MIC – Vis, 2020
Mediterranean Islands Conference
The Island of Vis, Croatia

MIC – Vis, 2020 is held under the patronage of the town of Vis and supported by the President of the Republic of Croatia

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MIC – VIS, 2020

MIC – Vis, 2020 is 3rd 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 and is organized under the patronage of the Town of Vis and supported by the President of the Republic of Croatia.

The goal of MIC – Vis, 2020 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, 2020 is an international multidisciplinary scientific conference on the following topics:

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

The conference will be held in the unique Mediterranean atmosphere of one of the most beautiful Adriatic islands.

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.
PROGRAMME COMMITTEE

Dionigi Albera, PhD
Institut d’Ethnologie Méditerranéenne, Européenne et Comparative, Director, 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
# PROGRAMME

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<td>Conference opening</td>
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<tr>
<td>at 20:00</td>
<td>Welcoming drink and Exhibition “People and the Mediterranean” opening (exhibition will be opened as a result of international contest for best student Mediterranean photo)</td>
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<td>15:00 - 17:00</td>
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<td>10:30 - 11:00</td>
<td>Coffee break</td>
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<td>11:00 - 13:00</td>
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<td>Break</td>
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<td>Social Program (social program will include guided tour around the Island of Vis and visit to the City of Komiža)</td>
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<tr>
<td>at 20:00</td>
<td>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)</td>
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**Day 4 – Saturday, September 19th**

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<td>10:00 - 11:30</td>
<td>Wrap up and closing session</td>
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KEYNOTE SPEAKER

Charles J. Farrugia

CHARLES J. FARRUGIA is Malta’s National Archivist. A Commonwealth Scholar, Dr Farrugia holds an Honours Degree and a Master’s Degree in history from the University of Malta, a Post Graduate Diploma in Records Management from the University of Northumbria at Newcastle, and a MA in Archives and Records Management from University College London. His doctoral study focuses on the application of culture performance maturity models to national archive institutions. He is also a member of the Society of Archivists of the U.K. Farrugia is also a lecturer in archives and records management at the University of Malta, where he was the founder of archives training in 2005. During his professional and academic career Charles has delivered lectures on archival themes in a number of foreign institutions world-wide. He has served for nine years as Chairman of the Association of Commonwealth Archivists and Records Managers (ACARM) and currently serves also as the Chairperson of the Executive Board of the European Regional Branch of the International Council on Archives (EURBICA). He concluded his doctoral studies at the University of Aberystwyth and successfully defended his thesis about EU national archives and the application of maturity performance models on them. Dr Farrugia has published extensively about archives management and locality history.
ABSTRACTS
MEDITERRANEAN VOICES: 
EXPLORATION AND ETERNALIZATION

Charles J. Farrugia, University of Malta

CONFERENCE TOPIC: 
Culture and Tradition

ABSTRACT

The keynote address will discuss the concept of voices within the Mediterranean. It will explore voices from their socio-economic, cultural and anthropological dimensions. The Mediterranean Sea is a geographical reality that brings together so much diversity in terms of nationalities, religions, languages, habits and traditions. The paper asks to what extent Mediterranean countries, and especially islands with specific cultural traditions are encouraging the diversity of voices to be heard. Apart from this, what is being done to make sure that voices are not only explored but preserved for posterity? Are we too much focused on statistics, data and measuring mechanisms to assess the Mediterranean region and its cultures? Is society valuing enough the strongest asset in the form of the people and their voices? These are the voices through which they express their ‘Mediterranean anima’. What is being done to capture such voices and immortalise them as distinctive cultural assets of the region?

KEYWORDS: Mediterranean, cultural traditions, ‘Mediterranean anima’, diversity of voices
A PORTRAIT OF MEDITERRANEAN LIFESTYLE OF THE INHABITANTS OF DRVENIK ISLAND THROUGH THE PEN OF A NOSTALGIC ISLANDER

Marijana Alujević, University of Split, Faculty of Philosophy, Department of Italian Language and Literature, Croatia

CONFERENCE TOPIC:
Arts and Literature

ABSTRACT
This paper discusses the significance of a collection of short stories „Viling krug“, entitled after one of the island’s toponyms, originally created as a personal diary, that was eventually published. The sequence of episodes depicting the everyday life of Drvenik over several generations, represents a debut of literary work of the individual originating from Drvenik, driven by profound love and nostalgia for folk customs, rituals and local idiom in extinction. In order to preserve a rich oral tradition from gradual oblivion, the author Slavko Pijerov cleverly created a representative piece of art in dialectal prose. The result is an expression of personal memories supported by historical facts and empirical evidence. The author with no pretensions to be a litterateur, documents local legends and anecdotes and revives memories of the island’s eminent and legendary residents. His process also explicates some uncleared toponyms, so the collection represents not only pleasant reading for the targeted intimate public, but it is also useful for researches and academics studying toponymy and lexicology. This paper provides a short historical framework of the linguistic status of Drvenik, including an analysis of dialectal lexical structures and etymological study of Italian loanwords, most of them being from the Venetian language, reflecting four centuries of close interaction and Venetian occupation of Dalmatia. The dialect of Drvenik is a powerful instrumentality, reflecting the Mediterranean mentality and the temperament of the inhabitants. Pijerov shows how life on a small island is determined by the weather and the morphology of the land. Mastering that knowledge enables inhabitants to develop viticulture and olive growing, which, besides sailing and fishing, are among the dominant occupations of the inhabitants. The collection, which on this occasion, is analyzed from a linguistic point of view, offers valuable source of data for various anthropological and ethnological research of this Mediterranean island.

KEYWORDS: Mediterranean island, Drvenik, folk habits, local idiom, loanwords
THE USE OF SOLAR ENERGY FOR PRODUCTION OF ELECTRICAL ENERGY AND SUSTAINABLE DEVELOPMENT OF CROATIAN ISLANDS

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CONFERENCE TOPIC:
Renewable Energy Sources

ABSTRACT
This paper discusses the possibility of using solar energy for the electricity supply of the Croatian islands, within the framework of sustainable development, by the means of intelligent electric grids. Croatia has more than 1000 islands, of which 68 are inhabited and are between 1 to 70 km away from the mainland. Many islands have problems with insecure power connection to the mainland and can hardly meet all requirements for the electrical consumption.

The disadvantages of electrical power supply network became obvious in the recent years due to two important reasons. The first reason is the rapid development of tourism on the islands, and thus an enormous increase in consumption of electric energy in summer, and the second reason is requirement for the development of renewable energy sources for the sustainable development of the Croatian islands. In technical terms, the basic idea of this paper is to explore the possibility of using distributed solar screens on the island, according to the concept Demand-Response, which could cover up to 100% of consumer demand. The new approach to local-level electricity management is proposed through the „Community Grid“, which incorporates an infrastructure and software solution that enables energy and flexibility to be exchanged within a local closed network on the island, maintaining the necessary system stability. This solution also includes an „energy storage“ (battery) system, which is designed to meet real needs and is very important element of the network system. The focus is also on the implicit impact of „clean energy“ in tourism development on the Adriatic islands. Traditionally, tourism has been one of the most important economic activities of the Croatian economy with the tendency of constant growth. Specific features of mild climate in Croatia, ensure many sunny days during the year that potentiate exploitation of solar energy to a great extent.

KEYWORDS: Adriatic islands, sustainable energy, solar energy, smart grid, community grid, micro grid, energy storage
SUBJECTIVE WELL-BEING DURING THE LIFESPAN IN THE MEDITERRANEAN: U-SHAPED CURVE, DECLINING OR NO CHANGE?

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CONFERENCE TOPIC:
Demography

ABSTRACT

In the EU context of rapidly ageing societies, the well-being of different age groups becomes an important topic of public policies. In the past few decades, several researchers have identified a U-shaped relation between age and subjective well-being. However, some authors have found a decrease in well-being throughout the lifecycle in middle income and transition countries. It seems that life satisfaction is more negatively affected by age in poorer than in richer countries. Knowing that household income in Mediterranean countries are significantly lower than in northern Europe, the aim of the paper was to examine the effect that age has on subjective wellbeing in the Mediterranean.

The European Quality of Life Survey – EQLS (round 4) data were used for the analysis. The survey was conducted during 2016 and 2017 on the representative samples of adult population within 28 EU countries + Albania, FYRM, Montenegro, Serbia and Turkey. The sample included n = 16,493 respondents living in 11 Mediterranean countries and n = 20,415 respondents from 22 Non-Mediterranean countries. The respondents were equally distributed by gender (51.6% women), with the age range between 18 and 95 years (M = 48.14, SD = 18.08). For the lifespan comparison, we used five age groups (18-24, 25-34, 35-49, 50-64, 65+).

The results showed that subjective wellbeing measured as happiness and life satisfaction is generally lower in the Mediterranean in comparison to Non-Mediterranean countries and that it generally declines by age. However, the decline in wellbeing by age is much more pronounced in Non-Mediterranean than in Mediterranean countries. Moreover, after controlling for income and financial deprivation no systematic decline in wellbeing by age in Mediterranean countries was observed. In the paper, we discuss the potential explanatory factors of difference between the trends of subjective well-being across the lifespan in Mediterranean and Non-Mediterranean countries.

KEYWORDS: quality of life, subjective well-being, the Mediterranean, age, lifespan
BOKA NAVY 809. – MEMORY AND IDENTITY

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CONFERENCE TOPIC:
Culture and Tradition

ABSTRACT
Mediterranean type fraternities (Confraternitates, Frataglie, Scole) are professional organizations through which commoners, craftsmen, seafarers and merchants protected their interests. Although traditionally it dates back to the 9th century, according to the oldest preserved statute from 1463, Boka Navy was originally founded in Kotor as a deeply humane Fraternity of St. Nicholas the Sailor. The paper will show how Boka Navy grew out of a medieval guild brotherhood of seafarers, revived in 1859 as a traditional organization for preserving customs called the Noble Body of Boka Navy, and until the present day when Boka Navy maintains traditions during the celebration of Saint Tryphon, the patron saint of Kotor, when the main detachment/squad in traditional costumes and with antique weapons performs their famous dance Bokeljsko kolo (Boka circle dance) with the elements of medieval symbolism. More recently, it is performed on June 26, the date when in 1463 Boka Navy promulgated its Statute. On the other hand, this phenomenon is interpreted and observed through the framework of rituals and festivities as the primary organizational forms of cultural memory, in which space as a mnemonics and mnemotop plays a large role in the culture of memory, which in the sequence of generations has to be maintained through culture. The function of such mnemonics is to guarantee continuity or identity, which is logically established through memory and remembrance.

KEYWORDS: fraternity, the Mediterranean, Boka Navy, tradition, circle dance, culture of memory, identity
RESEARCH METHODS AND TOOLS FOR A NON-PARAMETRIC DATA ANALYSIS

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CONFERENCE TOPIC:
Education

ABSTRACT
The diversity of research methodologies and tools for analysis of data bring today’s business analytics to uncertainty in the selection of the most appropriate method for analysis of data and for further decision making. Moreover, business today must run in accordance with high speed competition requirements to make the quickest, the most proper, and the most beneficial decision. So, today’s business is faced with questions on characteristics of data, on methods of analysis which are the most appropriate for certain data sets. This paper considers the characteristics of non-parametric type of data, and some proper methods for analysis of such data.

There is a saying that „the proper setting of a problem results in a successful decision”, so it is possible to spread that saying to analysis of data sets – the proper understanding of the data set is followed by or resulted in a choice of analytical methods and tools. Especially in the today’s era of the importance of data it turned out that the good understanding of the data results in good data analysis, hence good decision making. There are many analytical methods and tools available today, applicable to different data types including non-parametric data, which are considered in this paper.

Lack of data or small sample data, unknown distribution of data, nominal, ordinal character of data, skewed data that make the median more representative – all these data features point to a non-parametric data character. There are known methods of such data analysis. In this article there is a set of the examples of utilization of non-parametric data analysis methods.

KEYWORDS: parametric data, non-parametric data, rank, correlation, Spearman’s rank correlation method, Kendall’s tau-b method
STAND-ALONE ENERGY SYSTEM
APPLICABLE FOR ISLANDS

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CONFERENCE TOPIC:
Renewable Energy Sources

ABSTRACT
A small-scale stand-alone renewable hydrogen energy system has been installed at the Faculty of Electrical Engineering, Mechanical Engineering and Naval Architecture, the University of Split. The system consists of a wind turbine (1.4 kW), PV panels (1.6 kW), batteries (8 kWh), electrolyzer (2.4 kW), hydrogen storage, fuel cell (1.2 kW), DC/DC inverter (1.2 kW), control unit and programmable DC load. Electrolyzer can operate directly on variable power produced from renewable energy. It can deliver hydrogen at pressures up to 30 bar, so no hydrogen compressor is used. The purpose of this system is to study and optimize control strategies for energy management.

If the system needs to satisfy not only power demand but also heating and cooling, an air-source heat pump may be added to the system. In that case the system also includes heat recovery from the fuel cell and from the heat pump when working in the cooling regime. The system may be sized to satisfy daily power, domestic hot water and space heating and cooling needs of a single-family house in a Mediterranean climate throughout the year. In addition, the system may be sized to generate additional hydrogen fuel which may be used to power a vehicle or a boat.

As the system is fully scalable it can be sized for a house, a village or an entire island, providing complete energy independence

KEYWORDS: photovoltaics, wind turbine, electrolyzer, hydrogen, fuel cell, heat pump, heat recovery
SUSTAINABILITY INDEX BASED ON EMERGY ANALYSIS

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CONFERENCE TOPIC:
Sustainable Development

ABSTRACT
Sustainability is a key requirement for life on islands and their development. Every human (economic) activity has an effect on the environment. Sustainable development therefore tends to maximize the economic activity and minimize its environmental impact. A sustainability index based on emery analysis is suggested here as a measure of sustainability of human activities in a closed system such as an island. Emergy is defined as the energy of one type (usually solar energy) required in transformations to generate the flow or storage of energy, materials, services, assets, and even money. It is not surprising that solar energy has been selected as the basis or the unit of emergy, because it is the only energy that enters the boundaries if Earth is considered as a system, and all other energy forms (wind, hydro, or even fossil fuels) have their origin in solar energy or their equivalent in solar energy can be calculated (for geotectonic processes and gravitational energy).

Emergy Yield Ratio (EYR), defined as the total emergy of inputs to a system divided by the imports from the larger economy, evaluates the level of integration of an activity within its surrounding human context. Environmental Loading Ratio (ELR) defined as the total emergy value of non-renewable and invested resources divided by the emergy value of renewable ones, reflects the intensity of human development around the exploitation of environmental resources. Emergy Sustainability Index (ESI), which evaluates both environmental and economic compatibility of a system, is then simply a ratio of these two indices. An example of an Emergy Sustainability Index calculation for an island will be presented. The Emergy Sustainability Index is suggested as a valuable indicator for evaluation of the intended economic activities on islands. Clearly, higher ESI refers to a more sustainable system.

KEYWORDS: sustainability index, emergy, emergy yield ratio, environmental loading ratio, closed system, economic activity
REPRESENTATION OF MEDITERRANEAN ISLANDS IN VIDEO GAMES

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CONFERENCE TOPIC:
Arts and Literature

ABSTRACT
This paper analyses the representation of Mediterranean islands in video games. It argues that blockbuster games use the Mediterranean as a setting rarely, and mostly from past periods in which the Mediterranean had a prominent place in the world history and during great wars and conflicts. Most notable examples are games that are set in ancient Rome and Greece (e.g. Assassin’s Creed: Odyssey) or during the Allied invasion of Sicily in World War II (e.g. a few Call of Duty games). The contemporary Mediterranean, and Mediterranean islands specifically, are represented in video games predominately through themes and narratives that already have a big impact in popular culture. Most notable of those themes that are well established in popular culture is organized crime and the Italian Mafia, so setting up some segments or levels of mobster themed games like Mafia II or The Godfather on Sicily is no surprise.

