and attendance, facilitates pedagogical tracking and support, providing a clear overview for all stakeholders.

Furthermore, the implementation of digital technologies in schools encompasses various benefits for the education system as a whole, such as simplified administration, secure data storage, improved data accessibility, faster information flow, among others.

The research examines communication challenges during the introduction of the specified application, with emphasis on employee attitudes towards digital technologies in the workplace. Readiness for organizational changes and employee resistance to these changes are crucial factors for the digitalization process within organizations. The study encompasses primary school principals in the Republic of Croatia who are members of the Croatian Association of Primary School Principals. The study employs a quantitative survey method aimed at investigating the experiences and viewpoints of principals regarding communication challenges and solutions during the introduction of the e-Diary, with a particular focus on organizational resistance to change. Through the quantitative survey method, communication styles are examined, including message delivery methods, message adaptation to different stakeholders, anticipation and assessment of reactions during the process, and the maintenance of communication throughout the change introduction process. Preliminary results highlight the importance of clear objectives, decision communication, preventive conflict management, and support for employees.

KEYWORDS: change management, communication, organizational resistance, digitization

INTEGRATING SUSTAINABLE WASTE MANAGEMENT IN MEDITERRANEAN ISLANDS: ENHANCING ECONOMIC VIABILITY AND TOURISM THROUGH CIRCULAR ECONOMY PRACTICES

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CONFERENCE TOPIC:
Business and Economics

ABSTRACT
On the Mediterranean islands, where tourism plays an important role in people's well-being, waste management is a major challenge to sustainability. This study proposes a method that combines waste management with economic growth and the enhancement of tourism, focusing on the principles of circular economy. The aim is to redesign waste management systems so that they not only minimize impacts, but also bring economic benefits and enrich tourists' experiences. Using the island of Krk as an example, we explore how the integration of waste management into the wider economic and tourism strategies of the Mediterranean islands can bring economic, environmental and social benefits. The island of Krk has achieved success in waste management by significantly reducing the use of landfills and increasing recycling rates, making the island more attractive as a tourist destination. This case study highlights the importance of approaches such as offering incentives for waste separation to tourists and residents and using marketing tactics to promote environmentally friendly behaviors and sustainable tourism practices. By engaging stakeholders in the tourism industry (from businesses to visitors) Krk's approach demonstrates how effective waste management can support a circular economy that creates employment opportunities, mitigates environmental damage and improves tourists' experiences. This study also explores how policy frameworks, private sector partnerships and community involvement can help spread models like Krk's across the Mediterranean. It highlights the importance of strategies that take into account profitability, market trends and promotional activities to ensure the long-term success of sustainable waste management projects.
Overall, this paper aims to provide insights and frameworks for Mediterranean island communities seeking to balance progress, environmental sustainability and the enhancement of tourism experience. It emphasizes the links between waste management, economic growth and marketing strategies to promote an approach.

KEYWORDS: circular economy, sustainable tourism, waste management, economic growth, marketing strategies

A CROSS-CULTURAL TRANSMEDIA EXHIBITION MODEL FOR IDENTITY ENRICHMENT AND CULTURAL REVITALIZATION

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CONFERENCE TOPIC:
Culture and Tradition

ABSTRACT

This presentation explores an inclusive cross-cultural transmedia exhibition model that interlaces physical, virtual, and digital spaces, introducing innovative dialogic exhibition practices and museographic forms across various media formats, supported by digitally and physically integrated infrastructure for digital cultural collaboration. The model leverages the exhibition pre-production phase to construct inclusive museography, fostering narrative, storytelling, and self-narrative, and establishing connections between objects, narratives, and people, serving as carriers of identity.

The session demonstrates concepts and tools for exhibition-making that merge different cultural elements, creating a shared cultural arena to revitalize tangible and intangible culture and heritage through an exhibition. It introduces the concept of cross-cultural syncretism—creolization underpinned by digital technology, challenging the hierarchical structure of exhibition practices. This approach questions the traditional autonomy of singular curatorial vision, encouraging the connection of geographically or physically remote exhibition spaces and communities through transmedia storytelling.

Components of this concept involve unfolding diverse identities through the intertwining of human and material agency and technology, emphasizing the role of objects and the material environment in exhibition development. Grounded in the empirical findings of cultural psychology, it advocates for the first-person perspective in exhibition-making, avoiding the tendency to present the culture and heritage of island communities through stereotypical attributes. Instead, it proposes the introduction of novel perspectives that wield a transformative influence on the identity dynamics of these communities. This perspective offers a deeper understanding of how cultural can be preserved and showcased in a way that respects the unique identity of island communities amidst the evolving dynamics of their cultural landscape, marked by the challenges mass tourism that may conflict with the island's intrinsic character. The emphasis here is on fostering a more authentic portrayal of island cultures, steering away from conventional representations that may oversimplify or misrepresent their rich and multifaceted culture and heritage.