This paper proposes another path in designing video games, aimed mostly at independent developers, which could use the Mediterranean island setting for promoting tourism and the true contemporary Mediterranean culture and identity. Using a series of games that are centered on exploration of the Italian island of Capri (first one: A Quiet Weekend in Capri, 2004) as an example, this article shows how video games can promote the Mediterranean identity and make those islands visible as a tourist attraction worldwide.

KEYWORDS: video games, Mediterranean islands, representations, narrative, indie games, identity
THE CHURCH AT SCHOOL

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CONFERENCE TOPIC:
Education

ABSTRACT
The research I want to present is based on a survey conducted in 2013, when I started as a teacher at Mediensis Technical College, in Mediaş. Around Christmastime, I challenged the students to write a letter to God to express reasons they would give Christ to be born or not to be born in that year. Initially, I intended to gain a better insight into their thinking concerning the personal relationship we need to have with Christ, but I learned that over 73% of the students had one or both parents working abroad, were home alone or left to the care of relatives or neighbors. The percentage surprised me and I was determined to start a project that would develop the interpersonal relationships, offer them the confidence that God is always with them, and especially, keep them close to school. The St. Hierarch Andrei Șaguna Chapel, the students’ masterpieces contributed to the development and improvement of personal skills in the religious practice. The students were helped not just to discover their spiritual identity, to practice corporate prayer, but also to enhance their talents, abilities and to develop new cognitive, affective and psychomotor skills. The purpose was both, an educational and a religious one, looking to transform a simple classroom into a church according to the real canons, developing joy, respect for holy things, active involvement in the church in the lives of the participants.

KEYWORDS: students, church, school, education, classroom
CONCEPTUAL-NARRATIVE FRAMES AS A TOOL FOR MEDIA IMAGE BUILDING OR HOW MEDIA IN CROATIA SHAPE IMAGES OF CROATIAN POLITICIANS

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CONFERENCE TOPIC:
Media and Communication

ABSTRACT
Media texts can be a kaleidoscope of reasoned and unsubstantiated speeches, different ways of using narratives with the intention of image building of politicians. The manner in which narratives are used may indicate the critical areas in which the media texts resort to some tricks and treats with the intention of image building. Media do not only transmit information shaped by rational and analytical discourse, but transfer conceptual narrative frames based on emotional argumentation as well. This paper emphasizes the analysis of image building of the two presidents of the two largest Croatian political parties, Croatian Democratic Union (HDZ) and the Social Democratic Party of Croatia (SDP), Andrej Plenković and Davor Bernardić in the period of two months after the Presidential Election in Croatia 2020. The paper is theoretically based on the seven master myths which according to Jack Lule (2011) can be read in media texts no matter the medium. The purpose of this paper is to develop a model for analyzing the mode of conceptual-narrative frames as a basis of the media image building. Based on Lule’s theory a model of the synergy matrix was designed for the purpose of the research and analytical matrices were used as a research tool, with which a qualitative analysis was conducted. The aim is to show the implications of this model on a random sample of the media texts with the topics regarding Andrej Plenković and Davor Bernardić. The results suggest that the master myths within the conceptual-narrative frames are an effective mechanism for positive and negative image building.

KEYWORDS: conceptual-narratives frames, media image, political communication
CROATIA AND CROATIAN IDENTITY IN GERMAN LANGUAGE TOURISM TEXTBOOKS

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CONFERENCE TOPIC:
Education

ABSTRACT
This paper evaluates the use of metaphors for the terms „the Republic of Croatia“ and „the Croatian identity“ found in textbooks for Tourism Management written in German by Nevenka Blažević (Deutsch im Tourismus 1 and Deutsch im Tourismus 2). Using the principles of cognitive linguistics and communication theories as the theoretical background, the paper deals with practical realization of the use of metaphors in the context of promotion of Croatian tourism and heritage in order to create and uphold the Croatian identity. The purpose of this paper is to show the context within which the terms „Croatia“ and „Croatian identity“ can be found, using a language analysis model that views discourse through a prism of synergetic effects through the use of both semantic and contextual language. For the purpose of this research, a synergetic matrix model was created, while the research tools included analytic matrices for qualitative analysis of the content of texts in the aforementioned textbooks. The key findings from this research show that the analyzed texts are dominated by metaphors based on personification that are frequently used as affirmative reference to the Republic of Croatia and Croatia’s identity.

KEYWORDS: Croatia, Croatian identity, textbooks for tourism management, language analysis, metaphors, synergetic effects
WRITERS OF THE EARLY MEDIEVAL DOCUMENTS ON THE EAST ADRIATIC COAST

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CONFERENCE TOPIC:
History

ABSTRACT

The activities of the early Medieval notaries began to professionalize in the cities on the east Adriatic coast in the latter half of the 12th century along with the simultaneous enhanced production of written documents, so there was an increased need for notaries. The impact of this professionalization is visible in the fact that the activities of the same notaries in the cities, first in Zadar, and then in Split, Dubrovnik and Rab, can be traced for many years and even decades. Their title was also standardized as a “municipal notary” and they were usually church members, most commonly deacons. Another period of great interest was from the beginning of the document recording in the second half of the 9th century until the end of the 11th century, which has a close correlation with the political situation when Croatia was ruled by national rulers. The research was extended to the later period too, namely the end of the 12th century, when the titles and social class of the notaries were pretty much standardized.

In the first period the titles designating their occupation differ a lot among the notaries themselves, as well as their social position, ranging from the lowest ladder of clerical orders to bishops. However, it can be concluded that the social markers of notaries are much more commonly used compared to their business activities. Registrars of documents much more commonly indicate their position within the ecclesiastical hierarchy beside their name rather than the notary labels.

An effort has been made to question whether all of them belonged to ecclesiastical ranks, and to examine the possible connection between the person who requested the document and its notary.

KEYWORDS: East Adriatic coast, notaries, documents, (Early) Middle Ages, medieval Latin
SOCIAL COHESION IN THE CROATIAN ADRIATIC: A COMPARATIVE ANALYSIS OF THE DIMENSIONS OF SOCIAL COHESION IN ISTRIA AND DALMATIA

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CONFERENCE TOPIC:  
Culture and Tradition

ABSTRACT
There are multiple definitions of social cohesion, both scientific and political. Thus, the concept of social cohesion remains insufficiently defined and it is a subject to different definitions and interpretations; such as political which defines it as a term aimed at tackling social inequality, but primarily in economic terms (tackling poverty, unemployment ...). From a sociological point of view, social cohesion can be reduced to three basic dimensions: solidarity of society members, trust in the institutions of the society, and general sociability of its members. The main objective of the paper is to comparatively analyze the degree of social cohesion in the counties of the Croatian Adriatic. The analysis will be carried out through the use of secondary data collected in the European Value Study 2018 project. For the purposes of this paper, questions directly related to the theoretical determinants of social cohesion are used. Special emphasis is placed on analyzing and interpreting the differences between the counties of the Croatian Adriatic in terms of solidarity/trust/sociability with respect to some socio-demographic characteristics (salaries, employment, age, traditional/modern attitude) of the respondents, and the data obtained are critically interpreted and contextualized.

KEYWORDS: social cohesion, the Croatian Adriatic, European value study
A NARROW-GAGE FINANCIAL TRANSACTION TAX (FTS) IN THE EU?

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CONFERENCE TOPIC:
Business and Economics

ABSTRACT
A financial transaction tax (FTT) compares to a value-added tax on financial transactions and financial services. This differs from the financial activity tax (FAT) that is raised on profits of financial companies or on profit-related remuneration of financial managers. An FTT is neither necessarily related to a certain kind of financial transaction or service, nor does it have a clear assessment base or a certain tax rate. These are decisions to be made during political discourse.

Taxes, also an FTT, have the potential to reduce trading volumes. This can even lead to a closing down of markets that operated on small margins that can be devoured by an FTT. If such markets fulfill the economic assumptions of perfect competition, an FTT should be rejected by economic reasons.

The fiscal aspect of an FTT depends on the participating countries, the assessment base and the tax rate. The assessment base has already eroded, starting with shares, bonds and derivative products right after the world financial crisis, reaching a minimum compromise with only shares as an assessment base for the FTT. Negotiations are still ongoing so that even some exceptions from this assessment might be possible.

Experience has shown that an FTT leads to evasive reactions. Sweden and France know very well about that, and that might be a reason why Sweden does not participate in the in-depth cooperation. The cooperation still lacks a decision about the tax rate, they still have to negotiate about the distribution of the tax revenues, as the smaller countries within the in-depth cooperation fear that the bureaucratic cost of an FTT might exceed their proceeds from this project.

The successful implementation of an FTT – even only within the ten countries of the in-depth cooperation – seems doubtful.

KEYWORDS: assessment base, banks, Euro, FAT, financial activity tax, financial transaction tax, financial transaction, FTT, in-depth cooperation, stamp tax, tax, tax evasion, tax rate, transaction tax
OVERTOURISM IN ADRIATIC CROATIA REGION: THE PLITVICE LAKES NATIONAL PARK CASE STUDY

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CONFERENCE TOPIC:
Tourism

ABSTRACT
Lika-Senj County, specifically the Plitvice Lakes National Park, has all of the characteristics of overtourism connected to a rural area. Although one of the most undeveloped counties, with a large share of rural territory and incomplete transitional processes, Lika-Senj County has the potential to develop sustainable tourism. The county’s weaknesses can thus be seen as its primary developmental opportunity. Therefore, this paper is based on the theoretical concept of integral sustainability. In its first section, the desk method was used in order to analyse existing sources and documents relevant to understanding the concept of overtourism. The second part focuses on socio-cultural processes over the past two centuries that have led to the critical situation in which UNESCO is considering the reclassification of the Plitvice Lakes as an endangered heritage site. This is followed by an analysis of publicly available statistical data related to the structure of tourist arrivals in Croatia by county in 2017 and 2018. The goal of the paper is to highlight the negative processes that have led to the current state of overtourism development and to consider potential solutions.

KEYWORDS: overtourism, Plitvice Lakes, sustainable tourism, undertourism
NEGOTIATING IN A VUCA ENVIRONMENT

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CONFERENCE TOPIC:
Business and Economics

ABSTRACT
In view of the globalization of the economy, the increasing use of artificial intelligence, climate upheavals, technological advances, the introduction of disruptive business models, financial crises and frequent health epidemics are most likely contributing to the increasing complexity of negotiating business deals. To obtain a better understanding of the business environment they are operating in, negotiators can apply the VUCA concept (Volatility, Uncertainty, Complexity and Ambiguity). Negotiators can also refer to a new version of VUCA, which the writer proposes, better serves the field of negotiation by considering Vision, Understanding, Creativity and Adaptability. By taking the time to develop and continuously update this new VUCA model, negotiators will be in a stronger position to anticipate the future of their business as well as create value winning solutions.

KEYWORDS: global negotiations, negotiation styles, negotiation process, negotiation on the internet, intangibles, communications, VUCA
ABSTRACT

Purpose: Many rural and island areas in Croatia are economically neglected. Some of them have impressive local resources, intriguing customs, and striking natural beauties, which arouse certain interest of stakeholders, who initiate some economic activities, mainly in tourism and agriculture. However, the main issue is the quality of such activities. Is such development good for the environment and the society, to which extent it destroys key rural and island resources, is it sustainable at all?

While continental rural areas, closer to large cities, have the luxury of a year-round economic activity, island rural areas face some obstacles to sustainable development: the seasonal character of their attractiveness, due to weather conditions, lack of perceived opportunities for the younger population, aging population, poor access to resources and education.

In order to test the opportunities for sustainable entrepreneurship development in rural areas, a pilot social innovation – pop-up rural social innovative hubs – have been tested in Međimurje (Štrigova and Mala Subotica) and on island Vis (Vis and Komiža).

Methodology: A case study of pilot pop-up rural entrepreneurship hubs will be presented, in order to define potentially good practices in supporting and developing sustainable entrepreneurship in tourism and agriculture.

Findings: Innovative tools and models for supporting sustainable entrepreneurial ventures will be reviewed, in order to examine how useful and applicable they could be to strengthen rural tourism and entrepreneurship ecosystems, to measure their social impact and introduce poverty reduction opportunities.

Contribution: This review of good practices and their testing in the project Pop-up socially innovative rural hubs will serve as a starting point in designing proposals for sustainable rural development and recommendation for further implementation of the tested models.

KEYWORDS: sustainable rural and island development, pop-up rural hubs, social impact, social innovation, poverty reduction

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CONFERENCE TOPIC:
Arts and Literature

ABSTRACT
Following the so-called spatial turn in literary and cultural studies during the past decades, space was reconsidered as a result of discourses rather than as a given entity. On that condition, insular spaces and islands can be interpreted as a result of social activities and expressions of power structures, therefore materialising societal conditions and hierarchies. The proposed paper seeks to analyse Friedrich Christian Delius’s novel ‘Der Spaziergang von Rostock nach Syrakus’ – published in German in 1995 (English: ‘The walk from Rostock to Syracuse’) – in the context of questions around the discursive construction of insular spaces. In his novel, written just after the German reunification, Delius reconsiders the Mediterranean island of Sicily as the traditional place of longing often evoked in German travel literature during the 18th century, and inverts the established notion of the island in the Western imaginary, often considered as limited space representing isolation and remoteness (Moser 2005). He contrasts the geographical Mediterranean island to the political ‘island’ of the GDR with its clear borders, conversely constructing the ‘real’ island as a space of liberty without spatial limitations and thus suggesting a counter-discourse to the established European island imaginary. The proposed paper will discuss the construction of the geographical versus the political island in Delius’s novel and suggest a constructivist rather than an essentialist reading of the insular space.

KEYWORDS: delius, GDR, Mediterranean, spatial turn, German-language literature, insularity
MITIGATING THE AGENCY RISK IN OFFSHORE OUTSOURCING THROUGH THE TRANSFER OF PERSONNEL

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CONFERENCE TOPIC:
Business and Economics

ABSTRACT
We studied how the exchange of personnel between clients and offshore providers contributes to effective relational governance of offshore outsourcing. More specifically, the paper elucidates the associated mechanisms that explain how the exchange of personnel helps reduce agency risk, and synthesize them in an integrative framework. Further, the qualitative study shows the reasons bi-directional exchange of personnel takes place, and how their actions differ in function of the direction of the transfer. Based on that insight, we have identified three main mechanisms whereby expatriation helps reduce agency risk in offshore outsourcing – namely i) via a reduction in the information asymmetry between clients and offshore providers, ii) via the increased motivation of offshore teams to comply with clients’ expectations, and iii) via the empowered trust between clients and offshore providers. The study also points to a number of possible drawbacks client firms must account for when planning to send expatriates to offshore providers, which further explains that the reverse process of welcoming expatriates from offshore providers into the client organization holds significant potential to offshore outsourcing relations.

KEYWORDS: offshore outsourcing, expatriate, client-offshore provider relations, agency risk
THE CLIMATE CHANGE ON DALMATIAN ISLANDS

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CONFERENCE TOPIC:
Geography

ABSTRACT
Climate change is one of the leading topics all over the world. The term itself is often used without precise definition. Temperature change and global warming should not be identified with climate change. Climate on Earth is classified on the basis of more than one climate element. Thus, changes of one element do not always lead to changes in climate type. The Köppen’s climate classification is generally accepted. Temperature and precipitation are the most important climate elements for Köppen’s classification. This article takes into consideration the data gathered at four meteorological stations: Hvar, Lastovo, Vela Luka and Komiža. The data are analysed for climatological standard normals in 1981-2010 and 1991-2020. Following the recommendation of the World Meteorological Organization, climatological standard normals are compared to the reference normals with the purpose of detecting possible climate change (if any). This article investigates if the global changes affected the Dalmatian Islands at all. It was of high importance to determine the precipitation changes because of the strong vulnerability of any island areas considering the water-supply.

KEYWORDS: climate change, Dalmatian Islands, temperature, precipitation, climate classification, reference normals, standard normals, water-supply
ALL THESE WONDERFUL DISHES: OLDER PERSONS TALKING ABOUT GOOD DALMATIAN FOOD

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CONFERENCE TOPIC:
Culture and Tradition

ABSTRACT

In 2013 the Croatian Mediterranean diet was added to the list of 14 Croatian cultural domains in need of urgent safeguarding (UNESCO/Intangible Cultural Heritage 2013). However, the Mediterranean diet is not just a nutritional model but a complex socio-cultural system of food production, preparation, cooking, sharing and consumption (UNESCO/Intangible Cultural Heritage 2013). Furthermore, previous studies have shown that the household area has traditionally been defined as the feminine domain and food obtaining and meal preparation have been predominantly considered as a women’s job within the domestic division of labour (Kramer 2011; Wharton 2012; Ivanišević 2017). According to Kemmer (2000), food research should not marginalize men’s share of food procurement and contribution and make their experiences invisible. Apart from gender and gender roles, every meal includes some other dimensions because food functions as an „intrinsically multilayered and multidimensional subject” (Holtzman 2006, p. 362). The question is, what are the social, symbolic and cultural meanings of traditional Dalmatian food and meals for older people, the perennial inhabitants of Zagreb, originally from Dalmatia? Based on in-depth interviews, the authors analyze experiences, understandings, interpretations and meanings of Dalmatian food from the perspective of older people and their life narratives. Lastly, this analysis gives further insights into the well-known critique of the UNESCO intangible cultural paradigm operating more as an elite-driven competitive global concept than as a tool for cultural safeguarding and inclusive development (Matta 2016).

KEYWORDS: Dalmatian food, cooking, gendered division of labour, older persons, interviews, qualitative methodology
DEVELOPING SERVICES WITH SMEs ON EUROPEAN ISLANDS

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CONFERENCE TOPIC:
Tourism

ABSTRACT

The project VISIT (Erasmus+ Strategic Partnerships) focuses on improving conditions for tourism on European islands. The project has been cooperating with SMEs and regional tourist offices on specific islands. The cooperation consists of developing new services with the SMEs and offering them training for future benefits and development.

Seasonal changes are an issue for islanders (Ioncica et al 2015:498), and Buhalis notes that the quality of tourism products is negatively influenced by the tourists willing to spend less, while the number of tourists increases (1999:341). The islands suffer economically because of this dilemma. Porter, 2001, Mei, Arcodia & Ruhanen, 2012, note that innovations can influence this situation.

One of the major outputs in the project is VISIT Online Community, which is an online space on a platform and can be accessed after registering for free. This online community offers any visitor training in how to develop and innovate services using Design Thinking methods and in how to be a sustainable entrepreneur. The trainings enhance customer understanding for the entrepreneurs. In addition, the entrepreneurs can learn how to design customer-centered services. The community also offers a space where entrepreneurs, universities, their staff and students can cooperate on smaller projects and share information on job offers, internships, etc.

The aim of VISIT is to provide new service ideas to SMEs on islands which can be offered even out of season. The situation with climate change might change the major seasons in Europe, if summers become hotter. Then businesses need to be prepared to work longer after the main season.

KEYWORDS: DesignThinking, online, sustainable, SME, entrepreneurship, tourism, innovation, EU, islands, cooperation
THE ROLE OF MEDIA IN „ENVIRONMENTAL COMMUNICATION“: REPRESENTATION OF THE LEX LNG IN CROATIAN DAILY NEWSPAPERS

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CONFERENCE TOPIC:
Media and Communication

ABSTRACT
Lex LNG (LNG Terminal Act) was adopted on 14th June 2018 despite the fact that it caused a whole series of controversies. Croatian media intensively wrote about the conflict of interest of the author of the Lex and that floating LNG on Croatian island Krk was not mapped in the spatial plan of the county. Croatian journalists were pointing to disputed property and legal relations, emphasized an extremely long maritime concession period for low concession fees, as well as a series of open environmental questions and questionable public interest in this project. Given the fact that the media in environmental communication according to Cox (2013) have a pragmatic (informative and educational) and constitutive role (construction and representation of environmental attitudes as subjects of knowledge), this paper analyses media representations of the Lex LNG and explores the pragmatic and constitutive role of media in environmental communication. A qualitative and quantitative analysis of the content of the papers from the Vecernji and Jutarnji list was conducted from mid-January to mid-July 2018 on the topic of LNG terminal on island Krk. In total, 15 articles from the Jutarnji List and 23 articles from the Vecernji List were analyzed. A particular emphasis was on a media agenda setting, the ability or power of the media to focus certain political, economic and social problems on public interest and give it meaning. A preliminary conclusion is that the Jutarnji and Vecernji list did not seize the opportunity for constitutive coverage of this topic, which may indicate the general orientation of these newspapers towards pragmatic functions in the field of environmental communication.

KEYWORDS: LNG, Lex LNG, environmental communication, media, agenda setting
THE RISE OF NAUTICAL TOURISM IN THE KORNATI NATIONAL PARK

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CONFERENCE TOPIC:
Tourism

ABSTRACT
Because of its intensive connections with maritime and navigational activities, it is very difficult to define nautical tourism. It is a specific form of tourism that includes tourists traveling by water, sea or river and their consent to the marinas and ports. According to statistics nautical tourism is taking an increasingly significant place in the overall Croatian tourism. As stated in the studies, nautical tourists spend more than other types of tourists. As well as the whole tourism industry, nautical tourism is highly vulnerable to external impacts. The worldwide outbreak of COVID-19 has brought the world to a standstill, and tourism has been the worst affected of all major economic sectors. This paper aims to show how much nautical tourism in the Kornati National Park has been affected by corona crisis.

KEYWORDS: nautical tourism, tourism vulnerability, corona crisis, COVID-19, Kornati national park
RELIgIOUS PRACTICES OF RENOWN CROATIAN ATHLETES IN THE DIAspORA

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CONFERENCE TOPIC:
Sport

ABSTRACT
Renown Croatian athletes from diaspora often give many interviews where they talk about faith and religion, and the importance and stability it provides to their professional and private life. Most of Croatian athletes in diaspora keep their traditional Roman-Catholic religion, according to their homeland tradition. The reasons for this are many, and can be viewed through both family upbringing and nurture, as well as the fact that many of these athletes spent time in the Croatian diaspora communities in the countries they lived in. These communities are mostly organized by local churches and held on their premises. One of many aspects we researched through the interviews with Croatian athletes in diaspora, is what their religious practices are, why they have chosen to follow a certain religion – by personal choice or because most of their community does so.

KEYWORDS: sport, the Mediterranean, religion, athletes, renown, diaspora
SOME LEGISLATION ASPECTS OF HATE IN CROATIA MASS MEDIA

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CONFERENCE TOPIC:
Media and Communication

ABSTRACT
The maintenance of a democratic system presupposes open communication and a wide range of cooperation between social participants, which requires the atmosphere of mutual understanding and the feeling of civic duty and solidarity with others. Precisely that is the reflection of the correlation between trust and public communication. In contemporary democratic societies it is impossible to have a political public debate without the media as the means of mass communication. In this thesis, an effort is made to draw attention to a strong presence of hate speech in Croatian public space and the rhetoric of persons who represent and support public interests. Legislation relating to the definition of hate speech itself and application of legal provisions were examined in particular detail. In order to understand the elementary questions of what hate speech signifies, historical details of the origin and consequences of hate speech are presented through a series of selected case studies.

In its essence, this thesis deals with the issue of hate speech from several aspects by trying to show devastating and destructive consequences of hate speech for an individual, a group or a society as a whole, through several individually conceived units.

KEYWORDS: hate speech, culture of hate, history of hate speech, legislation, hate crime
FOREIGN LANGUAGES AND HIGHER EDUCATION CURRICULA OF HEALTH STUDY PROGRAMMES – STUDENT NEEDS AND CURRENT STATUS OF LANGUAGE COURSES

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Sanda Marjanović, University of Applied Health Sciences, Croatia
Nikola Novaković, University of Applied Health Sciences, Croatia

CONFERENCE TOPIC:
Education

ABSTRACT
The aim of this study is to examine the availability of studying foreign languages in higher education institutions offering study programmes for health professionals. Firstly, the study provides an overview of the languages offered by the institutions and their syllabi – number of lessons, lesson types, number of ECTS credits they carry and learning outcomes.

Secondly, the study presents the results of a survey conducted among language lecturers at these higher education institutions in order to ascertain the lecturer’s opinions and attitudes regarding the language needs of students and the status of foreign language courses at their institutions.

Having in mind the importance of preparing students for continuing their study abroad, the demands of internalization, the European labour market, free labour mobility, and tourism (for example, health tourism as its growing branch), the general value of foreign language skills cannot be overstated.

KEYWORDS: foreign languages, health study programmes, student needs, survey, lecturer attitudes
RIJEKA – THE PUNK AND NEW WAVE CENTER OF THE MEDITERRANEAN

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CONFERENCE TOPIC:
Arts and Literature

ABSTRACT

Rijeka and its punk, new wave, and rock scene holds a special place in the context of the rock music scene of the former Yugoslavia, and of course, Croatia as well.

Its significance is similar to that held by the English city of Manchester and its music scene in Britain, Europe and perhaps, the world.

The root causes of the development, specificity, and significance of Rijeka, as a powerful punk and rock center, are not only the influx of information from the West into Rijeka as a port city, good contacts with a strong punk scene of similar sensibility in Ljubljana, and the talent and enthusiasm of young people – the protagonist of the Rijeka scene – and a distinct political and social background the self-governing socialism of the time in the former Yugoslavia gave rise to one of the most interesting rock scenes in this part of Europe.

There was also an urban nucleus of young people who formed a kind of subcultural movement, that is, a youth counterculture, which on the one hand was a quintessential conflict with the parental culture and on the other hand, created a new model of living in which rebellion, relentlessness, and passion intertwined with enthusiasm and crossing the boundaries of freedom and creativity. It is no coincidence that the beginnings of Croatian and Yugoslav punk and new wave is officially considered the first performance by the Rijeka band PARAF at a New Year’s Eve party on December, 31, 1976.

This paper attempts to answer questions about the causes, consequences, and the meaning of Rijeka’s punk and new wave, which is one of the most authentic pop culture phenomena in the Mediterranean in the past 50 years.

KEYWORDS: punk, Mediterranean rock, new wave, pop culture, youth, Mediterranean center
SECURITY AS A FACTOR OF INFLUENCE ON TOURIST DEMAND ON THE EXAMPLE OF THE CITY OF ZAGREB

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Nataša Jeličić, VERN’ University, Croatia
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CONFERENCE TOPIC:
Security

ABSTRACT

The need for security is one of the basic human needs. Security in tourism sector is not motivated solely by global reasons because no one can guarantee absolute security. For this reason, it is often emphasised that security is a precondition for growth and development of every economic activity. The realization of economic processes, especially processes in the tourism industry cannot be realized without economic security. The attractiveness of a tourist destination can also be affected by negative consequences when there is a lack of safety which can be found from a personal to a national level. Therefore, attractiveness of a tourist destination is affected by various threats, risks or crisis. By increasing the number of employees and achieving an increasing share in GDP in the overall economy of the Republic of Croatia, one can conclude that tourism is one of the most important economic activities and an economic power that generates further growth and development. This is why safety in tourism has become a necessity that needs to be secured for the tourist and within the tourist destination. Tourism security should be provided from the start of the travel, during the whole stay in a tourist destination until the return of the tourist to the starting location.

The purpose of security in tourism is not only to provide protection of tourists but also to ensure the safety of a tourist destination. The process of providing the service is not a one-off period but it is permanent and covers different services and products. This paper aims to show how much the security factor affects the tourist demand for the destination, in this case the City of Zagreb.

KEYWORDS: security, tourism, destination, management, city of Zagreb
TRANSFORMATION OF THE OLD MEDIA INDUSTRIES UNDER THE PRESSURE OF A POSTMODERN SOCIETY

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CONFERENCE TOPIC:
Media and Communication

ABSTRACT
The “old media” industries developed in parallel with the development of modern society in the 20th century. Within the “old media” industry, individual media industries or media sectors have evolved as a result of the divergence of production processes and distribution channels. The process is global and shows no difference in trends, in the Mediterranean area as well as in the northern countries. The aim of this paper is to highlight the changes that have taken place in the media industry in the 21st century, as a consequence of the digitization of content production and distribution. The digitalisation and convergence of the production process has directly influenced the development of “new media” industries. Post-industrial society was a direct support for the disruptive action of new media industries within the already existing media market. New media industries developed in parallel with the development of a postmodern society and strongly influenced the development of the blurred borders of media industry. The comparison of revenue of the old media industry, the gaming industry and the music streaming industry raises the question of the comparison and calculation of revenues of different sectors of the media industry. New media industries utilize the existing infrastructure of the old media industry, but the business process paradigm has been adapted to post-industrial society and management strategies for the 21st century.

KEYWORDS: gaming industry, media industry, music streaming industry, postmodern society, post-industrial society
FROM THE MEDITERRANEAN TO THE LA PLATA RIVER: A STATE OF THE QUESTION ABOUT MIGRATORY PROCESSES BETWEEN CROATIA AND ARGENTINA

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CONFERENCE TOPIC:
Migration

ABSTRACT
The migratory processes between the Mediterranean and the Río de la Plata constitute an event of crucial importance for the development of the societies involved. Since the end of the 19th century, the physiognomy of the towns and cities involved in these processes has been directly affected by these migrations. In the study of these migratory flows, two characteristics have been highlighted: the primacy of historical and factological approaches and the fragmentation between the research carried out in the countries of origin and those carried out in the receiving societies. In recent years, however, more totalizing efforts have been developed to address the migration phenomenon in a more integrated way, which entails a more thorough analysis of the factors of expulsion and attraction, that is, of complex historical, economic, social, political and cultural processes that are at the base of these migratory phenomena. Within this perspective, the objective of the present work is to present an exhaustive range of questions about the migratory processes between Croatia and Argentina, putting the focus on sociological and anthropological investigations that explore new aspects of those migratory processes. In this regard, the question of identity definition as a central articulator of the human experience in modern societies is particularly interesting, in relation to the national identity narratives built by the States throughout the twentieth century and its modifications at the beginning of the 21st century. From a comprehensive paradigm, the methodology used was the critical-interpretative analysis of the existing bibliography and, especially, the discernment about the analytical variables constructed in the investigations to account for the identity phenomenon in these migratory processes between the aforementioned countries.