KEYWORDS: cross-cultural syncretism, exhibition model, co-creation, transmedia storytelling, digital technology

THE INFLUENCE OF MODERN TRENDS ON THE INHERITANCE OF FAMILY BUSINESS BY MEMBERS OF THE ALBANIAN NATIONAL MINORITY IN CROATIA

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CONFERENCE TOPIC:
Culture and Tradition

ABSTRACT
Family businesses of the members of the Albanian national minority in Croatia were traditionally inherited only by sons. Women were considered the guardians of children and households in the husband's family, so daughters did not inherit their parents' businesses, but instead received an appropriate dowry. By educating sons and daughters and reducing the number of children in the family, the situation is changing. The purpose of this research was to describe how family businesses were traditionally inherited and to investigate the experiences and attitudes of entrepreneurs and potential heirs about contemporary trends in order to come up with recommendations for better preparation and coping in practice. The research method was used by interviewing seven entrepreneurs and surveying 30 young members of the Albanian national minority whose parents are family business owners. The research results show that the traditional inheritance of family businesses still prevails to a large extent. The interviewed entrepreneurs are aware of the advantages of the spontaneous traditional way of transferring business to the new generation, but also of the changes that come with new trends. Therefore, they continue to prepare their children through work in the family business, education and gradual involvement in decision-making. They also respect their choice and would prefer to transfer the company to the one who is most interested and who will run the company best. They emphasize the importance of fair distribution of property and helping other children to "stand on their own feet", i.e. to start their own business and to solve the housing issue.

KEYWORDS: family business, inheritance, tradition, new trends, Albanian minority in Croatia

NEGOTIATING CONSTRAINTS: HOW LEISURE INFLUENCES GENDERED IDENTITIES IN CROATIA

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CONFERENCE TOPIC:
Sociology and Psychology

ABSTRACT
Leisure is an important aspect of everyday life; it offers time to relax, recover, or refresh from other responsibilities, particularly those associated with paid and unpaid work. Research has shown that women generally have less time, resources and opportunities for leisure than men. Likewise, women often have a narrower range of options on where and with whom to spend their leisure time. Drawing on semi-structured interviews, this study attempts to describe how leisure time among women and men in Croatia is negotiated and how norms constrain but also shape women's leisure. Specifically, this qualitative study aims to show how leisure time is perceived and experienced in everyday contexts. Further, it seeks to understand how constraints are negotiated and how leisure practices influence the creation, reinforcement and resistance of gendered identities. Using an inductive approach, three typologies: i) complacent followers; ii) persistent nudgers and iii) mindful challengers are discussed in relation to how women negotiate leisure practices.

KEYWORDS: leisure, gendered identities, norms, constraints, Croatia

ENTITY FRAMEWORK AND DAPPER IN ADVANCED WEB ENVIRONMENTS

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CONFERENCE TOPIC:
Education

ABSTRACT
This paper focuses on comparing the performance of two popular data access tools in advanced web environments - Entity Framework and Dapper. The research aimed to assess the performance of these tools in combination with other widely used libraries such as MediatR, FluentValidation, AutoMapper, and a generic repository. Entity Framework, developed by Microsoft, is an object-relational mapping tool that facilitates interaction between application code and a database through an abstraction layer. It enables developers to manipulate data using objects instead of writing complex SQL queries. On the other hand, Dapper is a simpler object mapping tool to a database known for its fast execution and ease of use. Performance measurements of these code patterns will be conducted using Entity Framework and Dapper. By comparing execution times and other relevant metrics, the results revealed differences in speed between these two tools in various scenarios.

KEYWORDS: SQL, .NET, C#, API, Entity Framework, back-end, Dapper, generics, CRUD

YOUTH AND GREEN ACTIVISM ON THE ISLANDS

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CONFERENCE TOPIC:
Sociology and Psychology

ABSTRACT
Green activism is characterized by the founding of formal or informal citizens' initiatives, the primary goal of which is to protect the environment. Initiatives that take a broader view often advocate for and promote sustainable lifestyles and development, as well as care for the general welfare. In this sense, green activism is oriented towards the future and long-term goals, which often influences younger generations. As the global climate situation is getting worse and the world's ecosystems continue to degrade, threatening both quality of life and the general welfare, the young people who will inherit such a world are increasingly becoming involved in green activism, one of whose most recent phenomena is "climate strikes". Green activism on the Croatian islands takes place under unique circumstances. The islands are a world unto themselves, a clear ecosystem with defined borders. They thus also engender a special attachment to their specific area, space, nature, culture, and forms of behavior. They also communicate across their borders with their surroundings, which also shapes the local view of the world, including activism. In recent years, this activism has appeared as a reaction to the destruction of local resources, the appropriation of common goods and public space, limits on movement, environmental destruction, and as a reaction to the excessive dependence on seasonal tourism and all its negative consequences. This paper examines the green activism of young people on the Croatian islands as a special form of civic awareness and engagement. We will map the main actors of green youth activism on the islands and offer an analysis of their work.

KEYWORDS: green activism, youth, islands, sustainability, environment, development

MYTH OR REALITY OF POWER ENERGY SUSTAINABILITY OF THE MEDITERRANEAN ISLANDS - CASE STUDY OF VIS ISLAND

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CONFERENCE TOPIC:
Energetics

ABSTRACT
A low-carbon economy requires the transformation of the power sector, which is primarily manifested in the closure of classic power plants and their replacement by stochastic and intermittent generation of electricity from renewable energy sources. The above represents significant challenges in terms of dealing with new uncertainties in the operation of the electric power system, caused by a significant reduction in system inertia, the overall level of security and stability of the system, as well as overcoming the volatility of prices and the electricity market. Experiencing a series of unprecedented events in the past few years — the global pandemic, the rising cost of living and the energy crisis — has brought socioeconomic aspects and affordability of energy supply into focus. In such an environment, faced with a growing tourism economy, the Mediterranean islands strive to achieve a balance between economic prosperity and the sustainability of their own environment. As we live in the age of electricity, the realization of electricity independence is a good path towards overall economic and social sustainability. However, is it achievable? Is it possible to turn off power connections to the mainland? In this paper, the basic challenges related to the goals of electricity independence of the Mediterranean islands are analyzed, and different target scenarios are presented with a detailed analysis on the example of the island of Vis. The main focus is on the integration of renewable sources of electricity with the security of power supply to consumers and the stability of the electricity network.