KEYWORDS: migration, identity, nation state, the Mediterranean, La Plata River, Croatia, Argentina
DIFFERENCES IN WELL-BEING INDICATORS BETWEEN PARENTS AND CHILDLESS PARTICIPANTS LIVING ON THE NORTH ADRIATIC COAST AND CENTRAL AND SOUTH DALMATIA

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CONFERENCE TOPIC:
Demography

ABSTRACT

The question of birthrate is one of the main concerns in Croatia nowadays, as the country is facing negative natural increase and growing emigration. According to the data of Croatian bureau of statistics, south and central Dalmatia (SCD) had the highest number of born children per number of residents in 2018, while that ratio is the lowest in the north Adriatic region (NAC). As the research shows, some factors like job or living standard may influence one’s decision to postpone parenthood, we were interested to explore possible differences in well-being (WB) between the two regions.

For the purpose of this study, data from the second round of online Croatian longitudinal study on well-being was used. Results on overall life satisfaction (LS), happiness, satisfaction with specific domains and demographic variables were used. Out of the total sample (N=2447), four subsamples were formed: parents (N=136) and childless participants from NAC (N=152), and parents (N=120) and childless participants (N=154) from CSD. Regardless of the region, subsamples mostly consisted of educated, employed and married women, with parents being older by age (average age 52) and childless participants younger (average age 34).

The results indicated that there was no difference in most of WB indicators between participants, regardless of the region or parental status, but NAC parents expressed the lowest satisfaction with health, while CSD parents with safety. Regression analysis showed that demographic characteristics and satisfaction with specific life domains explain between 63% (CSD parents) and 73% (CSD childless) of the LS variance. Among childless participants in both regions, satisfaction with standard and achievement were important predictor of LS. Job satisfaction was important for LS of both parental
subsamples, but among CSD parents significant contributors were additionally income, life standard, safety and love. Results and practical implications will be discussed in the framework of Erikson’s development theory.

**KEYWORDS:** well-being, life satisfaction, parenthood, birthrate, the Adriatic coast, Dalmatia, CRO-WELL
ZADAR ISLANDS, CROATIA, BETWEEN EXTINCTION AND RECONSTRUCTION OF POPULATION AND SCHOOLS

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CONFERENCE TOPIC:
Geography

ABSTRACT
The article is a contribution to complex geographic and social research of the Croatian insular area. Zadar County, with its Adriatic Sea islands, islets and reefs is one of the most attractive parts of the Adriatic Croatia and the Mediterranean as well. That is the Northern Dalmatian insular area and Middle Croatian coast that belongs mostly to Zadar County, just very little to Lika-Senj and Šibenik-Knin Counties. Zadar Islands number about 140 mostly small islands and islets, only 15 permanently inhabited inside 40 settlements. It covers islands Silba and Pag on NW to Vrgada and Dugi Otok on SE.

The paper analyses the main reasons of population decrease and the closing of schools on Zadar Islands. The littoralization process along the coastal area and larger islands influenced the moving of population and economic activities to the coast. Bridged islands connected to the mainland lost their formal and functional insular characteristics partially or completely (Pag and Vir). The largest problems associated with smaller, less populated and distant islands started during agrarian crises that caused overseas emigration at the end of the 19th and beginning of the 20th century. Consequences of the two World Wars and economic crises during the 20th century, accompanied by deruralization and deagrarization of insular areas, as well as the urbanization and industrialization of the Croatian coastal area stimulated emigration from islands too. Negative trends continued at the beginning of the 21st century excluding Pag and Vir islands.

The contemporary situation of remote small islands enables necessary normal work conditions for primary schools as well as for their small elementary branches. The number of abandoned primary schools has been increasing permanently, and only secondary school exists in Pag town (Pag Island).

KEYWORDS: Zadar Islands, emigration, schooling, schools, loss in number of children, Adriatic Croatia
KARST FIELDS (POLJES) OF LASTOVO ISLAND, CROATIA, ON TOPOGRAPHIC MAPS (1:25,000)

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CONFERENCE TOPIC:
Geography

ABSTRACT

Karst Fields (Poljes) of Lastovo Island, Croatia, on Topographic Maps (1:25,000)

In the paper, the author considers the graphical depictions of the Lastovo Island karst fields on older and newer topographic maps (1: 25000) from the 19th and 20th centuries. Lastovo is the sixteenth by area, and only eighteenth by population among Croatian islands (2011.). It belongs to the South Dalmatian islands within the Dubrovnik-Neretva County (Adriatic Croatia) and including its associated islands and islets it makes a separate municipality covering 56.00 km2 (Lastovo itself 40.82 km2) with 792 residents (2011). The carbonate relief with many karstic forms (caves, abysses, cliffs, rocks, karst fields, creeks etc.) prevails. Although relatively small, the fields are an important geomorphologic phenomena in the karst relief of Lastovo and since ancient times they have had a great importance for settling, living and survival of the inhabitants and their settlements. On Lastovo there are almost forty small karst fields (Vino polje, Nižno polje, Šupalj do or Šipanj do), Zle polje, Žegovo polje, Dubrava – Lokavje – Ždrijelo – Peržina, Hrastovo polje, Bozonji do, Volji dolac, Uresovi dolac, Duboke, Prgovo, Čuća(l)j do, Barje, Kal, Kosovo, Udovin do, Velja lokva, Vrs (Uresov) do, (U)Dovin do, Studenac, Poljice, Kruševa njiva, Gornji Portorus, Portorus, Dosibje do, Radaš do, Veliko dolce, Malo dolce, Pršnaš do, Zle polje (Ublji)). Regardless of their importance, they are rarely depicted on topographic maps, except in those of 1: 25,000, from the Habsburg Empire (1869-1887) – Third Military Survey 1: 25000 to the contemporary topographic Croatian DGU maps with multiple field markings. Special considerations are given to the field names and the contents within the fields (cultivated areas, culture, appearance of water, drywall, constructed objects, etc.), to the hipsographic features, contact zones around the fields features, belonging to settlements on the island etc.

KEYWORDS: Lastovo, karst field (polje), Adriatic Croatia, Dubrovnik-Neretva County, topographic map
INFORMATION LITERACY – AN IMPORTANT FACTOR OF QUALITY HEALTH CARE ON THE ISLANDS

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CONFERENCE TOPIC:
Public Services

ABSTRACT

Information literacy is the ability to identify key information, to find that information, to analyze information, and to effectively use the information collected to make good decisions. Information literacy is used as a tool for achieving information literacy. Computer literacy involves knowledge of office tools, information systems management, Internet browsing and the use of electronic mail.

The purpose of the research: to show the purpose of information literacy with the help of information tools in the health care of islanders. The aim of the research: to show how telemedicine, eHealth (eRecepts, e-Findings, e-Newborns) and the reservation system help patients. Methodology: justify the objective of the research by reviewing the literature in the study area and case study based on one hospital. By comparative analysis of work without and with the support of ICT, to accurately show the difference in the speed of work and the reduced number of patient arrivals only because of raising findings or arranging appointments.

KEYWORDS: literacy, computer literacy, telemedicine, eHealth
CRAFT BEER SENSORY ACCEPTANCE AT MEDITERRANEAN SUMMER TEMPERATURES

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CONFERENCE TOPIC:
Agriculture and Fisheries

ABSTRACT
Craft beers are characterized by a specific regional aroma derived from the raw material, yeast, and the brewing process. It is mostly produced using the upper yeast fermentation process or even by spontaneous fermentation. In the last decade, the increase of craft beer availability in Croatia leads to the proliferation of popular brands among young consumers and the female population. An increase of craft beer consumption has been recorded in the southern, Mediterranean European region also. This is a result of a global trend that has an influence on a specific „local“ taste. However, craft beers purport the use of new varieties of hops in various combinations, as well as other atypical spices which add a larger quantity of polyphenols that change the degree and profile of beer’s bitterness. In this study, we analyzed the relationship between the ambient temperature (summer and winter) and the beer’s sensory preference for consumers. Five different beer styles were analyzed according to their sensory profile and preferences (lager (LB), pilsner (PB), Weizen ale (WAB), Indian Pale Ale (IPA) and ale citrus-flavored beer (CAB). A panel of 15 untrained tasters was used. German pilsner, and most preferably wheat ale (Weizen ale), with the most desirable style showing less bitterness and less turbidity and polyphenol content were selected as the most desirable beer styles.

KEYWORDS: craft beer, consumers, preference, Mediterranean climate
THE IMPACT OF GLOBALIZATION ON
THE CULTURE OF HELPING

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CONFERENCE TOPIC:
Culture and Tradition

ABSTRACT

Small remote places on the Adriatic coast have managed to survive in these areas for hundreds of years primarily because their inhabitants were oriented towards each other. Due to the isolation and remoteness the culture of helping arose out of a need and became part of everyday life in these areas. People relied on each other and knew they could count on the help from fellow citizens when needed.

The impact of globalization is increasingly affecting these places and has an impact on their way of life. What has sustained the life there over the past centuries is now being called into question by the growing influence of globalization. This is especially pronounced during the summer months when these small areas triple their population because of the incoming tourists.

The different annual life dynamics seem to present a real challenge for preserving the culture of helping in these areas. This paper will explore the impacts of globalization on the culture of helping that are particularly prominent during the summer months.

KEYWORDS: helping, culture, globalization, tradition
REPURPOSING A PLASTIC PROCESSING PLANT IN GROHOTE ON THE ISLAND OF ŠOLTA

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CONFERENCE TOPIC:
Sustainable Development

ABSTRACT
The project consists of the transformation and repurposing of an old and abandoned factory in Grohote, the oldest and largest settlement on the island. The building complex is 2185.20 sqm on a plot area of 4649 sqm. The robust building is strategically located near the church and the old town.

The factory’s history dates back to 1959 when the site was a daily destination for many of the local people and had a considerable impact on the social, economic and environmental welfare of the island.

This adaptive re-use project presents several challenges including its relationship to the tourism economy, issues with architectural renovation, a necessary interdisciplinary content creation effort and its relationship to the local community.

The goal of the project is not only to create another new and pleasant tourist complex but to create a collaborative platform with and for the local community. A place not only targeting tourists and foreigners but also creating a space for locals to gather and socialize. The project will achieve this by creating a mixed-use program that not only offers accommodation but also educational, cultural, sporting and culinary facilities that emphasize and promote the character of the island of Šolta and the region of Dalmatia.

Abandoned and neglected industrial areas represent a significant potential of transformation that is a vital mechanism for sustainable development and an important generator of positive impact on the economic strength and social security of the local community.

Similar examples of these transformations can be found around the world and will be outlined in the presentation.

KEYWORDS: environment, tourism economy, tourists, locals, welfare, island, region, sustainable development, transformation, repurpose
DESTINATION IMAGE COMPARISON OF FIVE CROATIAN ISLANDS

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Maja Kolega, VERN’ University, Croatia

CONFERENCE TOPIC:
Tourism

ABSTRACT
The main goal of this research was to compare destination images of five Croatian islands (Krk, Lošinj, Pag, Hvar and Vis). The islands were chosen among the twelve largest and most visited Croatian islands, based on their distinctiveness tested through preliminary study. The anonymous questionnaire, measuring different attributes of destination image (entertainment, culture, gastronomy, nature and pricing) was given to a sample of students from various study programmes. Participants had to appraise the destination image for each island, and then to rank islands on each attribute, in order to measure their relative destination image. A relative destination image could differ from the absolute image and be of crucial importance in choosing a particular destination, especially when choices are limited due to financial or other obstacles. The obtained results were compared and discussed regarding previous participants’ experiences in visiting a particular island. Additionally, for the participants who didn’t have direct visiting experience, the main sources of perceived destination image were analysed. According to the results, practical implications for targeted marketing management of future island destination image were given.

KEYWORDS: relative destination image, managing destination image, Croatian islands
RELATIONSHIPS BETWEEN MOTOR ABILITIES AND KINEMATIC CHARACTERISTICS AND RESULTS IN 60m HURDLE RUNNING

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CONFERENCE TOPIC:
Sport

ABSTRACT
The purpose of this paper is to, based on measuring, determine the influences of some motor abilities and specific kinematic parameters on the result of 60m run with hurdles. For this purpose, on the sample of 10 female cadets aged 11 – 12, every cadet runs twice in the same conditions, and we treat every result as entity, in total 20 entities. In this paper female cadets competed in hurdle running, we applied a set of three motor tests and a set of specific kinematic parameters. The set of motor tests was used to assess basic motor abilities. The set of specific kinematic parameters depicts the average values (in all five hurdles) of crossing over the hurdles, leaning of the body, angle of swing leg (knee), height of center of mass, horizontal velocity, flight duration over the hurdles. We applied a regression analysis which, from the set of motor abilities, isolated standing long jump variable in addition to flying start on a 20m run as significant variables, while in kinematic parameters we isolated the crossing over the hurdles, leaning of the body, angle of swing leg (knee), flight duration over the hurdles as significant variables. Based on the obtained results, we may draw a conclusion that the obtained results are influenced by basic motor abilities and some kinematic parameters specific in hurdle running.

KEYWORDS: athletics, hurdles, kinematics, cadets
NUMERICAL TRANSITION AND MOROCCAN UNIVERSITIES

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CONFERENCE TOPIC:
Education

ABSTRACT
The proposed paper aims to question how Moroccan universities are part of the global dynamics of digital campuses, through their achievements to date. The most advanced universities in this field serve as an illustration. These universities, many of which suffer from image difficulties, are struggling to be seen as digital hubs, even though they are now expected to contribute to this dynamic.

Although most universities seek to assert their attractiveness, they are more than ever facing major challenges that are essentially:

- Dealing with the problem of massification and the need for greater population inclusion,
- Strengthening the employability of graduates whereas today’s statistics indicate that the courses preferred by students are mainly academic and not employable,
- Promoting the accessibility and general use of information technology by ensuring equitable access to information technology for students and their professors,
- Promoting innovation and research and development to contribute to the country’s economic and social policies,
- Promoting good governance,
- Adapting to regionalisation and sectoral development policies,
- Positioning itself as a pan-African platform to support Morocco’s regional policy,
- Facilitating exchanges with international universities to strengthen the employability of the graduates, be challenged in its operation and open even more to the global economy.

We therefore find it interesting to consider the existing digital policy of Moroccan universities and the possibility of the contributions of a digital strategy and how to develop them to become intelligent universities capable of meeting the challenges mentioned above.

KEYWORDS: numerical transition, universities, digital campuses, governance, digital strategies
EVANGELICAL CHURCHES IN DAKAR: IMPLANTATION STRATEGY, FAITH COMMODIFICATION AND RELIGIOUS PROSELYTISM

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CONFERENCE TOPIC:
Culture and Tradition

ABSTRACT

Through twenty-one interviews carried out in twelve churches, this paper deals with implantation strategies, the commodification of faith and religious proselytism in evangelical circles in Dakar. It shows how these chapels, which straddle a deterritorialized and / or reterritorialized vision of Protestant identity, develop local but also cosmopolitan adaptation strategies and become veritable religious and social actors whose main mission is to promote local evangelical culture.

These chapels are part of the „Born Again“ ideology which attests to the re-emergence of religious fundamentalism in the Senegalese religious space, where the pastors project their missionary ambitions. There is also a question of a resuscitated charismatic resurrection revived at the heart of the redemptive pastoral sermons. Setting themselves up as messiahs and resolved to evangelize the Senegalese in the name of eternal life, missionary pastors there transmit the Christic message which guarantees religious election to new converts. Propelled into the collective imagination of the Senegalese, the spirit of Pentecostal Protestantism attracts and gives a culture of religious life, whose promotion is ensured by the various bodies carried by ecclesial power.

This research reveals that the Pentecostal churches, even if they constitute a minority, they constantly try to modify the land codes of the city of Dakar, seeking to retrace the field of possibilities and to develop establishment strategies. Moreover, to circumvent the constraints linked to the attribution codes of worship sites, they resort to two modes of access to space such as rental and purchase. It also describes the process of social construction of an environment where chapels, preaching, prayer and healing sessions are important structures in the formation of beliefs and the adhesion of the followers.

KEYWORDS: evangelism, proselytism, faith commodification, implantation strategy, identity, healing ritual
ČIOVO PENINSULA RESIDENT SELF-ASSESSMENT OF DIALECT STIGMATIZATION AND THE INFLUENCE OF INFORMAL LEARNING ON THE PRESERVATION OF CULTURAL IDENTITY

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CONFERENCE TOPIC:
Education

ABSTRACT
The function of dialects is to symbolize the identity and cohesion of society, i.e. to signify the social belonging of the speaker. Stigmatization of dialects entails the language forms that are negatively evaluated by society. On the island of Čiovo, especially Okrug Gornji, the linguistic identity of the inhabitants has changed significantly in the last 30 years. That begs the question of whether the inhabitants who speak the so-called “regional” dialect experience discrimination during its use, i.e. whether the value judgement toward the dialect changes in a way that disrupts the cultural identity of a locality and what the role of informal learning that arises from experience and the influence of society on the attitude, knowledge, and ability of an individual is. This paper attempts to give an answer to the problem question of what effect informal learning has on the preservation of cultural identity, as well as give an overview of data regarding the perception of the residents of the island of Čiovo of the influence of language identity change on the dialect of its residents. The research was conducted in the period from January to the end of March 2020. A questionnaire was used as the research instrument. The representative sample included the residents of Okrug Gornji, aged 25 to 65. This research paper should make a contribution to this topic in a theoretical and practical sense. By way of elaboration of theory and its empirical counterpart, this paper could provide valuable insight into future research and indicate an increasing need for research on the topic of dialect stigmatization and its purposeful connection to informal learning as a possible preventive measure aimed at preserving cultural identity.

KEYWORDS: dialect stigmatization, informal learning, globalization, cultural identity, values
ABSTRACT
Like tourism, mass sport is a phenomenon that is developing intensely in modern society, and one that has changed significantly since the 1850s. The amount of free time enjoyed yearly by employed citizens has grown eightfold since the late 19th century (Štifanić, 2002). The social dynamics of tourism and specific factors defining it – such as health, mental and physical needs, relationships with the local community, and the experience of local culture and nature – are of interest to the field of sociology. Citizens today increasingly have access to both the means and time for tourism and the experiences offered by new destinations. The demands and expectations of modern tourists are becoming more and more complex. The most popular sports in most societies are founded on patriarchal values and centred around superiority and victory. However, new mass sports in modern Western societies frequently reject this concept, founding themselves instead on alternative values and interests without an insistence on competition. Recently, numerous sports have been established on the basis of pleasure and participation, emphasising support for others and respect for the environment. These sports thus focus on personal empowerment and the idea that one must care for one’s body and enjoy the quest for experience, instead of being subject to the imperative of attaining competitive success. The most common mass sports offered at Croatian tourist destinations are cycling, walking, tennis, hiking, and fishing (Bartoluci et al., 2016). Considering the increasing popularity of ‘changing sports’, this research focuses on their distribution throughout tourist destinations on the Croatian islands. This paper is based on in-depth interviews and an analysis of the activities of key figures on the islands of Brač (‘Vanka regule’) and Pašman (‘Škraping’) in the organisation and promotion of ‘changing sports’ activities in Croatian tourism.

KEYWORDS: sport, tourism, destination, island, Croatia
A POLARIZATION ANALYSIS IN THE HUNGARIAN LABOUR MARKET

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CONFERENCE TOPIC:
Business and Economics

ABSTRACT

One of the critical research areas of human capital theory and evaluation is the investment in human capital. This topic analyses the introduction of the effects of education on higher wages. This paper has a new approach. The need for skilled labor is more significant in the labor market because of economic development. Neither the American nor other developed countries’ education system can keep pace with the growth rate and they are not able to satisfy the labor market with skilled enough workers. The increase in the employment level is polarizing with the new job opportunities and because of that, there are more and more high-skilled, high-paid and low-skilled, low-paid jobs.

The aim of this article is to introduce the reasons behind job polarization with the help of international literature from the last two decades. The paper focuses on the American and European labor market trends to show a more comprehensive picture than the previous research to help the Hungarian policy-making process for future development to decrease the income-based differences. The latter is further supported by the analysis of the Administrative Databases Integration, based on what the goal is to show whether these existing inequalities are valid already for the fresh graduates or they are evolving by the working years. Multiple approaches were used to show the influencing factors and to determine which professional areas are the most contagious.

KEYWORDS: human capital, wage theory, polarization, labour market
REPRESENTATIONS OF THE CROATIAN COASTLINE IN CARICATURES, COMIC BOOKS AND GRAPHIC NOVELS

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CONFERENCE TOPIC:
Arts and Literature

ABSTRACT
The Adriatic Sea and its importance for the Croatian culture, economy, and politics have long been a source of inspiration for Croatian graphic artists. Depictions of the Croatian coastline can be traced from the beginning of the history of Croatian comic books, e.g. in the work of Andrija Maurović. The aim of this study is to explore the variety of representations of the Adriatic Sea and the Croatian coastline in Croatian caricatures, comic books, and graphic novels. It shows that both the urban centres and the rural areas of the Croatian coastline have received their treatment in the work of graphic artists, with these locations depicted as sites of political, cultural, sexual, and economic change, especially with regard to the differences between the urban and rural regions and the enduring legacy of the war between Croatia and Serbia, e.g. in the graphic novels of Krešimir Biuk, Branko Ricov, and Davor Radoja. In the field of caricature, the Croatian coastline is often depicted in the light of its tourist industry, as a place that serves both as a point of attraction for foreign tourists in the summer months and as the promised land for vacationers seeking refuge from overheated Croatian cities, e.g. in the caricatures of Dalibor Mataković. Furthermore, the Croatian coast is also represented in its interaction with the Mediterranean Sea, which has been made all the more complex in recent years due to the immigration crisis and the importance of Croatia as a channel for reaching central Europe, e.g. in the work of Helena Klakočar.

Special attention has been paid to intertextual ties established in these works with other sources, as well as to the strong comic mode, which is present in some of the representations and often combined with parody, intertextuality, and the grotesque.

KEYWORDS: comic book, graphic novel, Croatia, Croatian coastline, Adriatic Sea, Mediterranean Sea
RESPECT FOR ARCHITECTURAL HERITAGE IN URBAN-ARCHITECTURAL AND LEGALLY-ECONOMICALLY SUSTAINABLE DEVELOPMENT OF TOURIST CITIES

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CONFERENCE TOPIC:
Sustainable Development

ABSTRACT
An insight into the urban and architectural heritage of many Croatian cities shows a huge number of abandoned, neglected and devastated buildings as a result of emigration, migration to bigger cities or abroad, long-standing unresolved property relations, insufficiently defined and regulated ownership obligations, but also as a result of fear of investment in old buildings. The end result is the frequent occurrence of abandoned homes in the heart of cities, which creates not only an ugly picture of the city but also unhygienic conditions and the potential for a collapse. Often, the same owners invest in new buildings, more modern, with even more financial resources, contributing with such behaviour to an increased percentage of construction, but also moving away from the need to do something about their old buildings.

The architectural heritage is a particularly sensitive issue in urban areas of all cities, especially of the ones of Adriatic islands, where it is necessary to establish guidelines for sustainable development that would ensure the resolution of property relations, as well as the ownership obligation to maintain buildings, invest and bring to use, with the aim of implementing sustainable development in tourist cities.

An interdisciplinary approach within the framework of integrated legal-economic and urban-architectural guidelines begins by addressing the legal segment of ownership and obligations arising from real estate ownership, and extends through the economic aspect of the relationship invested/obtained.

Sustainable urban planning and design based on quality and actual recording of the existing state, as well as sustainable architectural design, aims at revitalization of existing buildings, which also includes conservation observations, recommendations and commitments, analysed and regulated with a developed moral code of architects that starts with knowing and respecting the architectural heritage.

KEYWORDS: architecture, economic potential, building heritage, sustainable development, tourist city, urbanism, property relations
EVALUATION OF DEVELOPMENT NEEDS IN ANDRAGOGICAL COUNSELING

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CONFERENCE TOPIC:
Education

ABSTRACT
Supporting the professional development of employees is an integral part of building learning organizations and the knowledge economy. Andragogical professional counseling for employees represents an interdisciplinary concept of supporting their career learning. The paper describes components of the methodology of evaluation of employees’ development needs as a part of the process of andragogical counseling. The diagnosis, analysis and identification of the development needs of the employees of organizations is a prerequisite for the planning and implementation of their further professional development. The application of the evaluation of development needs was realized in schools in the Slovak Republic. Research has confirmed the poor ability of school management to evaluate teachers’ professional needs.

KEYWORDS: andragogical counseling, profession, employee, development needs, evaluation
WILL VIS ISLAND BE THE NEW „WALK OF SHAME“ OF THE CROATIAN MEDITERRANEAN?

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CONFERENCE TOPIC:
Tourism

ABSTRACT
This paper presents one of the main problems in tourism industry: over-tourism. Along with Venice and Barcelona, Dubrovnik is a European city that has battled over-tourism in the last years. One of the reasons is also film industry. It does not only bring positive awareness to the destination and positive contribution of tourists, but also negative impacts such as the quality of life of the locals because of crime, traffic problems, pollution and jeopardizing UNESCO World Heritage.

Dubrovnik was one of the locations for filming the worldwide known series Game Of Thrones. However, this is not the only location in Croatia that was selected by film industry. The question that we tried to answer was, if the island of Vis, which was one of the locations of filming the popular movie Mamma Mia, could be the next destination overcrowded with tourists? We analysed the secondary statistics data of tourist arrivals and overnight stays at destination Dubrovnik before and after the series Game Of Thrones and compared the trend of tourist arrivals with the island of Vis before and after the film Mamma Mia. The data was taken from the official Croatian Bureau of Statistics.

The results show that the trend of tourist arrivals at Vis is increasing over the years after the premiere of the film Mamma Mia. The island of Vis would have the potential to become the next Croatian location with an over-tourism problem. However, since the municipality and tourist organizations of Vis and Croatian tourism are not focusing too much attention on promoting the film Mamma Mia as an attraction on the island but rather promote natural and cultural heritage, we predict that the island will not have over-tourism problems.

KEYWORDS: Vis, Croatia, over-tourism, film tourism
STUDENTS’ TENDENCIES TOWARDS USING HEURISTICS IN DECISION MAKING

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CONFERENCE TOPIC:
Business and Economics

ABSTRACT

Behavioural economics is a discipline which primarily uses the evidence from psychology and economics in order to examine human rationality in nearly every part of decision making. Facing complex situations, incomplete information and/or limited amount of time, people tend to use mental shortcuts also known as heuristics. Heuristics are used in numerous situations, but sometimes they lead to systematic errors and cognitive bias.

The objective of this research was to examine the frequency of using heuristics in decision making among a student sample from different fields of study in Croatia. The questionnaire included several situations with availability heuristic, representativeness heuristic and loss aversion possibilities. The questionnaire was available online and it was shared on social media. The sample included 560 students. The research results showed partial tendency towards using heuristics. Recommendations for future research refer to the analysis of potential influence of different study fields on the quality of decision making.

KEYWORDS: behavioural economics, availability heuristic, representativeness heuristic, loss aversion, students
THE EARLY WARNING SYSTEM IN CROATIAN COMPANIES OPERATING IN INTERNATIONAL MARKETS

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CONFERENCE TOPIC:
Business and Economics

ABSTRACT

Modern business conditions are changing significantly and these changes are faster and more intense, with increasing influence on the company’s business. The challenge put before the company or company management is to consider, to predict the future and by making timely decisions to prepare the company for future business and ensure the vitality of enterprises. And in predicting the future, predicting where the potentials for success will emerge or what the sources of threats and failures will be, the proper introduction and continuous implementation of an early warning system by looking at signals, indicators from the environment is of great importance. This paper represents a theoretical and practical contribution towards understanding the early warning system in companies operating in international markets. The research problem in this paper is the efficacy of Croatian companies in international business, and the subject of the research is the contribution of the early warning system to increasing the efficacy of Croatian companies in the international market. The introduction discusses contemporary business conditions, and then explains the conceptual definition of early warning system. The research chapter of the paper presents the results of an empirical survey, and while examining the development of the early warning system in Croatian companies operating in international markets, a low level of system development was found, that is, the system was developed only in large companies.

KEYWORDS: early warning system, risk management, international business
FROM INCINERATION TO NEW DESIGN SOLUTIONS BASED ON A CIRCULAR ECONOMY

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CONFERENCE TOPIC:
Sustainable Development

ABSTRACT
The path towards a sustainable society is being clearly charted, especially since the EU Green Deal was presented as the new growth strategy last December. There is no fear that sustainability will become just another buzzword, although the final destination is often an incineration plant, as in the case of jute, a natural material with strong fibres and unique characteristics that we do not know well enough. Jute bags, in which coffee is distributed around the world, are torn at the final destination. If this process is done with a machine, which is often the case at large companies/dealers, any reuse is impossible. We took torn bags as a design challenge to extend jute’s life. Jute grows for one year. It is expected to be biodegraded and not incinerated, as is the case in Slovenia among the major coffee importers/dealers. Through experimental work, we managed to develop different solutions, among which two are presented in the paper, both covering the field of food-packaging design, replacing plastics for single or short-term use. One is made with a pulp process, where we surprisingly discovered that the final product is totally waterproof. Therefore, it can be washed and reused, or later recycled together with paper waste or even biodegraded. So, all three hierarchical possibilities of waste management are available. The other solution is a biopolymer, made again from discarded jute bags and discarded bananas, which are not of sufficient quality to be distributed around the country. The biopolymer is made through a regular cooking process and can be applied as a three-dimensional shape or a flat surface, which is then ready to be cut to obtain the desired form of packaging. The new material is biodegradable. Both solutions are good examples of a circular economy, proving that the C2C philosophy is possible.

KEYWORDS: circular economy, sustainability, jute, biodegradable, single use, packaging, biopolymer
GOLI OTOK (BARREN ISLAND) – THE CONFLICTED MEMORY OF THE FORMER YUGOSLAV PRISONSCAPE

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CONFERENCE TOPIC:
History

ABSTRACT

Goli otok was an uninhabited island in the Croatian Adriatic until 1949, when a political prison camp was founded on its limestone terrain. Part of SFR Yugoslavia at the time, the island became the place of imprisonment for thousands of men and women accused for siding with Stalin in the Tito – Stalin dispute. Upon release, the former inmates brought disturbing memories back to the mainland: of abuse, deaths, forced labour, emaciation, disease, thirst, sunburn and frostbite suffered on Goli otok’s intermittently sun-scorched and wind-whipped barren rock. As part of the political re-education labour program, the inmates were forced to build their own prison out of the very rock of the island, as well as to afforest some of it, thus initiating the irreversible changes to the island’s biophysical environment.

Today, Goli otok and its abandoned, decaying prison complex are enveloped in stories about what happened there in the political prison years (1949-56). Over the decades, the former prisoners’ accounts and the accompanying public rumours created the peculiar Yugoslav political prison folklore, with Goli otok as its symbol. In the former SFR Yugoslav nation states today, Goli otok’s past is subject to contrasting forces. On the one hand, there are erasure and oblivion. On the other – the efforts to memorialize the disturbing human experience, and the site that fostered it. In between are the various attempts to turn Goli otok and its past into a lucrative tourism venture.