KEYWORDS: energy transition, renewable energy resources, energy sustainability, power distribution grid

OVERVIEW OF THE LEGISLATIVE FRAMEWORK FOR INTRA-EUROPEAN YOUTH LABOUR MIGRATIONS

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CONFERENCE TOPIC:
Migration

ABSTRACT
In today's globalized world of work, marked by the dissolution of territorial boundaries, digitalization, remote work, and increased job flexibility, there is a growing demand for worker mobility. European regulations facilitate seamless international movement of workers, making it common for individuals to navigate between working in their home country and abroad as they progress in their careers. Unlike the traditional career model where organizations guided career advancement and rewarded employees with stability, position, and salary, the modern career paradigm places the onus on individuals to drive their own development. This often entails changing jobs, organizations, or even professions to achieve career success and personal satisfaction. This self-driven approach to career development is particularly characteristic of younger generations who are increasingly open to job opportunities beyond their country's borders. For instance, in 2021 alone, Croatia saw 35,912 individuals immigrate into the country, while 40,424 people emigrated from it, with nearly 40% of these cases involving young adults aged 20-35, mainly moving into the EU countries. To comprehensively grasp the phenomenon of youth labor migration, it is imperative to delve into its scope, drivers, and repercussions on personal, national, and regional levels. Furthermore, it is essential to examine how the national and the EU legislation regulates work, labor rights, and obligations. This paper aims to shed light on the fundamental regulations and practices within Croatia and the European Union that guide young people as they pursue employment opportunities outside their home country.

KEYWORDS: EU migrations, youth labor migrations, European migration legislative, new work, globalization, job flexibility

THE TRUTH ABOUT TOURISM: THE IMPORTANCE OF TRUSTWORTHY INFORMATION AND FACT-CHECKING

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CONFERENCE TOPIC:
Media and Communication

ABSTRACT
Today's society has perhaps never been so vulnerable and the question of who can be trusted has never been asked as much as it is today. We live in an age of disinformation, also known as information disorder. False and misleading information online and offline is considered one of the biggest threats to democracy, followed by growing distrust and skepticism towards democratic institutions. This can have a major impact on consumer behavior and everyday activities such as travel. The consequences can be severe in the areas that are dependent on tourism. False information about tourism can have serious economic consequences and bring countries and regions dependent on tourism to their knees. For this reason, the verification of information on tourism is crucial. It is important to evaluate all possible (dis)information and manipulative use of data on tourism so that it does not harm areas heavily dependent on tourism. Fact-checkers around the world are making great efforts to restore trust in official information. This paper examines the work of fact-checkers in the field of tourism and uncovers types of information that have been found to be false in this area. The aim is to provide information on what the common disinformation in the field of tourism is and how it can be exposed as false and to help organizations working in the field of tourism.

KEYWORDS: tourism, fact-checking, fact-checkers, disinformation, misinformation

IMPLEMENTING AN ONLINE TEACHING/LEARNING MODEL - EDUCATIONAL CHALLENGES AND SUSTAINABLE GOALS

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CONFERENCE TOPIC:
Education

ABSTRACT

In order to launch a shared Erasmus+ Project under the Key Action - Cooperation for innovation and the exchange of good practices - six higher education institutions came together in the EngiMath Project venture. These institutions were TTK University of Applied Sciences (Coordinator - Estonia), Letterkenny Institute of Technology (Ireland), Polytechnika Koszalinska (Poland), Polytechnic Institute of Porto - Porto Accounting and Business School (Portugal), Technical University of Cluj-Napoca (Romania), and Universitat Polytechnica de Catalunya (Spain).

Within the framework of this Project, the partners developed a pedagogical model that focused on student interaction within the learning environment, while adhering to mathematical boundaries as well as addressing several social, language, cultural, and national concerns.

All the EngiMath project deliverables were structured using an ADDIE (Analyse, Design, Develop, Implement, Evaluate) model and an adaptation of the PAR (Present, Apply, Review) for online learning. This induced the sequential structure of each lesson by introducing new subjects, allowing the student to apply the concepts, in an interactive way, followed by a review and practical applications. This structure may be applied several times within a lesson to maximize the learning potential.

The distinct development stages that brought this project to a remarkable and fruitful conclusion - from the study of educational needs to its application and usage, even allowing an open and live test - are discussed.

KEYWORDS: interactive learning materials, online and distance learning, pedagogical model, international cooperation, mathematics

POWER SUPPLY FOR AN ISLAND HOUSE FROM RENEWABLE ENERGY SOURCES

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CONFERENCE TOPIC:
Renewable Energy Sources

ABSTRACT
Renewable energy sources are increasingly being used to supply electricity, especially for smaller family homes in remote locations. The goal of this work is to find the most cost-effective way of supplying electricity to a household in a certain island location, using solar energy. Several variants of electricity production will be analyzed, for the energy supply of an average household with a consumption of 6.5 kW. The basic variant of supplying the household with electricity is an independent solar power plant. In doing so, specific software tools are used to obtain a graph of the expected monthly energy production for the previously defined power of the solar power plant, in order to determine whether the power plant meets the needs throughout the year. Another variant for the production of electricity is a hybrid combination of a solar power plant and a diesel generator, which is also often used. Then the power of the solar power plant decreases, and thus the initial investment costs. Since the power of the solar power plant has been reduced, it no longer meets the required monthly electricity production, so the diesel generator is used to compensate for the energy production. The third variant analyzed is a hybrid combination of a solar power plant and a wind turbine. Also, with the reduced power of the solar power plant, and the compensation of electricity production with a wind turbine. Such a combination is also suitable for islands, because the wind speeds are the highest in the months with the lowest energy production from the solar power plant.