This paper discusses the interplay of divergent voices, environmental processes, human factors, memory, erasure, memorialization and ruin in Goli otok’s material and metaphorical prisonscape.

KEYWORDS: prison, island, dark heritage, memory, erasure, Croatia, former Yugoslavia
RURAL TOURISM IN THE FUNCTION OF SUSTAINABLE DEVELOPMENT IN CROATIA

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CONFERENCE TOPIC:
Sustainable Development

ABSTRACT
Rural tourism has not so far been explored enough in the Republic of Croatia. This is probably due to the lack of statistical data and inadequate statistical benchmarks. In the Republic of Croatia, rural tourism is one of the most promising selective forms of tourism. The aim of this paper is to point out the importance of rural tourism in the Republic of Croatia, with an analysis of the current situation and the problems encountered. The results of the research clearly indicate the spontaneous development of rural tourism, without sufficiently concrete development measures. It can be concluded from the research that rural tourism in the Republic of Croatia is still in its infancy. Unjustifiably neglected rural areas can and must be included in the strategic development of tourism and thus be recognized on the international tourism market. The development of rural tourism will significantly contribute to the growth of native population standards. The diversification of the rural economy is also necessary due to the changed demand trends and rural development in the service of the country’s economic prosperity. Accordingly, the basis of rural tourism is sustainable development, which is reflected in the revitalization of already existing resources for tourism purposes. With the development of rural tourism, the Republic of Croatia has great prerequisites for extending the tourist season and giving new quality to overall Croatian tourism, since rural area accounts for 92% of the territory of the Republic of Croatia and about 40% of its population lives there. There is a potential for implementing all of the above through the implementation of EU green policies and the application of knowledge and skills of EU Member States with experience across smart villages. The methods used were: desk research, analyses, syntheses, and descriptions.

KEYWORDS: resources, sustainable development, revitalization, smart villages
THE MEDITERRANEAN AS A CONSTITUENT ELEMENT IN BUILDING LITERARY AND FILM SPACE IN SLOBODAN NOVAK’S AND ANTE BABAJA’S OPUS

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Neven Hitrec, VERN’ University, Croatia

CONFERENCE TOPIC:
Arts and Literature

ABSTRACT
Slobodan Novak (1924-2016), a Croatian prose writer, novelist and essayist, created in his works one of the most important oeuvres of recent Croatian literature. Recognizable writing, exceptional style, polished sentences, rhythmic syntax, devastating irony, pungent humour, modernist orientation, existential pondering, reflections on identity, memorable characters, wondrous imagination, Mediterranean symbolism has been meticulously built over almost 70 years of creation. Ante Babaja (1927-2010) is one of the most respected Croatian film directors, and like Novak, the author of a small but anthological artistic biography. With Novak, among other things, he shares an adherence to the modernist approach, fragmentation of exposure, structure of the work that is carefully thought out, a masterful performance, a unique combination of poetics, psychology, irony and philosophy, and his oeuvre gives the impression of coherence and thoughtfulness rare in Croatian film history. This paper examines the Mediterranean component of some works of these two great Croatian artists, and with the focus on Novak’s novels Fragrances, Gold and Incense and Lost Homeland as well as Babaja’s film adaptations of these novels, it explores the way in which the Mediterranean spirit merges into their literary and cinematic work as its constituent element, and participates in the shaping of man, space and time at all levels, from structural, symbolic, ideological, existential, identity, linguistic to poetic, narrative and the level of film language.

KEYWORDS: the Mediterranean, literature, film, Slobodan Novak, Ante Babaja
ABSTRACT
The objective of this study was to adapt and study the factor structure and reliability in the Ecuadorian population of the Scale of Risk Factors Associated with EFRATA Eating Disorders. A non-probabilistic sample of 1172 participants was used (age: M = 21.99; SD = 2.49; 58.6% women and 41.4% men). The first parallel analysis study identified seven interpretable factors that explain 50% of the variance. The second confirmatory factor analysis study indicates an acceptable fit (GFI = 0.96; AGFI = 0.95; NFI = 0.94; RMR = 0.08). The reliability coefficients per McDonald’s Cronbach and Omega alpha were 0.89 and 0.90 respectively. The Ecuadorian version of EFRATA shows good psychometric properties and adapts to the cultural context of this country.

KEYWORDS: eating disorders, reliability, validity
SMALL(EST) CROATIAN ISLANDS: POSSIBLE BRAND?

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CONFERENCE TOPIC:
Tourism

ABSTRACT
The smallest Croatian islands, due to the preserved natural heritage (often accompanied by cultural and ethnological), attract relatively „higher class“ tourists (Rihtar et al., 2018). However, the question is to what extent locals alone are able to preserve and use the mentioned values as a tourist resource (Mikačić, 1993; Vidučić, 2007), since it depends more on private nostalgia than on more systematic institutional care. An attempt was made to check how promising in this respect local socio-demographic structures and professional capital are by comparing them with previous infrastructure improvements and conservation achievements. An additional attempt was made to determine whether there is potential for gathering into a single tourism cluster (and joint branding) in order to attract greater institutional attention, necessary for more systematic preservation and promotion of local resources in a sustainable way, without devastation by excessive tourist exploitation (Milković, 2015; Rihtar et al., 2016).

KEYWORDS: small Croatian islands, heritage, human capital, sustainability, cluster
FORECASTING AIRLINE PASSENGERS BY TWO DIFFERENT STATISTICAL APPROACHES: EXAMPLE OF TWO COASTAL AIRPORTS

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CONFERENCE TOPIC:
Tourism

ABSTRACT
Seasonal pattern is the most important component of Croatian time series. This is not only the case with respect to the core tourist industry, but also to many related economic activities, such as transportation, communications, shopping, food processing industry and many others. It is estimated that about 70% of all economic activities in Croatia have some seasonal variations. This component ranges from weak (not statistically significant) to very strong. It will be shown how to measure and compare the strength of seasonal variations by two sophisticated statistical methods, such as X-13 and TRAMO/SEATS. These methods are econometric approaches for forecasting time series out of the sample, as well as seasonal adjustment methods for the purpose of official statistics. The examples are airline passengers at the airports of Split and Dubrovnik. These two methods use different approaches but it is concluded that the final results are not very different from each other. X-13 is mostly based on X-11 family and could be called an ad-hoc approach. TRAMO/SEATS is a completely model-based approach. It has been concluded that the number of airline passengers at the above mentioned coastal airports exhibits very strong seasonal factors. Although tourist season is expanding, seasonal factors appear mostly unchanged.

KEYWORDS: seasonal variations, forecasting, X-13, TRAMO/SEATS, airline passengers
THE IMPACT OF THE VILLAGE ON THE ISLAND POPULATION AND THE HVAR STATUTE FROM THE 14 CENTURY

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CONFERENCE TOPIC:
Agriculture and Fisheries

ABSTRACT
Taking into account developmental policies based on island specificities, this paper explores available analyses of the European Parliament’s smart village Initiative for rural development, which focuses on islands, aims at environmentally sustainable agriculture, supports the survival of OPGs (family-run farms) and the introduction of the food supply chain (digital single market with urban-rural connectivity, bio-economy, eco-innovation and precision agriculture). A comparison is made with the analysis of the EU initiative “for the clean energy on the islands” on the negative impact of wind farms on the biodiversity and landscape of the islands and freestanding solar power plants on land scarcity, in light of Parliament’s recommendations that subsidies remain the predominant way of financing EU projects with close cross-sectoral cooperation and dialogue with the local community on the use of natural resources. So, let’s look back at the past. The second part of the paper describes the provisions of the Hvar Statute related to agriculture, which were also valid for the Vis district. The agriculture of the island population was significant for life and existence, as evidenced by the Hvar Statute, which in several provisions addresses the issues of agriculture in Hvar and Vis. Starting with the issues of landscaping of agricultural land, keepers of Hvar and Vis fields, grazing livestock, exporting gram, from Hvar and its district, field borders, harvesting and damages that are discussed in the paper.

KEYWORDS: EU Initiatives, island specificities, sustainable agriculture, local community, Hvar Statute
INTEREST IN THE ISLANDS OF THE EUROPEAN COMMITTEE OF THE REGIONS

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CONFERENCE TOPIC:
Public Services

ABSTRACT
The CoR is an EU policy advisory body and, with its opinion on Islands Entrepreneurship (CoR-2017-19), draws the Union’s attention to the islands and recommends stronger measures within the post-2020. The objectives of EU cohesion policy are pursued according to the financing method established by the Commission, in line with GDP per capita, but the CoR expresses a different view as many barriers specific to island development are not covered by GDP per capita as an indicator. It recommends adding islands as an additional category to the legislative amendment to Regulation (EC) 1059/2003 on territorial doctrines so that the new category of islands would have a direct effect. CoR emphasizes that the island markets are always small and remote, and entrepreneurs prefer to rely on land-based products and services. It proposes that EU MSs with islands establish small shops for the islands by establishing an Island Desk within the Commission service. It states that the islands do not enjoy a special status in cohesion policy but need it according to the characteristics of the remote regions. In applying the partnership principle, it recommends adopting the specific need of island regions in partnership agreements and operational programs. To better position entrepreneurs on the islands in competition, it recommends that they use state aid for islands. It stresses the need to involve local and regional authorities in defining national and EU island policy in accordance with the principle of subsidiarity.

KEYWORDS: European Committee of the Regions, cohesion policy, island position, stronger measures
AN E-TANDEM CRITICAL THINKING PROJECT: USING E-TANDEM ACTIVITIES TO DEVELOP CRITICAL THINKING SKILLS IN COMMUNITIES OF DISPERSED LEARNERS OF ENGLISH OR CROATIAN AS A FIRST AND SECOND LANGUAGE

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Katica Jurčević, University of Zagreb, Faculty of Croatian Studies, Croatia
Marie Kavanagh, University of Southern Queensland, Australia
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CONFERENCE TOPIC:
Education

ABSTRACT
E-tandem Critical Thinking is an online collaborative learning technique which uses a Moodle chat room (http://moodle.org) and Skype (http://www.skype.com) to facilitate the development of students’ questioning skills and their understanding of character traits in relation to plot development in narratives, to provide professional development for teachers in using ICTs in their classrooms through training and the creation of virtual communities of practice, to facilitate students’ and teachers’ skills development related to building and operating within collaborative learning teams as well as learning about and making virtual connections with children from different locations, and to assist in the development of English or Croatian language skills. Developing a classroom environment which promotes student questioning will lead to greater motivation in students to ask questions which seek deeper levels of understanding, requiring the use of higher order thinking skills (Albergaria-Almeida, 2010). Schools from various regions (country and city) and socio-economic backgrounds are asked to participate in order to target low socio-economic areas and isolated school communities (by location and/or access to speakers of the target language). The project enables staff and students to collaborate together on focused tasks, build relationships, widen their perspectives, and share ideas. It encourages classroom teachers to work together as a community of practice to enhance professional development and learning outcomes for their students using computer-mediated technology. This presentation will provide an overview of the theoretical background of the project, the project’s methodologies, the schools involved and the potential benefit for students and staff especially those located on the Mediterranean Islands, country towns and outside of the Republic of Croatia.

KEYWORDS: critical thinking skills, e-tandem, e-learning, language learning methodologies, communities of practise
ISLANDS – POLLUTION OASES AS A RESULT OF QUALITY WASTE MANAGEMENT

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CONFERENCE TOPIC:
Sustainable Development

ABSTRACT

Given their geographical position, islands are destined to be “isolated”. Nevertheless, the isolation itself represents great potential for maintaining autonomy in every respect, including waste management. Small islands are sometimes densely populated on the one hand, with large expanses of untouched nature on the other. Because of this, sustainable development can be very well-organized, and waste management is considered as one of the key factors which can greatly contribute to that. Still, islands are places where uncontrolled accumulation of waste could occur in a relatively small area. Therefore, the attitude towards waste on islands is very specific, challenging, and undisturbed by any kind of external influences. This is primarily due to the specific economic and political situation maintained by the local officials, whose careful consideration and planning can help the islands stand out as examples to other communities. As a dominant industry, tourism can be a liability and source of additional concern given that, during the tourist season, it often brings enormous amounts of waste. The latter is related to the pollution of air and sea. The pollution is primarily a result of accumulating solid waste, whose volume, unpleasant odor, and the problem of organized removal from the island can significantly burden the settlements. In this respect, local self-protection measures are of immense importance. Islanders have a unique opportunity to set strictly controlled conditions for any kind of waste management within the limits of their geographical position, thus protecting their islands from pollution. In this context, the interdisciplinary approach should also rely on urbanism through quality spatial planning which considers sustainable development and design that would foresee economic zones for waste management. In general, islands are potential oases of unpolluted Earth. Being isolated, they can oppose and reject the usual unsustainable methods and become the prototype of quality waste management.

KEYWORDS: geographical isolation, island, pollution, tourism, urban planning and design, waste management
ON (IN) DOCILITY OF 40+ EMPLOYEES

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CONFERENCE TOPIC:
Education

ABSTRACT
Today, there is no doubt that over the next decades, the need for continuing vocational training for older workers will increase as a result of current population developments. However, opinions differ when it comes to their achievement, learning and support opportunities. Based on the more recent psychological and neuroscientific findings, the aim of this paper is to relativize the traditional deficit thesis, i.e. the thesis on age-related decline of the ability to learn and focus on the general principles of didactic action, respectively and methodology of education of older employees. With an awareness of the possibilities for the development of this type of employees, there is room for increasing their motivation (not only) for further education and supporting the development of self-regulation as an essential component of adult docility.

KEYWORDS: intelligence, learning ability, docility, constructivism, learning chreod, drifting zone, androdidactics
FEASIBILITY CHALLENGES OF THE SULEYMAN’S TURBE CULTURAL-TOURISM CENTER PROJECT IN SZIGETVÁR

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CONFERENCE TOPIC:
Business and Economics

ABSTRACT
The Suleyman’s Türbe of Szigetvár is a historical monument with exceptional features, which was discovered by Norbert Pap and his research group of the University of Pécs. The strategic aim of the planned Cultural-Tourism Center is to be a strong bastion of cultural tourism in Baranya County, attracting 100,000 to 200,000 visitors to Hungary and internationally, which will operate in a self-sustaining way, creating jobs in the area and generating economic prosperity.

During the planning of the Cultural-Tourism Center investment, a module-system component consisting of three main elements was created, which are:

Central investment, which allows the presentation and visit of the narrowly defined Cultural-Tourist Center. This includes the use of basic, existing infrastructure.

Additional investment, including the proposal of the City of Szigetvár for the implementation of the Visitor Center to be established in the immediate vicinity of the Cultural-Tourist Center, and the implementation of the Visitor Center connecting them with the Cultural-Tourism Center.

Background investments required to create a complex tourism product, including the connection of historical monuments in Szigetvár and its surroundings with a memorial tour route to the Visitor Center and the Cultural-Tourism Center.

The study aims to provide government decision-making with information on project-based approaches to project implementation, thereby assisting government decision-making. In addition, it gives insights about the challenges of a project management approach and the tools that will help in the planning process of other similar investments.