KEYWORDS: electricity production, island house, renewable energy sources, solar power plant, wind turbine

CREATIVITY TRAININGS

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CONFERENCE TOPIC:
Education

ABSTRACT
A traditional brainstorming session is a relatively weak process, when it comes to organizing a creativity session. Old conflicts break up, old friendships hinder on open and honest evaluation of ideas, and judgement often takes place immediately and, hence, too early.

A good creativity session is not chaotic, but very well structured: warm-up, idea generation, idea development, idea evaluation. In each phase, structured tools are used. In the warm-up phase, the good old paper – scissor – stone game has proven to be a 100 % success, so that the participants open up. Lateral thinking (Edward de Bono) is used in the idea generation phase. This method includes

- Random entry ("How would a baker, a police man, or a football coach approach this problem?")
- Concept extraction ("How can the characteristics of a pizza be used to solve the problem?")
- Provocative operation ("How can we sell this product to an alien?")

In the idea development phase, the Lotus Blossom Technique is used. Idea evaluation applies Edward de Bono's Six-Thinking-Hats method. Students should learn to behave in a group creativity session, but also to become a group leader who is in charge of structuring such a session.

KEYWORDS: creativity, innovation, brainstorming, idea generation, idea development, lateral thinking

AUTONOMOUS ENERGY SYSTEMS FOR ISLANDS - SIMPLE ROBUST RESILIENT AND INTELLIGENTLY LEARNING

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CONFERENCE TOPIC:
Energetics

ABSTRACT
The increasing demand for sustainable and reliable energy solutions has prompted a growing interest in autonomous energy systems, especially for islands facing unique challenges in terms of energy supply. This paper provides an overview of the key considerations, technologies, and benefits associated with implementing autonomous energy systems on islands. The discussion encompasses a range of renewable energy sources, energy storage technologies, and advanced control systems that enable islands to achieve greater energy independence, resilience, and environmental sustainability. By examining case studies and emerging trends, this paper aims to shed light on the potential of autonomous energy systems to revolutionize the energy landscape of islands, contributing to their economic development and mitigating the environmental impact of traditional energy sources.

KEYWORDS: autonomous energy systems, island energy solutions, energy independence, island sustainability, renewable energy integration

HARMONY OF FORM AND FUNCTION: EXPLORING THE INTERSECTIONS OF ART, ARCHITECTURE AND SUSTAINABILITY

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CONFERENCE TOPIC:
Sustainable Development

ABSTRACT
Studying the intersection of art, architecture and sustainability is a multidimensional category that is gaining more and more importance in modern society. Each of these three areas, individually, represents a rounded system of principles and values, which in interaction acquire new meanings, while at the same time tending to remain consistent with their original essence. In modern society, regardless of whether urban or rural areas are studied, sustainability gives a completely new prism to the understanding of architecture and art in the context of a higher degree of responsibility for the use of today's available resources, so that they will be available in the future, and finding sustainable alternatives, which again add complexity to this order. At the same time, the development of art, architecture and sustainability is often based on the simulation of modern life and popular culture through sustainable concepts in an effort to develop in people an adequate awareness of personal and collective responsibility in the entire eco-system. This complex and sophisticated process also has its flip side, which is reflected in the simulacrum of sustainable reality and the relationship between art, architecture and sustainability, where the attempt to improve society and the environment ends in greenwashing. This research, through several mini-case studies, tries to point out the importance of active interweaving of art, architecture and sustainability in the context of building a responsible society and modern culture that respects all three key pillars of development - an adequate attitude towards the environment, a sufficiently sensitized concern for society and a harmonious business management, where profit is not the only and primary outcome.

KEYWORDS: art, architecture, sustainability, sustainable development, ESG, responsible management

REKLAMA – THE FIRST CROATIAN JOURNAL FOR ADVERTISING COMMUNICATION

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CONFERENCE TOPIC:
History

ABSTRACT
In January 1929, at the dawn of the Sixth January Dictatorship in the Kingdom of Serbs, Croats and Slovenians, "a journal for all matters of advertising, propaganda and sales organization", begins to be published in Zagreb. The publisher, editor and main author of this, apparently, first Croatian professional journal for advertising communication, was Miroslav Feller, a then 27-year-old advertising expert, poet and publicist with a vivid "picaresque" biography. In the fall of 1928, this 'renegade' son of a pharmaceutical industrialist Eugen Viktor Feller, established the ambitiously conceived boutique advertising agency Imago, with a significant description; "the institute for scientific research of advertising and artistic advertising production ". Advertisements by Imago produced through a collaboration with visual artists Sergije Glumac, Anka Krizmanić, Vladimir Mirosavljević and Božidar Kocmut very quickly caught the attention of the public, and the journal *Reklama*, in addition to its undoubted professional 'enlightening' significance, also acted as a means of self-promotion for this new advertising agency.

Although *Reklama* did not have a long run time, in the period from January to April 1929 four issues were published (the 3rd and 4th issue as one volume), on its pages it insists upon a theoretically elaborated, psychologically based and visually cultivated approach to market communication and sets a 'scientific' foundation of a relatively new profession, located "somewhere on the border of science, art and practical economic life". At the same time, *Reklama* was the first of several of Feller's advertising journals (*Werbeberater* in Berlin and *Internationale Zeitschrift für Werbepsychologie* in Vienna and Zurich) and monographies on the psychology of advertising, which he continued to publish in the German-speaking area after his departure to Berlin in 1930.

KEYWORDS: Journal *Reklama*, Miroslav Feller, advertising agency Imago, advertising communication, 'scientific' approach to advertising

ASSOCIATION BETWEEN BLUE SPACE ENVIRONMENTS AND WELL-BEING OUTCOMES – EXAMPLE OF PRISON OFFICERS

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CONFERENCE TOPIC:
Sociology and Psychology

ABSTRACT
Over the last two decades, recognition of the potential health and well-being benefits from exposure to green spaces (e.g., parks and woodlands) expanded to the potential benefits from exposure to aquatic environments or blue spaces. However, research exploring the benefits of blue spaces is still relatively scarce compared to green spaces, especially related to its potential influence on job satisfaction and stress. Moreover, it is interesting to explore this relationship in specific settings, such as prisons. The present study, therefore, investigates blue space – well-being associations in a convenience sample of prison officers employed in inland and coastal prisons in Croatia. Specifically, the effect of the blue space exposure on the level of job and life satisfaction as well as stress was investigated while controlling for the effects of gender, education level, type of employment, service length, level of victimization and daily contacts with prisoners. Results indicated a significant contribution of investigated variables on life, job satisfaction, and stress, but their contributions were heterogeneous. Built on theories that have addressed the beneficial impact of contact with nature on different aspects of well-being (e.g., stress reduction theory), the importance of residential blue space for job satisfaction, stress and general well-being is discussed.

KEYWORDS: blue space environment, prison officers, job satisfactions, stress, life satisfaction

CAREER TRANSITION OUTCOMES OF ADOLESCENTS: THE SPECIFIC CONTEXT OF MEDITERRANEAN AND CONTINENTAL CROATIA

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CONFERENCE TOPIC:
Sociology and Psychology

ABSTRACT
Career theories propose that individuals should pursue their values and potentials while making informed career decisions based on personal goals and capacities. However, not all adolescents have the opportunity to freely choose their careers, as they may encounter limiting factors such as low academic achievement, low socioeconomic status, adverse parental or peer influence, and rigid gender stereotypes. These factors can constrain career decision-making and result in low self-efficacy and motivation. Individuals with autonomy tend to be intrinsically motivated and achieve better career outcomes, while those lacking autonomy may struggle to achieve their preferences and experience poorer outcomes. In this study, we examine the career transition outcomes of 281 middle school graduates (15 years old) and 127 secondary school graduates (19 years old), which we previously followed for a three-year period. We explore in which educational programs or jobs they enrolled after they finished school and how satisfied they are with accomplished career transition outcomes. Our analysis further focuses on factors that may have influenced their vocational choices and outcomes, assessing the congruence between their interests and their new environments, and examining the effects of various risk and protective factors on career outcomes. Additionally, we compare the differences between Mediterranean and Continental Croatia to determine if there is a similar match between occupational aspirations and accomplished career outcomes in both regions and to study if there are specific or universal risk and protective factors prominent in the career development of adolescents of both regions.

KEYWORDS: career transition, career outcomes, risk and protective factors, occupational aspirations, vocational choices, career development, adolescents, Mediterranean Croatia

DIFFERENT COMPETENCE NEEDS OF GRADUATES IN ENGINEERING AND ECONOMICS

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CONFERENCE TOPIC:
Business and Economics

ABSTRACT

Nowadays, the need to have and develop different competences is becoming more and more prominent in the labor market. While hard competences (e.g. professional skills, foreign languages) have always been important, the role of soft competences has become more important in the last decade. These competences are typically based on a characteristic and, although they can be developed to a large extent, their basis can be understood as a given. They include, for example, communication skills, the ability to work in a team, emotional intelligence or creativity. The presence/absence of different hard and soft competences can be a major advantage/disadvantage in filling certain positions, in getting a job, but also a cause of pay differentials due to different levels of competence. Therefore, the development of students' labor market competences should be a priority in education and higher education.

In order to develop competences relevant to a given labor market sector in a given field, it is essential to take labor market feedback into account. In the present research, we investigated whether there is a difference between the competence needs in the technical and business sectors. The analysis was carried out on the basis of feedback from recent graduates, using data from the Hungarian Graduate Career Tracking System - 2023 for University of Pécs, which included 179 data sets.

The results show that there are significant differences in two hard and two soft competences for engineering and economics graduates: application of theoretical knowledge in practice, foreign language skills, teamwork and entrepreneurship. Both soft competences were found to be more necessary in the technical field, and among the hard competences, only language skills matter more in the jobs of graduates in economics.