KEYWORDS: project management, budgeting, planning, cultural heritage
MARKETING MIX ON THE EXAMPLE OF HEALTHY FOOD CONSUMERS

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CONFERENCE TOPIC:
Business and Economics

ABSTRACT
Contemporary trends show that a „healthy lifestyle” is being promoted more and more and that more and more people care about the quality of life. Such a lifestyle, among other things, includes quality eating habits, in terms of healthy food. Healthy food has many benefits that positively affect the quality of life, which is why people are increasingly paying attention to what they eat. The detected problem investigated in this paper is the diversity and specificity of healthy food consumers. Every consumer has their own lifestyle that can be manifested by buying specific food products, and effective marketing allows consumers to find products that will meet their needs. Lifestyle influences the needs, desires and habits in buying products and services, as well as consumer behavior. Food must meet certain criteria in order to be considered healthy.

The specific goal of the paper is to present the elements of the marketing mix on the example of healthy food consumers. The paper defines and analyzes healthy food through four elements of the marketing mix, which includes product, price, promotion and distribution, compared to conventional food. There are many ways manufacturers can sell their products, and it can be said that elements of the marketing mix provide effective benefits for successful sales.

KEYWORDS: marketing mix, healthy food, consumer, product

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CONFERENCE TOPIC:
Arts and Literature

ABSTRACT
The article interprets parts of the above-mentioned excerpt focusing on similar motifs across important scenes from the epic. The core of the scene is the sequence where the suitors are eating raw and bloody meat (haimoforykta de ἐκ τῆς κρέας ἐστίν). The suitors thus allude to the Cyclopes from book 9 who feast on human flesh. The souls of the dead are seen drinking blood in book 10, so the suitors bear a resemblance to them, despite being alive. Athena caused uncontrollable laughter among them which further conveys horror and creates a dark atmosphere. The godlike prophet Theoclymenus is by his very attribute announcing the godlike Odysseus himself; and his prophecy is now much more convincing and significantly less naïve compared to similar prophecy motifs in the epic (cfr. 1.164; 2.83; 15.530).

The image of the suitors eating meat which does not belong to them and yearning for Penelope, the woman they have no right to, is evoking the scene from book 9 in which Odysseus takes the wives of the Cicones after destroying Ismarus. We have to keep in mind that the ironist can say anything, but ultimately he is indeed being ironic.

KEYWORDS: Odyssey, Book 20, solar eclypse, interpretation
FACT-CHECKING IN THE REGION: A COMPARATIVE CONTENT ANALYSIS OF FACT-CHECKING PORTALS FROM CROATIA, SERBIA AND BOSNIA AND HERZEGOVINA

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CONFERENCE TOPIC:
Media and Communication

ABSTRACT
With the popularization of the term fake news after the 2016 presidential elections in the United States, the definition of media literacy has been changed forever. Although the notion of fake news had been known to media professionals long before those elections, the term has since then become part of the everyday vocabulary of an average media content consumer. Along with the critical understanding and analysis of information obtained through the media, there is a need to further verify the accuracy of this information. With the development of fake news, fact-checkers, portals dealing with verifying and evaluating the truth of the news produced and transmitted by the media, have evolved. This paper examines the methods by which fact-checkers discover the truth and authenticity of media content, what topics are prevalent, and who the subjects of that content are, or what source a certain statement or information comes from and to whom it relates. Using a method of combined qualitative and quantitative content analysis, the publications of fact-checkers based in Croatia, Serbia and Bosnia and Herzegovina have been analyzed. Duke Reporters’ Lab assessed the performance of those fact-checkers and found them objective, with a transparent structure, and their activities were in no way influenced by political parties or individuals in their own countries.

KEYWORDS: fact-checker, fake news, content analysis
(RE)VISITING EDWARD SAID’S ORIENTALISM IN SENEGAL’S AGE OF OIL AND GAS

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CONFERENCE TOPIC:
Sustainable Development

ABSTRACT
2019 Presidential election in Senegal counted more than 60% participation rate, with an increase of more than 8% compared with 2012. Never, in the history of this country, has the participation rate reached such an important percentage in any presidential poll. The level of consciousness, as far as the importance of elections, has got another level in the peripheric regions of Senegal. The population of such areas are now, more than ever, aware of the challenging stakes that will be coming up in the country in the near future, notably the oil and gas exploitation in the late 2020s. They are aware of the fact that oil and gas, together, could be the greatest pillars of development ever, or, simply, the most inflammable liquid to burn out any country.

Thus, specialists can see that Senegal is obviously entering a critical era. One that sees the discovery of the most inflammable liquid and substance. The country is crossing a critical age of its history while riding a very sharp line; either they succeed in crossing it and becoming, once for all, a developed country or they fall in an abyss of oil male-diction like in Libia, Syria, Iraq etc.

This paper aims at (re)visiting Edward Said’s Orientalism in Senegal’s Age of Oil and Gas and looks at the colonial legacy of the country as a hinderance to good profitability of the country’s natural resources. It aims at reviewing the country’s discriminatory history inherited from the coloniast traditions and which seeks to depict the far East, North and South of the country as population of the second zone and low level of citizenship. As if by sheer coincidence, almost all of the country’s resources are discovered in these counters where post-colonial regimes do not have any serious public policies.

KEYWORDS: Senegal, oil, gas, natural resources, orientalism, Senegal-Orientalism
TRAJECTORIES TO THE COAST AND ISLANDS: THE MEANINGS OF THESE JOURNEYS AMONG HOMELESS PEOPLE

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CONFERENCE TOPIC:
Culture and Tradition

ABSTRACT
Changes of place or breaks can afford opportunities for people to live differently, to change routines and to experience other aspects of life (McGabe 2009). This paper analyses the ways in which some homeless people re-situate activities (work or leisure related) by traversing to different coastal and island scapes to gain a refreshed perspective on life. These journeys that are mostly short-term may be related to new work opportunities, coping strategies or ways to escape from the everyday drudgery of homelessness. Based on a qualitative exploratory study on homelessness in Croatia (CSRP), this study examines the trajectories some homeless people take and the meanings that they attach to these journeys that lead to the coast or islands in Croatia. Contrastingly, a reluctance to return to island birthplaces was also noted in cases of severed family ties which triggered or aggravated their homelessness situations in the first place. Moreover, an absence of any emotional connection to these spaces makes it difficult for homeless people to readily choose nursing homes on islands as their ‘last station’. This paper intends to give a deeper insight into the complexities and multi-dimensionality of homelessness in Croatia through an analysis of all these homeless trajectories revealing different life-situations.

KEYWORDS: trajectories, homelessness, coastal spaces, islands

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CONFERENCE TOPIC:
Culture and Tradition

ABSTRACT

Regardless of the restrictive directives of the world’s most powerful culture broker and tourist patronizer, such as UNESCO, Croatia was successful in entering the world’s Intangible heritage list with 14 cultural domains worth safeguarding. The public health system of dealing with epidemics from the 14th century Dubrovnik (Grmek, 1980, 1996; Blažina and Blažina, 2008) to the 2020 Corona virus was/is not one of them. With a plethora of factography the analysis of this paper encompasses major global issues of today’s treating cultures while abusing their cultural paradigms in the service of elite-driven competitive global concepts (Matta, 2016), including their capacity of dealing with pandemics. We further analyze the continuing issue of Croatia’s Stampsarian health system dismantlement of over three decades (Špoljar Vržina, 2007, 2008, 2011, 2012) in which the history of Croatian medicine became almost obsolete in its power to be presented to the world as a path-breaking system in which specific knowledge of its professionals, solidarity and humanity of all its people were (and are) intertwined and not divisible into classifications, lists and conglomerates of monetary instrumentalized cultural values. If today’s only comparison that can be drawn is the film set potential of a Croatian site for a Hollywood mega hit such as ‘Mama Mia’ it should also be known as a global site prepared for Corona virus outbreaks. Especially in view of the fact that the island of Vis, as much of Croatia’s natural ‘beauty’, encompasses caves with over 10 bat species (one of the main vectors of the virus, Zhou et al., 2020) and a timeline of its people’s capability
of answering the pandemic quest, both professionally and ethically (Chircop, 2018; Fairhead, 2018; Lynteris, 2017; Bashford, 2016, etc.). Yet no official list is interested in such complex heritage which remains to be further contested.

**KEYWORDS:** anthropology, sociology, UNESCO, heritage, public health system, pandemics, Stamparian health system, island of Vis
FRUIT TYPES OF THE REPUBLIC OF CROATIA
AS A BASIS FOR BRANDED PRODUCTS

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CONFERENCE TOPIC:
Agriculture and Fisheries

ABSTRACT
Fruit types are an accompanying element of gardens and orchards, as well as of Croatia’s landscape identity. Although a regional division of agricultural crops within Croatia is not territorially organized, a phenomenological identification of certain fruit types, related to the identity and tradition of a locality, may be clearly determined. This paper defines the fruit types of certain regions in Croatia with regard to the tradition, economic cost-effectiveness, and visibility of the finalized fructal and grapevine products on the market, as well as to a brand-establishing possibility. Most branded products are used in the sour cherry, plum, walnut, hazelnut, grapevine, almond and rose fructal species, but a major cost-effective space exists in a plantation-based cultivation and a new brand establishment within the economic basis of the aforementioned fructal species’ production. In addition, the fructal species and their position with regard to a planting tradition within the decorative public areas and gardens, pertaining to their regional affiliation, i.e. landscape typology, are determined in the paper.

KEYWORDS: fruit types, planting tradition, regional division, economic cost-effectiveness, branding
ISLAND STUDIES – DISTINCT ACADEMIC CHALLENGES

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CONFERENCE TOPIC: Demography

ABSTRACT
Croatian coast, formed of limestone and dolomite, containing more than a thousand islands (to use precise figures, the country has 1244 islands out of which there are 78 islands, 524 islets, and 524 reefs and skerries), and boasting Mediterranean climate, with astonishing characteristics, and spatial and societal values that are rarely witnessed in our environment, may be perceived as a potentially most relevant area of Croatia regarding development. This goes beyond any subjective perception, local and national connection, or conditionality that arose from identity, rather it is a characteristic measured by scientific parameters that needs to be approached from scientific point of view from all relevant aspects, and in relation to projection and modelling, it needs to be part of foundations of development on regional and national levels alike.

So far, concepts of development have failed to emphasise the value of Croatian islands as an area of huge potential that needs direct incentives from the tax system, although some attempts have been made through the Act on Islands and also through many rather idealistic scientific outcries which have been lost in theoretical economic doctrines which produced barely any results, particularly in relation to demography. The development of activities based on national spatial and societal wealth and their encouragement should form the basis of national economy, even when influential figures of economy and public beg to differ.

If we want to maintain the developmental function of the islands, we clearly need academic research based on a multi-disciplinary approach in order to examine all relevant characteristics. In defining the external topic of interest (the area of Croatian islands) and the total potential with all laws and reciprocities, we may be able to draft a study concept.

KEYWORDS: Croatian islands, demography, multi-disciplinary approach, study concept
“THE KNOWLEDGE OF ADVERTISING” – THE FIRST CROATIAN ADVERTISING HANDBOOK

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CONFERENCE TOPIC:
History

ABSTRACT

At the very end of the „vertigo years“ of the „long 19th century“, „The Knowledge of Advertising: A handbook for Successful Advertising“ by Ivan Arhanić was published in Zagreb. This small booklet, printed in the year of the beginning of the World War I at the Boranić and Rožmanić printing house, is the first indication of systematic thinking about the role and importance of advertising communication in socio-economic life and its formative practice in the Austro-Hungarian Croatia.

Summarizing his four years of professional experience and practice in advertising, the author, following an example of the advertising literature of the „great nations“, attempts to provide some sort of „teaching and learning guidance“ to the local entrepreneurs about this important skill for contemporary business practice. Quite in the spirit of his time, marked by „modernity“ and „progress“, in his propaedeutic handbook Arhanić refers to advertising as an important means of increasing the „consumption of goods“ which, in his view, is clear „evidence of the cultural and economic progress of a nation“. By connecting advertising communication directly to the indicators of social progress, the author demonstrates optimism that was typical for his era that will soon end in one of the greatest catastrophes.

Looking into the phenomenon of modern advertising communication from a socio-historical perspective it can be observed that it interacted with the key modernization processes and social transformations from the very beginning – from the emergence of the press and the first mass media, industrialization, technological and political innovations, through development of transport and communication infrastructure, integration of national and global markets, to mass production, ubiquity of consumer goods and „democratization of consumer desires“. Thus, the presence of this handbook on the outskirts of the Habsburg multi-ethnic empire belongs to one of the most significant modernization symptoms that did not bypass Croatia.

KEYWORDS: advertising handbook, Croatia, long 19th century, modernization, social progress, Ivan Arhanić
RELIGIOSITY AND SOCIAL CAPITAL IN MEDITERRANEAN AND CONTINENTAL CROATIA

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CONFERENCE TOPIC:
Demography

ABSTRACT
This paper attempts to assess the differences in social capital of religious and nonreligious respondents in Mediterranean and Continental Croatia, based on the results of a 2018 nationally representative survey of Croatian adults (GENMOD, HRZZ-IP-2016-06-6010). The approach to the analysis is based primarily on Bourdieu’s notion of social capital, defined as “... the aggregate of the actual or potential resources which are linked to possession of a durable network of more or less institutionalized relationships of mutual acquaintance and recognition /.../ which provides each of its members with the backing of the collectivity-owned capital” (Bourdieu 1986: 248-249).

In Bourdieu’s approach – but essentially also in other approaches to social capital – the latter represents a resource that can be converted into economic capital. Consequently, it is of importance to discussions of regional development potential. Furthermore, a Bourdieusian approach to social capital is of relevance to development studies because it is deeply reliant on the context of a particular social space.

The results of the analysis reveal the differences (but also some consistencies) in the distribution of religiosity of the respondents and their social and economic capital in Mediterranean and Continental Croatia, as well as in the capital city of Zagreb, which was analysed separately, since previous research (Tomić-Koludrović, Puzek, Petrić, 2018) suggests that numerous indicators for that city differ significantly from those of the general sample. The analysis also focuses on the differences in the levels of “generalized trust“ and trust in institutions, which were included to complement insights gained by the application of Bourdieu’s analytical categories. Religiosity of the respondents has been shown to be related to the social capital of respondents in all the analyzed regions, and the discussion also highlights the importance of micro-regional contexts that should be taken into consideration in development studies.

KEYWORDS: religiosity, social capital, Croatia, regions, development
COLLABORATION BETWEEN CIVIL SOCIETY AND LOCAL GOVERNMENT – A BUSINESS MODEL FOR THE REVITALIZATION OF UNUSED PUBLIC SPACES

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CONFERENCE TOPIC:
Business and Economics

ABSTRACT
The business model is one of the key factors why some organizations and companies have better results than others. Certain local government-owned public spaces are unused because of mismanaged resources and lack of clear vision of how to use them successfully.

In the context of civil-public partnership, it is necessary to develop a business model that structures management on the basis of: what the customer needs are, how they want their needs satisfied and how the organization can organize itself to meet customer needs while achieving profit and positive public opinion.

In this paper, this type of successful business model is presented through a case study of the EU project „New practices – participatory management of the Scheier building” between the NGO Platforma za Društveni centar Čakovec and Međimurje County.

KEYWORDS: business plan, case study, civil society, revitalization, public spaces
BARON ANTUN GUSTAV HILLEPRAND VON PRANDAU AND HIS CONTRIBUTION TO THE MODERNIZATION OF URBAN SPACES AND LANDSCAPES IN VALPOVO AND DONJI MIHOLJAC

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CONFERENCE TOPIC:
History

ABSTRACT
The paper aims to study the activities of baron Antun Gustav Hilleprand von Prandau in the 19th century and his contribution to the modernization of urban spaces and landscapes in Valpovo and Donji Miholjac. The preservation and modernization of traditional and landscape values have contributed to the living quality improvement both in this area and much wider. The economy he had developed on both of his properties (Valpovo and the Donji Miholjac district) was characterized by several complementary activities. Thus, nursery was supplemented by forestry production, whereas his gardens, in addition to the ornamental plants grown in them, in the parks, and on the public areas, sold flowers, pot plants, trees and shrubs throughout the Monarchy and included even fruits and vegetables. Flower exhibitions were held in Miholjac and Osijek, the largest thereof being the one held in Donji Miholjac in 1881. It was the period when gardening and park care were in charge of the art gardener Johann (Ivan) Hübsch, while the forestry superintendent Adolf Danhelovsky, known as the author of many papers on woodland management and wood processing, took care of the whole estate. He remained faithful to his estate owner till his death in 1885. Finally, the significance of Baron Prandau lies in the fact that he opened the then Croatia and Slavonia to the entire Monarchy, having presented his products at the World Exhibitions in Paris, London, and Budapest, as well as in Slavonia proper. His modernist views and activities have assisted many civil societies, having also provided accessibility of his properties to the public. Thus, his legacy in Valpovo and Donji Miholjac is an important contribution to the general social welfare development and a significant part of Croatia’s modernization at that time.

KEYWORDS: 19th century, Austro-Hungarian Monarchy, parks, nurseries, Baron Antun Gustav Hilleprand von Prandau, modernization, landscape architecture, Slavonia
A DISCOURSE ANALYSIS OF YOUTUBE VLOGS RELATED TO CROATIAN ISLANDS

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CONFERENCE TOPIC:
Media and Communication

ABSTRACT

YouTube is one of the most popular social media platforms associated with user generated content. It was launched in 2005, bought by Google in 2006, and since then it has had an incredible impact on businesses, tourism, education, etc. (Strangelove, 2010). Vlogs are a typical form of YouTube content. They are essentially blogs made in a video form and uploaded to the internet. Their themes vary from fashion and make up to mukbangs and gaming. Traveling vlogs are also quite popular and have a potential to influence the users’ travel decisions. YouTube travel searches focus on destinations, attractions or points of interest, and general travel ideas. Also, nearly half of the travel related subscriptions are to vlogs (Crowel, Gribben and Loo, 2014). The aim of this paper is to analyse the (verbal) discourse content of the most watched YouTube vlogs related to ten Croatian islands (Cres, Krk, Brač, Hvar, Pag, Korčula, Dugi otok, Mljet, Vis, and Rab) in order to discover how the islands are presented and described by vloggers. The analysis will include the extraction of verbs that signify vlogger activities on the islands, nouns that signify themes and topics related to the islands, and adjectives that relate to the verbs and nouns and are used to describe the islands. The analysis will also focus on the positive and negative descriptions of the island, as well as general themes and topics of the vlogs.

KEYWORDS: YouTube, vlogs, Croatian islands, vloggers, travel
CHALLENGES OF INTERNAL ORGANIZATIONAL COMMUNICATION IN ATYPICAL EMPLOYMENT

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CONFERENCE TOPIC:
Business and Economics

ABSTRACT
Atypical employment is gaining ground beside the typical forms of work. Particularly in the service industry (sales), IT and in the administrative sector, there is a tendency for employees to be employed in atypical (e.g. teleworking) employment.

This effect poses a challenge to both employees and employers/leaders, especially to develop and effectively manage internal organizational communication.

The study aims to present the internal communication of a group of companies operating atypical employment, such as organizations using telework, based on the results of in-depth interviews with employers and employees, and a questionnaire among employees.

Based on this, our research questions are the following: whether teleworkers are satisfied with internal organizational communication, information provision, which communication channel they consider being the most effective, and how these channels are integrated into the corporate culture, and are a preference for them at all.

Our sub-hypothesis is that those workers who are employed in an atypical form of work are more loyal than employers who work in a conventional way. The more freedom they get the more reasons they find to stay at the company, so this technique can contribute to the power of retention.

Based on our research on internal communications, we define internal communication development opportunities that are relevant and widely applicable to a particular area.

KEYWORDS: atypical employment, organizational communication, internal communication, telework, loyalty
SATISFACTION OF THE UNIVERSITY LECTURERS WITH INTERNAL COMMUNICATION BASED ON THE EXAMPLE OF THE UNIVERSITY OF PÉCS

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CONFERENCE TOPIC:
Media and Communication

ABSTRACT
Internal communication of the organization is a tool for strengthening the relationship between the organization and the employees whose primary purpose is to create internal cohesion and integration.

Communication is also the lifeblood of an organizational culture that holds together colleagues, units, and is present in every aspect of the organization’s life. The quality of communication determines the efficiency of the organization’s operation, with its channels and mechanisms it even affects the characteristics of the management structure.

Our starting point is that organizational culture and organizational communication are interdependent and interacting entities, which is especially true in higher education.

The aim of the study is to present the satisfaction of university lecturers with internal communication and development opportunities based on an example of employee satisfaction – research (2018) in higher education at the University of Pécs (UP).

Based on this, our research question is whether there is a difference in the perception of internal communication between employees who are in the lecturer / researcher status (in casual working hours, in unequal working hours) and those in typical working relationships (working under fixed working hours).

As the UP is one of the largest and most diverse institutions of higher education in Hungary, we believe that based on our research on internal communication, we can define not only the University concerned but also broader opportunities for internal communication and organizational culture development.

KEYWORDS: internal communication, higher education, lecturers, informal work schedule, satisfaction
ADRIATIC ISLANDS IN THE CROATIAN CONTEMPORARY CINEMA

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CONFERENCE TOPIC:
Arts and Literature

ABSTRACT

KEYWORDS: Croatian contemporary cinema, Adriatic islands
BEARDED FIREWORM

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CONFERENCE TOPIC:
Marine and Biology

ABSTRACT

The bearded fireworm (Hermodice carunculata in Latin) is a polychaete, a predator that lives on a rocky bottom of the sea at the area between the surface and depth of 60 meters. It eats sea urchins, starfish and corals. In 2018, the area of the Vis archipelago was declared a geopark as a part of UNESCO World Geoparks network. On the steep seabeds of the Vis archipelago, a colorful coralligenous biocenosis has developed, inhabited by gorgonians, stone corals, plate starfish and numerous other organisms. As the bearded fireworm feeds on these organisms, and it has no natural enemy, there is a danger for the preservation of biodiversity of coral biocenoses.

The objective of the paper was to investigate the spread of the bearded fireworm population in Vis waters and to study its negative impact on other marine organisms, especially on starfish and sea urchins. The research was conducted by studying the available literature with the aim of getting acquainted with the number of bearded fireworms, eating habits, life cycle and ecology of the behavior. We conducted a survey with the local island people and interviewed local fishermen and divers. Accordingly, the locations were marked where this marine organism was seen and observed and then a map of its habitats was made, areas where the number of sea urchins has decreased and finally areas where starfish without arms were discovered.

It was found that an important factor in population expansion is the accelerated process of climate change that has led to an increased sea temperature. Another reason is the insufficient number of adequate predators that would eat fireworms in order to keep the entire population under control.

After the collected and analyzed data a cause-effect diagram was made consisting of four parts in which the observed relationships are described. Studying the diagram, it was established that numerous variables contributed to its increasing representation, which later led to the disturbance of numerous animal species, but also to their complete disappearance in some areas of the Vis archipelago.

KEYWORDS: fireworm, Vis archipelago, biodiversity, increased sea temperature
THE RIGHT TO BE FORGOTTEN IN EU LAW

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Goran Vojković, University North, Croatia

CONFERENCE TOPIC:
Media and Communication

ABSTRACT
„The right to be forgotten“ has been regulated by law only recently, with the entry into force of the General Regulation on the Protection of Personal Data (GDPR), as a mandatory regulation at European Union level. It is rooted in the old principle of criminal and misdemeanor law on rehabilitation – so even crimes should not be something that will accompany the perpetrator for life, but be deleted from the records after a while. With the advent of the Internet and Internet search engines, a problem appeared that certain behaviour or event related to a person remains permanently recorded and accessible to all. In relation to the development of „the right to be forgotten“, the case of Costeja (C-131/12) before the European Court of Justice between the Spanish subsidiary of Google against the Spanish supervisory authority of AEPD and Maria Costeja Gonzalez was extremely significant, because old, inconvenient information about financial problems he had had years earlier could be found searching Google. „The right to be forgotten“ was then defined by the GDPR, but legal practice is only being built. Thus, for example, according to the decision of the European Court of Justice in 2019, the law itself is exclusively related to the European Union and does not bind Google and others globally. The paper analyses the extent of „the right to be forgotten“ in accordance with today’s European law and its relation to media regulations.

KEYWORDS: GDPR, privacy, right to be forgotten, the EU, regulation
SOCIOLOGICAL ASPECTS OF LIFE ON THE ISLAND – AN EXAMPLE OF ACTIVISM THROUGH THE COMMUNITY PLATFORM ‘POKRET OTOKA’

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CONFERENCE TOPIC:
Sustainable Development

ABSTRACT
Pokret otoka (Island Movement) was created in 2015 as a citizens’ initiative, primarily focused on expressing dissatisfaction with the proposed Law on Concessions, particularly emphasizing concession of the maritime domain, the coast (beach). In order to better coordinate activists and volunteers on the various Adriatic islands, Pokret otoka became a „community platform”. On the official website, Pokret otoka is described as „a self-sustaining and solidarity network of islanders and island lovers which, through connecting individuals, organizations and ideas, builds a responsible and sustainable society.” Initially, activists and volunteers from seven islands were active within the platform, while today this number is 32 Adriatic islands. With sixty official members it has an extensive and numerous network of volunteers and activists, and it is particularly important to emphasize that their representatives are actively involved in island-related processes at the European Commission. This kind of community platform is a multi-faceted phenomenon that goes beyond the scope of non-governmental organizations and is positioned as a holistic platform for the development of Croatian islands and for improving the living conditions of all islanders.

A total of ten semi-structured interviews were conducted with members of Pokret otoka, island residents, as well as respondents who occasionally visit one of the Adriatic islands. The complexity of the studied phenomenon and the scope of the research make it impossible to explore all aspects of activism and organizational structure of Pokret otoka. Within this text, we have focused on several basic aspects of Pokret otoka and the islands themselves as specific communities, namely identity issues and symbolic aspects of island life; to the various institutional levels through which the Pokret otoka operates.

KEYWORDS: Island Movement, activism, community platform, networking, sustainable development, life on the island
THE BLENDING OF POLITICAL PROPAGANDA AND TOURISM IN „PLAVE TIŠINE“ (BLUE SILENCES), A SHORT CROATIAN DOCUMENTARY FILM FROM THE SOCIALIST FIFTIES

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CONFERENCE TOPIC:
Arts and Literature

ABSTRACT
With a history tied to all the political and social changes it went through, Croatian cinema often reflected those changes on different levels. The socialist part of Croatian cinema history, was no different, regardless of the type or genre of the film. It often selected themes that would represent current paths of government political activity, leaving the film professionals not only to adjust, but to find in these universal-local themes an artistic basis for them to develop their skills, or even find personal stories. It was a position comparable to film professionals working in the studio systems of historically advanced production centres, regardless of the ideologies they sometimes had to follow.

In such conditions, even the smaller productions could not escape their role in representing major themes.

Shot and directed in 1953, by the distinguished Croatian cinematographer and sometimes director, Frano Vodopivec, a short documentary film „Blue silences“ (Plave tišine), about an international group of divers exploring the Kornati archipelago, blended themes that were important to the still young political order; first of all international acceptance and finding a way to present natural resources especially through tourism. This paper analyses whether we can relate to its function and its approach to visualizing the appeal of the coastline today.

KEYWORDS: Croatian cinema, documentary, Frano Vodopivec, ideology, the fifties
CULTURE AND NUTRITION: MULTIPLE CONNECTIONS BETWEEN THE MEDITERRANEAN DIET AND AGEING

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CONFERENCE TOPIC:
Culture and Tradition

ABSTRACT

The idea of a close bond between food and health/disease is almost a cultural universal present in all world cultures (Sikkink 2009). Since the 1950s, the Mediterranean diet has been recognized as an empirically grounded pattern of the „healthiest diet” (Roman-Viñas and Serra-Majem 2014, p. 69) and „a biomedical model for healthy eating, a paradigm for healthier lifestyles and an effective tool for weight loss” (Phull 2015, p. 35). However, the Mediterranean diet although reduced to the biomedical and nutritional model should always be viewed as part of a complex socio-cultural context (Phull 2015), that can (and should) be analyzed interdisciplinarily from the perspective of social sciences and humanities (for example anthropology, sociology, ethnology, cultural geography, marketing etc.) (Holtzman 2006). The term „Mediterranean diet“ is a homogenizing umbrella term that covers geographically large, distant and culturally diverse areas (Contaldo, Pasanisi and Mancini 2003). The socio-cultural dimensions of this diet are also reflected in the fact that in 2013 it was included in the UNESCO list of Intangible Cultural Heritage of Humanity, where it was described as „a set of skills, knowledge, rituals, symbols and traditions“ of cultivation, processing, preparation and consumption of food, with a particular emphasis on the gender dimension in transgenerational transmission of knowledge, skills and recipes (UNESCO / Intangible Cultural Heritage). The authors present an analysis of the connection between the Mediterranean diet and ageing. In doing so, they emphasize the multiple importance of the age category in discussions on the Mediterranean diet in its two important aspects: 1) as a globally popular nutrition recommendation for healthy ageing (Milaneschi et al 2011); 2) regarding the commodification, appropriation and romanticization of images of older persons (particularly older women) as experienced and „authentic“ connoisseurs of the „true“ Mediterranean diet and its original recipes, in cultural representations of the Mediterranean cuisine.

KEYWORDS: Mediterranean diet, health, healthy ageing, older persons, culture of living, cultural representation, commodification
A LONG-STANDING CROATIAN LEXICAL TRADITION AND NEOLOGYISTIC TENDENCIES REFLECTED IN THE DIGITIZED PARČIĆIANA

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CONFERENCE TOPIC:
Arts and Literature

ABSTRACT
The paper examines a part of the computerized opus by Dragutin Antun Parčić, a noted Croatian philologist, former Franciscan tertiary, and canon of the Rome-based Pontifical Croatian College of Saint Jerome, born in Vrbnik on the island of Krk in 1832. An educator and factotum equally dexterous in astronomy, botany, geography, grammar, Glagolitic script, lexicography, Old Church Slavonic, pioneer photography, translation studies and typography, Parčić authored several editions of the Croato-Italian and Italo-Croatian dictionary, founded on the premises of the Zagreb Philological School’s opposition to the tendencies propagated by the Croatian followers of Vuk Stefanović Karadžić’s linguistic doctrine. As a digitized version of the 1995 reprint of Parčić’s *Rječnik hrvatsko-talijanski* (Zadar, 1901) is available at the website of Faculty of Humanities and Social Sciences in Osijek, the paper exemplifies Parčić’s abundant thesaurus in a repository that was published only a year prior to his demise, his meticulous reliance on the vernacular Croatian lexicon, and his significant contribution to the holdings of Croatian calques and neologisms, many of which are still used nowadays.

KEYWORDS: Dragutin Antun Parčić, digitization, Croatian lexicography, Croato-Italian dictionary, tradition, calques, neologisms, usability
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