KEYWORDS: soft and hard competences, labor market, different competence needs, recent graduates, skill development

EARLY CAREER RESEARCHERS' WORK CONDITIONS AND WELL-BEING: A QUALITATIVE STUDY ON MENTORS' PERSPECTIVES

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CONFERENCE TOPIC:
Sociology and Psychology

ABSTRACT
Recent studies demonstrate alarming levels of mental health risks and declining well-being among early career researchers (ECR). Besides a moral imperative deriving from the duty of care that employers have toward ECRs, these alarming rates of poor ECRs' well-being must be addressed as they are fundamental for the future of scientific progress. The way researchers experience their work is important not only for them as individuals, but also for the functioning of their organization and for their scientific output. Existing research suggests that work psycho-social factors (i.e., fair work conditions and social support) significantly impact future research performance. In this context, relationships with mentors play especially important role and can have strong positive or negative influences on ECRs' progress, well-being, and mental health. In order to gain better understanding of the mentors' perspectives on the processes that enable ECRs to thrive (vs. languish) at work, in this study we employed qualitative methodology and interviewed 20 mentors of ECRs working in Croatian scientific institutions. The thematic analysis of the qualitative data included a six-step process: first assessment of the data, initial coding, searching for themes, reviewing themes, defining, and naming themes, and final analysis. The results of qualitative analyses provided more detailed insights into the mentors' experiences and perspectives on the interplay between ECRs' work conditions, their relationships and personal characteristics, and work-related well-being. The results also pointed out the importance of support for mentors. These results are discussed within the job demands-resources theory framework.

KEYWORDS: early career researchers, mental health, work-related well-being, qualitative study

THE INFLUENCE OF POST-MATERIALISTIC VALUES ON THE CHOICE OF INFORMATION CHANNELS: THE EXAMPLE OF CHIROPRACTIC

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CONFERENCE TOPIC:
Media and Communication

ABSTRACT
In the last few decades, the number of individuals utilizing complementary and alternative treatment methods (CAM) has increased significantly. In most countries, especially in the West, CAM practices are regulated by law in the same manner as conventional medical services, however, this is not the case in Croatia. In Croatia, there are no regulations defining who can provide CAM services, nor is specific education required for it. For this reason, it is important to identify the socio-cultural and socio-demographic characteristics of individuals interested in chiropractic and explore the channels through which they obtain information about chiropractic, as a representative of complementary treatment methods. Post-materialistic values highlight the significance of personal growth, such as prioritizing one's health, and reinforcing individuality, self-assurance, and consequently, individual accountability. The latter is characteristic of chiropractic treatments, as active participation in one's own healing process is an integral part of them. Getting reliable information about chiropractic is essential to understanding it, consequently, it is important to determine the types of information channels and media content used, as well as attitudes and characteristics of individual users of chiropractic treatments, chiropractors themselves, and healthcare professionals regarding the use of complementary treatment methods.

KEYWORDS: alternative medicine, CAM, chiropractic, complementary medicine, post-materialism

DWELLING IN THE COUNTRYSIDE: SATISFACTION WITH HOUSING CONDITIONS IN RURAL CROATIA

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CONFERENCE TOPIC:
Sustainable Development

ABSTRACT
In this paper, authors analyze selected results on housing conditions from the project "Socio-ecological Challenges to Rural Development: Objective and Subjective Indicators of Resilience of Croatian Rural Social-Ecological Systems". The aim of this paper is to explore levels of satisfaction with housing conditions in rural areas, drawing from both qualitative and quantitative research methods.

Previous research on rural spaces in Croatia has indicated a multitude of challenges in rural living and habitation. These challenges have been intensified by rural exodus, aging populations, depopulation of rural areas, and a lack of national-level planning. Contrary to the notion of idyllic living, Croatian rural areas are characterized by a "feeling of hopelessness" among those remaining on the margins or outside the urban-rural continuum. Recent research suggests the potential for transforming rural spaces by considering them as valuable assets for fostering sustainable communities, rather than viewing them as hopeless places in need of rescue. In this context, the authors employ the notion of rural capitals to evaluate the potential of housing conditions in the countryside for creating resourceful and sustainable rural communities.

The results show that rural housing has not been identified as a pressing issue in the Croatian context. Housing availability in rural areas is not perceived as problematic, and housing quality is not a significant concern. Furthermore, results show significant satisfaction with housing conditions which also points to the high level of built rural capital as well as social capital. It can be concluded that despite contemporary global and local threats, along with shifts in the dynamics of work-life balance, there has been a slight opening toward a rural renaissance.

KEYWORDS: rurality, housing, sustainability, rural capitals

INTERLOPERS (‘GRENZGAENGER’) BETWEEN THE OTTOMAN HINTERLAND AND THE ADRIATIC ISLANDS: THE CASE OF THE FRANCISCANS ACCORDING TO OTTOMAN SOURCES

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CONFERENCE TOPIC:
History

ABSTRACT
Franciscan friars crossed from Ottoman Dalmatia to the islands held by Venice (and beyond to the Italian Peninsula) in order to study and gain employment and higher office, only to return to the church province of Bosna Srebrena with the purpose of officiating as priests ‘back home’. Ottoman documents would suggest that this process of returning into the Ottoman realm with a western education did not always go smoothly and was sometimes opposed by the Franciscan hierarchy. Conversely, Franciscan friars were occasionally sent across the border into Venetian territory by high-ranking Ottoman officials such as fortress commanders (dizdar), for example, as ‘search parties’ with instructions to locate Ottoman prisoners-of-war held in Venetian custody and ransom them with the (financial) help of Franciscan monasteries nearby. The paper uses Ottoman sources to investigate Franciscan mobility across the Darulharb/Darulislam divide as a typical ‘grenzgaenger’ phenomenon which has been little studied.

KEYWORDS: Franciscan friars, Ottoman Dalmatia, Venice, ‘grenzgaenger’, Darulharb/Darulislam

PERMITS IN THE MARITIME DOMAIN OF THE REPUBLIC OF CROATIA

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CONFERENCE TOPIC:
Public Services

ABSTRACT
The Republic of Croatia, during 2023, introduced a new legal framework for its maritime domain. This reform includes changes in the procedure that allows activities to be conducted in the maritime domain without limiting its general use. Previously, such activities were carried out based on concession approvals, which were granted upon request. In the new legislative framework, concession approvals are replaced by permits, and there is a significant change in the method of granting permits compared to the previous model – a public tender model has been introduced. This new model represents a significant step forward in the development of legal regulation of the maritime domain, enabling clearer and more transparent conducting of numerous activities in the maritime domain. In this paper, we will explain the new legal framework for permits and the beginning of its application in Croatian practice.

KEYWORDS: maritime domain, Croatia, permits, legal regulation, economic activities, legal framework

LIFE IN THE (UN)PROTECTED URBAN CORE: EXPERT PERSPECTIVE.

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CONFERENCE TOPIC:
Sociology and Psychology

ABSTRACT
This paper delves into the qualitative perspective of experts on living within the protected urban city core, drawing comparisons between Dubrovnik, a UNESCO-protected city, and the island of Rab, which lacks such protection. The data used for this study was gathered during two cycles: for Dubrovnik, interviews were conducted for the purpose of developing comprehensive changes and amendments to the spatial urban development plan and general urban plan of the city of Dubrovnik 2022/2023; for Rab, as a part of the project "Valorisation of Heritage, Cultural Landscape and Spatial Transformations of Adriatic Croatia I and II", for the purpose of understanding the relationship between local communities and their heritage. Both studies were conducted using semi-structured interviews and focus groups with participants from relevant fields to the two studies (sociology, archaeology, art history, architecture, urbanism, and economics). All participants were selected through direct recruitment and the final number of participants of both studies is Dubrovnik (N=12) and Rab (N=10). This paper aims to elucidate both the similarities and differences in the perceptions of tangible and intangible cultural heritage specific to these locales. The analysis provides insight into the challenges faced by local populations residing amidst culturally, archaeologically, and symbolically significant remnants of history. By contextualizing the findings within the framework of sociological theory in the field of urban sociology, this paper provides a deeper understanding of the socio-cultural dynamics shaping the lived experience within protected urban city cores.

KEYWORDS: Rab, Dubrovnik, urban city core, local communities, space, qualitative analysis

IDENTITY, QUALITY OF LIFE AND CULTURAL HERITAGE - A CASE STUDY OF THE ISLAND OF RAB (CROATIA)

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CONFERENCE TOPIC:
Sociology and Psychology

ABSTRACT
Islands are specific spaces due to their relative social and spatial isolation and the intense spatial changes to which they have been exposed for the last fifty years. Changes in the ways of life, the disappearance of agriculture and the dominance of tourism drastically change the landscape, both natural and cultural, and affect various aspects of everyday life. The sea that surrounds the islands is perceived more as a barrier than as a link with the rest of the Adriatic and the Mediterranean, as it used to be. Using the example of the island of Rab as one of Croatian most populated islands, with rich history and layered cultural heritage, the paper points out the island's local identity and its changes. The results of a survey conducted in 2023 on a sample of residents (N=121) of the island of Rab are presented, with the focus on the analysis of residents' attitudes on the quality of life on the island, local identity and cultural heritage, and the relationship between tourism and cultural heritage. The results show that residents highly value natural beauty and material cultural heritage as important elements of local identity, but at the same time, a lack of care for the natural and cultural landscape and heritage in everyday life is shown. As a result of a sudden and uncontrolled construction of apartments and tourist facilities that completely change the outlook and the use of the land, the once rich island is losing its cultural, social, and economic diversity to a monoculture of mass tourism, which contributes to the devastation of precisely those identity features that are seen as the most important in the views of the inhabitants.

KEYWORDS: identity, quality of life, survey, cultural heritage, tourism, island

"I LOVE YOU BABY...BUT I LOVE THE CARNVAL EVEN MORE" - YOUTH AND CARNIVAL IN THE CITY OF PAG

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CONFERENCE TOPIC:
Sociology and Psychology

ABSTRACT
The purpose of this study is to investigate perceptions of young residents of Pag regarding the summer and winter carnivals in their city. The research aims to determine the social significance and importance that these carnivals hold for the young population of Pag, and conversely, how crucial the young people are for maintaining the carnivals. Given the existing research on festivals, we examine the specified carnivals through the lens of the social functions they have for the youth. We are interested in determining whether carnivals serve primarily as a means of community cohesion or belong to the cultural economy, where liminality, ritual, and celebration play a lesser role. Qualitative methods of participant observation and semi-structured in-depth interviews with young residents of Pag (N=10) were employed during the research. After data collection, thematic analysis was conducted using the NVivo program for qualitative analysis. The results frame the summer carnival of Pag as a festival associated with the cultural economy in the literature, while the characteristics of "liminality" are somewhat standardized to represent an idealized image of "authenticity." On the contrary, the winter carnival has a strong focus on the community, with elements of innovation that return community members to spontaneous and relaxed behaviour, focusing primarily on local youth. Thus, carnivals serve as a means of economic advancement, cultural independence, and competitiveness with the surrounding areas, while also providing a form of leisure that retains the importance of the community. Additionally, besides their inversive nature, where everyday roles are replaced by festive ones, both carnivals open up a space in which the young residents can showcase their abilities and establish their social position in the community.

KEYWORDS: islands, Pag, carnival in Pag, youth, festivals

CASE STUDY ON LEVERAGING IOT TECHNOLOGY IN COLLABORATIVE SMART AGRICULTURE

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CONFERENCE TOPIC:
Agriculture and Fisheries

ABSTRACT
In recent years, there has been a notable surge in the attention garnered by collaborative efforts within the agricultural supply chain. This surge can be attributed to the escalating global demand for both high crop yields and sustainable farming practices. Confronted with finite resources, such as soil, vulnerable to diverse threats, problems with drought, and water scarcity, the fusion of Internet of Things (IoT) technology and smart farming emerges as a viable solution. This amalgamation facilitates precise agent application, data collection, and meticulous farm monitoring. Extensive research has substantiated that collaborative engagement among supply chain stakeholders—including farmers, processors, distributors, and retailers—can yield tangible benefits such as heightened efficiency, cost reduction, and enhanced crop quality. Nevertheless, the implementation of smart collaboration in farming encounters constraints primarily stemming from elevated costs and time consumption, particularly for individual farmers lacking adequate expertise. The collaborative framework necessitates the sharing of equipment, data, and knowledge, aspects met with hesitancy by farmers due to concerns about divulging confidential information. The current research endeavors to confront these challenges head-on by formulating smart farming models rooted in IoT principles, aiming to optimize crop yields and usher in a new era of sustainable agricultural practices. We collaborated with a small family farm in Croatia where we installed sensors and collected data for the purpose of building a machine-learning model jointly between our international academic campuses in Croatia and Dubai. We have chosen a farm in Sisak-Moslavina County due to the general under-development of the region, and also it being a home to small family farms that produce organic food using traditional techniques but are facing difficulties in improving their yields due to a limited capacity and inadequate entrepreneurial skills.

KEYWORDS: smart agriculture, sustainability, IoT, digital transformation, small family farms

SOCIALIST YOUTH ON SUMMER SEA VACATION - TWO SHORT FILMS BY BRANKO MAJER

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CONFERENCE TOPIC:
Arts and Literature

ABSTRACT

During the 1950's, Croatian film director Branko Majer, made two distinctive short films, showing young people on summer vacation on the Adriatic. The first, Jedan dan u Crikvenici (A Day in Crikvenica) from 1954, focused on a day in the life of a group of young women, while the second, U našeg Marina (At Our Marin's), from 1958, showed adventures of a school choir and orchestra, and their conductor, amid local tensions about the shape of tourism they should pursue.

The first is a documentary travelogue, clearly scripted and acted, in which the young women represent different types of tourists, while the second, a feature film, is a rare example of musical movie in the history of Croatian Cinema.

While both films fostered the idea of leisure as the main component of summer vacation, they showed that leisure didn't necessarily mean doing nothing or wasting time, and that desirable form of vacation in a socialist society, or any society that includes young people as future bearers of ideology, must include cultural and social education. Although Majer's films are lighthearted and comical, they inevitably reflected the society and times they represent. This paper analyses both movies, while bringing attention to Branko Majer, a film director whose rich body of work is eligible for discovery.

KEYWORDS: Croatian cinema, Branko Majer, socialist youth, summer, 1950's

DIMENSIONALITY REDUCTION TECHNIQUES IN SUSTAINABLE TOURISM

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CONFERENCE TOPIC:
Sustainable Development

ABSTRACT
Dimensionality reduction methods play a crucial role in simplifying and extracting meaningful insights from complex datasets. They can help in finding and understanding hidden structures and patterns in high-dimensional data. In the realm of sustainable tourism, where numerous variables influence overall sustainability, dimensionality reduction techniques offer a valuable tool for identifying key parameters and patterns. This study provides an overview of dimensionality reduction methods such as principal component analysis (PCA), multiple correspondence analysis (MCA) and correspondence analysis (CA), focusing on their applications in sustainable tourism contexts. By analyzing the existing literature, the study aims to elucidate the advantages, limitations and potential challenges of employing these techniques in sustainable tourism research and practice. Additionally, the study aims to shed light on the emerging trends and future directions of utilizing dimensionality reduction techniques to enhance sustainability efforts in the tourism industry. By conducting a thorough analysis of the existing scientific literature, this research contributes to a better understanding of the current achievements as well as the advantages and disadvantages of using dimensionality reduction techniques in the context of sustainable tourism.

KEYWORDS: dimensionality reduction techniques, correspondence analysis (CA), multiple correspondence analysis (MCA), principal component analysis (PCA), sustainable tourism

ARCHITECTURE AND POST COVID SENIOR FRIENDLY DESIGN APPROACH OF INSTITUTIONAL SENIOR SERVICE IN SLOVENIA

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CONFERENCE TOPIC:
Architecture

ABSTRACT
Demographic predictions for Slovenia population are showing the rising share of people older than 65 years of age, this share is currently 20% and will reach up to 31% in 2059. Along those predictions of an ageing population there are inadequate systematic adaptations of the policy of senior caregiving services. In this paper we present some architectural responses in the period from 2020 to 2023 (post COVID period) in the field of homes for the elderly. The paper is an overview of architectural layouts of institutional senior services exploring design concepts using design criteria: senior friendly approach and lean led layout. All presented projects were approved by the Ministry for a future of solidarity. They all started with defined minimal and maximal capacity including general services. All projects passed the concept phase and are now in the technical phase (RIBA PoW).

Transformation and adaptation in architecture should be part of integral design. The question we have in the paper is: are those projects too late to adapt to demographic changes and climate changes?

KEYWORDS: lean led design, assisted living, healthcare service, senior living, dementia, climate adaptations

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